



Updated by EL 09/22

## **Immediate High-Income Aesthetic Career Opening!!!**

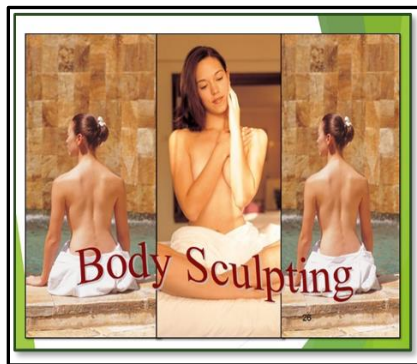
No license required

### **Earn \$250 for Per 1.5 Hour!**

The steadily consistent clientele will generate 6 times more revenue than other aesthetic job.

### **Get ahead and reward your career in just a month!**

It is open to the public and anyone who is interested in providing body sculpting treatment service.



## **Learn the hottest aesthetic treatment from the best of the best!**

### **High tech skill, high-end result!!**

Learn More: [www.beyondthespaua.com/aesthetic-career/](http://www.beyondthespaua.com/aesthetic-career/)

TEL: 408-271-2233 1680 The Alameda #A San Jose CA 95126 Please contact Eileen LaPorte

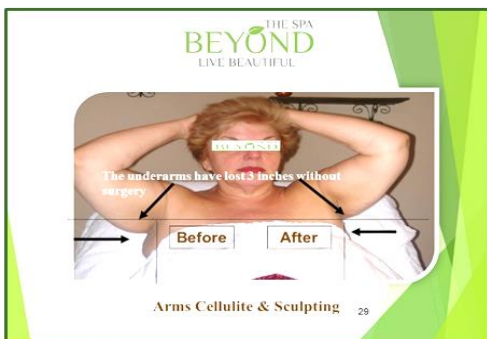
# Beyond The Spa History and Ownership



Beyond The Spa is operated by Eileen LaPorte, who has been in the aesthetic and wellness business since 1980. Eileen grew up in Taiwan. She developed a variety of techniques for world class esthetic spa treatments during the time her family owned 23 spas all over Taiwan and Shanghai, China. She operated 5 resort spas for her family before she immigrated to the United States in 1998. She established BEING Resort Spa at Dolce Hayes Mansion, San Jose California, from 2006 until 2011. The spa was awarded “The Best Resort Spa in the Silicon Valley” by Silicon Valley Concierge Association. While in Asia, Eileen constantly traveled as an advanced spa consultant for high-end hotels for many years. In Eileen’s Bay Area spa locations, many local Bay Area celebrities have come to see her and have experienced her cutting-edge equipment treatment.

## ~ BEING Body Detoxing & Sculpting Training~\$2,900.00

**Instant Results and Long Lasting! Lose 10 Inches in 3 Weeks!!!  
No License Required (100 hours training)**



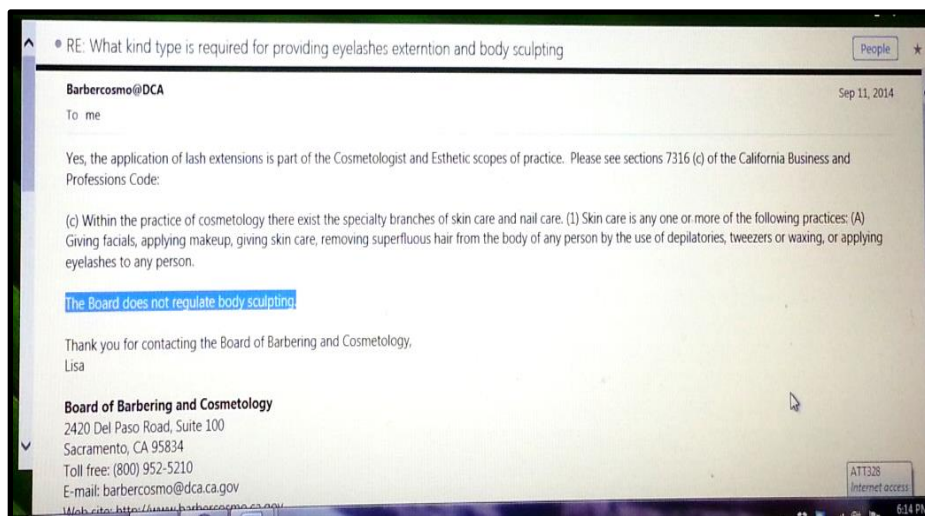
- Body Detoxing & Sculpture treatment is a revolutionary fat loss treatment that burns the stubborn fat instantly. This is one of the most effective ways in the market to lose fat and inches without downtime. During the treatment, we use our exclusive shaping formula that breaks down fat tissue into small molecules, eliminates fluid waste and enhances lymphatic drainage via HIFU-Ultherapy device + CT Pad (Lean Muscle Builder) device + NASA Air Suit.
- After 3-6 intensive treatments, most of the clients lose 5-10 inches and see dramatic results in 3 weeks!!! The cellulite dimples will be diminished up to 70%. Muscle gets toned, and the skin tightened. Best of all, there are no surgeries, no surgeries, no downtime at all!
- The client can choose a specific area to target when book an appointment. The number of treatments needed will depend on the client's weight.

