



AESTHETIC
MENTOR

GETTING STARTED IN

Aesthetic Nursing

Your Step-By-Step Guide to a Fulfilling
Career with Greater Life Balance
& Uncapped Earning Potential



theaestheticmentor.com



Are you a Registered Nurse or Nurse Practitioner seeking a career change?

Do you love making a difference in your patients' lives, but the long hours and stress of critical care is getting you down?

Developments in the field of Aesthetic Medicine have created exciting new career paths. These opportunities provide nurses with a greater work-life balance and uncapped earning potential, while still providing the satisfaction of face-to-face patient care.

The educational growth a career in Aesthetic Nursing provides is powerful. As a fast-paced and constantly evolving industry, there is plenty of opportunity to learn new techniques to help your patients.

Our step-by-step guide will take you through the process of breaking into the exciting field of Aesthetic Medicine, and help set you on the track towards a rewarding new career.

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1. WHAT IS MEDICAL AESTHETICS?

A Field at the Forefront of Opportunity & Innovation

Aesthetic Medicine is the practice of both surgical and non-surgical treatments to improve and maintain the cosmetic appearance of the face and body. Over the past 25 years, exciting technological developments have increased the accessibility of non-invasive aesthetic treatments.

Aesthetic treatments yield compelling results and high levels of patient satisfaction without the expense and long recovery times typically associated with traditional plastic surgery.

Injectables

- Botox® and other Neurotoxins
- Dermal Fillers
- Kybella®
- PRP (Platelet-Rich Plasma) Therapies
- Sclerotherapy

Wellness Treatments

- IV Hydration Therapies
- Medical Diet Plans
- Hair Restoration
- Women's Health

Medical Skin Care Treatments

- Laser Treatments
- Skin Tightening
- Pigmentation Treatments
- Chemical Peels
- Tattoo Removal
- Laser Hair Removal
- Microneedling

Non-Surgical Body Contouring

- CoolSculpting®
- Emsculpt®
- SculpSure®
- CoolTone®



2. WHY IS THERE NO BETTER TIME TO MAKE THE SHIFT TO AESTHETIC NURSING?



In One Word: Demand

The rise and popularity of Botox® and Injectable Fillers has changed the way society approaches aging. Younger generations are embracing injectables as preventative anti-aging procedures or to enhance what nature gave them.

See 'According to Allergan's 360 Aesthetics Report' on following page.

Increased Social Acceptance;

83%
are willing to invest in their appearance

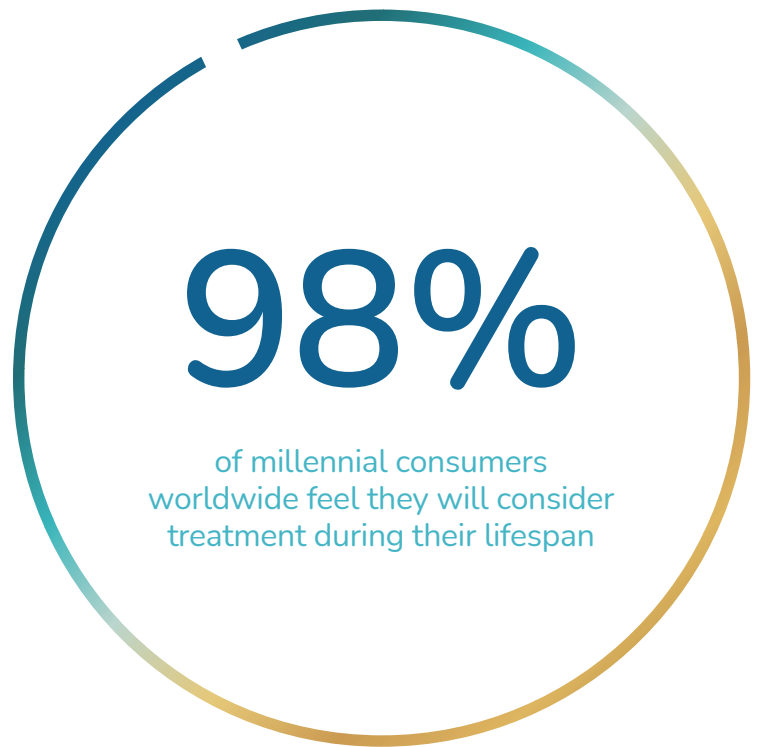
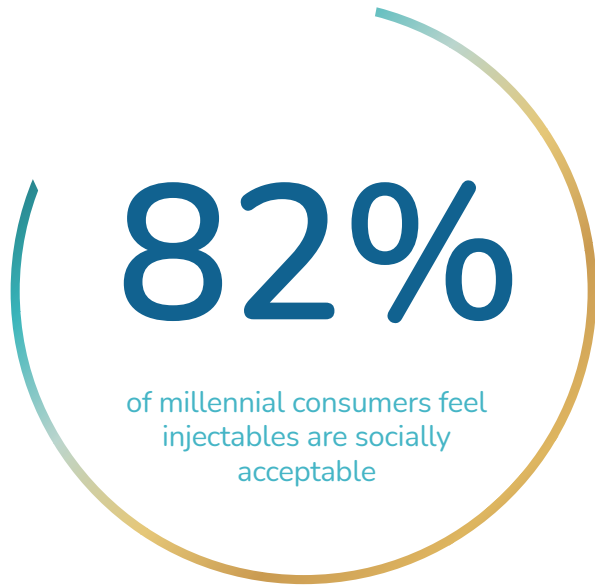
Market's Projected worth of USD:

\$124.7
billion by 2028

Furthermore, the advancement of lasers and energy devices to treat a myriad of cosmetic concerns from excess fat, unwanted body hair, tattoos, and skin imperfections, has contributed to [the global aesthetic medicine market's projected worth of USD \\$124.7 billion by 2028¹](#). Paired with increased social acceptance, and the fact that [83% of consumers worldwide are willing to invest in their appearance²](#), Aesthetic Medicine is a rapidly growing, feel-good industry with high patient satisfaction rates.

According to Allergan's 360 Aesthetics Report

82% of millennial consumers, aged 21-35, believe injectable treatments are socially acceptable, and a whopping 98% of millennial consumers worldwide would consider a professional treatment at some point in their lives.²



The rise in popularity of Aesthetic Treatments is not just limited to millennial patients.

Baby Boomers with disposable incomes are also embracing the anti-aging benefits of non-invasive treatments. Statistics released by the American Society of Plastic Surgeons revealed a growth of nearly 50,000 more cosmetic procedures in 2018, compared to 2017, in Americans aged 55 and older.



Medical aesthetic market awareness is being driven by massive direct-to-consumer spending by pharmaceutical and device companies. Aesthetic market leader Allergan (whose product portfolio includes Botox®, Juvéderm®, Kybella®, CoolSculpting®, CoolTone®, DiamondGlow™, and SkinMedica®) spent \$150 million on their direct-to-consumer marketing alone in 2020, up from the \$55 million they spent between 2015 and 2017.³ As the industry's biggest player, this will only further increase the public awareness and popularity of aesthetic treatments.

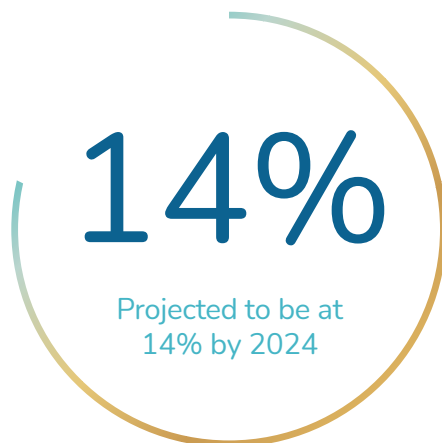


Looking beyond injectables, innovative non-invasive laser and device procedures are being embraced more and more by consumers who historically avoided the time and expense involved with invasive procedures. According to a report published by Acumen Research and Consulting, the global medical laser market size is poised to grow at a CAGR (compound annual growth rate) of 10.8% during the forecast period 2019 to 2026, to reach around US \$16.4 billion by 2026.⁴

