

# CAC Training Program Expands via Four New Sponsored Modules



By James Tager, Contributing Editor

In a field that consistently demands a high standard of excellence, it can be difficult for aesthetic practitioners to obtain the training required to become a leader in both their practice and their industry. Often, physicians and other aesthetic extenders are expected to learn how to run a successful practice through trial-and-error. To address this predicament, *THE Aesthetic Practice Association™* (TAPA) crafted its Certified Aesthetic Consultant™ (CAC) training program. This program is designed to provide aesthetic practitioners with the skills and knowledge they need to excel in the field and help their practice thrive.

**CAC Learning**  
The Certified Aesthetic Consultant Training Program

Hydradermabrasion

- Contains a specially designed HydroPeel® tip with multiple abrasive edges
- Uses a hydrating serum which moisturizes the skin during treatment
- Serums can address a variety of skin issues

**TNS Treatment Benefits**

Baseline vs. 60 Days

Average Increase:  
• Epidermal Thickness 30%

**Aging and Sun-Damage Changes**

- Epidermal and mid-dermal
- Reds and browns
- Telangiectasia
- Solar lentigines

**Avulsion vs. Emulsion**

**Avulsion:** Tearing away, Non-tissue selective

**Emulsion:** Liquid dispersion, Tissue selective

**Potential Issues:** Uneven results, Partial, longer recovery, Suction clean and fatigue, Inconsistent precision

**Promotes:** Smooth contouring, Uniformity of skin, Ease of use, Precise contouring & colour frasse

Created to provide aesthetic practitioners with the skills and knowledge base needed to succeed in all aspects of the practice, the CAC program's original educational modules include Basic Science, covering the scientific principles behind aesthetic technology and the skin's behavior; Consultation Skills, offering tried-and-true tactics to seamlessly transition existing and prospective patients from phone call to post-op; Marketing Principles, which share up-to-date advice from industry leaders about how to ensure healthy growth of a practice; and Business Practices to grow an aesthetic practitioner's business acumen.

Recently four new sponsored modules offering an in-depth examination of innovative treatments were added to the CAC program. These new modules are available through educational grants from aesthetic corporations that specialize in diverse aspects of the aesthetic market and subsequently offer CAC students unrivaled insight into some of the newest trends in this field.

Edge Systems (Signal Hill, Calif.) presents a module titled: Understanding Hydradermabrasion, which offers a close look at this innovative water and vacuum technology. The module teaches the differences between hydradermabrasion and microdermabrasion, including how this less abrasive hydrating cleansing process advances the concept of microdermabrasion. Furthermore, students will obtain the skills necessary to explain this treatment to patients and select appropriate candidates.

SkinMedica (Carlsbad, Calif.) is sponsoring a module that provides an in-depth examination of growth factors – specifically their function and role in repairing aged skin. This unit focuses on physiologically balanced topical growth factors, such as SkinMedica's Tissue Nutrient Solution (TNS), and what properties to look for when choosing a product. In addition, three esteemed physicians share their personal experience and insight with growth factors and TNS.

Solta Medical's (Hayward, Calif.) module, titled Combined Non-Invasive Treatment for Skin Tightening and Rejuvenation with Monopolar Radiofrequency (RF) and Fractional Resurfacing presents expert dermatologists discussing the motivation, protocols and synergy of this combination treatment. Upon completion students will understand how skin tightening is achieved with monopolar RF, the mechanism and differences between ablative and non-ablative skin resurfacing, as well as patient selection and expectations management. The module also includes a review of case studies which demonstrate documented efficacy.

The fourth sponsored module, titled The VASER System and Ultrasound-Assisted Lipoplasty, from Sound Surgical Technologies (Louisville, Colo.), familiarizes pupils with ultrasound principles and provides a review of the promising new developments in ultrasound-assisted lipoplasty (UAL). The objective of this module is to provide a greater understanding of UAL's mechanism of action and treatment techniques with VASER. Students will also learn how to explain the procedure to patients and will have an opportunity to review selected case studies.

