

2027 CALENDAR - CURRICULUM

les nouvelles esthétiques & spa
AMERICAN EDITION

January – **The Business of Starting Strong**
Build a realistic annual plan, set goals based on capacity, and decide which services deserve a place on your menu.
Sponsored Workshop: Jan 8, 2027
Photoshoot Theme: The Treatment Room Edit — cleansers, tools, linens, and treatment essentials
Photoshoot submission: All products must be received by December 4, 2026.

February – **The Art of the Consultation**
Ask better questions, set clear expectations, recommend home care, and navigate difficult client conversations.
Sponsored Workshop: Feb 12, 2027
Photoshoot Theme: Skin Analysis & Prep — diagnostic tools, cleansers, toners, and prep products
Photoshoot submission: All products must be received by January 1, 2027.

March – **Acne Beyond the Protocol**
Explore complex client journeys, long-term treatment planning, referrals, and the estheticians specializing in acne care.
Sponsored Workshop: Mar 12, 2027
Photoshoot Theme: The Acne Toolkit — targeted serums, masks, spot treatments, and barrier care
Photoshoot submission: All products must be received by February 5, 2027.

April – **Booked, Busy & Profitable**
Get practical about pricing, rebooking, memberships, retail, and the numbers successful estheticians track.
Sponsored Workshop: Apr 9, 2027
Photoshoot Theme: Retail That Works — shelf-ready skincare and curated home-care sets
Photoshoot submission: All products must be received by March 5, 2027.

May – **Mastering the Hands-On Facial**
Refine massage technique, treatment pacing, and body mechanics while learning from hands-on educators and practitioners.
Sponsored Workshop: May 14, 2027
Photoshoot Theme: The Massage Ritual — facial oils, balms, sculpting tools, and treatment masks
Photoshoot submission: All products must be received by April 2, 2027.

June – **The Corrective Treatment Plan**
Plan treatment series, sequence peels and advanced modalities, combine services thoughtfully, and manage expectations.
Sponsored Workshop: Jun 11, 2027
Photoshoot Theme: Professional Treatment Products — peels, post-treatment care, and recovery products
Photoshoot submission: All products must be received by May 7, 2027.

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July – **Careers Beyond the Treatment Room**
Meet estheticians who became educators, brand founders, sales representatives, writers, and spa leaders.
Sponsored Workshop: Jul 9, 2027
Photoshoot Theme: The Professional Kit — travel-friendly products, tools, and multipurpose essentials
Photoshoot submission: All products must be received by June 4, 2027.

August – **The Client Experience Issue**
Create memorable visits through hospitality, thoughtful service rituals, accessibility, and consistent client care.
Sponsored Workshop: Aug 13, 2027
Photoshoot Theme: Sensory Skincare — textures, masks, aromatherapy, and body care
Photoshoot submission: All products must be received by July 2, 2027.

September – **The Modern Treatment Room**
Evaluate devices, calculate return on investment, and integrate technology into existing treatment protocols.
Sponsored Workshop: Sep 10, 2027
Photoshoot Theme: Devices & Upgrades — professional devices and complementary skincare
Photoshoot submission: All products must be received by August 6, 2027.

October – **The Esthetician's Expertise**
Examine advanced education, referrals, collaborative care, and case studies that show professional judgment in action.
Sponsored Workshop: Oct 8, 2027
Photoshoot Theme: Targeted Skin Solutions — products for pigmentation, sensitivity, and mature skin
Photoshoot submission: All products must be received by September 3, 2027.

November – **Real Estheticians, Real Businesses**
Share candid stories about career pivots, slow seasons, burnout, growth, and the decisions behind thriving businesses.
Sponsored Workshop: Nov 12, 2027
Photoshoot Theme: Esthetician Favorites — working professionals' most-used treatment and retail products (best-sellers)
Photoshoot submission: All products must be received by October 1, 2027.

December – **What's Next for Esthetics?**
Reflect on lessons from 2027, explore new career opportunities, and hear from the professionals shaping the industry's future.
Sponsored Workshop: Dec 10, 2027
Photoshoot Theme: The Winter Skin Edit — moisturizers, barrier products, lip care, and body treatments