

Products

Booking

BYM | The Guide

accounting

education



Grow Your Self-Funded Esthetics
Business and Keep Your Sanity.



Welcome!

Welcome to BYM's-THE GUIDE 2024

As a self-funded esthetician, one of my primary goals is to keep my budget manageable and utilize resources that match my business' needs. I appreciate efficiency, accessibility, up-front terms, and stellar customer service (preferably with a real life human, not a bot).

Over the years I have found more resources than I can count, and they have made my life as a self-funded esthetician more manageable. As a result, I have been able to **streamline business processes, save money,** and work more efficiently. This has helped me to grow and spend more time doing what I LOVE doing most- working with clients.

The resources included in this guide are some of the ones that have helped me to grow. So, take a look, take notes, and check out some of the options you have as a self-funded esthetician to grow and succeed in business.

-Regina M. Tucker

Contents

Products

No Minimum Order
Requirements.

\$1000-1500 Minimum Order
Requirements

Equipment/Considerations

Digital Tools

Gloss Genius
QuickBooks
Cherry Financing

Education

Community College
Online Resources
Universities

PRODUCT



OVERVIEW

Shop Products

No Minimum Order

Brand	Contact	Additional Info.
• Image Skincare	• 800-796-7546	• For Personal Account ONLY
• Clarity RX	• 805-386-0400	• clarityrx.com
• Bio Therapeutics	• 206-922-2083	• biotherapeutic.com

No Minimum Order

Brand	Contact	Additional Info.
• SkinScript	• 480-543-1121	• info@skinscriptrx.com
• Dermastart Brands	• 866-589-2949	• dermastart.com

Equipment Considerations

Financing

Does the company have monthly financing?

Are there any upcoming specials?

Supplies

Monthly cost of supplies?

Can other product lines be used with the device?

Education

Will training be provided to orientate you with the device?

Will you have a dedicated customer representative or will communication via email?

Marketing

Can marketing pre-sets be provided?

Do preset images reflect a diverse audience?

Will you provide marketing images?

Warranty

What is the warranty on your device?

Can an extended warranty be purchased?

Who cover shipping on repairs?

Don't forget insurance costs!

Shop Equipment

Equipment		
Brand	Device	Contact
<ul style="list-style-type: none">• Artemis• Dermatude• Glownar	<ul style="list-style-type: none">• Plason + More• Meta Ject FX-50• Pure Hydro + More	<ul style="list-style-type: none">• 833-205-9545• 877-628-7201• 800-584-4142

Equipment		
Brand	Device	Contact
<ul style="list-style-type: none">• Eimage• Geneo	<ul style="list-style-type: none">• Image Pro LE + More• Glo 2 Facial	<ul style="list-style-type: none">• 704-412-3152• Glo2facial.com

Digital Tools





Digital Tools

APPOINTMENTS

- Gloss Genius-\$24+ Monthly
- Includes everything from scheduling, client notifications, marketing, online booking, reports and analytics, business brand builder, and payment processing.
- www.glossgenius.com

ACCOUNTING

- Quickbooks-Self Employed
- Separate business and personal expenses, maximize schedule C deductions, quarterly estimated taxes, and automatic mileage tracking. Prices from \$15-35 per monthly.
- <https://quickbooks.intuitcom/self-employed/#pricing>



Digital Tools

E-COMMERCE

- Skin Type Solutions (STS) provides customized skin care regimens, and personalized skin assessments via your own online store.
- 40% Commission on products
- Access to brands typically sold only through dermatologists.
- Skintypesolutions.com

FINANCING

- Cherry Financing-Offer your clients flexible payment plans to grow your practice and treat your clients.
- Flexible Pricing
- Marketing Support
- Phone: 650-434-4254
- Email-withcherry.com



EDUCATION
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Learn, Advance, Grow

ONLINE RESOURCES

- Liv Derm
- Sparkby Allergen Esthetics
- PubMed
- Cosmetic Ingredient Review
- Personal Care Products Council

COMMUNITY COLLEGE

- Lead Institute
 - Local Community Colleges
- Enrol in: Biology, Psychology, Anatomy & Physiology I and II, Chemistry Organic Chemistry, Genetics, Biochemistry, Microbiology

UNIVERSITY

- University of Miami Miller School of Medicine
- Ohio University
- Lead Institute
- University of Toledo
- Farleigh Dickinson University

PUBLICATIONS

- Skin Inc
- DermaScope
- Cosmetics
- Les Nouvelles Esthetiques
- New Beauty
- JAMA Dermatol signup for free access
- MedEsthetics Mag

THANK
THANK
THANK
YOU

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