



Transformative Esthetics:

The Journey to Wholeness

By Linda Bertaut



As a little girl, I dreamed of being a super hero. I would climb to the top of the monkey bars at school to a dressing room that only I could enter. In front of the vanity, I would do my hair and makeup before changing into my costume. Even at the age of seven, I knew that a super hero had to look good while saving the world. However, the little super hero found she couldn't save the one person she wanted to save the most: her mom.

Unknown to most, I suffered from severe bouts of depression and harbored unresolved grief from my mother's suicide when I was 13. My mother had lost her identity and her will to live. My life was a roller coaster ride not knowing if one day I would follow her path or discover my own. At 30, I made the choice to live. Transformative esthetics has grown out of my personal journey to become whole.

You too can discover the beauty of energy healing and be the inspiration for others. As the link between inner and outer beauty, properly trained estheticians are licensed to touch, and can provide treatments and programs that help clients to heal.

Healing a broken spirit

Stress, anxiety and depression are all conditions of disconnection from one's subtle energy body. Some call this a broken spirit, where people go through the motions in life without having a sense of identity or purpose.

Contrary to popular belief, healing does not happen only in the mind. It happens within the subtle energy body. In reality, the concept of mind over matter has created excessive stress and anxiety in today's culture. The mind can help you to choose a different path, but is not where the core of healing takes place.

Every person is part of an energy matrix, which connects all forms of life. The seven major chakras are the organs to the subtle energy body that collect and distribute universal healing energy throughout and around the body. (See **Rainbow Chakra Chart** on Page 51.) Like a flower seed, each client has everything within her to bloom and become the person she is meant to be.

Mary's transformative *journey*

Mary was feeling stuck and a little depressed. Age 34 and recently divorced, she admitted her biggest challenge was believing in herself. She wanted to gain the confidence to make her own decisions and feel comfortable being herself.

She enrolled in a 30-day transformative esthetics program, which included four 45-minute reiki sessions, a journaling workbook with CDs for guided meditation, a list of flower essences and entry to a reiki class, for \$1,000. Her “before” condition was measured by reading the energy of her seven major chakras.

She was overcharged in the lower four chakras and blocked in her upper three chakras. She had stress—first chakra, anxiety—second chakra, and constant mental chatter—third chakra. Her heart was calling out for her to make change—fourth chakra, and she had no clue what to do because her intuitive channel was blocked—seventh chakra, so she had no clear vision of her future self—sixth chakra. She was not able to embrace her individuality or communicate without feeling self-conscious—fifth chakra.

Mary was incredibly committed and participated in her own transformation. She did everything that was recommended: weekly reiki treatments; practicing reiki at home every day; journaling; meditating; and taking bach flower remedies. Mary had life-altering results. She stopped blaming herself for her failed marriage, and she started communicating her needs and setting boundaries.

Feeling better about herself, she was ready to address her outer image. After a makeup lesson and image session, she was so excited about her new look and awareness that her confidence has gone through the roof. Mary now knows her value. No longer the little helper on the sidelines, she now looks confident and feels a sense of inner strength. Mary is making the world a better place just by being herself!

The energy cascade

In the body's whole state, a person can intuit information from a higher source—the seventh chakra, so that she has clear vision to see the big picture. With a sense of purpose—the sixth chakra, one can communicate that vision and individuality clearly—the fifth chakra, with love and awareness—the fourth chakra. Each person also has a sense of self and the ability to persevere in life—the third chakra, with creativity and passion—the second chakra, to walk a unique path in life—the first chakra.

Transformative esthetics creates a dialog between the client's higher self and universal wisdom, sparking her ability to tap into feelings and intuition where guidance is received. Clients release habits and patterns that are not conducive to them being their true selves.

Intuitive thought creates a sensation in the body—like an “aha” moment. In an instant, this thought triggers the sensory nervous system, sometimes sending a chill through the body, activating a call to pay attention. It also resonates with the heart—the body's feeling center—to validate the message received. This resonance creates a sense of excitement at the prospect of new possibilities. The mind starts generating ideas to bring this aha moment to fruition. It is up to the individual to follow through and take action.

