

# MASTER CLASSES

## BROCHURE Q2 2021

**[comfort zone]**  
conscious skin science



# [ comfort zone ]

conscious skin science

Our conscious approach to *skin and planet* with sustainable, result-driven solutions to create your skin's [ comfort zone ]

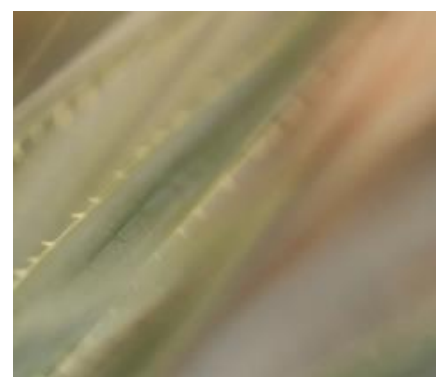
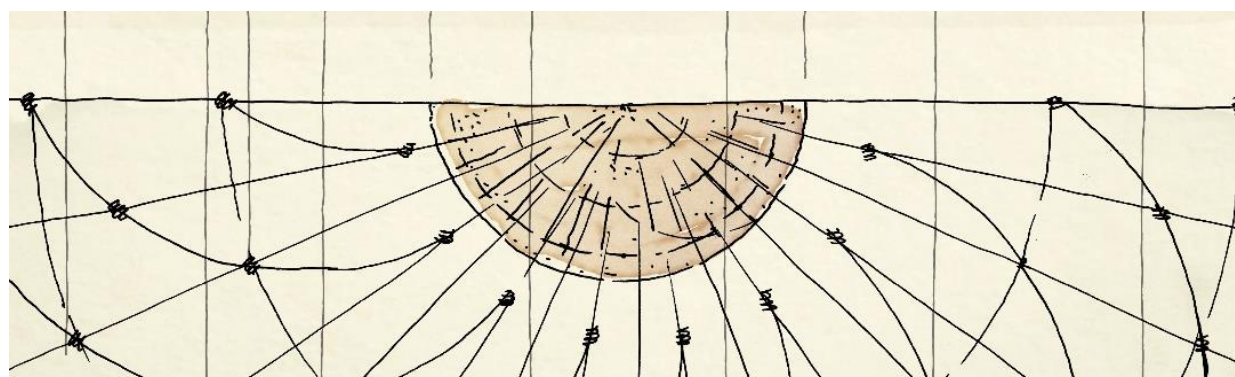
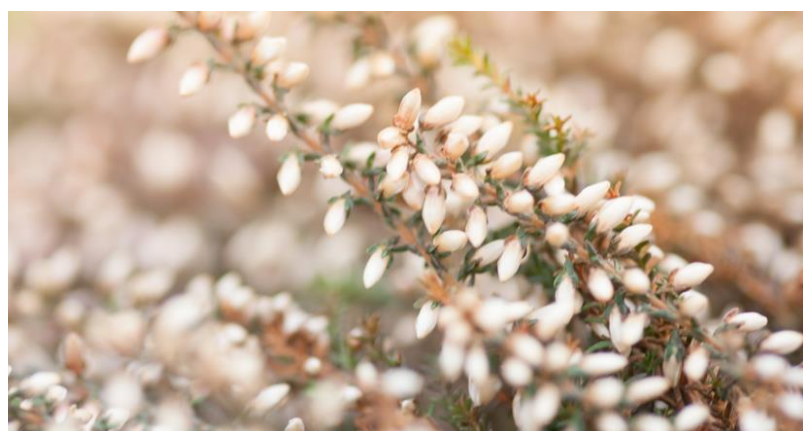
Being Conscious means being aware that our choices have an impact, feeling responsible for this and acting *with intention*.

## The Comfort Zone **Master Classes**

have the goal of upgrading the skills of all spa professionals through unique education with exclusive contents.

The classes are guided by the Comfort Zone Corporate Education Team and experienced and engaging experts in various industry-related subjects.

The classes are open to Business Owners, Managers, Therapists, Reception/Concierge Teams and Educators.







# CLIENT ENGAGEMENT & MOTIVATION

12<sup>th</sup> APRIL 2021 – 3.30pm CET

Duration – 1.15 hour

## CLASS DESCRIPTION

A class dedicated to engagement and motivation, starting from the emphasis on solidarity and inter-connectedness, the underlying needs of all human beings. The class investigates the immense value of being client oriented, understanding the different client clusters - what they are looking for and expecting and how you need to respond. This is all emphasized with personal and client motivational tips and skills.

