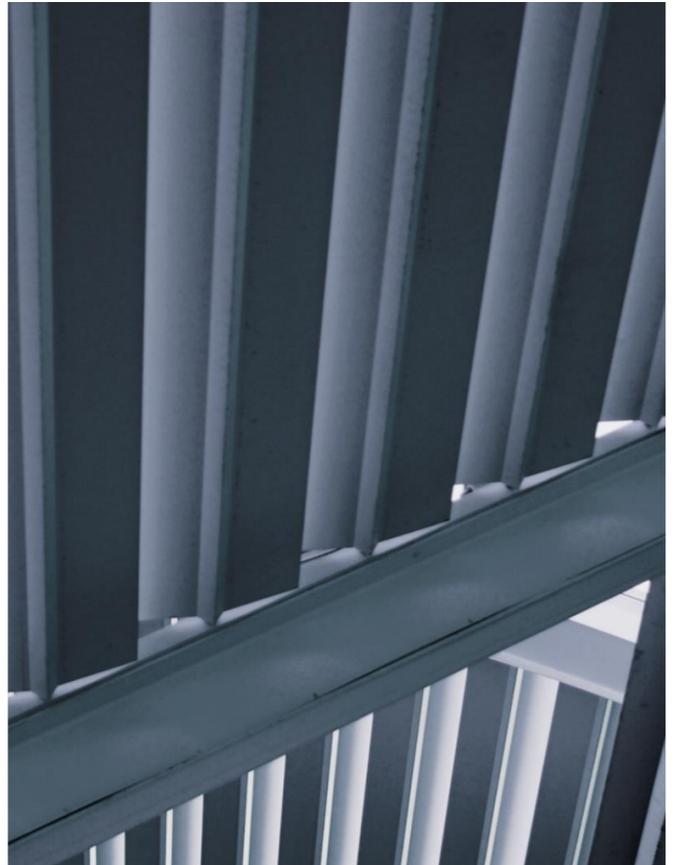




# MASTER CLASSES

## BROCHURE Q1 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 ]

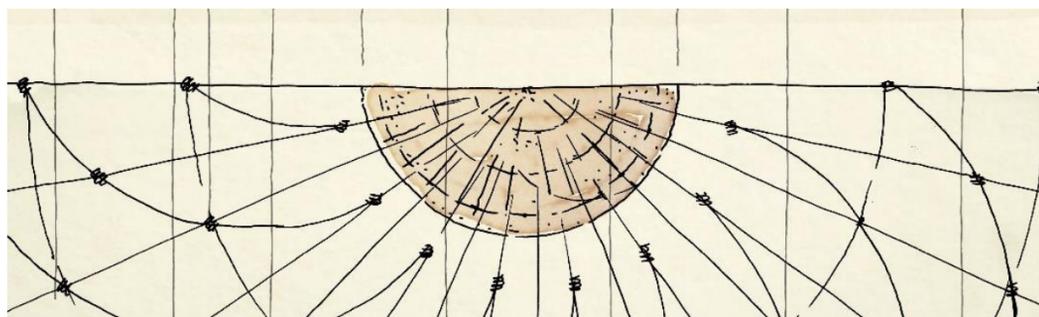
Being Conscious means being aware that our choices have an impact, feeling responsible for this and acting *with intention*.

## 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.





# ENHANCING OUR RESILIENCE MASTER CLASS

18<sup>th</sup> JANUARY 2021 – 3.30pm CET

Duration - 1 hour

## CLASS DESCRIPTION

Learn about creating resilience, that reservoir of strength and capability that ensures we can thrive in daily life no matter what we are facing. Throughout our lives, we will encounter obstacles and challenges, but with a resilient mind, body, and spirit, we will only become stronger.

## WHO IS THE CLASS RECOMMENDED FOR

All spa professionals who find themselves feeling uncertain of what the future holds and want to acquire skills to reinforce their own strength and resilience in an industry driven by touch and human relationships.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ Factual scientific information on latest research on the Science of Happiness
- ✓ The lifelong benefits of hope and optimism
- ✓ Tips for mind and body strength, helping you be at your best every day
- ✓ A sense of belonging to the larger community of Comfort Zone spa professionals

## SPEAKER/EDUCATOR

**Elisabeth Nehme**, Global Brand Ambassador and International Master Educator for Comfort Zone

She is a board-certified massage and spa therapist, advanced education provider, reiki master, bioenergetic-shen touch therapist, and certified health coach. Elisabeth has been a spa manager and spa consultant during her 3 decades in the industry. Her previous career in communications and events management has helped make her an engaging and informative educator and speaker, specializing in teaching the true integration of heart and soul, skill and compassion, in the work of the spa professional.