Components of transformative esthetics

A skin care facility can provide treatments and products containing nature's energy that fill a client's subtle energy body. Services can be added to the treatment menu or a program can be created to offer a combination of services with education and at-home activities that will accelerate healing. A month-long program is ideal, but longer

programs can be created as well. Because commitment by the client is required, transformative esthetics works best with clients who are dedicated to participating in their own transformation. The ideal client is someone who is searching for more meaning in life, likely someone who has been through a difficult time and feels a calling from within.

Energy medicines

Energy medicines are the basis for transformative esthetics and a successful healing program.

Reiki is the simplest hands-on healing modality. It is ideal for the beauty industry because it allows estheticians to perform treatments on themselves and others to balance the chakras within

RAINBOW CHAKRA CHART

Sixth Chakra—third eye

Color: Indigo

Gland/organs: Pituitary gland, central nervous system, cerebellum, left eye, nose and ears

Description: Clear vision

Fourth Chakra—heart

Color: Green or pink

Gland/organs: Thymus, lymph glands, heart, circulatory and immune systems, lungs, arms and hands

Description: Pure love

Second Chakra—sacral

Color: Orange

Glands/organs: Female reproductive organs, spleen, skin, kidneys

Description: Creativity and sexuality



Seventh Chakra—crown

Color: Violet

Gland/organs: Pineal gland, central nervous system, cerebral cortex, right eye

Description: Inspiration

Fifth Chakra—throat

Color: Blue

Gland/organs: Thyroid, parathyroid, throat, hypothalamus, mouth

Description: Clear communication

Third Chakra—solar plexus

Color: Yellow

Gland/organs: Pancreas, gallbladder, liver, stomach, peripheral nervous system, muscles, diaphragm

First Chakra—root or base

Color: Red

Gland/organs: Adrenal glands, colon, lymph and skeletal systems, male reproductive organs

Description: Security, foundation, grounding

Info courtesy of Bertaut Beauty.

The seven major chakras are the organs to the subtle energy.

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15–30 minutes. Reiki also clears interference from receiving intuitive thought and feelings by quieting the mind and calming the emotions.

Meditation and journaling are simple additions to clients' transformative packages. These are important components for the client to complete at home. Provide the workbook, along with instructions on how to use it. It takes time to learn how to quiet the mind and many don't have the patience to be consistent without encouragement.

Flower essences help resolve specific emotional and mental conflicts, and past programming

or traumas. Specific essences related to an individual's issues can help the client to heal more quickly. Flower remedies can be prepared for retail items that can be purchased or offered as part of the program package. Usually, essences are ingested under the tongue three to four times per day. They can also be prepared as a spray to mist on the skin.

Marketing and pricing

Within a month, it is common for clients to report less stress and anxiety with more clarity and awareness. With weekly treatment, they are usually balanced by the third visit. Provide packages of four

energy treatments to be performed within five weeks to foster success. You also may include one or more of the following: a workbook, workshops or webinars, access to a private *Facebook* page, or bimonthly classes. Price can range from \$500–\$1,000, depending on your location and the package.

Market healing programs by hosting a healing event. Start by introducing your program to clients and their friends. Write a blog post about energy healing or send an e-mail campaign to current clients. Position yourself as an expert by speaking at community women's events and writing articles for local publications.

Find your inner super hero

There is a super hero in every individual. Life's challenges can be a wake-up call to feel and reach within. If you have suffered from difficulties in your life and survived, transformation starts with you. Now is the time to step up and be who you are. The world is waiting for you to share your unique talents and gifts! ✨

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Linda Bertaut is an esthetician, speaker, author and educator who specializes in

transformative esthetics. Her signature wellness treatments and innovative techniques, including reiki and energy treatments, are being used in skin care facilities throughout the country. Find out more at www.bertautreiki.com or by contacting at linda@chakralicious.com or 925-446-6284.