Medical Aesthetic Industry Projection



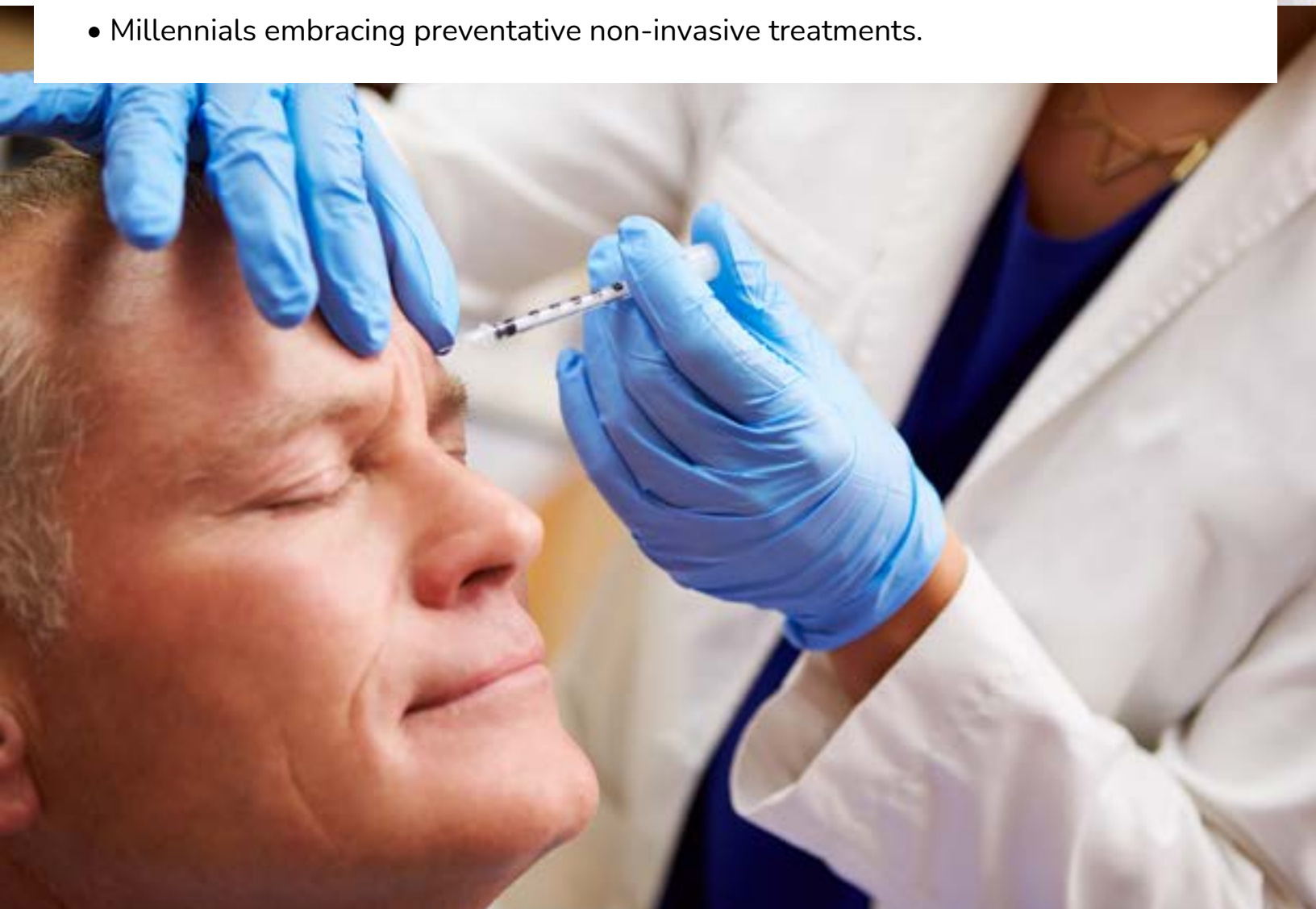
Medical Aesthetic Market Penetration Projection



Market and innovation is driving the rapid growth of Aesthetic Medicine overall, with penetration set to more than double with an increase from 6% to 14% by 2024.

MARKET BEING DRIVEN BY

- Massive direct to consumer advertising by cosmetic pharmaceutical companies.
- Innovative new non-invasive treatments at accessible price points.
- Boomer demographic wave that will last 10-15 years.
- Millennials embracing preventative non-invasive treatments.



3. WHY IS A CAREER IN AESTHETIC MEDICINE A GREAT OPPORTUNITY FOR PERSONAL & PROFESSIONAL GROWTH?

Flexibility, Financial Freedom, Fulfillment, and Fun!

More Flexibility = Better Work/Life Balance

In this era of healthcare change, nurses at the forefront of patient care are experiencing a heavier, more demanding workload than ever before. Emotional and physical exhaustion is commonplace for nurses. A 2017 study found that 42% of registered nurses said they suffered from severe stress, and 45% were tired of their jobs.⁵

In addition, the traumatic and difficult patient care situations caused by the COVID-19 pandemic has escalated this emotional exhaustion, leaving many nurses in a state of burnout, suffering from PTSD, anxiety, and depression.

From June to September 2020, Mental Health America (MHA) conducted an online survey of healthcare workers to listen to their experiences during the COVID-19 pandemic. Of the 1,119 healthcare workers surveyed, 76% reported exhaustion and burnout.⁶

Making a difference in patients' lives is the core of the nursing profession, but many critical care nurses place their own self-care at the bottom of the priority list, leaving them exhausted and running on empty.

By choosing a more flexible career in Aesthetic Medicine, nurses can have more control over their level of stress, achieve a better work-life balance, and avoid burnout, while still achieving the satisfaction of providing quality, meaningful patient care.



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of registered nurses said they suffered from severe stress