## ZOOM LINK

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



# VIRTUAL BEAUTY ON DEMAND MASTER CLASS

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

Duration – 1.5 hours

## CLASS DESCRIPTION

With change always comes opportunity and transformation. Currently we have endless possibilities at our fingertips to embrace change thanks to the ever-improving digital era. This is the perfect time to step into the online world of beauty consultations, events, videos and sales – all this while maintaining that essential connection with your existing clients while also attracting a new clientele. A class that will establish digital confidence and curiosity to boost the presence of your business, keeping your clients engaged and empowering your team with new knowledge and skills.

## WHO IS THE CLASS RECOMMENDED FOR

All salon/spa owners and their staff interested in adapting their services to the digital era. The ideal class for managers, receptionists and therapists who want to learn new skills to enhance the engagement with their clients while also maintaining performance for their business. Discover simple and effective ways to engage with your clients and keep them feeling connected and supported to your business and to the therapists.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ Learn to conduct successful VIRTUAL SKIN CONSULTATIONS with specific guidelines for a professional and warm approach
- ✓ How to manage IN-SALON/ SPA DIGITAL EVENTS to launch new products, treatments, or get-togethers on interesting topics, e.g wellness
- ✓ Create “HOW TO” VIDEOS for your clients of massage techniques, product applications and beauty routines for them to replicate at home
- ✓ Master the art of VIRTUAL PROMOTIONS & SALES

## SPEAKER/EDUCATOR

Comfort Zone Education Team, Christine Lee, Maria Giulia Simonazzi

## ZOOM LINK

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



# FROM SURVIVE TO THRIVE MASTER CLASS

1<sup>st</sup> FEBRUARY 2021 - 3.00pm CET

Duration – 1.5 hours

## CLASS DESCRIPTION

We are living an 'open-all-hours' lifestyle and many of us don't realise that we are pushing ourselves to just get-through our day. The lines are blurring between work and home life, constantly presenting us with new challenges, and our resilience is waning as we are unable to make time and space for self-care. We often rely upon caffeine or carbohydrates for a boost, we're not getting enough good quality sleep and our food choices could do with a make-over! This seminar will put the spotlight on some of those key concerns and offer some easy practical solutions to bring back a sense of joy to life.

## WHO IS THE CLASS RECOMMENDED FOR

If right now you've got that nagging feeling that something is not right; you're fed up with having to keep on pushing through to keep going, you know you need something and you want it now, it could be time to listen closely to your body. This seminar is all about using diet and lifestyle to move you out of survival mode towards a place where you can thrive.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ We'll look at the signs and symptoms of what it means to be in survival mode, the potential consequences if left unchecked and what a vibrant, thriving life could look like
- ✓ You'll get some practical and easy techniques to try out on how to bounce back and then transition from a "stay alive" to a "restore and build" mentality, where self-care becomes a non-negotiable part of your everyday life

## 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.

## ZOOM LINK

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

# CHANGE MANAGEMENT MASTER CLASS

8<sup>th</sup> FEBRUARY 2021 - 3.30pm CET

Duration – 1.5 hours

## CLASS DESCRIPTION

A class designed to help spa professionals understand the change process, reflect on their attitudes, behaviors and emotions in times of change and acquire skills to handle uncertainty and develop flexibility. In an ever-changing world of technologies, processes, people, ideas and methods it's imperative to rethink how we work and what we value.

## WHO IS THE CLASS RECOMMENDED FOR

All spa professionals going through a moment of transition and finding themselves needing to shift from a particular working style to another and needing some insight and know-how on how to manage this process of change in a calm, balanced manner.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ A clearer understanding of change and how to accept it
- ✓ Dealing with resistance, reactions and the change curve
- ✓ Mindset and management of self
- ✓ Dealing with uncertainty – a danger or an opportunity?

## SPEAKER/EDUCATOR

**Patricia de Griese**, Hemsley Fraser

Patricia is a certified trainer, facilitator and coach originally from Argentina and now based in Germany. She has extensive international experience in teaching a wide range of subjects from Communication & Presentation Skills, Emotional Intelligence for Trainers and specializes in accelerated teaching and learning modalities which include language courses. She is passionate about helping individuals and teams deal with change, handle conflict and communicate across cultures. Hemsley Fraser is renowned for leadership development, digital content, and training outsourcing.

