

DAYS SPA®

IN THE NEWS

ONLINE INNOVATION

INNOVATIVE SKINCARE recently launched **iS UNIVERSITY**, an exclusive online community and education portal. The portal enables participants to log in according to their own schedules and participate in courses, whose topics range from business building to the latest skincare-related scientific education.



The “semester”-long program, which begins every two months, involves a series of six to eight, hour-long video courses led by Dr. Charlene DeHaven, **INNOVATIVE SKINCARE**'s Clinical Director, and other influential professionals. Courses from the program's first semester include “Quality Product Design & Ingredients”, “Aging Facts And Myths”, “Hyperpigmentation”, “Running a Successful Practice” and “Marketing Landscape.” As the **iS UNIVERSITY** program is developed, additional, non-cumulative semesters will be added to the portal.

As each video finishes, short quizzes test participants' knowledge before the next lesson is loaded. To incentivize new student's to finish their semester, participants receive two free full-size products if they successfully complete the course.

“**iS UNIVERSITY** provides our customers (and potential customers) with education not only on our products, but on the science of skin, skin health, aging, ingredient technologies, formulations and the industry as a whole,” says Molly Miranda, Domestic Sales Manager for **INNOVATIVE SKINCARE**. “This comprehensive online education resource has been years in the making and we're proud that we have thousands of videos being viewed and tested for the program on a weekly basis.”

For further details or to enroll in **iS UNIVERSITY**, go to isuniversity.org