

# MEET A READER



## Beth Bialko

38 | spa owner, skin therapist, instructor |  
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*What information did you learn after you started working that you wish you had learned in school?*

I had an excellent undergraduate experience; however, I wish they would spend more time on skin histology and ingredient knowledge. A skin therapist needs to know the skin inside and out to feel confident in the

treatment room. That's why I feel post-graduate education is so important.

*How do you come up with new treatments for your spa?*

New treatments can be created by simply adding an amazing new massage, professional mask, or hot stones. I get inspiration by working with products and the skin every day. The training I receive from my product suppliers also helps keep my treatment techniques fresh and result-oriented. My spa menu is simple and every facial is always newly customized based upon the client's stress levels, health, lifestyle, and the environment. As a skin therapist, it's my responsibility to adapt each and every treatment to the client's skin type and conditions.



*How often do you complete continuing education courses?*

Education is the foundation of my spa. The skin care industry is constantly changing and it's imperative to keep up with the latest trends and treatments. I take monthly courses on product knowledge, treatment techniques, and business building. I also read a lot about skin care... anything I can get my hands on; it's a weekly ritual! Learning new information and strengthening my knowledge of the industry makes me a better skin therapist and business owner.

*What type of marketing gives your business the best exposure for the money?*

In this high-tech world, I believe my best investment is a website. It's a 24/7 invaluable marketing tool that can highlight services and products and give clients a quick insight to the environment of the spa/salon. Busy consumers are looking for information online to make their spa decisions, so the website is ideal to capture that client even when the spa is closed.