76%

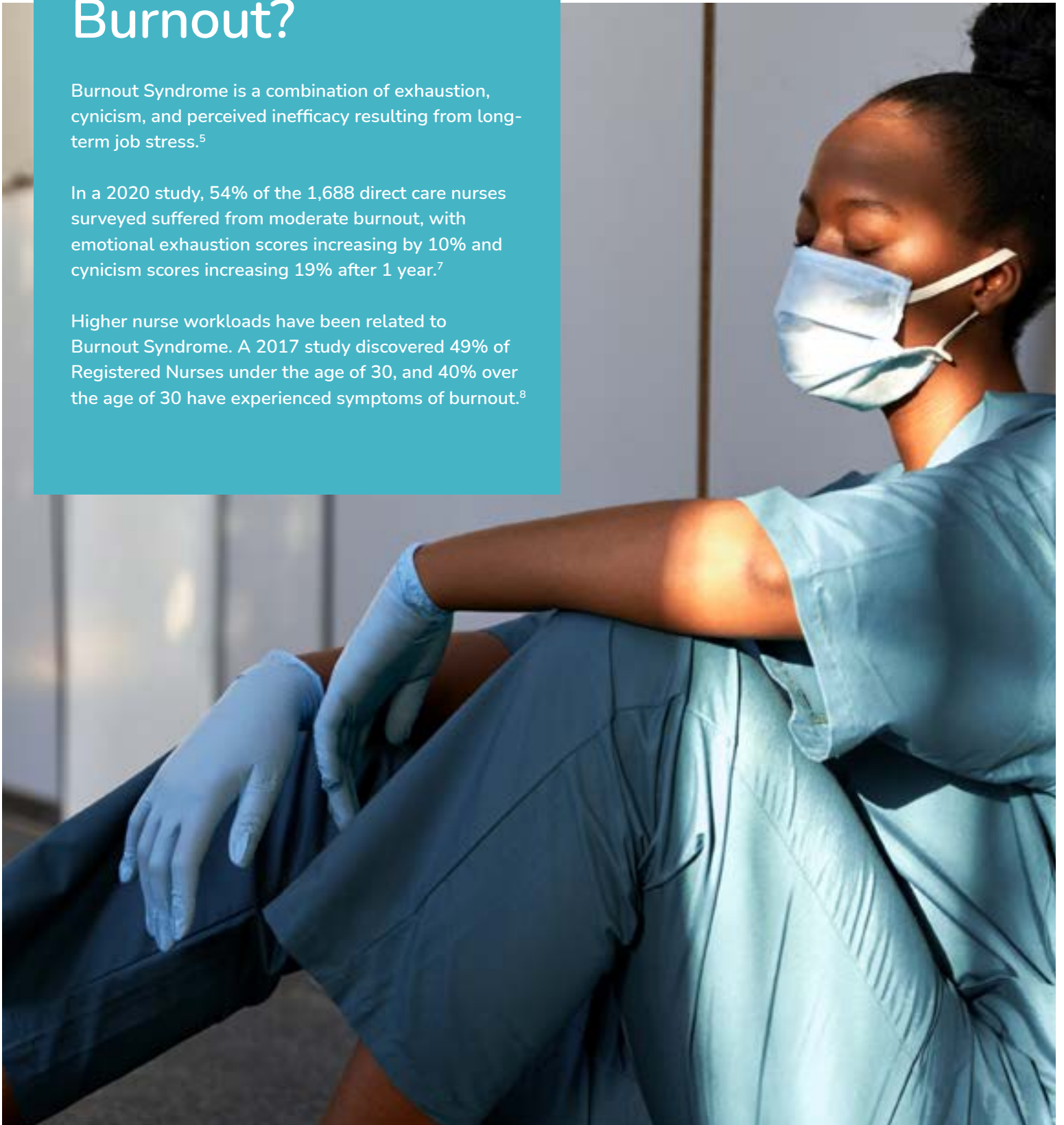
of healthcare workers surveyed during the COVID-19 pandemic reported exhaustion & burnout

What is Burnout?

Burnout Syndrome is a combination of exhaustion, cynicism, and perceived inefficacy resulting from long-term job stress.⁵

In a 2020 study, 54% of the 1,688 direct care nurses surveyed suffered from moderate burnout, with emotional exhaustion scores increasing by 10% and cynicism scores increasing 19% after 1 year.⁷

Higher nurse workloads have been related to Burnout Syndrome. A 2017 study discovered 49% of Registered Nurses under the age of 30, and 40% over the age of 30 have experienced symptoms of burnout.⁸



Increase Your Earning Potential & Financial Freedom

The financial benefits of a career in Aesthetic Medicine are compelling. According to ZipRecruiter, the [national average salary for an Aesthetic Nurse is around \\$90,000](#). As with most professions, nurses with higher levels of experience and training receive the highest level of compensation.

Industry financial benchmarking data shows RN Injectors in the 90th percentile made \$181,000 last year, and NP Injectors in the 90th percentile made \$291,000! Fueled with an entrepreneurial spirit and solid business acumen, earning potential can be exponential and virtually limitless.

With consumer interest in cosmetic procedures at an all-time high, and the rapid development of new technologies, Aesthetic Medicine is an exciting field to be in. You can truly reward yourself both personally AND professionally by making the shift to a career in Aesthetic Nursing.

Bring Joy to Your Patients & Have Fun While You Do It

Aesthetic Nurses generally work in private offices and medical spas, often in partnership with Plastic Surgeons and Cosmetic Dermatologists. Many even opt to open their own practices. And, with the growth of the aesthetic market, there are more than enough patients to go around.

Compared to hospital work, many nurses find the private practice setting to be more conducive to establishing a greater work-life balance, by eliminating the need for long shift work or irregular hours.

As an Aesthetic Nurse, you'll be helping patients through the use of non-invasive or minimally invasive, in-office treatments such as injectables and laser treatments. Many of these treatments require follow-up care, repeat visits, or ongoing maintenance treatments, so nurses find they are able to establish long-term, rewarding relationships with their patients.

