

2023



# THE BHHF SYSTEM™

TRAINING PROGRAM OUTLINE



2023

The BHHF training program is the most sophisticated education system designed to create a new generation of Electrologists through a comprehensive approach, Integrating education, technical training, state of the art equipment, with a built-in business & marketing strategy, we provide you the competitive advantage that you need to succeed in today's global landscape.



LIVE HAIR FREE  
LOVE HOW YOU FEEL

01

EDUCATION TOPICS

02

TRAINING TOPICS

03

BUSINESS STRATEGY

04

MARKETING PLAN

05

THE BHHF POSITIVE EFFECT

06

EVOLUTION OF ELECTROLYSIS

07

ELECTROLYSIS TODAY

08

COMPETITIVE ADVANTAGE

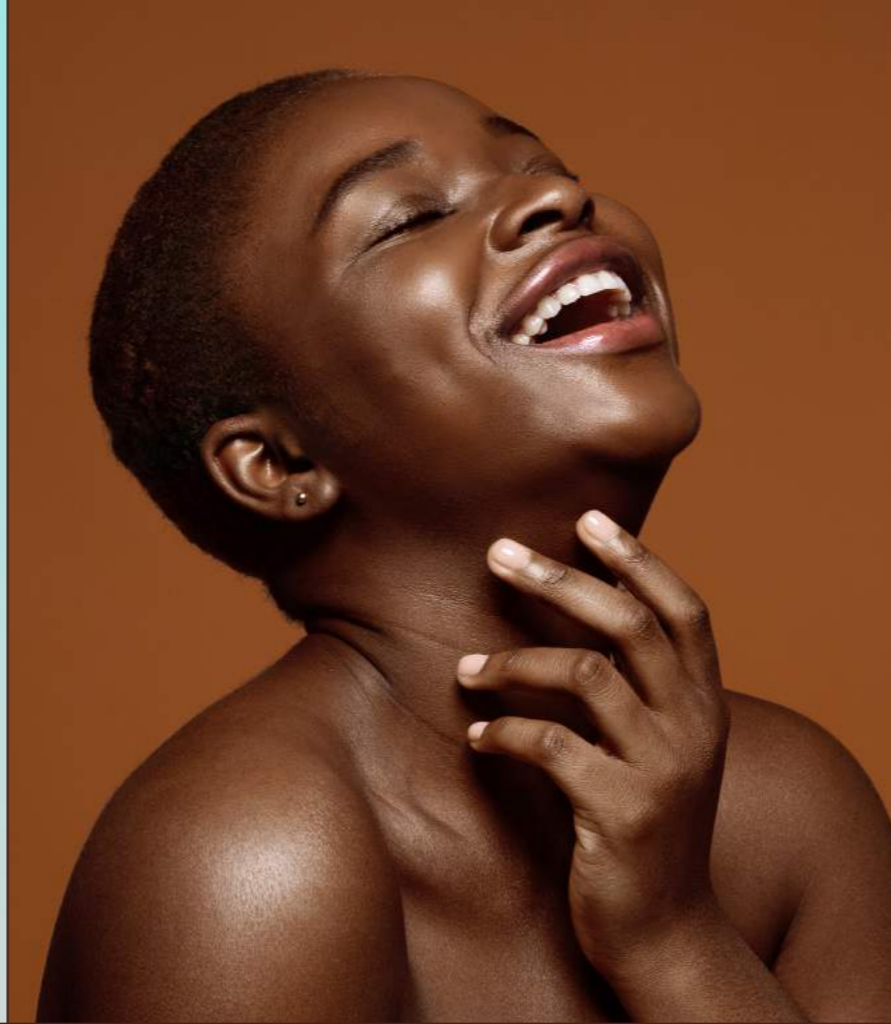
09

GROWTH AND STAGNATION



# EDUCATION

## KEY TOPICS



### THE CORE PRINCIPLES OF GALVANIC

A simplified understanding of how Galvanic works

### WHY GALVANIC IS SUPERIOR

Proper application to treat all types of cases



### MASTERING THE CONSULTATION

A new-age approach to today's global environment

### CREATING CUSTOM TREATMENT PLANS

Scheduling patients

### POSITIONING

Patient positioning  
Electrologist positioning

### ESTABLISHING TRUST

Building patient relationships



# TRAINING

## KEY TOPICS



### HANDS ON TRAINING

With state of the art equipment

### PATIENT POSITIONING

Working on all areas of the body



### TRADE SECRETS PROCEDURES AND PROTOCOLS

Applying methods that work and eliminating those that don't

### ADVANCED TRAINING

For medically necessary pre-surgical hair removal

### TRANSGENDER CARE

M to F  
F to M

### HORMONAL IMBALANCES

Recognizing and identifying  
Available treatment options



# BUSINESS STRATEGY

## KEY TOPICS



PRINCIPLES AND APPLICATIONS

STRATEGIES AND APPLICATIONS



CORE VALUES

NEXT LEVEL

Taking your business to the next level and turning your practice into a scalable model



# MARKETING PLAN

## KEY TOPICS



STRATEGIES THAT WORK

CONVEYING YOUR STRATEGIC ADVANTAGE



SOCIAL AND DIGITAL APPLICATIONS

REMAINING RELEVANT



# THE BHHF POSITIVE EFFECT

## KEY TOPICS



### SET UP FOR SUCCESS

Success is achieved through education, passion, empowerment, inspiration and confidence.



### PASSION BREEDS SUCCESS

Successful people build successful businesses because they are truly passionate about their craft. Passion is infectious and when passed on it inspires others.