## WHO IS THE CLASS RECOMMENDED FOR

All spa professionals navigating the ever-changing way of working and curious about how to stay motivated while guiding others, this way ensuring a high level of orientation and engagement to clients.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ The value of client orientation: what is it, why is it important?
- ✓ A better understanding of different client types and how to engage and motivate them.
- ✓ Practical tips on how to keep yourself engaged in what you are doing and how to motivate yourself and your clients to ensure a positive approach at all times.

## SPEAKER/EDUCATOR

**Professor Mauro Cavallone**

A professor in Marketing, Economics and Sociology, Mauro has vast professional experience in different sectors, including the cosmetics industry. His passion for teaching, sharing and motivating people inspired him to create his own business, Start Up, a company that offers expertise on communication, resource management, motivation and sales. He is a highly engaging speaker with a variety of interests and hobbies that make his classes fun and lively.

## ZOOM LINK

Nearer the time, you will receive the Zoom link to join this Master Class



# GLOBAL AGING SOLUTION MASTER CLASS

26<sup>th</sup> APRIL 2021 - 3.30pm CET

Duration – 1.15 hours

## CLASS DESCRIPTION

A deep dive into exploring the physiology of aging and how that impacts the selection of ingredients in skincare formulations and the advanced solutions that can be offered to meet the needs of all our clients, no matter what age or phase of their life.

## WHO IS THE CLASS RECOMMENDED FOR

Spa professional passionate about offering their clients the most effective anti-aging solutions. Ideally suited to Facial Therapists with a good knowledge of the skin and a passion for knowing more about active ingredients.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ Deeper knowledge of skin physiology and aging.
- ✓ Better understanding of active ingredients and why they are specifically selected for anti-aging formulations.
- ✓ Clear guidelines on what products and treatments to offer your clients, no matter what aging condition they have.

## SPEAKER/EDUCATOR

Comfort Zone Education Team

## ZOOM LINK

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# GUT-STRESS-SKIN AXIS MASTER CLASS

10<sup>th</sup> MAY - 3.30pm CET

Duration – 1.15 hours

## CLASS DESCRIPTION

Is the health of your gut-brain-skin axis to blame for anxiety and acne? A fascinating look at this interrelationship.

Why are the skin and gut so closely intertwined? When these are compromised, it creates stress-related responses in the skin through the gut-skin axis. It can impact things like skin cell turnover and different skin conditions including rosacea, dermatitis, and acne. Therefore, the health of your skin can be representative of how your body regulates stress and how well your immune system is functioning.

## WHO IS THE CLASS RECOMMENDED FOR

Anyone who would like to take a deeper dive into the interconnectedness of our body systems in relation to skin health and how adopting an integrated approach of diet and lifestyle play can a key role in obtaining better results for clients.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ Understanding the skin and gut microbiome and their importance.
- ✓ Insight into why good gut health is everything.
- ✓ The role of probiotics and prebiotics and environmental factors such as diet, toxins, pathogens; and the impact of psychological stress.

## SPEAKER/EDUCATOR

**Julie Wren**, Registered Nutritional Therapist & Holistic Wellbeing Therapist Dip (CNM) and Comfort Zone Educator

Julie has more than 30 years experience in training and motivating people in diverse sectors and multi-cultural environments. After qualifying as a Nutritional Therapist, she set up her own business dedicated to working with busy women leaders and entrepreneurs over 40 who risk burnout and require holistic lifestyle advice. She is a certified educator and therapist in our specialized Beauty Reloaded Class in collaboration with Wellness for Cancer.

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# SPA THERAPIST MASTERY\_PART 2

26<sup>th</sup> MAY 2021 - 3.30pm CET  
Duration – 1 hour

## CLASS DESCRIPTION

Designed to inspire spa professionals with a clear sense of their purpose in the business and their role in creating a unique guest experience. Understanding the natural sales culture and helping to build genuine connections with guests for long-term loyalty and rewarding relationships whilst increasing sales due to trust and engagement built from a genuine and professional interaction and approach. This session pays special attention to Guest Service and Fostering Relationships.

## WHO IS THE CLASS RECOMMENDED FOR

The ideal class for spa professionals to gain knowledge and tools to ensure that exceptional guest service standards are fostered and successfully diffused through your business.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ How to reinforce exceptional guest service
- ✓ Improving self confidence thanks to flawless service
- ✓ Interpersonal skills and communication

## SPEAKER/EDUCATOR

**The Spa Collaborative**

The Spa Collaborative is a leading, London-based, global spa consultancy company empowering luxury hotel spa leaders to grow through innovation. Lauren Moloney, the CEO, and her team solve problems, share knowledge and give clients the tools to grow profits, prestige and brand with powerful business solutions.

