



Therapist Manual – Level Three

Training Overview

Day one:	Priori external training
Day two:	Priori external training
Day three:	Hot Stone massage Exotic Lime and Ginger Salt Glow and Massage
Day four:	Refresher Training Day
Day five:	Reception and I-Salon training

Training objectives: To fully participate in above training. On completion of training the desired number of practice treatments must be carried out in full with your trainer, once practice treatments have been carried out to sufficient standard the training will be signed off by your salon manager and you will be able to commence treatments on clients.

Progression on to Advanced Therapies will only be considered once all training in Level three has been signed off by your manager and sufficient effort has been made with retail, course sales and request clientele.

Customer care

Zen Lifestyles' definition of customer care:

'Making the client feel like they are the only client in the world'.

It's all about them. We put the client at the centre of everything we do.

How do we achieve this?

- We are expecting them to arrive and greet them by name, with a warm, sincere smile.
- We give them eye contact immediately to let them know that they are the centre of our focus and we feel confident and in control.
- We introduce ourselves and let them know that we are going to look after them and make them feel confident that they are going to have a wonderful experience.
- We make useful, professional notes on their record card and use these notes to make the client feel that we care about their treatments.
- We treat each client as an **individual**.
- We treat each and every client as if they are a mystery shopper. Every client is VIP!
- We use their name frequently throughout their experience.
- We make them feel that we appreciate their decision to choose Zen Lifestyle and that we would love to see them again soon.
- We show our clients that we are proud of where we work and talk respectfully of the business and our colleagues.

We aim to provide a standard of treatment which cannot be bettered anywhere else in the UK. This means providing a consistently high standard every single day, no matter how we are feeling. Our **enthusiasm** lets the client know that we love what we do and that we are going to do everything possible to make the client happy.

Use of Client record cards

- Keep notes on your clients so you have a complete record of significant comments and events from their treatments and what you are going to recommend next.
- Before their treatment check record cards so you always know when they were last in and what they had, what they bought and if they are on courses. You can check their sales history as well as notes.
- Some personal notes on record card about their holidays or personal situation can be useful to build relationships.

Attitude

Imagine you are visiting a fantasy island. It's a beautiful, remote, pacific island far from the stresses and strains of modern life and you are going to stay at the top 7 star hotel in the world that has the reputation for the best customer service of any business anywhere in the world.

The staff are incredibly happy, friendly and beautiful. Most importantly, they are so happy so serve you. They are always on hand to cater to your every need, and do so with warmth and enthusiasm. They are incredibly smiley, professional and courteous. Immediately upon arrival you are made to feel like a princess and from there things only get better. Every member of staff you walk past smiles at you warmly and it feels like the whole place has been built just for your enjoyment. They seem to anticipate your needs almost before you realise yourself.

Sound good? If you can imagine this experience you have an idea how a client should feel when they are in to our salon - this feeling should remain with them long after they leave.

Customer care is not about the building or the management, or the skin care brands. It's about all the small things we do to make a client's visit special and memorable. It's about the attitude we bring to work each and every day. It's showing clients that we care about how they feel and that we love what we do.

We are fun and informal, but not casual. We are providing a professional experience and we deal with our clients in a friendly but professional manner. We do not introduce personal issues to our conversations and we never let clients know that we are feeling down, unwell or tired.

Although you will see many clients each day, your client will see only one therapist. They may see only one therapist in the year. Even something like an eyebrow shape, a short treatment for us, may be a 'treat' for the client. Your client may have made a big effort to get to the salon or may be spending what they consider to be a lot of money, so make each and every treatment a special experience for the client.

Our business is built on word of mouth. You must ask yourself during every client interaction:

'Is this good enough to make sure the client tells her friends about what a great experience she had?'

You will build your own reputation in the salon based on client feedback and request rate. Keep asking yourself:

'Am I doing enough here to make the client love me and love the salon?'

Little touches

- Check comfort level such as temperature of room and heated blanket, ask if they need more refreshments, or the music volume altered and listen to see if you can hear any outside noise because if you can, they can!
- Be considerate - think for them. Where will they hang up their clothes, will they need the toilet during their treatment.
- Be courteous - offer to carry their bag , open the doors, offer to phone them a taxi.

