



ELAINE  
STERLING  
SKINCARE



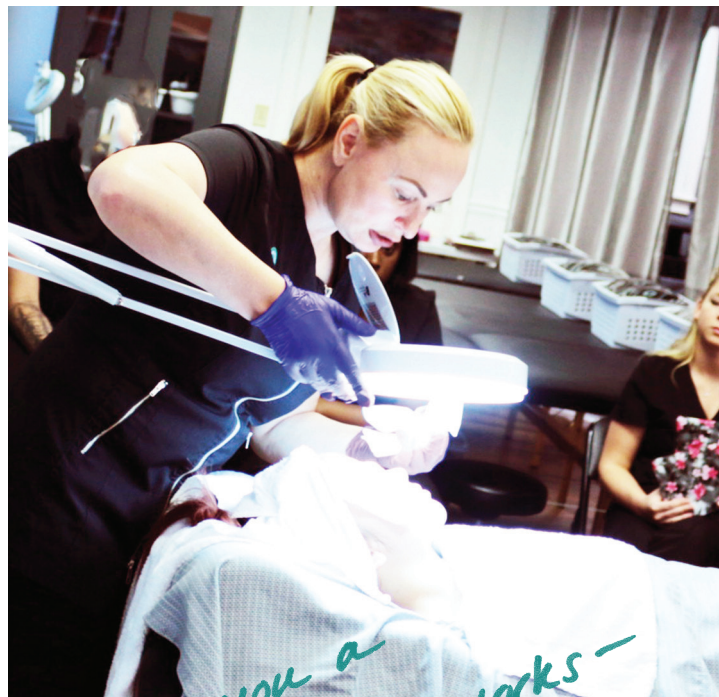


Contents

Elaine’s Journey	5
Timeline	6
The School	8
The Innovators	10
Skincare	12
Results	16
Brand	18
As Seen In	22







*I give you a  
skincare line that works—  
this is my gift to you!*  
*Elaine  
Sterling*



# Elaine's Journey

"I have lived all over the world and had so many life experiences that they couldn't be contained in one country and western song. I'd need a whole CD," she says with a laugh. "I've gone through Stage 2 breast cancer, two marriages, spinal meningitis, bell's palsy, and bringing up 2 children as a single mother. Of course, this made me a stronger person, but more importantly it helped me realize my calling in life. I am a licensed and experienced aesthetician incorporating my life journey into everything I do. These experiences called me to create a results-oriented skin care line that assists in restoring your skin to its natural glory."

After growing up in South Africa, Taiwan, Australia and the U.S., Ms. Sterling calls herself a "global nomad." Never one for academics, she convinced her parents to send her to Beauty Therapy College where she continued her professional development by graduating from Madge Wallace International College of Skincare & Body Therapy, a renowned beauty and image training school in Johannesburg.

Armed with her degrees and a desire to see the world, she started her career at the prestigious Sandton Sun Spa and Beacon Island resorts where she learned hands on what women want and need in order to protect their skin from such negative aspects as sun damage, pollutants and free radical damage.

"I didn't know it then, but looking back I could see that I was destined to create my own corrective skincare line because I was so focused, so dedicated to helping my clients look and — more importantly — feel beautiful. I wanted to find the keys that would make it happen."

Eventually Ms. Sterling landed in Atlanta where she worked with Spa Sydell, one of Atlanta's first day spas dedicated to skin care and health. Before long, she was the lead therapist and discovered a gift for speaking, writing and teaching esthetics. As Atlantans discovered the benefits of regular skin care and spa days, Spa Sydell blossomed and soon she was teaching more than 400 therapists in seven locations.

A bout with cancer changed her life and she decided to strike out on her own. "The six rounds of chemo and radiation therapy ravaged my body and mind and as I left my last radiation treatment, I vowed to change my life. I couldn't change my hairstyle as so many women do when they need a change — I had no hair! So I broke up with my boyfriend, quit my job and went to work for an undergraduate school to hone my skills as a teacher with the desire to truly mold students into a career as polished estheticians and spa professionals."