[A career in Aesthetic Nursing is far from superficial, with many nurses finding the confidence and joy Aesthetic Medicine can bring to their patients' lives truly priceless. As a nurse, helping to cure patient insecurities through the use of Aesthetic Medicine is every bit as rewarding as clinical hospital care.](#)



“

A career in Aesthetic
Medicine gives me
**independence and
flexibility** in my profession
while being true to my
mission of **helping men
and women to be the best
version of themselves
inside and out!**

”

Allison Daly, NP.
Co-Owner, Hingham Medical Aesthetics
Provider, Easton Medical Aesthetics
FORMER AESTHETIC MENTOR STUDENT & CHARTER AESTHETIC MENTOR INSTRUCTOR

4.

HOW DO YOU SEEK THE BEST AESTHETIC TRAINING?



An artistic eye and a keen understanding of facial anatomy are important for any provider wanting to start a career in Aesthetic Medicine. Seeking an accredited training program that addresses best practices for the safety of both the treatment provider and the patient is paramount. Courses taught by professionals who have had long-standing careers built on their commitment to predictable and natural-looking results can elevate the value of your training, *way beyond the basics*.



Start now. It takes time to be confident and smart when it comes to making the right decision for each patient.



Christina Magee, RN.
Christina's Med Spa
AESTHETIC MENTOR STUDENT



Courses with a blend of theory and hands-on training will also help to build a solid foundation for a career in Aesthetic Medicine. Hybrid classes that combine online learning modules in the comfort of your home, followed by practical learning clinics, provide a level of flexibility as you navigate starting your new career.

A program should also invest back into its students, providing a supportive community of peers and ongoing resources to support the trainee, including; compliance, safety, continuing education, employment assistance, business development leadership, and access to professional and patient marketing tools.

Class size and student-to-teacher ratios should also be considered when researching training programs. We cannot deny that large educational conferences can be incredibly helpful, but these large format trainings are often more valuable to aesthetic professionals after they have completed foundational hands-on training in a smaller classroom environment.

Intimate supervision and coaching at hands-on clinics is extremely important to learning and understanding where and how to improve as you develop your skills.

The mission of Aesthetic Mentor is to produce and cultivate safe, effective, successful medical aesthetic providers.



I had heard about Aesthetic Nursing from fellow RNs.

I decided to take the Botox and Juvéderm classes at Aesthetic Mentor. Dr. Russo gave a great presentation both days, with techniques to use to make sure you are doing the procedures correctly.

During the hands-on portion of the course, every nurse was able to inject the models. Dr. Russo and his registered nurses, who assist him in his practice, were there to help and guide each student.

It was a great experience and I enjoyed every bit of the class.



Harold A. Licon Jr. RN
AESTHETIC MENTOR STUDENT

5. WHY IS AESTHETIC MENTOR YOUR BEST CHOICE FOR A CAREER IN AESTHETIC MEDICINE?



Meet Dr. Joseph A. Russo, Aesthetic Mentor Founder & Chief Medical Officer

Dr. Joseph A. Russo, a Harvard trained, Board-Certified Plastic Surgeon has been in practice since 1991, and is an expert educator in the field of surgical and non-surgical cosmetic treatments.

Dr. Russo shares his passion and experience with other medical professionals across the globe, and here at Aesthetic Mentor, where he and his expert team provide educational programs in Medical Aesthetics, such as injectables and lasers.

Dr. Russo believes opportunity and guidance are the keys to success and shares them both through Aesthetic Mentor.

The Aesthetic Mentor Advantage

Aesthetic Mentor is the leader in accredited medical aesthetics training for over 3,000 healthcare professionals since 2011. With multiple training facilities across the country, as well as a virtual on-demand portal, Aesthetic Mentor provides students with the 'safe provider method' training that keeps you compliant, reduces adverse events, and provides you with a new career with uncapped earning potential.

The Aesthetic Mentor 'Safe Injector Method'