How do we build the client's confidence in us?

- We are well presented personally to promote a professional environment.
- We bring our clients in to clean, uncluttered rooms which are well presented and set up appropriately for the treatment.
- We observe excellent hygiene standards for our rooms, our equipment and the whole salon.
- We are knowledgeable about the treatments and the products we use.
- We offer clear, un-confusing advice which is appropriate to the client's needs.
- We customise each treatment to make the client feel that they are being treated as an individual.
- We ask relevant questions and use active listening skills to demonstrate that we have understood the client's needs. We shape our advice based on the information we receive from the client.
- We let the client know what we are going to do and make them feel that they are on good hands.
- We show the client that we are sincerely concerned about the results from their treatment.
- We provide **excellent** consultations. They are thorough, complete and well documented.
- We ensure that all relevant consents and consultation forms are completed, signed and correctly filed out. We make good notes on client record cards which are useful to all members of staff.

And lastly, remember sell yourself as a therapist, not only do you want your client to come back to Zen but you want them to come back to you! Go that extra mile to ensure that your client will wait for an appointment with you and you only!

Retail

- Always ask open ended questions.
- Always give your client a choice of 2 things - The small or the large.
- Let them hold, feel ,smell the product
- Be ready for a NO ...
- Know your product knowledge know your prices.....

Client comfort and customer service

Key points for treatments:

- Always make sure the client is never too cold - remember having a facemask or massage, etc. lowers your body temperature, although you may be hot your client may be very cold. Make a point of asking her at least twice if she's warm enough as feeling cold can completely ruin a treatment. Use electrical blankets in winter but also make sure they are not too hot. Also do not use electric blankets with pregnant clients.
- Always ask the client if they are happy with the music and encourage them to tell you at any time during the treatment if they want it changed or the volume altered. If the music stops and you still have a lot of treatment to do, excuse yourself and ask the receptionist to turn it on. A treatment can be ruined by music as everyone's taste as hearing volume is different.
- Be aware of surrounding noise. If the phone is too loud at reception or you hear people talking too loudly, politely excuse yourself and try to rectify the situation or ask the receptionist to. Be aware of product lids, noisy taps, bins, etc. If your client is already stressed, outside noise could make them very irritated.
- Try at all times to make the client feel very special. Attention to little details can make all the difference, for example if they've been away on holiday make a note of where they went on I-Salon so you remember next time they are in.
- Often after a treatment a client will feel thirsty or have a dry mouth, so always offer them a glass of water.
- Many clients want to be your friend, so always know when to talk and when to listen. Always make the conversation about them and not yourself, and remember to talk about the products and other treatments we offer (a good way of selling) unless they are relaxing.
- Always get the client to remove their footwear when doing any treatment or put some tissue on the foot of the bed so the bedspreads don't get dirty
- If you feel in any way your client was unhappy with their treatment let someone know ASAP so it can be dealt with there and then and not escalated.

Consultation and Aftercare

Consultation

Consultation is the most important part of any treatment. Whether it is a massage, facial or an eye brow shape this is your chance to find out what the client would like and it gives you the opportunity to manage their expectations.

It is also your time to find out about any allergies, injuries or special requirements your client may have.

If you carry out a thorough consultation your client will have confidence in you and it will give you the opportunity to build a relationship with your client. Once that relationship is built they will then rely on your advice for any other future treatments and products you recommend.

Aftercare

We are not doing our job properly if we do not explain about homecare; homecare advice should be given with EVERY treatment and clients at Zen expect it.

In order for a client to notice a difference with their skin they need to be using products at home as well as coming in to the salon for treatments.

Make your recommendation personal; take the time to explain why the product or treatment will directly benefit them and when they should start to see the results.

Hot Stone Massage

As with regular massage we offer Hot Stone Massage by length of time rather than area, meaning the massage is tailored the areas your client wants concentrated on, this along with pressure and type of oil used will be discussed during your consultation.