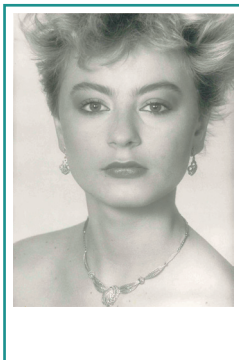
In 2008, during the deep economic downturn, Ms. Sterling was so confident that she was on the track to her destiny, she opened The Elaine Sterling Institute - a 1,800 square foot office space in Sandy Springs with a credit card and a prayer. "I started with post graduate education classes offering laser training and many other short one to five day classes for licensed professionals to improve their skills and stay current with industry trends," she says. "But I realized that for a true skin care experience, one must start at the beginning with the cleansing routine. It's not just one treatment or one product. It's a series of steps and products that produce the desired results." Today more than 140 future estheticians are learning the secrets to flawless skin.

But of course, Ms. Sterling wasn't going to stop there because while technique is important, the products can make all the difference. She took all her years of experience and created Elaine Sterling Skincare designed to produce results-oriented treatments in a spa environment.

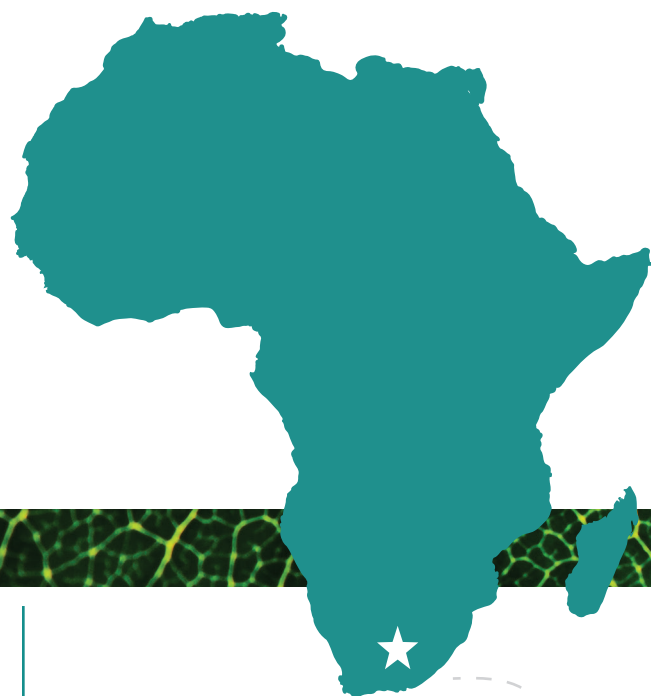
"Our corrective skincare line produces results without irritation and utilizes powerful botanicals, vitamins and peptides to reduce inflammation and restore the skin to its natural glory," she says. "Of course, as in medicine, skincare and, really life in general, the first thing is to "do no harm". We not only "do no harm," we do tons of good. Our corrective skincare line rescues and restores your skin. And that is why I created the Elaine Sterling Skincare line. Estheticians are an important part of the solution to beautiful skin."







**1985** Elaine graduates from Madge Wallace International College of Skincare & Body Therapy in Johannesburg.



**1998** Relocates to Atlanta and works with Spa Sydell, one of Atlanta's first day spas dedicated to skin care and health. Becomes lead therapist with her gift for speaking, writing, and teaching Esthetics



