

FOR IMMEDIATE RELEASE

Create a Thriving Skincare Business with Coaching from Skincare Expert Ellen Clark

IRVINE, CA (September 15, 2008) -- With 20 successful years of business experience in the skincare arena, Ellen Clark (L.E., M.A.), president of Control Corrective Skincare and Global Beauty private label skincare, will now offer business coaching services to spa owners, estheticians and other skincare professionals. Her coaching services will assist industry professionals in realizing their vision, setting their goals and implementing the steps necessary to achieve real solutions and business strategies.

Topics covered by Clark during a typical one-hour coaching session include whatever areas the salon owner needs confidence in or assistance with. Examples include increasing one's customer base, managing finances, dealing with the competition, setting goals, reviewing staffing issues and discussing growth strategies.

Clark's professional career has spanned many facets of the skincare industry since the late 1980s. From owning and operating clinical-based skincare clinics to developing her own prestigious cosmeceutical skincare lines, Clark's real-life experiences in growing several successful endeavors will be helpful to those looking to take their businesses to the next level.

In addition to decades in the spa industry as a distributor, manufacturer, spa owner and educator, Clark also has a master's degree in counseling psychology, giving her intrinsic insight on how to motivate clients in a coaching environment, and specifically in the skincare industry.

"The best thing about utilizing my business coaching services is that I serve as part therapist and part strategist to help you reach your goals. Just like a personal trainer, as your coach, I make the path to success much easier," Clark explained.

Clark will offer one-hour consultations via telephone, either as individual sessions or packaged as 12 weekly sessions for the most impact. Sessions fees are on a sliding scale in order to be accessible to all size businesses, from a one-woman show on up. She said, "So often spa business consulting is cost prohibitive and geared towards the larger spas. I would really like to make coaching available to all businesses, not just those with a hefty budget."

Based in Irvine, CA, Clark can be reached at (949) 770-4290; ellen@globalbeauty.net, or through her blog at www.ellenclarkinternational.com. For more information, editors may also contact Holly Padove at (805) 773-1000 or at holly@thepressroom.com.