The added benefit of Hot Stone Massage is that heat from the stones helps to penetrate into the muscles helping your client to relax, making it an excellent treatment for those with deep tension or injuries as the muscles are warmed quicker meaning you can work deeper.

Elemis oils:

De-stress: Chamomile, rosewood and melissa are blended together in this deeply relaxing oil, guaranteed to take your clients stresses away.

Musclease: Contains sea fennel, rosemary and maritime pine to combat aching muscles and muscle fatigue.

Frangipani: A solid oil with needed heated before use, is a blend of coconut oil and coprah oil, blended to give ultimate moisturisation.

Japanese Camellia: Rich in plant collagen to help keep skin moisturised and supple, this oil is ideal for pregnant women in helping prevent stretch marks.

Instant Refresh Gel: Instant revitaliser for tired legs and muscle tension, can also be used on temples and forehead to relieve tension and headaches. Contains cooling menthol, arnica and birch.

Top tips:

- The stones should be heated for at least 2-3 hours prior to treatment.
- To prevent leaving the client too often place stones around the bed whilst the client is lying on the bed this will make the massage flow a lot better.
- Consultation is key. Discuss areas and oils to be used and why.
- Always ask your client if they would like body brushed at the beginning of their massage, making sure to explain the benefits.
- Always use a hot towel with firm pressure to begin your massage, and at the end ask the client if they would like the oil removed.
- Always give the option of with or without the face hole.
- Check pressure through massage by asking "firmer", "lighter" or "same"
- Make sure you really concentrate on the areas discussed in the consultation.
- Remember to try and find and work over knots.
- Use heated oil; remember to blend the Elemis oil with carrier oil.
- Always use a bolster for support and remember to move when turning client over.
- Always turn client over at the end of your massage and offer water.
- Advise client on aftercare.

Exotic Lime and Ginger Salt Glow and Massage

Body brushing and exfoliation will increase the circulation aiding the removal toxins in the body and will allow skin to be left silky smooth as all dead skin will be sloughed away and dry areas moisturised.

What you need:

- Refreshing Cleaner
- AHA/BHA Cleanser
- Gentle Eye Make-Up Remover
- Body brush
- Exotic Frangipani Oil
- Exotic Lime and Ginger Scrub
- Skin perfection lotion
- Warm towels

The treatment:

1. Double sheet the bed so you can remove the first sheet after the scrub.
2. Consult client on treatment and ask if there are any areas they wish not to have treated e.g. chest or stomach.
3. Body brush the back of the body to begin, working from the feet, with upwards strokes. Ask your client to turn over and body brush the front of the body, again starting with the feet. Remember always brush towards the heart.
4. Using Exotic Lime and Ginger Scrub exfoliate the legs; remember to ask your client to bend their knees so you can exfoliate the calves, thigh and slide up on to the bum. Follow this by exfoliating the rest of the front of the body and arms. If exfoliating the chest or stomach use slow, circular movements. Remove with warm towels.
5. Ask your client to sit up so you can exfoliate the back, again remove with warm towels.
6. Fold away the first sheet so client is lying onto a clean sheet.
7. Eye Cleanse using Gentle Eye-Make-Up Remover.
8. Cleanse skin using Refreshing Cleanser, if wearing lot of make-up do two cleanses. Remove with warm towel.
9. Exfoliate using AHA/BHA Cleanser. Remove with warm towel.
10. Apply Skin Perfection lotion as moisturiser to face
11. Drizzle warm Exotic Frangipani Oil over the front of the body and massage in for approximately 2-4 minutes.
12. Ask your client to turn over and drizzle Exotic Frangipani Oil over back of body. Massage for legs for a few minutes each then concentrate on back, neck and shoulders for 20-30minutes.
13. Turn client over, sit up and offer glass of water.
14. Aftercare.

Priori AHA peel

The Priori AHA peel is ideal for many skin concerns such as; anti-aging, mild pigmentation, congestion and sluggish dull complexions. AHA's deeply penetrate the skin allowing internal and external exfoliation. The AHA Peel also promotes hydration, boosts collagen and elastin and helps repair damaged cells.