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# THE JOURNEY TO CLEAN COSMETICS

14<sup>th</sup> JUNE 2021 - 3.30pm CET

Duration – 1 hour

## CLASS DESCRIPTION

A special class designed to take therapists on a journey of the Conscious Skin Science Formulation Philosophy. Providing concrete insights into the virtuous process of promoting efficacy while reinforcing the environment and the brand's objective of avoiding bio-accumulation in the environment and excessive build-up on the skin, while also positively impacting the planet.

## WHO IS THE CLASS RECOMMENDED FOR

The ideal class for spa professionals, and especially therapists who are passionate about science-driven formulations that go hand-in-hand with a responsible and sustainable approach to cosmetics.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ Insight into the concept of “clean” cosmetics.
- ✓ A deeper understanding of the Comfort Zone “Conscious Skin Science” formulation philosophy.
- ✓ Clear understanding of how the Comfort Zone chooses less chemistry, less energy consumption and cutting-edge formulations that are clean, effective and have a positive influence on the environment.

## SPEAKER/EDUCATOR

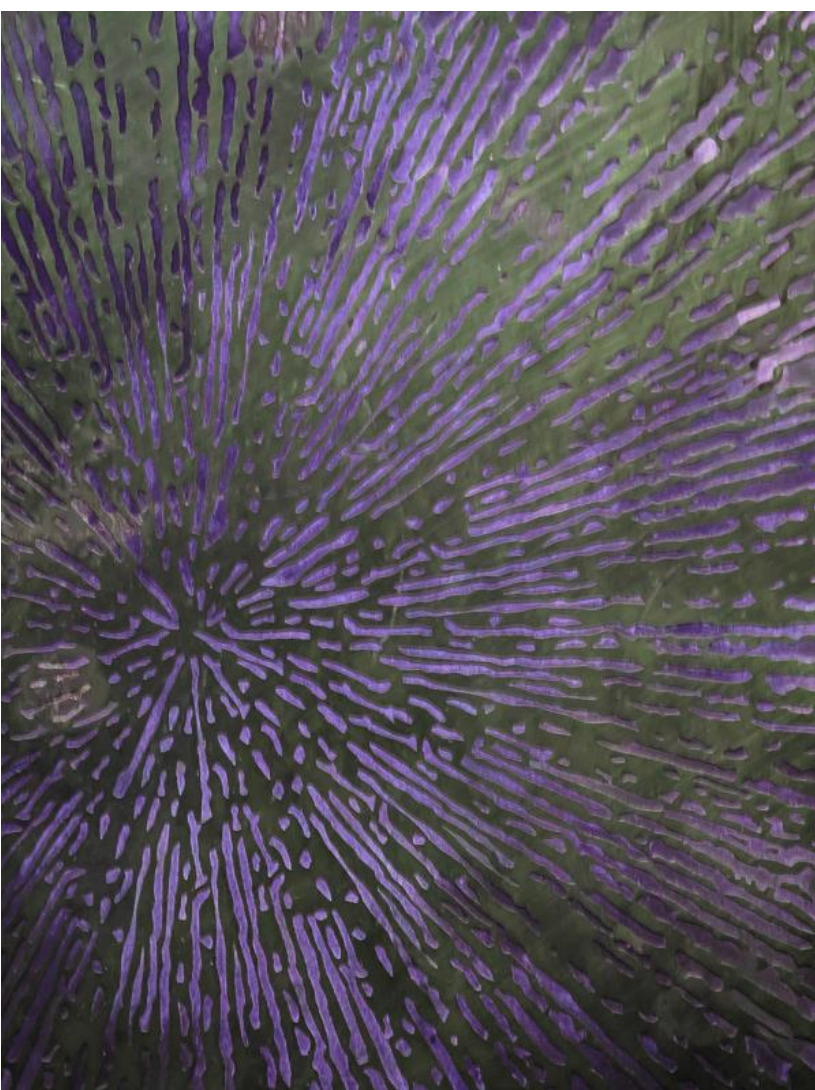
**Carlotta Del Canale**, Technical Marketing Manager, Davines Group

Carlotta is responsible for the technical marketing development of Comfort Zone Skincare and Davines Haircare products. As part of the R&D Team, she works very closely with the formulators and the marketing teams on a daily basis to ensure premium formulation development. She is highly passionate about her work and is dedicated to the ongoing excellence of the formulation philosophy which she has coined as “Conscious Skin Science”.

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