**2013** Elaine Sterling Skincare Packaging rebrand



**2015** Elaine Sterling Skincare Packaging rebrand

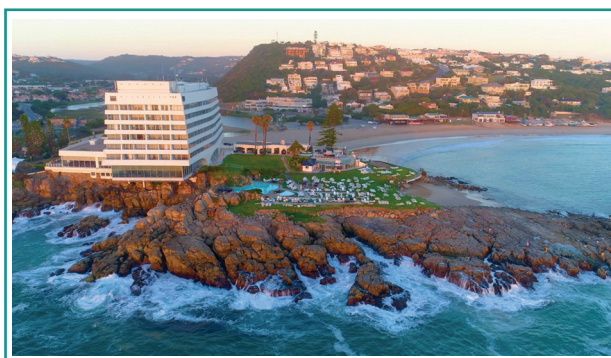


**2016** Elaine Sterling Skincare becomes its own separate business entity



**2016** Introduces massage therapy at the Elaine Sterling Institute

**1985** Works at Sandton Sun Spa and Beacon Island resorts where she learned hands on what women want and need in order to protect their skin.



**2008** Opens the Elaine Sterling Institute to share her knowledge of skincare and train the next generation of Estheticians using European ideals and standards.



**2005** Becomes Director of Education at an Atlanta aesthetician school

**2008** Elaine Sterling Skincare launched



**2014** Introduces 600 hour nail care program at the Elaine Sterling Institute



**2016** Emerald & Ice Launch

**2018** Launches Mandelic Serum

**2018** Celebrates 10 years of the Elaine Sterling difference with the Institute







# The Elaine Sterling Institute

## WHERE IT ALL BEGAN

Having over 240 students with programs that include esthetics, massage therapy, and nail care. The school's services and protocols are designed by Elaine Sterling. Her passion for the industry is evident in all that she does. Elaine wants everyone to be able to experience her skincare this is her gift!

**3 Programs**

**27,000 sq ft**

**11 Years**

**2,000+ Successful Spa & Skincare Professionals**



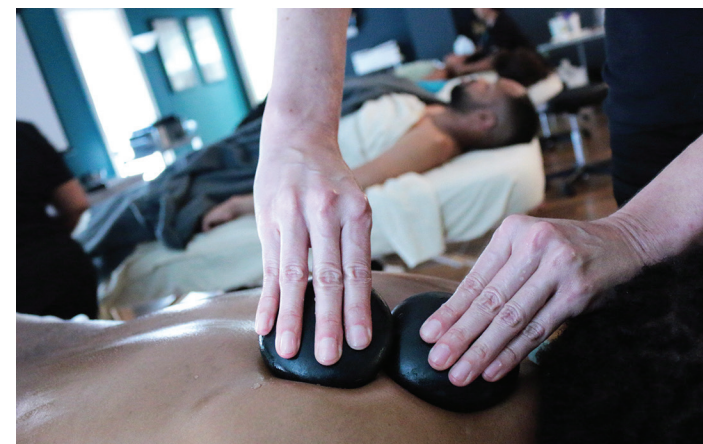
## ESTHETICS

The Elaine Sterling Institute offers an 1000-hour esthetician program for licensure in the state of Georgia. Our Institute has the latest spa equipment available, making ESI renowned for combining European standards with American Science. Skills learned include chemical peels, pre and post-operative skin treatments, Elaine Sterling Skincare facials, Brow Design, Back treatments, Advanced makeup techniques, Eye lash extension application, Advanced waxing techniques, advanced facial machines and so much more!



## NAIL CARE

ESI Nail Care Program is a hands-on instructional class, teaching you the basics of a manicure, pedicure, Gel polish manicure, Nail Enhancements, Creative nail art, and the latest nail trends in the industry. The Nail Care program is designed to provide knowledge in all phases of nail care industry by allowing the student to perform services in a state of the art nail spa environment. The ultimate objective for the ESI Nail Care program is to prepare students to meet the Georgia State Board of Cosmetology requirements and to become a professional licensed Nail Technician.



## MASSAGE THERAPY

Our Massage Therapy program recognized nationally and internationally for our school, training, spa and therapeutic excellence. Become a licensed massage therapist in Georgia and work in a high demand field of spa, chiropractic, clinical and alternative wellness therapies. To give you a competitive edge in the world of massage. Learn from internationally specialized educators in sports massage and thai massage.





