



Yvonne de Vilar Scientific Skin Care, Ltd. – Aesthetic Salon and School

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PRESS RELEASE FROM YVONNE DE VILAR
SCIENTIFIC SKIN CARE

FOR THE FIRST TIME EVER!!! The students and teachers at Yvonne de Vilar Scientific Skin Care, Ltd. Aesthetic Salon and School are taking clients in a vastly expanded schedule.

In the past, the services clients most requested was usually offered only 2-3 times a month. On July 7, 2004 the choices went to about 20. One of the reasons we did this stems from the fact that we had so many more loyal and satisfied clients than we could accommodate in a timely manner. We are also able to attract new people. We are expert in all skin types and non-medical conditions.

In the past, no appointments could be taken between 4:00 and 6:00 PM. Now these times are available as well. Those who want an appointment right after work (before going home) are now being accommodated.

We call our new program "OPEN CLINIC" This means, ALL services are offered at the same time, almost every afternoon and evening. It is now possible to receive multiple services in one day.

We have 12 treatment beds and 3 instructors available during Open Clinic. As long as enough students are on duty, we are capable of handling 6 clients per bed throughout the day, (most days). This works out to be about 70 services provided in one day.

OPEN CLINIC HOURS START AT 1:15 PM daily except Sat & Sun. The last appointment Mon. - Thurs is at 8:00 PM, and the last appointment on Fri. is 5:00 PM. OPEN CLINIC ON SATURDAY starts at 9:30 AM, with the last appointment completed by 12:30 PM.

Our Clients subscribe to receive our Monthly Calendar by Broadcast e-mail or Fax. Clients also schedule appointments by e-mailing: appointments@scientificskincare.com.

Here is a sampling of our most popular services with prices: Collagen Mask; \$10. Deep Pore European Facial Cleansing treatment with relaxing Massage; \$15. MicroExfoliation Treatment \$50. Full leg/bikini wax \$25. Mens's back wax: \$10. Deep Pore European Back Treatment; \$15. Body Wrap \$15. And much much, more!!! At these prices, services are almost being "given away"! . We are hopeful that the public will respond to something affordable that will benefit them and at the same time give our students more practice than is required to get their license.

The School was founded in 1979 by Yvonne de Vilar, of France, as the First Scientific School of European Aesthetics.

Our students already are the best trained in the tri-state area. Our School has a 5 Star Rating from the American Aestheticians Education Association. Most of the Salons, Day Spas and Full Service Salons are staffed by the more than 2000 graduates from Yvonne de Vilar.

We are located at 305 Maple Avenue West Suite D, in Vienna Virginia. We have been in this location for 11 years, offering Facials, Waxing, Makeup, Body Scrubs, & Body Wraps.

The students offering services in the Open Clinic are Seniors that have had more than 300 hours of training. Each student has a record sheet to complete that has 70 facial treatments listed. After an appointment is made, the student and the instructor, selects which treatment type to give. Each student has practiced every treatment on a Classmate before doing so on the public. Patrons taking advantage of our Open Clinic are able to book a series of appointments with the same Senior up until the time they graduate.

Services by our instructors are also available during Open Clinic hours, when they are not overseeing the treatments being done by students. Prices for licensed instructors is higher.

We also have a full price professional salon as well. Product lines used professionally, and available for retail, are: Dermalogica, Dr. Murad, Dr. Grandel, and Luzern.

In the ever growing trend of consumer educated clients, we are making every effort to keep up with the public demand for excellent skin care advice and treatments.