

The Heart of Esthetics



Creating Loyal Clients &
Achieving Financial Success

Diane Buccola

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Whether you are an esthetician who is considering heading solo, a seasoned esthetician whose profession has stalled, or the owner of a spa who understands how lucrative the esthetics division can be, this book is for you personally. This book offers clearness, specific solutions and proven ways of point you in the direction to success and prosperity in the esthetics business.s no longer all about offering products and services. There are specific reasons a client chooses one spa or esthetician over another, and it'



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