**Below is a comparison of BEING Body Detoxing and sculpting treatment and other treatments:**

Compare the results:	HIFU Body Detoxing & Sculpture	Others								
The Market place	<p align="center"><b>Guaranteed Result</b></p> <p align="center"><b>90 minutes \$250.00 A Series of 3: \$ 750.00</b></p> <p>*This is a new, revolution fat removal technique that does NOT involve surgery - there is no need for general anesthesia, no scars, and no down time.</p> <p>The treatment has the immediate results and delivers further fat reduction within 3 weeks. By conjunction FDA approved high tech devices, BEING exclusive technique and formula that 90% of our clients may lost 1 inch from each treatment.</p> <p>*This treatment safely and effectively targets localized fat deposits and reduces body toxins and waste fluid for successful body detoxing and sculpture. The procedure is focus on the specific areas of the body, such as saddle bags, buttocks, belly, love handles, arms, and thighs. A client's size determines the number of treatments needed.</p> <table border="1" data-bbox="500 1434 917 1690" style="margin-left: auto; margin-right: auto;"> <tr><td align="center"><b>Belly</b></td></tr> <tr><td align="center"><b>Upper legs</b></td></tr> <tr><td align="center"><b>Lower legs</b></td></tr> <tr><td align="center"><b>Bottom lifting</b></td></tr> <tr><td align="center"><b>Arms contouring</b></td></tr> <tr><td align="center"><b>Breast lifting</b></td></tr> <tr><td align="center"><b>Scars tissue smoothing</b></td></tr> <tr><td align="center"><b>Other desired areas</b></td></tr> </table>	<b>Belly</b>	<b>Upper legs</b>	<b>Lower legs</b>	<b>Bottom lifting</b>	<b>Arms contouring</b>	<b>Breast lifting</b>	<b>Scars tissue smoothing</b>	<b>Other desired areas</b>	<p align="center"><b>No Guarantee Result</b></p> <p>For the following treatments, no one can proof the comparison of right and left side of the body during the treatment that only leaves the client a guessing result.</p> <p>~ <b><u>Laser Surgical Liposuction: \$10,000 Up for per area</u></b></p> <p>*Require a doctor license.</p> <p>*Involves high risk of general anesthesia with Surgery.</p> <p>*Requires 2 weeks for downtime and lost income. *Excruciate pain during two months recovering.</p> <p>*The result needs to wait for 2-3 months</p> <p>*Most of patients' experience loosen skin from post procedure that request additional \$10,000 for removing the excess skin.</p> <p>~ <b><u>Cool Sculpting: Per area \$3,500.</u></b></p> <p>*Require a doctor or register nurse license.</p> <p>*The technician places the device on target area leaves the client in the room for 60 minutes until finish. It needs to wait for 3 months to see the outcome.</p> <p>*No Guarantee and no noticeable result.</p> <p>~ <b><u>Body Wraps: \$750 package</u></b></p> <p>*Require have a massage license</p> <p>*Being wrapped as a mummy and workout on the treadmill for a half hour. The majority of the results for this treatment is temporary loss of body water. The weight will be back in a couple days.</p> <p>*No Guarantee and no noticeable result.</p>
<b>Belly</b>										
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<b>Breast lifting</b>										
<b>Scars tissue smoothing</b>										
<b>Other desired areas</b>										

