



HOW TO CONFIDENTLY HOLD YOUR GROUND DURING COMPETITIVE TIMES

AS a training college, Beauty Therapy Training Australia (BTTA) is fast gaining a reputation for its commitment to comprehensive, quality training delivered with care and compassion.

Due to a high demand for quality training, particularly in light-based technologies, BTTA specialises in government-approved qualifications in IPL and Laser, both for hair reduction as well as skin rejuvenation, vascular, pigmentation and tattoo removal – a qualification that is only delivered by two RTOs within Australia.

BTTA also assists businesses to update their staff's skills and knowledge through a variety of professional development courses in advanced technologies and techniques. These include microdermabrasion, radio frequency, peels, fraxel, LED and skin needling helping businesses maintain their competitive advantage. Their training never ceases to deliver happy and confident graduates who are more than happy to provide glowing reviews on the level of training they receive.

One happy therapist and business owner is Karen Geiszler. Karen has a successful business in Apple Tree Creek, Queensland. Her business – Karen Geiszler Hair, Beauty, Laser and IPL is constantly experiencing growth and she is excited to share that much of her success is due to the quality training she has received over the past three years through BTTA.

Karen enrolled in 2014 to complete a qualification in IPL and Laser Hair Reduction. In completing the SIB 70110 Graduate Certificate of IPL and Laser Hair Reduction she was able to deliver great results with her treatments and secure a loyal clientele.

Seeing the necessity to expand her business by undertaking more challenging skin treatments she identified the need to further her qualifications in laser and IPL for this purpose.

When APAN announced in 2016 that they had secured another government-funded project for businesses to diversify their services and treatments she snapped-up the chance to apply. Identifying a growth opportunity she applied to undertake the NAT10038 Graduate Certificate in Cosmetic Laser and Light Therapies, which gave her a formal qualification in exactly what she wanted – skin rejuvenation, treating vascular conditions, pigmentation and tattoo removal.

"Located in regional Queensland where we have summer weather for approximately nine months of the year, which means that much of the population suffer from sun damage, possibly more severe than other states," Karen said.

"We face varying and numerous skin conditions that require a scientific approach with proven protocols to achieve lasting skin improvement. This is where my training has allowed me to address some more challenging skin conditions with greater confidence and through a more advanced, systematic approach," Karen stressed.

Karen went on to say that while training in the use of technologies is readily available, and some of this is good training, it cannot compare to the depth of knowledge she gained from a qualification.

"The training I was provided with at BTTA was second to none. They were patient, thorough and very professional in their delivery and approach. I felt fully supported at every level and this made my learning a real pleasure. I can highly recommend this investment in the way it can give a business new leverage in allowing practitioners to meet with skin treatment challenges with greater confidence and with incredible treatment outcomes.

"I truly believe that suppliers should get on board and encourage all their clients to seek to gain a full qualification. It is impossible through a three-day training program to fully understand all the scientific theory, as well as gain comprehensive knowledge on wave-lengths and the best protocols that will allow you to gain not just safe treatments, but also be able to deliver the very best results for your clients. This is where the industry is falling short. Having gone through this experience I don't believe that machines should be purchased without full qualifications.

"After being 25 years in this industry, I am grateful to be given this opportunity to upgrade my qualifications. I want to thank APAN for the amazing work they do to bring these opportunities to the industry and also thank Angela Smith and BTTA for their commitment and delivery of amazing, quality training. It really has made a difference to my business" Karen said.

BTTA offer both government-approved qualification as well as comprehensive short course in various technologies and techniques to enhance your treatment outcomes and boost your bottom line. 

**For further information contact
Beauty Therapy Training Australia
07 5599 5568
contact@beautytherapytraining.com.au**