



DEC 2017 IMAGE

A Top Quality Makeup Team

How Rose Marie Beauchemin Developed A Top Quality Makeup Team



by Rose Marie Beauchemin

SERVICE & RETAIL

WHAT IS THE BEST PART ABOUT WORKING WITH MAKEUP SERVICES IN THE SPA INDUSTRY?
Being a part of making a woman feel more attractive and confident is exhilarating! For years, when I was doing special occasion makeup, my clients would always say, “Now, if I could only take you home.” When I am performing permanent makeup services, whether it is brows, eyeliner or lip color, my clients get to take me home!

WHY DID YOU DECIDE TO GET INTO PERMANENT MAKEUP SERVICES?

I discovered that my clients had a great deal of questions when shopping for makeup and wanted a better understanding of what brow, eye shadow, blush, lip colors, foundation colors, etc. would look best. They wanted to have more control over their overall look and providing my clients with these services did exactly that!

WHAT APPROACHES DID YOU TAKE TO IMPLEMENT THESE SERVICES?

I launched my makeup career by creating a full makeover program that went from head to toe. Then, more than 25 years ago, I trained in permanent makeup and continued to do the full makeover but was able to incorporate the permanent procedures.

WHAT IS THE ADVANTAGE OF OFFERING PERMANENT MAKEUP SERVICES?

It is an incredible cure for the busy, working woman that can't find the time she desperately wants and needs to take care of herself aesthetically.

WHAT DO YOU LOVE ABOUT IT?

I love that my clients are able to sleep later or get more accomplished because I was able to free them from the laborious chore of drawing a matching pair of eyebrows every morning. I love that I can free them from the frustration and expense of purchasing countless eyeliner products and I love making life easier for my clients and helping them feel confident about their appearance!

WHICH OF YOUR MAKEUP SERVICES IS THE MOST PROFITABLE?

At the Beau Institute, eyebrows are the most in-demand procedure in our permanent makeup practice. Whether a client is looking for fuller, more defined brows or to simplify their morning routine of drawing on a pair of matching brows, permanent eyebrows are the perfect solution.

MAKEUP AREA

WHAT DOES YOUR PERMANENT MAKEUP STATION LOOK LIKE?

The surface in permanent makeup spas must be non-permeable and kept immaculately clean! Our space is divided in half: training on one-side and treatment rooms on the other. Our design and decor is more of a boutique as opposed to appearing overly sterile or clinical. Our rooms are divided for privacy and can be opened for training sessions.

DO YOU TWEAK THE AREA FOR SPECIFIC EVENTS OR PROMOTIONS?

Yes. Each event is different. For example, we repurpose and divide our rooms for more privacy for our annual Day of Hope free areola tattooing.

TEAM MEMBERS

HOW DO YOU SELECT YOUR EMPLOYEES/MAKEUP ARTISTS?

Client handling is as important as the service itself. We advertise on Facebook, contact certified graduates and also place ads looking for resumes and interviews in local magazines. We focus on talent, personality and the potential employee's ability to be a team player.

WHAT SPECIFIC QUALITIES DO YOU LOOK FOR IN A MEMBER OF YOUR STAFF?

To be an effective member of our staff, an artist must have the skills we require, motivation to grow our clientele and the ability to be a team player. Other qualities we look for are honesty, consideration, timeliness and patience with addressing client concerns.

HOW DO YOU KEEP MEMBERS OF YOUR STAFF INCENTIVIZED?

We keep our staff incentivized with gracious commission and a positive and supportive work environment.

MARKETING

HOW DO YOU PROMOTE YOUR SERVICES?

First and foremost on our website. This is where we list our services as well as our before and after photos. We take advantage of local events and publications as well. We are active in the breast cancer community and we utilize social media to connect with the community as a whole.

ARE YOUR ESTHETICIANS TRAINED TO PROMOTE DIFFERENT SERVICES AFTER EACH TREATMENT?

Yes, they are! Our practitioners promote all of our services following each procedure.

INSIDER TIPS

HOW DO YOU PERFORM CONSULTATIONS?

We perform consultations very carefully to avoid contraindications. We first have a screening process for any medical concerns and then before and after photos are shown so the client can see what a huge difference our procedures can make. Their makeup is then drawn on to show them exactly what we would be tattooing.

DO YOU HAVE RITUALS OR METHODS OF CREATING POSITIVE ENERGY FOR YOUR SPA?

I have practiced Feng Shui for years and it creates a great positive energy! I also have a singing bowl that I like to ring at the beginning and end of each day. It clears the space and lends an overall pleasant feeling for those both coming and leaving.

WHAT DOES YOUR BUSINESS DO THAT MAKES IT UNIQUE FROM THE COMPETITION?

The overall environment we have created. We are truly passionate about pleasing our clients. Our clients feel that we are genuine from the first phone call, to our front desk administrators, to our practitioners and through their whole experience with us.

WHAT ADVICE WOULD YOU PASS ALONG TO OTHER SPA OWNERS OR THOSE THINKING ABOUT OR JUST STARTING TO OFFER THESE SPECIFIC SERVICES IN THEIR SPA?

- Do not sell yourself cheap.
- Do not reduce your prices to attempt to beat your competition.
- Create your environment using your heart and aim to make every client happy with your services.