* <b>Immediately Fat Burned</b>	*Burn the excess fat within 1 hour with no invasive procedures and no down time.	<b>No</b>
* <b>Immediately Inches Lost</b>	*Most of the clients may lose inches from each treatment. The client can see the inches lost in front of their own eyes.	<b>No</b>
* <b>Immediately Body Detoxing</b>	*Boost the blood flow, lymphatic drainage system. You'll feel lighter after this treatment.	<b>No</b>
* <b>Build Lean Muscle</b>	*Have sufficient muscle mass that enhance your metabolism, support good posture, better mobility.	<b>No</b>
* <b>Cellulite Reduction.</b>	*The cellulite dimples will be diminished by up to 70%.	<b>No</b>
* <b>Tightened Skin</b>	*We combine the enzymes formula to tone the muscle and tighten the skin while you are losing the inches. No additional charge, it's on us.	<b>Additional charge</b>

**No license is required at this time. The state board does not regulate the body sculpting**



# ~ Ultra-Lift Face&Neck Lift Training

~ Ultra-Lift Face&Neck Lift Training ~ \$2,900

\*If you have enrolled the body owner account, this training will be free.

~ Look 5-10 Years Younger in just 3 weeks ~

\*Aesthetician License Required/The master's assistant is not required the license 100 Hours





- Give client's skin the ultimate boost by revitalizing cellular and muscle level of rejuvenation. It promotes radiance, elasticity and lifting with our exclusive affective formula as we conjunct with six million Hertz/per second of ultrasonic waves.
- It addresses the entire face with **LONG LASTING RESULT** and **VERY AFFORDABLE PRICE** than surgical facelift, Botox or Juvéderm. Best of all there is no downtime, no needles, no scalpel, and no bruises. And you will notice as beautiful as you can be just right after the treatment.
- For 90% of clients may receive noticeable enhancement of instant lifting and tightened skin within three intensive treatments.
- **\*\*\*DO NOT need a doctor or RN license\*\*\***

## The Results Comparison

	Hifu Face&Neck Lift	Ultra-Lift Face&Neck Lift	Regular Facial	Botox	Derma Filler	IPL/ Laser	Thermage Micro dermabrasion
<b>Lasting Result</b>	12 mo.	6 mo.	1 week	3 mo.	12 mo.	1 mo.	1 mo.
<b>Price Range</b>	\$1,500-3,000 PK	\$750 PK	\$600 PK	\$300-1000	\$500-2000	\$400-1000	\$500-2000
<b>Local area to Full face and Neck</b>							
<b>Tightened Skin (Skin level)</b>	<b>80%</b>	<b>40%</b>	<b>10%</b>	<b>40%</b>	<b>40%</b>	<b>40%</b>	<b>40%</b>

<b>Immediately Sculptured</b> (Cellular Muscle level)	<b>80% Muscle deep</b>	<b>40% Muscle deep</b>	<b>20% Skin deep</b>	<b>20% Skin deep</b>	<b>20% Skin deep</b>	<b>20% Skin deep</b>	<b>20% Skin deep</b>
<b>Immediately Lifted</b>	<b>80%</b>	<b>40%</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>
<b>Immediately Facial Detoxing</b>	<b>80%</b>	<b>40%</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>

## ~Yearly Income Estimation~

### As Independent Contractor at Beyond the Spa (\*Aesthetician License Required)

\***The new clientele** ~ The following sample is basic on \$250 for per treatment that the contractor receives 40% for junior and 50% for senior of commission from the client's payment which is \$100-\$125. As the client buy a package; the effective result is an incentive for them want to come back as soon as possible. When it comes the beauty, women can't wait. The steadily consistent clientele will generate 6 times more revenue than other aesthetic jobs. It's an optional for the technicians give out the discount for their special

\***Long term clientele** ~ After the client finishes intensive package, they will come back for monthly. maintenance for \$145.

### The Master's Assistant Contractor (No License Required)

\* 60 min treatment assisting per client is \$50 for senior assistant and \$40 junior assistant.

\*The retail product's commission is 25% of payment.

