



How to Create A **Skincare Product Training Session**

THE BEGINNERS GUIDE



Welcome to the Skincare Training Session Guide

I'm Ayo Bamgbose, bringing over twenty years of experience in the beauty, wellness, and retail sectors directly to you. My career has spanned from hands-on work as a therapist to roles as an international trainer and educator, each step teaching me the value of effective training.

Understanding how to deliver a standout training session is crucial, and this guide is designed to help you with that. It's a straightforward, getting-started guide filled with the essentials to kickstart your journey in conducting skincare training sessions. This guide is your first step towards effectively sharing your knowledge and passion for skincare.

Let's get started and lay the foundation for your training success.

Ayo. B

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Preparation

Welcome

Welcome to your step-by-step guide on delivering an engaging and informative skincare product training session. Whether you're a seasoned beauty therapist, a dedicated brand trainer, or stepping into the world of product training, this guide is crafted to help you connect, communicate, and captivate your audience in a spa or salon setting.

Preparation

Begin by immersing yourself in the key features, benefits, and unique selling points of the skincare products. Know the ingredients, their origins, and how they benefit the skin

Example

If you're training on a hydrating serum, know that it contains hyaluronic acid, which attracts moisture to the skin's surface, and share why that's beneficial for dry or dehydrated skin types.

Know Your Audience

Tailor your session to your participants' knowledge level and interests. Are they experienced therapists or new to the industry?

Example

If your audience primarily consists of experienced therapists, tailor your session to delve deeper into the science behind the products. For beginners, focus more on application techniques and basic skincare knowledge.

Create Engaging Materials

Prepare visual aids, product samples, and handouts that reinforce your key points. Make sure these materials speak the language with clear, concise information.

Example

Prepare handouts that include a "cheat sheet" of product ingredients and their benefits, or create a short, engaging video that showcases the brand's story and the products' journey from concept to creation.



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The Training Session

Step One: Introduction

Start with a warm welcome and a brief introduction to the skincare products you will discuss. Set the tone for an interactive session where questions and participation are encouraged.

Example

Start by sharing a brief story about the first time you used the training session's leading product, focusing on your personal experience and the results.

Step Two: Storytell

Share the story behind the products. This could include the brand's ethos, the inspiration behind the product line, or the journey of key ingredients from source to bottle.

Example

Share a compelling story about how a specific ingredient was discovered by the brand, perhaps an exotic oil or a unique plant extract, and its journey from its native habitat to the product.

Step Three: Product Demonstration

Show the products in action. Demonstrate application techniques and, if possible, allow participants to experience the products themselves. This hands-on experience is invaluable,

Example

Demonstrate how to apply a moisturiser effectively using upward strokes to boost circulation and absorption, then invite participants to practice on themselves or on a partner.

Step Four: Benefits & Features

Highlight the benefits of the skincare products, focusing on how they meet customer needs and stand out in the market. Use simple, relatable language to explain the features

Example

Highlight a face mask that targets multiple skin concerns—like hydration, clarity, and anti-ageing—and explain how it does so with a blend of natural ingredients.

Step Five: Customer Engagement Tips

Offer advice on engaging customers with the products. Discuss how to create memorable experiences for clients through personalisation and expert recommendations.

Example

Discuss how to ask open-ended questions to uncover a client's skincare concerns and preferences, then use this information to recommend products that meet their needs.

Step Six: Q&A Session

Encourage questions, and be prepared to share your knowledge. This is an opportunity to address uncertainties and reinforce key messages.

Example

Prepare a list of frequently asked questions about the skincare line, including those about suitability for sensitive skin, and use this to kick off the Q&A segment.

Step Seven: Feedback and Follow-Up

Conclude by gaining feedback on the training session and discuss how participants can continue learning about the products. Provide contact information for further questions.

Example

Provide a feedback form that asks specific questions about the clarity of the product demonstrations, the usefulness of the information provided, and any additional topics they'd like covered in future sessions.

Step Eight: Conclusion and Encouragement

This final step involves expressing gratitude to the participants for their active involvement and reminding them of the session's key takeaways. It's an opportunity to encourage them to apply the new knowledge in real-world situations.

Example

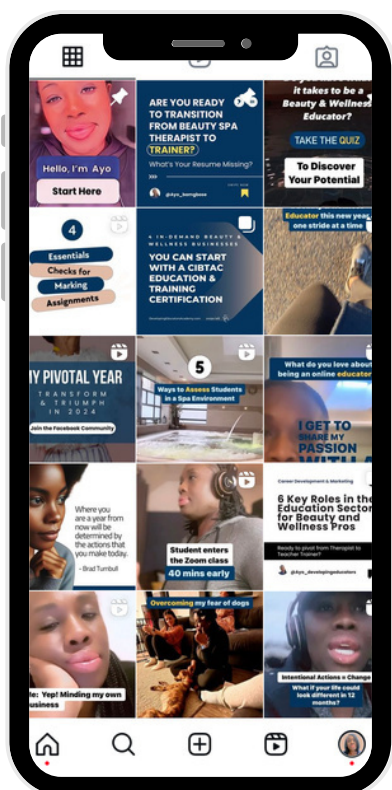
Take what you've learned today about our hydrating serum and share the story of its unique ingredients with your clients. It's your insights and personal touch that transform routine recommendations into memorable experiences.

Thank you for signing up for this guide and I hope it helps to kickstart your trainer journey.

If you have been considering pivoting into the education and training sector but need help determining where to begin, gaining your CIBTAC Level 3 Award and Level 4 Certificate in Education and Training is your next pivotal step.



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