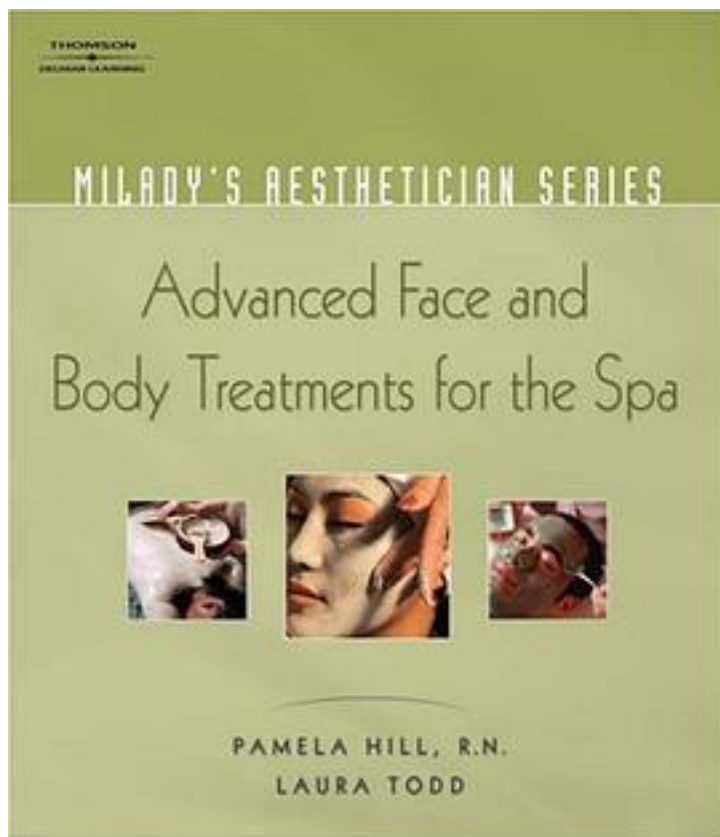


Milady's Aesthetician Series



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Building Your Medispa Business, part of Milady's Aesthetician Series, focuses on the planning process of owning and operating a spa business. This book emphasizes the key components an individual will need when developing their business plan, beginning with what type of spa they envision. This comprehensive book includes new cutting edge information on operating a profitable spa with topics on employee hiring, training, employee management, customer service, and overall operations. In addition

to the above topics, it focuses on developing marketing plans, setting quality standards, and understanding spa operations and legal issues. This unique reference will provide aestheticians who are considering opening a spa with the information they need to make informed choices giving them the greatest chance of seeing their business last and be successful.

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