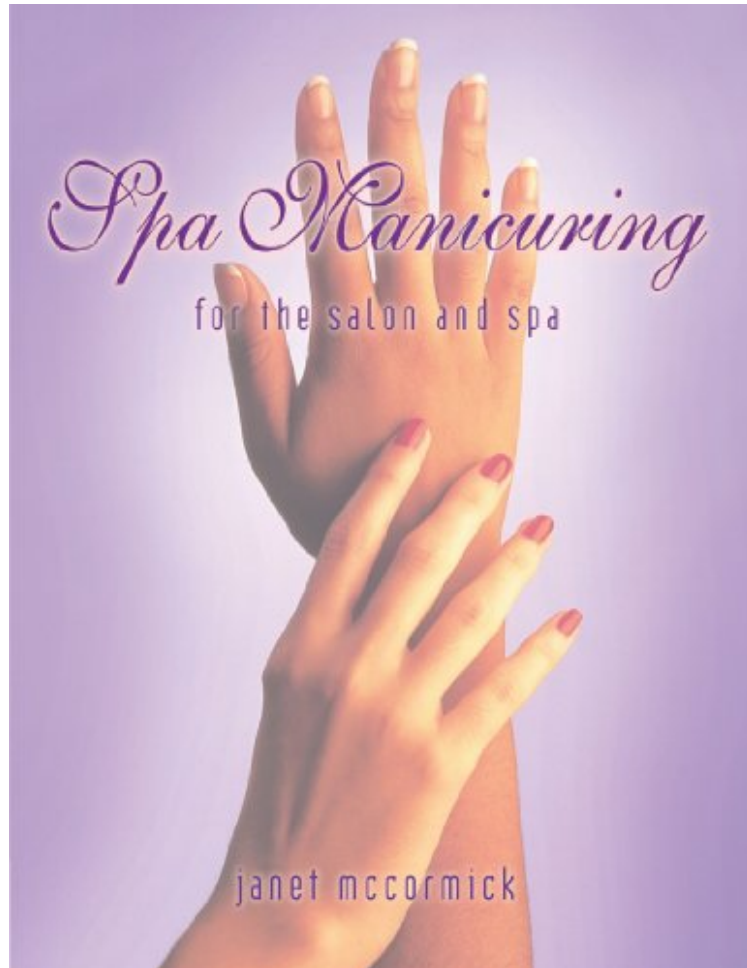


(Mobile book) Spa Manicuring for the Salon and Spa

Spa Manicuring for the Salon and Spa

Janet McCormick

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Janet McCormick : Spa Manicuring for the Salon and Spa before purchasing it in order to gage whether or not it would be worth my time, and all praised Spa Manicuring for the Salon and Spa:

1 of 1 people found the following review helpful. Excellent for upgrading techniques from salon to spaBy L. PhippsAfter reading several other books on nail technology, I discovered this one in our college library. I am impressed by the in-depth coverage of nail and skin analysis and the importance the author places on it for those technicians who truly desire to move up to "nail professional." She also goes into detail regarding the waterless manicure - how it is so much better than the traditional water or oil soak manicure. Even though the illustrations could have been more plentiful, and preferably in color, I am still giving the book five stars.

This first-of-its-kind book will show nail salon owners and managers how transform common hand and nail services into the therapeutic beauty treatments vital to the spa experience. Learn how to integrate these upscale services into

salon or day spa menus as a means of keeping pace with latest industry trends, promoting client satisfaction, and increasing revenue. Nail/hand technicians will benefit from the professional advice focusing on how to become client-oriented team players.

Introduction. What is "Spa"? The Basis for Nail Spa Success: Client Analysis. Menu Expansion: Making More of Manicuring. The Start of It All. Beyond the Basics. Completing the Picture: Hand Treatments for Estheticians. Massage: Say "Aaaaahhh!" Specialty Massages for the Manicurists: Setting Yourself Apart. Skin Basics: Our Unique Viewpoint. Skin Basics for Manicurists. The Right Stuff. First Impressions Count. Sanitation: A Marketing Issue. Building Your Clientele and Income. Implementation: Becoming Spa. Epilogue. Glossary. Index. About the Author Janet McCormick is the Owner of Salon Techniques Consulting in Columbus, Ohio.