# The Innovators



ELAINE STERLING  
**Visionary**

A world-renowned and award-winning Esthetician, Elaine Sterling has conquered many of life's challenges including winning the fight with cancer, raising two daughters as a single mother, and founding a highly successful Institute for Esthetics with only three credit cards and a dream. Her passion for Esthetics and her drive to give back through education to the Spa and Beauty Industry has been the cornerstone of her success for the past 10 years. Considered a visionary in the Spa & Esthetics industry, she has taken her extensive knowledge of how skin works and what women want and turned it into a luxurious skincare line that's both effective and affordable. "I give you a skincare line that works - it's my gift to you!"



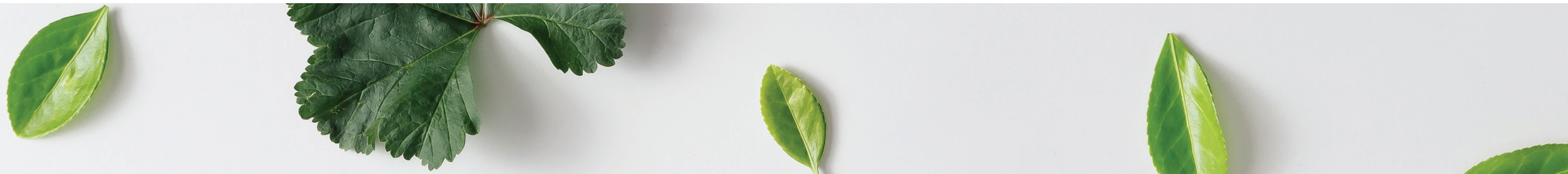
JOSH AGNEW  
**Branding & Development**

With a combined 14 years of personal and professional experience in the Beauty Industry, Josh brings a keen eye to the Elaine Sterling line. After earning his Bachelor of Science in Product Development and Merchandising from Florida State University, he has since worked a variety of areas within the Beauty Industry - from his Skincare Buying days at HSN to the cosmetics floor of Neiman Marcus & Dillard's. Genuinely passionate about skin care and a self-proclaimed "ingredient nerd", he pours that knowledge into the brand voice and scope - from new products, to social media, to marketing and public relations.



ASHA STERLING  
**Creative**

The creative genius behind the brand, Asha is a graduate from Savannah College of Art and Design in Atlanta with a BFA in Graphic Design. Growing up with Elaine and being immersed in the Esthetics and Spa industry from a young age, she quickly learned about all aspects of skin care and education. It was a natural evolution into assisting her mother with the institute, the product line and ultimately the dream of sharing the Elaine Sterling difference with the world. She does so by focusing on the web and print design, the photography, as well as utilizing her professional skills in marketing, SEO, communications, and networking.





# Skincare

## FOR ALL SKIN TYPES

Our products do not contain common irritants including sulfates, dyes, and parabens. We leave out excessive ingredients, keeping only what is essential to rescue restore, and regenerate the skin.

Many of our active ingredients work as anti-inflammatory agents to reduce irritation while creating positive change in the skin. Our line is bursting with powerful actives, peptides and botanical extracts.

Anyone can find their skincare solution regardless of their skin type or concern. Our products can also be utilized pre and post procedure or as a maintenance regime to restore the skin between treatments. Some of our unique ingredients include Magnesium ascorbyl phosphate, uva ursi, acai extract, and peptides that work with the skin to stimulate growth and rehabilitation.