## ZOOM LINK

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

# SUSTAIN-ABILITY MASTER CLASS

15<sup>th</sup> FEBRUARY 2021 - 3.30pm CET

Duration – 1 hour

## CLASS DESCRIPTION

A class dedicated to the entire Comfort Zone spa community to ensure they have a clear understanding of the Company's mission and actions in the field of Sustainability. The desired outcome is to coach all of us in developing a personal and professional ethic together with simple suggestions on implementing sustainable changes in our daily working and personal life.

## WHO IS THE CLASS RECOMMENDED FOR

All Comfort Zone Spa Professionals who desire to understand the company's responsible approach to the environment and learn how to implement actions and attitudes to positively influence our daily lives, businesses and planet.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ Clear understanding of what threatens Climate Change
- ✓ How does Davines as a company contribute to reducing its Carbon Footprint
- ✓ Clarity on the meaning of carbon compensation mean and how to do it
- ✓ Call to action on how to impact positively on Climate Change

## SPEAKER/EDUCATOR

Laura Broleri, Davines Sustainability Team

## ZOOM LINK

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



# BEAUTY RELOADED FOUNDATIONS MASTER CLASS

22<sup>nd</sup> FEBRUARY 2021 - 3.30pm CET

Duration – 1.5 hours

## CLASS DESCRIPTION

Get prepared to greet all clients - including individuals touched by cancer!

This is the ideal time for spa therapists and professionals within the wellness industry to focus on being 'cancer aware'. This foundational training is aimed at addressing the myths surrounding treating patients with cancer, breaking down those barriers that may be holding you back from offering spa services to those touched by cancer, and building up your confidence and knowledge surrounding what is possible – you'll be surprised just how much you can do!

## WHO IS THE CLASS RECOMMENDED FOR

Ideal for those educators and therapists who have a genuine interest in clients' health and well-being no matter what stage of life; those who know they want to help people at a time when they need it the most, but right now are feeling a little nervous or fearful about hearing the word cancer, or seeing it on their client's consultation form because they don't know what's possible.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ In a word, clarity! An understanding of what it means to be cancer aware.
- ✓ An essential overview of what cancer is and how it is a global concern
- ✓ The evidence-base for the benefits of massage and cancer
- ✓ An introduction to how cancer therapies affect the skin and why the client consultation is key to a safe and nurturing spa treatment

## 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.

## ZOOM LINK

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# RETAIL MINDSET REVOLUTION MASTER CLASS

8<sup>th</sup> MARCH 2021 - 3.30pm CET

Duration – 1.5 hours

## CLASS DESCRIPTION

A class designed for all spa professionals with a refreshing and passionate look at retail sales as a valuable and untapped resource of driving revenue, customer loyalty and cross-selling in almost every spa and salon business.

## WHO IS THE CLASS RECOMMENDED FOR

Anyone who wants to improve their skills on retail sales, whether you are amazing at selling or scared of talking to clients about the amazing products that you hold, this class will let you leave feeling empowered and look at retail in a completely new light.

## WHAT WILL YOU GET OUT OF THE CLASS

- ✓ Understanding the importance of a Retail Culture in your business, which means creating an environment that has been fully optimised to encourage retail sales.
- ✓ Retail 360 Method and it includes working on Customer Journey, Managers, Therapists, Reception and much more.
- ✓ This workshop will give you the tools and techniques that you can apply to your business straight away and start feeling wonderful about retail sales!

## SPEAKER/EDUCATOR

**Valerie Delforge**, The Delforge Group

Valerie has been in the spa industry for 30 years and has excelled in achieving sales targets, inspiring large teams to deliver high standards and has also developed businesses to create a year-on-year strategic growth. As a business coach she has created specific modules to support salons and spas in growing their revenue. “We are all leaders” is one of her beliefs and her vision is to empower everyone’s soft skills with a holistic approach of Leadership.

## ZOOM LINK

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



# SPA THERAPIST MASTERY

29<sup>th</sup> MARCH 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.

## 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

- ✓ Characteristics of flawless guest service
- ✓ Creating stronger relationships with guests and exceeding their expectations
- ✓ Interpersonal skills and communication
- ✓ How to stay organised and manage the pressures of the daily operation