What you need:

- Gentle Eye Make-Up Remover
- Refreshing Cleanser
- Gentle Facial Cleanser
- Prepping solution
- AHA Peel
- Peel applicator
- Correctors- Skin Renewal Cream and Skin Perfection Gel
- Smoothing Eye Serum
- Barrier Repair
- Daily Defence
- 2 warm towels
- Cotton and sponges

The Treatment:

1. Consultation with client. Ensure you have consultation form.
2. Eye cleanse using Gentle Eye Make-Up Remover
3. Cleanse using Refreshing Cleanser. Remove with warm towel.
4. Cleanse using Gentle Facial Cleanser. Remove with warm towel.
5. Prepare skin using Prepping Solution
6. Apply damp cotton over eye area in a half moon. Make client aware you are about to apply peel.
7. Apply AHA Peel with applicator; work into the skin for 1-3 minutes.
8. Remove AHA Peel with sponges until client cannot feel any tingling.
9. Cleanse with Gentle Facial Cleanser to neutralise peel.
10. Apply Smoothing Eye Cream, Corrector, Barrier Repair and Daily Defence.
11. Sit client up, offer water and ask to sign consultation form.
12. Aftercare.

Priori Idebenone Peel

Idebenone is a powerful antioxidant, making this peel perfect for ageing or sun damaged skin. The peel has many benefits from, brightening, deep exfoliation and hydrating, however the main effect of Idebenone is that it helps reduce the appearance of pigmentation, age spots and general skin ageing.

What you need:

- Gentle Eye Make-Up Remover
- Refreshing Cleanser
- Idebenone Cleanser
- Idebenone Peel
- Peel applicator
- Correctors- Smooth Lines and Even Tones
- Idebenone Eye Serum
- Moisturising Facial Cream
- Radical Defence
- 2 warm towels
- Cotton and sponges

The Treatment:

1. Consultation with client. Ensure you have consultation form.
2. Eye cleanse using Gentle Eye Make-Up Remover
3. Cleanse using Refreshing Cleanser. Remove with warm towel.
4. Cleanse using Idebenone Cleanser. Remove with warm towel.
5. Apply damp cotton over eye area in a half moon. Make client aware you are about to apply peel.
6. Apply Idebenone Peel with applicator; work into the skin for 1-3 minutes.
7. Remove Idebenone Peel with sponges until client cannot feel any tingling.
8. Cleanse with Idebenone Cleanser to neutralise peel.
9. Apply Idebenone Eye Cream, Corrector, Moisturising Facial Cream and Radical Defence.
10. Sit client up, offer water and ask to sign consultation form.
11. Aftercare.

Priori CoffeeBerry Peel

The Coffeeberry Peel is perfect for clients who may be eco-friendly or for those who have more sensitive skin but still looking for a results driven treatment. The fruit acids will gently exfoliate the skin whilst natural oils will promote hydration and collagen within. This peel is also ideal for those who suffer from redness and pigmentation in the skin.

What you need:

- Gentle Eye Make-Up Remover
- Refreshing Cleanser
- Revitalising Cleanser
- Botanical Enzyme Peel
- Peel applicator
- Correctors- Brightening Complex and Tightening Serum
- Radiance Eye Serum
- Day Complex
- Natural SPF 25
- OPI Hand and Foot Cream
- 2 warm towels
- Cotton and sponges

The Treatment:

1. Consultation with client. Ensure you have consultation form.
2. Eye cleanse using Gentle Eye Make-Up Remover
3. Cleanse using Refreshing Cleanser. Remove with warm towel.
4. Cleanse using Revitalising Cleanser. Remove with warm towel.
5. Apply Botanical Enzyme Peel with mask brush; leave on skin for 10 minutes.
6. Offer client hand, foot or scalp massage. Use OPI Hand and Foot Cream.
7. Remove Botanical Enzyme Peel with sponges, follow with a warm towel.
8. Apply Radiance Eye Cream, Corrector, Day Complex and Natural SPF 25.
9. Sit client up, offer water and ask to sign consultation form.
10. Aftercare.

Notes