- Made in the USA
- Vegan and Vegetarian
- Not tested on animals
- Paraben Free
- Anti-inflammatories



- Antioxidants
- Stable Vitamins
- Botanicals
- Peptides
- Proprietary Formulations

## RETAIL

 <b>Daily Gentle Cleanser</b> All Skin Types	 <b>Clarifying Skin Wash</b> Acne & Oily	 <b>Mild Cream Cleanser</b> Dry & Sensitive	 <b>Daily Nutrient Toner</b> All Skin Types
 <b>Clarifying Toner</b> Acne & Oily	 <b>Micro C Exfoliant</b> All Skin Types	 <b>Hydrating Marine Mask</b> All Skin Types	 <b>Mandelic Serum</b> Acne, Sensitive & Anti-Aging
 <b>Power Rescue</b> Anti-Aging & Healing	 <b>Pure C Serum</b> Hyperpigmentation & Anti-Aging	 <b>Detox Mask</b> All Skin types	



RETAIL



**Brighten Me**  
Hyperpigmentation



**Nightly Renewal**  
Anti-Aging



**Collagen Eye**  
Anti-Aging



**HA Serum**  
Dry & Anti-Aging



**Oil Control Complex**  
Acne & Oily



**Total Everyday Hydration**  
All Skin types



**Intensive Moisture**  
Dry



**Chemical Free SPF 30**  
All Skin Types



**Skin Smoothing SPF 30**  
All Skin Types

PROFESSIONAL



**Daily Gentle Cleanser**  
All Skin Types



**Clarifying Cleanser**  
Acne & Oily



**Mild Cream Cleanser**  
Dry & Sensitive



**Daily Nutrient Toner**  
All Skin Types



**Micro C Exfoliant**  
All Skin Types



**Oxygen Treatment**  
All Skin Types



**Total Everyday Hydration**  
All Skin types



**Hydrating Marine Mask**  
All Skin Types



**Peel Prep**  
Hyperpigmentation



**Vitamin C Peel**  
Hyperpigmentation & Acne



**SLC Peel**  
Acne, Anti-Aging  
& Hyperpigmentation



**Emerald Peel**  
Acne, Anti-Aging  
& Hyperpigmentation



# Results

before



after



30 Days

Brighten Me  
Pure C Serum  
Micro C Exfoliant

before



after



60 Days

Mild Cream Cleanser  
HA Serum  
Brighten Me  
Collagen Eye  
Skin BB SPF 30  
Intensive Moisture

before



after



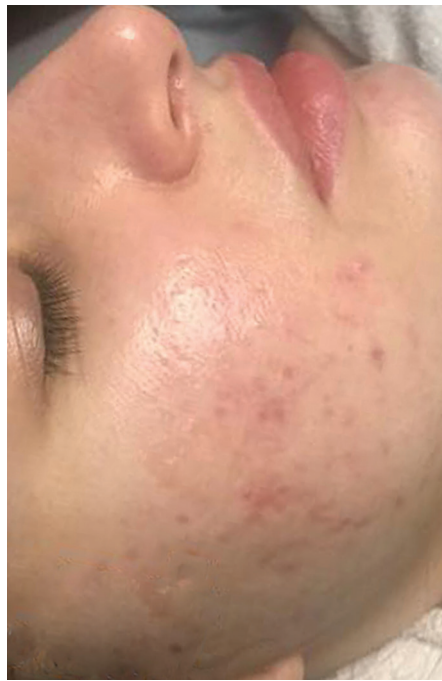
90 Days

Daily Gentle Cleanser  
Micro C Exfoliant  
Clarifying Toner  
HA Serum  
Brighten Me  
Oil Control Complex  
Skin Smoothing SPF