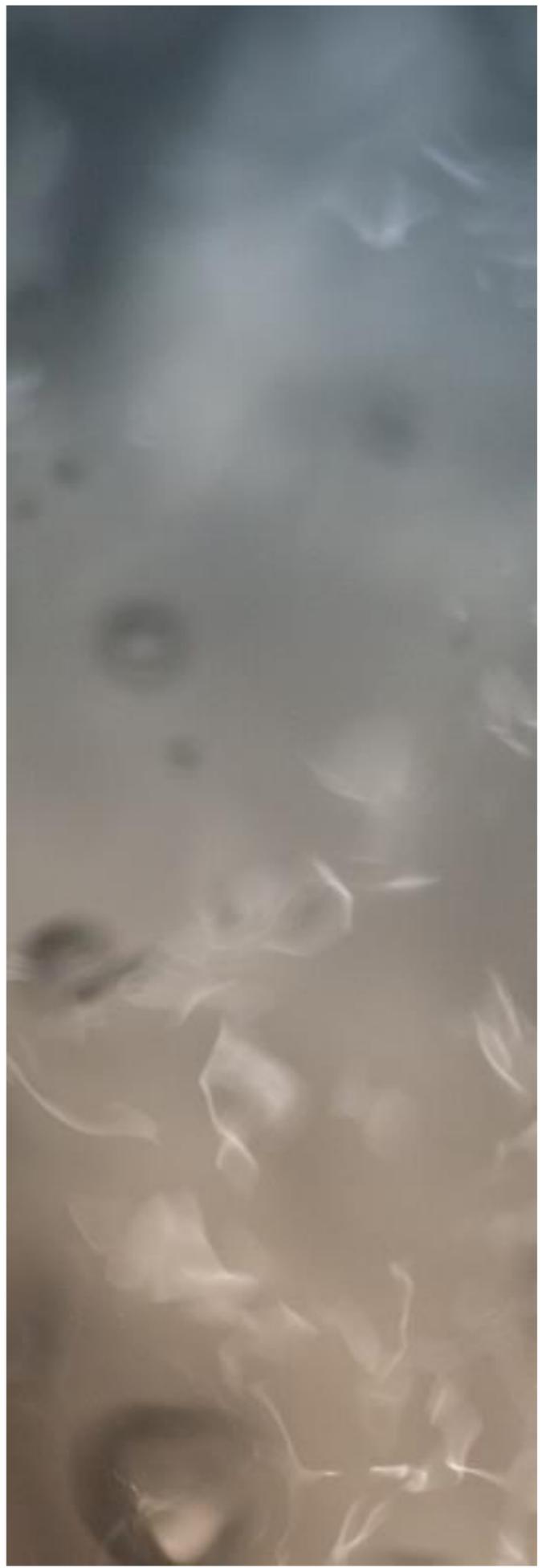
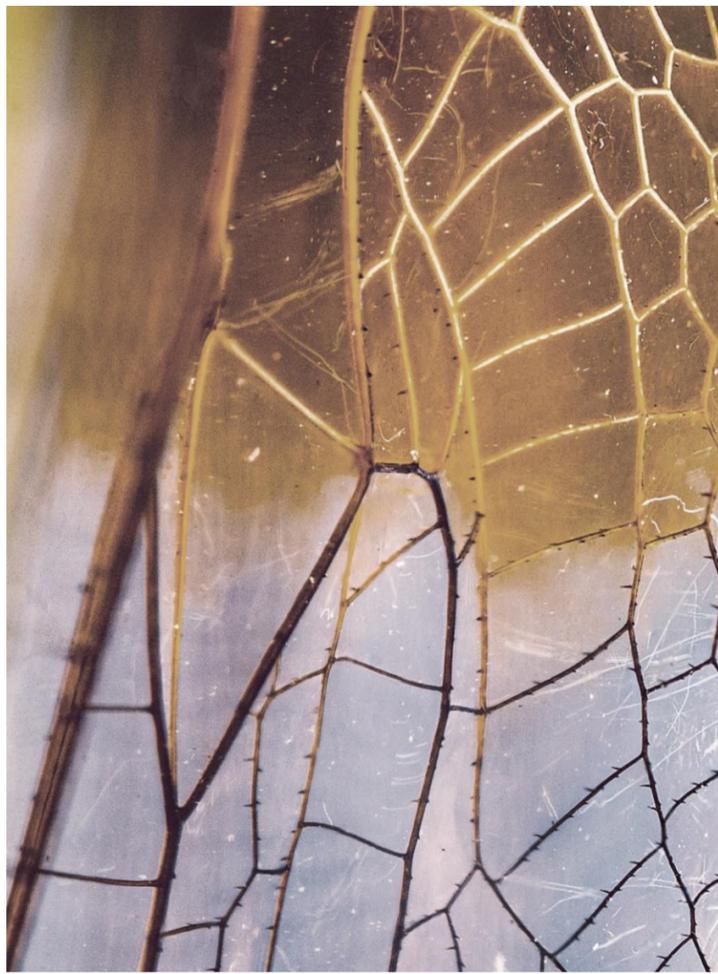
## SPEAKER/EDUCATOR

**Lauren Moloney & Team, The Spa Collaborative**

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

## ZOOM LINK

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# MASTER CLASSES

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