<b>Treatment Price</b>	<b>Monthly Service Revenue</b>	<b>Monthly Service Commission*50%</b>	<b>Yearly Service Commission*50%12 mo.</b>
\$250*1 client *22days	5,500	2,750	33,000
\$250*2 clients *22days	11,000	5,500	121,000
\$250*3 clients *22days	16,500	8,250	99,000
\$250*4 clients *22days This is a reasonable income one year from you on board.	22,000	11,000	132,000
\$250*5 clients *22days	27,500	13,750	165,000
\$250*6 clients *22days	33,000	16,500	198,000
\$250*7 clients *22days	38,500	19,250	231,000

## ~ Income Estimation from Other Spas

- \*Regular facial charges about \$60-\$100
- \*10% of retail as the employee
- \*Retail commission is 10 %
- \*Hourly Pay: \$20-25
- \*Or Hourly \$+ commission 10%-15%
- \*Or Straight commission: 40%-50%
- \*The result only stays a couple of days. The technician never knows when the client will come back again since the result is not promising.
- \*90% of technicians do all the basic techniques in the marketplace.

### Why are you being charged 50% of treatment from the shop?

No	The Shop Cost Detail	%	Note
1	General Rent include (Rent, Internet & Telephone, Spa Software, Permits, and CPA service, Liability Insurance, Supplies and Maintenance)	5%	If the revenue under \$10,000 for per technician.
2	Credit Card Fee	3%	
3	Marketing	5%	
4	IRS Company Tax Return: 10% of Gross sale	10%	IRS: 35% of net income
5	Treatment Supplies	10%	
6	<b>Total</b>	<b>33%</b>	
7	The shop startup cost, inventory stocks, management for the owners	17%	Each tech contributes 17% to the spa owner.

## Beyond The Spa Online Reputation

1. **Beyond the spa's specialty**  
**HIFU Ultherapy ~ Immediately look 5-10 years younger in 90 min'. No downtime, no needles.**  
<http://www.beyondthepausa.com/services/skin-care/hifu-ultherapy-face-neck-lift/>  
**HIFU Body Sculpture & Detoxing ~ Lose 5-10 inches and see dramatic results in 3 weeks!!!**  
<http://www.beyondthepausa.com/services/hifu-ultherapy-body-detoxing-sculpture/>
2. **Before and After Pictures**  
<http://www.beyondthepausa.com/before-after/hifi-ultra-face-neck-lift/>
3. **The Clients video testimony**  
<http://www.beyondthepausa.com/videos/>
4. **Google SEO: Beyond the spa is on the first page of Google search "Ultherapy" calagory.**



<https://www.google.com/search?q=ultherapy+san+jose&oq=Ul&aqs=chrome.0.69i59j0i67j69i57j46i131i199i433i465i512j46i199i433i465i512j0i6712j0i433i512j46i175i199i512j0i67.2960j0j15&sourceid=chrome&ie=UTF-8>

**5. Yelp SEO: Beyond the spa is on the first page of Yelp “HIFU Ultherapy”.**

[https://www.yelp.com/search?find\\_desc=Hifu+Ultherapy&find\\_loc=Willow+Glen%2C+San+Jose%2C+CA](https://www.yelp.com/search?find_desc=Hifu+Ultherapy&find_loc=Willow+Glen%2C+San+Jose%2C+CA)

**6. Yelp Review-4.5 Stars--- Beyond the spa**

<https://www.yelp.com/biz/beyond-the-spa-san-jose-14>

**7. Google Review-4.6 Stars--- Beyond the spa**

<https://www.google.com/search?q=beyond+the+spa&oq=Beyond+the+spa&aqs=chrome.0.35i39j46i175i199i512j35i39j69i60j69i65i2j69i60i2.10837j0j7&sourceid=chrome&ie=UTF-8#lrd=0x808fcb6e95f0dfc1:0xec5f51e02639df1b,1...>

## **The Spa will provide**

**1. Utilities**

- . Electricity, natural gas, water, sewer, telephone, and internet.