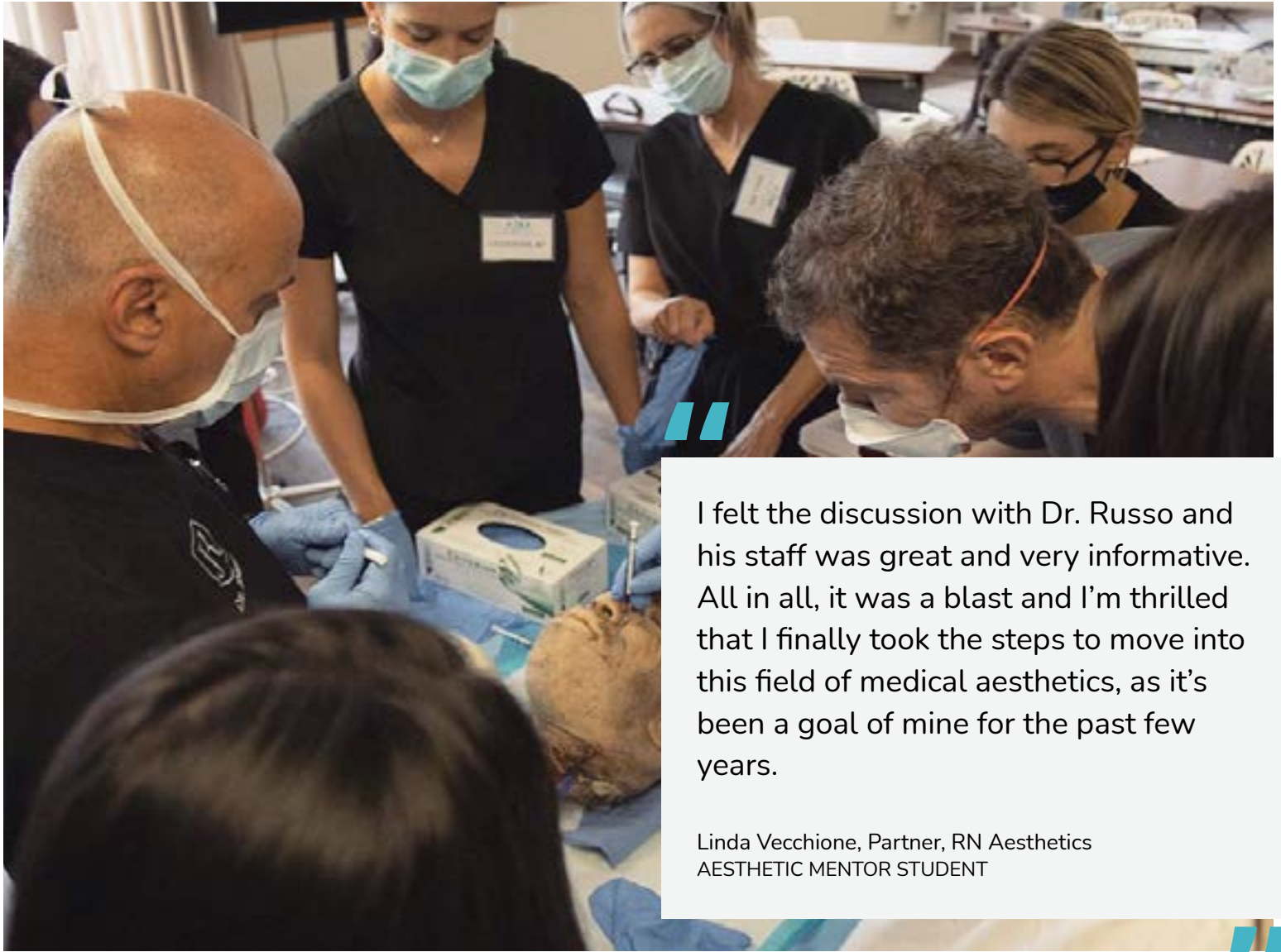
Patient safety is every health care provider's top priority. Over the last decade, founder Dr. Joseph A. Russo has developed proven training curriculum that supports each student's advancement from novice to proficient medical aesthetic provider, minimizing the incidents of adverse events in your practice.

Most courses are accredited, provide CME's, and follow the safe aesthetic guidelines of the Association of Medical Aesthetic Professionals (AMAP). Whether you are injecting, using a laser, or providing wellness treatments, you and your patients can have confidence you are practicing with the highest safety standards.

Only Aesthetic Mentor trains students how to effectively use the safe and accessible method pioneered by Dr. Russo. Our expert faculty provide hands-on guidance that keeps you safe and gives your clients the amazing results they're looking for.

Our 2:1 student to instructor ratio means you'll get intimate learning experiences not offered at large training programs.





I felt the discussion with Dr. Russo and his staff was great and very informative. All in all, it was a blast and I'm thrilled that I finally took the steps to move into this field of medical aesthetics, as it's been a goal of mine for the past few years.

Linda Vecchione, Partner, RN Aesthetics
AESTHETIC MENTOR STUDENT

Have Fun While You Learn

The passion our educators have is evident. Not only will you learn expert techniques to start your new career, you'll also have a great experience while you're here.

You will be coached by caring professionals who genuinely want you to succeed. They understand how it feels to be starting out in the Aesthetic Industry and love to share the wealth of knowledge they have gained from their own careers.

Aesthetic Mentor's collaborative, non-judgmental environment, paired with our skill development model, builds confidence step-by-step.

We don't abandon you after your class ends. We will provide you with opportunities so you can continue to hone your skills and build your practice.

We Grow With You Professionally

It's not just our variety of courses that sets Aesthetic Mentor apart. Our investment in you doesn't end when you leave the classroom.

We believe in cultivating long-lasting relationships with our students and provide an array of support services including continuing education opportunities, business advice, compliance and safety information, and certifications. In fact, many of our graduates have gone on to start their own medical spas with our support.

Dr. Russo provided me with compliance, safety, education, and an ongoing support system. Aesthetic Mentor has also offered me the opportunity to teach students, which I feel is important for my career and resume.