For each module, leading practitioners present their own personal recommendations for achieving a superlative result. Dermatologists and cosmetic surgeons share their professional opinion on these aesthetic trends, while practice leaders offer strategies on how best to integrate a new product into one's practice. This extensive access to leaders in the field ensures that each of these modules presents a unique and valuable educational opportunity for each CAC student.

This variety of modules ensures a broad base of knowledge from which aesthetic practitioners can benefit. As Jay Shorr, a CAC advisor explained, the program was conceived with an emphasis on a broad focus; all members of the aesthetic industry can gain from the program. "Besides the purely medical aspects,



**Jay Shorr**  
Vice President of Operations  
Advanced Cosmetic Laser Center  
Boca Raton, FL

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you have industry advisors who can engage the students from a practice perspective. These are people who work closely with the physician, as well as being involved in other fundamental aspects of the practice."

Mr. Shorr, vice president of operations at the Advanced Cosmetic Laser Center in Boca Raton, Fla., pointed out that the scope of this program represents a unique and unprecedented resource for practitioners around the country. "I became involved with the CAC program because there was nothing like it in the industry. It was a great opportunity; there is no other comparable national designation."



**Victoria Groeniger, R.N., CAC**  
Patient and Marketing Coordinator  
Surgical Nurse  
Advanced Cosmetic Laser Center  
Boca Raton, FL

Victoria Groeniger, R.N., a newly certified aesthetic consultant, patient and marketing coordinator and surgical nurse at the Advanced Cosmetic Laser Center, supports the power of a broad base of expertise for the program. "I perform many different functions in my office and with my very diverse experience and skill set it is important for me to have a program that allows me to grow in more than one capacity. The CAC curriculum offers a well-rounded experience. The modules incorporate many lessons dealing with different aspects of the practice."

Ms. Groeniger also shared her perceptions on the program's ease of use: "I was really surprised by how in-depth the modules were, but at the same time, really easy to navigate through. The lessons were rendered in a form that was very easy to understand. I was especially surprised by how much I learned, even given the fact that I've been in this industry for a while."

In order to gain CAC certification, students must complete the online modules, in addition to gaining twenty extra units of credit and passing a final exam. Extra units of credit can be gained by attending THE Aesthetic Show™, approved sponsor workshops and/or by viewing webinars which discuss advancements in aesthetic procedures and techniques. These webinars are a valuable source of additional information. According to Lynn Poesy, a recent CAC training program student, "I watch whatever new webinar comes out. Whenever a new webinar becomes available, I realize it's something that I'm interested in learning." As a laser technician at Moscow Family Medicine (Moscow, Idaho), Ms. Poesy also appreciates the level of expertise contained in each webinar: "The people who are using these techniques and performing these procedures are the same ones discussing them during the webinar."

Ms. Groeniger echoed Ms. Poesy's experience, adding that the webinars offer an opportunity for all members of the practice to get involved. "I participate every time that there is a new webinar. I sit in my employer's office, and he and I will attend the webinar together. They are very informative and I always take the information and tips and use them in my everyday practices."

Besides being easy to understand and offering unique insights, the program's materials are designed to be easily accessible for busy practitioners. As Ms. Poesy shared, "I find that the program fits well into my schedule. If I have a bit of downtime between clients, I'm able to watch a webinar or a module. That was my experience during the entire certification process; you're able to spend a little bit of time watching separate modules. You don't have to block off a whole day for training purposes. You are able to go at your own pace, which is tremendously convenient." At a practice where time is a finite resource, the CAC program's convenience is a valuable contribution to the student's success.

For all those who are interested in advancing as an aesthetic practitioner and as a practice leader, the CAC program offers a unique, in-depth method to accomplish these goals. With its ease of use, range of technical and professional advice from industry leaders and its comprehensive approach, which is tailored to practitioner's needs, the CAC training program offers an opportunity to excel in the aesthetic field. ■

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**Lynn Poesy, CAC**  
Laser Technician  
Moscow Family Medicine  
Moscow, ID