**2. Marketing**

- . Weekly marketing email campaign
- . Post on Facebook for technician highlights, twice a week.
- . Monthly Newsletter
- . Appointment of confirmation with email and text system
- . Thank you email
- . Quarterly visit reminder
- . Birthday email
- . Quarterly marketing campaign by direct mail campaign
- . Print marketing material such as brochure, referral material, and appointment card
- . Website

**3. The treatment devices**

- . CT Pad Body Sculpting System
- . Liposuction Device – Toning System
- . Ultrasonic Device
- . Body Slimmer Device

**4. Millennium Spa software operation system**

- . Spa operating software
- . Provides POS system
- . Up to 20 sales related reports monthly
- . Remote access

**5. Shop Supplies**

Treatment product and Supplies.

6. Classes Contents

**BEING Body Detoxing & Sculpting Training 100 Hours**

Hours	Content	Material
8H	<ul style="list-style-type: none"> <li>● ____ How to open and close the spa 1H</li> <li>● ____ Study all type of Treatments 2H</li> <li>● ____ How to answer an incoming phone call, schedule multi-appointments</li> <li>● ____ How to operate the spa software, check in, ring up a package... 2 H</li> <li>● ____ How to set up the treatment room &amp; sterilize the devices 2 H</li> <li>● ____ Create an equipment list of your treatment room for the startup 2 H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>● ____ Test and role play the previous classes 2 H</li> <li>● ____ Practice spa software operation 2H</li> <li>● ____ Study professional product 2 H</li> <li>● ____ Study professional, retail, inventory product 2 H</li> </ul>	
8H	<ul style="list-style-type: none"> <li>● ____ How to operate the sculpting devices 4 H                             <ul style="list-style-type: none"> <li>~ CT PAD</li> <li>~ Body Slimmer Device</li> <li>~ Liposuction Device</li> <li>~ NASA Air Suit</li> <li>~ Ultrasonic device</li> </ul> </li> <li>● ____ Preview BEING all type of Body sculpting treatments 1 H</li> <li>● ____ The comparison of the market treatments 1H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>● ____ Study BEING Ultra-Lift instant slim &amp; sculpting. (Arms, Hands)</li> <li>● ____ How to identify water retention, toxins and fat tissue deposits in the client's body. 1H</li> <li>● ____ How to identify the blockage of lymphatic system. 1H</li> <li>● ____ How to apply the technique of lifting, Tightening and toning on skin and muscle. 1H</li> <li>● ____ How to position and create the contour for the client. 1H</li> <li>● ____ How to take before and after pictures. 1H</li> <li>● ____ How to tape measure and record the before and after treatment. 1H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>● ____ How to provide a successful consultation and close sale of series 6 within 30 min'. 2H</li> <li>● ____ How do you increase your income up to 6 times just within 3 months 2H</li> <li>● ____ Role Play 2H</li> </ul>	Handout & video, Role Play

8H	<ul style="list-style-type: none"> <li>• ____ Study BEING DNA instant slim &amp; sculpting. (Tummy)</li> <li>• ____ How to identify water retention, toxins and fat tissue deposits in the client's body. 1H</li> <li>• ____ How to identify the blockage of lymphatic system. 1H</li> <li>• ____ How to apply the technique of lifting, Tightening and toning on skin and muscle. 1H</li> <li>• ____ How to position and create the contour for the client. 1H</li> <li>• ____ How to take before and after pictures. 1H</li> <li>• ____ How to tape measure and record the before and after treatment. 1H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ____ Study BEING DNA instant slim &amp; sculpting. (Upper legs)</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ____ Study BEING DNA instant slim &amp; sculpting. (Lower legs).</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ____ Study BEING DNA instant slim &amp; sculpting. (Arms Contouring).</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ____ Study BEING DNA instant slim &amp; sculpting. (Bottom Lifting)</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ____ Study BEING DNA instant slim &amp; sculpting. (Breast Lifting)</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ____ How to up sales yearly membership and the home kit after you finish the intensive slim package. 2H</li> <li>• ____ How to organize a successful spa party for your Client. 2H</li> <li>• ____ How to host a spa party. 4H</li> </ul>	
20 H +	<ul style="list-style-type: none"> <li>• Internship (Practice on the first five clients of each area won't receive the commission).</li> </ul>	
The advance level	<ul style="list-style-type: none"> <li>• In the future, if the technician needs advanced training, the minimum is 3 hours and the fee is \$ 70.00 per hour.</li> </ul>	Handout & video, Role Play
Retail Product	BEING Retail commission is 25% and others 10%	
Before and After Picture	<ul style="list-style-type: none"> <li>• BEING provides a picture file of before and after for use up to one year.</li> </ul>	