Valerie Blathras, RN, BSN | Mythology Aesthetics | Aesthetic Mentor Student



Dr. Russo and his very talented instructors have helped me to build many more skills clinically, and have been great support for every question or concern I have had. I don't feel alone in my business-I have a great team that has my back.

Leanne Donellon, RN. | Aesthetic Mentor Student

AESTHETIC MENTOR FAQs

WHO IS ELIGIBLE TO PARTICIPATE IN COURSES?

Aesthetic Mentor trains licensed medical professionals, such as an LPN, RN, NP, CRNA, MD, DO, PA, or DDS.

WHERE ARE CLASSES HELD?

Our courses are available virtually on-demand, as well as hybrid classes that include both an online and in-person component. Aesthetic Mentor is continually expanding into new locations including Massachusetts and Connecticut. Please visit TheAestheticMentor.com for full course information

IS THE CLASS SIZE LIMITED?

Yes, class size is limited to maintain our 2:1 student to instructor ratio. Maximum safety standards are maintained.

WILL I NEED TO BRING A MODEL FOR TRAINING?

For the best learning experience, you will bring one model (whose fee is included with your tuition) to your hands-on training. This is so you can follow the results of treatment. We provide the rest.

WHAT'S NEXT?

YOUR ROADMAP TO SUCCESS

Dr. Russo and the team at Aesthetic Mentor recommend beginning your education with one of our introductory classes. This will provide you with foundational skills so you can explore your employment options. **Common career tracks for Aesthetic Nurses include:**

START



CONCIERGE AESTHETIC NURSE

Establish yourself as a Concierge Aesthetic Nurse by administering injectable treatments to patients in the comfort of their home or office. A concierge business model is an excellent choice for nurses seeking self-employment, as it offers flexibility and uncapped earning potential – without the overhead of a traditional brick-and-mortar business.



SELF EMPLOYMENT WITHIN A SPA OR SALON SUITE ENVIRONMENT

By renting a room within a Spa or Salon Suite, Aesthetic Nurses can increase their exposure to new patients and further expand their services to include lasers or other devices that are too large to easily transport.



START YOUR OWN MEDSPA

The sky is the limit with opportunities in aesthetic medicine. By opening your own brick-and-mortar medical spa, you set the pace for your future. Many of our graduates have gone on to open their own medical spas, leading to increased financial freedom and professional success.