before



after



5 Months

Oxygen Treatment  
Emerald Peel



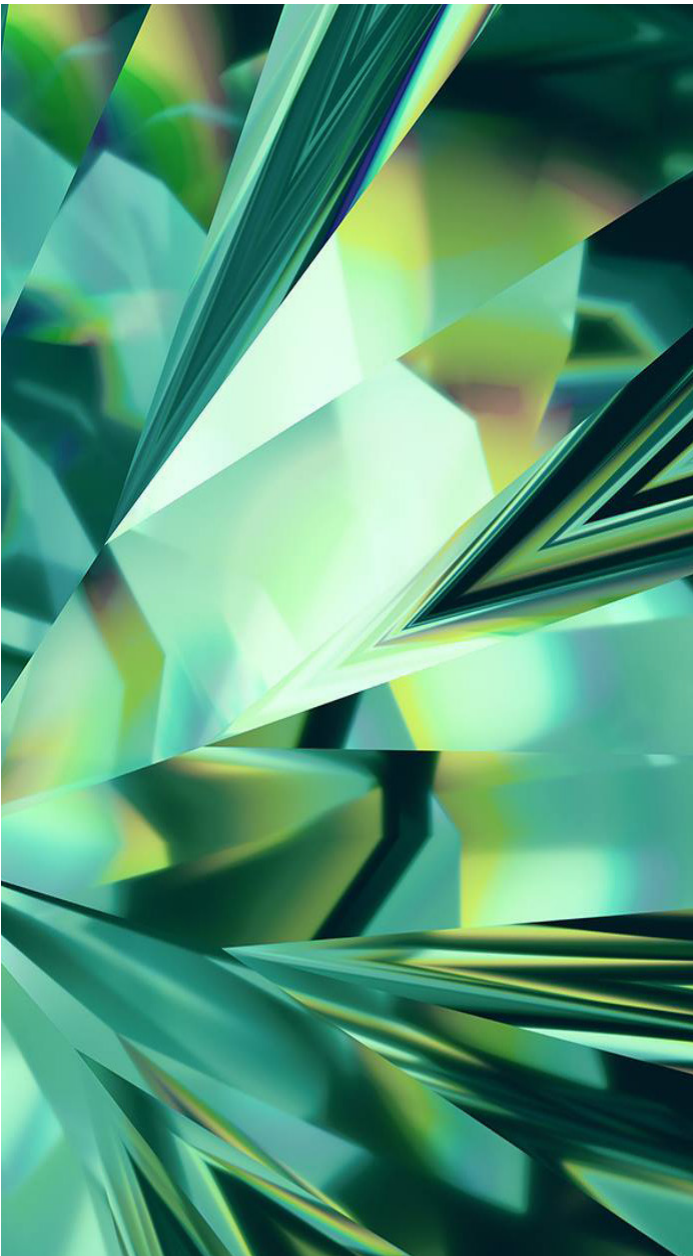
# The Brand



RESCUE RESTORE CLEANSER MOISTURE TONER  
REGENERATE MASK TONE SPF EXFOLIANT  
PROTECT MOISTURE RESCUE EYE TONE MASK  
CLEANSER RESTORE REGENERATE MOISTURE  
REGENERATE TONER MASK TONE EXFOLIANT









# As Seen In

## MEDIA

Voyage ATL  
The Beauty Consult  
Best Self Magazine  
AJC  
Dermascope Magazine  
SKIN Inc Magazine  
Jezebel Magazine  
Modern Luxury Magazine  
Atlantan Magazine  
Atlanta & Co  
CBS Atlanta  
Sky Magazine

## BLOGGERS

www.beautyblogger.reviews  
www.lipglossandaftershave.com  
www.lilliancharles.com  
www.ohnikka.com  
www.juststeph.com

## STOCKISTS

Spa at ESI  
Beauty by Blue Aesthetics  
Practically Perfect Day Spa  
Ice Box Cryotherapy  
Rejuvenna Spa  
Esthetique Skin Spa

## AWARDS & ACCOLADES

Education Award by Georgia Alliance of Aesthetic Professionals  
Skincare Visionary Award by Aesthetics Everything CIDESCO

## SKINCARE SHOWS

NasnPro\*  
IESCS\*  
Face & Body\*  
IBS\*  
Women's Expo  
Bronner Brothers  
Aesthetics Everything  
Indie Beauty Expo

\*Keynote Speaker



Elaine Sterling  
Skincare

## CONNECT

- facebook.com/elainesterlingskincare
- @elainesterlings
- pinterest.com/elainesterlings
- @elainesterlingskincare
- Elaine Sterling Skincare
- elainesterlingskincare.com





RESCUE RESTORE REGENERATE