## ~Ultra-Lift Face&Neck Lift Training~ 100 Hours

Hours	Content	Material
8H	<ul style="list-style-type: none"> <li>• ____ How to open and close the spa 1H</li> </ul>	Handout & video, Role

	<ul style="list-style-type: none"> <li>• ___ Study all type of Treatments 2H</li> <li>• ___ How to answer an incoming phone call, schedule multi-appointments 1 H</li> <li>• ___ How to operate the spa software, check in, ring up a package... 2 H</li> <li>• ___ How to set up the treatment room &amp; sterilize the devices 2 H</li> <li>• ___ Create an equipment list of your treatment room for the startup 2 H</li> </ul>	Play
8H	<ul style="list-style-type: none"> <li>• ___ Test and role play the previous classes 2 H</li> <li>• ___ Practice spa software operation 2H</li> <li>• ___ Study professional, retail, inventory product 2 H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ___ How to operate the facial devices 4H</li> <li>• ___ The comparison of the market treatments 1H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ___ How to take before and after pictures. 1H</li> <li>• ___ How to check in and escort the client to room.</li> <li>• ___ How to study the client questionnaire form.</li> <li>• ___ How to identify water retention, toxins and fat tissue deposits in the client's face. 1H</li> <li>• ___ How to position and create the contour for the client. 1H</li> <li>• ___ Study Ultra-Lift Facelift Facial 4H How to apply BEING exclusive technique to ~ create an uplift V chin, ~ smooth out the wrinkle around mouth ~ shorten and smooth out the smile lines folds, apple cheeks and minimize the pores for the skin. 1H ~ tightening and toning on the jaw and neck line.</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ___ Role play 4H</li> <li>• ___ How to provide a successful consultation and closing sale of series of 3 within 30 min'.1H</li> <li>• ___ How do you increase your income up to 6 times within 3 months? 1H</li> <li>• ___ How to demonstrate the home regimen on the client 2 H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ___ Role play 6H (The student is required taking a before and after picture and bring the model)</li> <li>• ___ How to get rid of dark circles and puffiness eye. This intensive eye treatment nourishes and replenishes tired eyes while minimizing the appearance of fine lines, dark circles, puffiness and uplift eyebrow arches. 2H</li> </ul>	Handout & video, Role Play
8 H	<ul style="list-style-type: none"> <li>• ___ Role play (The student is required taking a before and after picture and bring the model) 6H</li> <li>• ___ How to smooth out and shorten deep wrinkles on the forehead. 1H</li> </ul>	Handout & video, Role Play

	<ul style="list-style-type: none"> <li>• ____ How to seal youthful contour for the facial definition. 1H</li> <li>• ____ How to up sale yearly membership and the home kit after you finish the intensive facials. 2H</li> <li>• ____ Asking the client give you a review on Google and Yelp</li> <li>• ____ How to organize and host a successful spa party for your client. 2H</li> </ul>	
8H	<ul style="list-style-type: none"> <li>• ____ Role play (The student is required taking a before and after picture and bring the model) 4H</li> <li>• ____ How to apply the super charge facial? 2H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ____ Study BEING Beauty Reborn Facial 4H</li> <li>• ____ Study BEING Purify Facial 4H</li> </ul>	Handout & video, Role Play
8H	<ul style="list-style-type: none"> <li>• ____ Study Neck and Chest Treatment</li> <li>• ____ Study Hands Treatment</li> </ul>	Handout & video, Role Play
20H+	<ul style="list-style-type: none"> <li>• ____ Internship (Practice on the first five clients of each area won't receive the commission).</li> </ul>	
The advance level	<ul style="list-style-type: none"> <li>• ____ In the future, if the technician needs an advanced training, the minimum is 3 hours and the fee is \$ 70.00 per hour.</li> </ul>	Handout & video, Role Play
Retail Product	<ul style="list-style-type: none"> <li>• ____ BEING Retail commission is 25% and other lines 10%</li> </ul>	Handout & video, Role Play
Before and After Picture	<ul style="list-style-type: none"> <li>• ____ BEING provides a picture file of before and after for use up to one year.</li> </ul>	