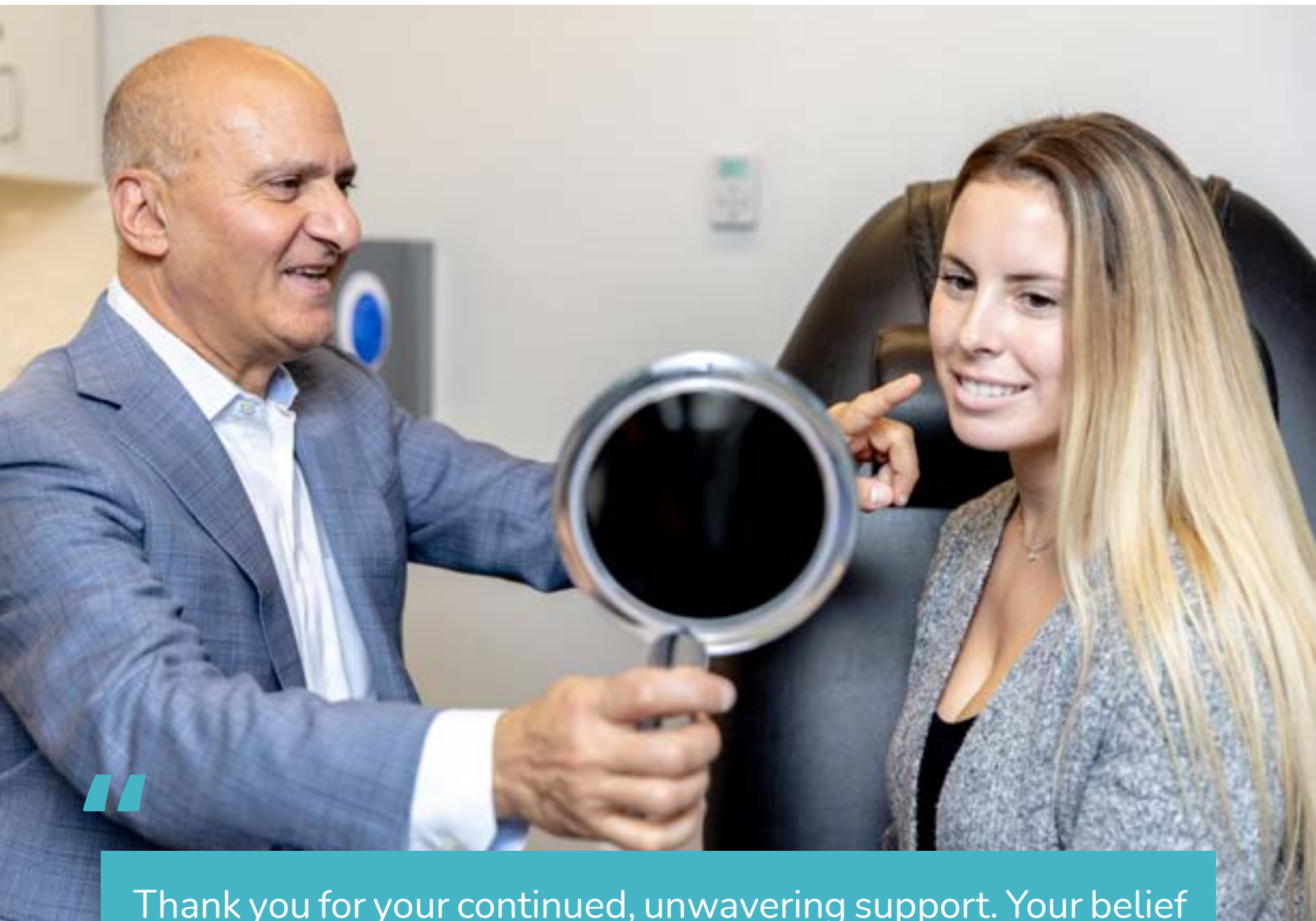
EMPLOYMENT WITH A PLASTIC SURGEON, DERMATOLOGIST, OR MEDICAL SPA

If self-employment is not for you, Aesthetic Nurses may seek employment with a Plastic Surgeon, Dermatologist, or Medical Spa. Depending on the practice, nurses may establish and treat their own patients, or assist their doctor in performing treatments.

GO!

Regardless of what career track you choose, our advice network is always available to offer support and guidance. We give our providers the tools for success and believe in becoming your lifelong aesthetic mentors.

[LEARN MORE](#)



Thank you for your continued, unwavering support. Your belief in me as a provider from novice to an advanced clinician has been a huge reason I am where I am today!

ALLISON DALY, NP.
Co-Owner, Hingham Medical Aesthetics
Provider, Easton Medical Aesthetics
FORMER AESTHETIC MENTOR STUDENT
& CHARTER AESTHETIC MENTOR INSTRUCTOR





**AESTHETIC
MENTOR**

CHOOSE AESTHETIC MENTOR FOR

Expert Training & Mentorship in Aesthetic Medicine

Take control of your career and your life. Get the confidence and training needed to maximize your career in medical aesthetics with the safe and proven Aesthetic Mentor method.

**CLICK TO EXPLORE
OUR COURSE CALENDAR &
SCHEDULE A CLASS TODAY!**



guideme@aestheticmentor.com
(833) 224 - 6338 ext. 1

CITATIONS

¹ Grand View Research, 2020 Aesthetic Medicine Market Worth \$124.7 Billion By 2028 | CAGR: 9.8%. [online] Available at: <https://www.grandviewresearch.com/press-release/global-aesthetic-medicine-market> [Accessed 11 February 2021]

² Allergan 360° Aesthetics Report. 2019 Edition


³ Jensen, K. 2019. Allergan reportedly hires Spark Foundry as US advertising agency. BioPharma Dive. <https://www.biopharmadive.com/news/allergan-reportedly-hires-spark-foundry-as-us-advertising-agency/556749/> [Accessed 14 July 2020].

⁴ Cision PR Newswire, 2020. Medical Laser Market Size to Reach US\$ 16.4 Billion by 2026. [online] Available at: <https://www.prnewswire.com/news-releases/medical-laser-market-size-to-reach-us-16-4-billion-by-2026--300990457.html> [Accessed 14 July 2020].

⁵ Reith TP. Burnout in United States Healthcare Professionals: A Narrative Review. Cureus. 2018 Dec 4;10(12):e3681. doi: 10.7759/cureus.3681. PMID: 30761233; PMCID: PMC6367114.

⁶ MHA, 2020. The Mental Health of Healthcare Workers In COVID-19. [online] Available at: <https://mhanational.org/mental-health-healthcare-workers-covid-19> [Accessed 18 January 2020]

⁷ Kelly LA, Gee PM, Butler RJ. Impact of nurse burnout on organizational and position turnover. Nurs Outlook. 2020 Oct 3;S0029-6554(20)30087-7. doi: 10.1016/j.outlook.2020.06.008. Epub ahead of print. PMID: 33023759; PMCID: PMC7532952.

 ⁸ Bakhamis L, Paul DP 3rd, Smith H, Coustasse A. Still an Epidemic: The Burnout Syndrome in Hospital Registered Nurses. Health Care Manag (Frederick). 2019;38(1):3-10. doi:10.1097/HCM.0000000000000243

I felt the training was comprehensive with an excellent blend of didactic and hands on training. The opportunities continued post course as well.

ALLISON DALY, NP.
Co-Owner, Hingham Medical Aesthetics
Provider, Easton Medical Aesthetics
FORMER AESTHETIC MENTOR STUDENT & CHARTER AESTHETIC MENTOR INSTRUCTOR