[pros@beverlyhillshairfree.com](mailto:pros@beverlyhillshairfree.com)

### ENPOWERMENT

To truly succeed, you must empower others who can then empower others.





# THE EVOLUTION OF ELECTROLYSIS

Electrology has been practiced worldwide since the early 1900's. The profession gained popularity between the 1930's-1970's largely due to newspaper ads and articles. Fast forward to the early 1990's and our industry took a hit with the introduction of laser hair removal. While laser's marketing campaign duped the public by promising results it could not deliver, and using an acronym to conceal its true origin **L**ight **A**mplification for **S**timulated **E**missions of **R**adiation, Electrologists simply could not compete with the laser's billion dollar advertising budgets backed by big pharma.

Fast forward 20 years, and thanks in large part to the internet, and public awareness that laser was in fact not permanent and had the potential to induce more hair growth through a process called Paradoxical Hypertrichosis, electrolysis is finally back in the mainstream as the only FDA approved form of permanent hair removal.

So we are taking back our industry and creating a community of new generation Electrologists through education, advanced technology and social media to change lives and empower you.



# ELECTROLYSIS TODAY

So how do we continue to conduct business using old-fashioned methods in the 21st century? The answer is we simply can't.

It's a different landscape, which presents different challenges, and we need skills to match the new playing field. Do you have these skills?

We must now use an entirely new set of tools to become successful!

Business management skills, and marketing strategies are essential to the survival of any business! And then we as Electrologists need a competitive advantage, do you have a competitive advantage? What sets you apart from countless others?

So with the ability to reach so many potential clients, how do most Electrologists who have little or no business or marketing background survive and thrive?



# COMPETITIVE ADVANTAGE

## KEY TOPICS



### DO YOU HAVE A COMPETITIVE ADVANTAGE?

If you are doing the same thing that everyone else is doing? You are not succeeding! You are dabbling in a business hoping to keep your doors open until you can either find a new career, retire, or get out.



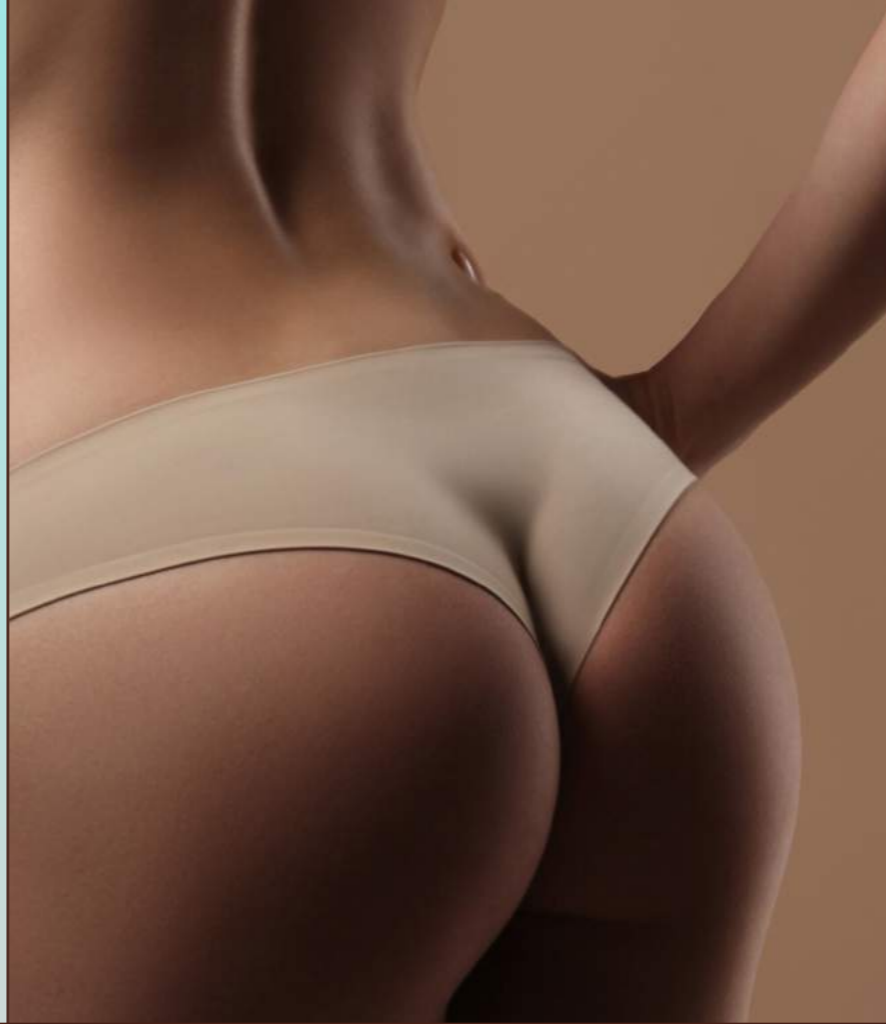
LEARN THE KEY INGREDIENTS TO A SUCCESSFUL ELECTROLOGY BUSINESS

Passion + Strategy =  
**COMPETITIVE ADVANTAGE**



# GROWTH AND STAGNATION

## KEY TOPICS



### GROWTH MARKETING

Where and how

### GROWTH AND EXPANSION

The steps to take



### HOW TO AVOID STAGNATION

Avoid the death of your career and business

### REVISITING YOUR PLAN

Revisit. Eliminate. Replace.





THE BHHF SYSTEM™  
LIVE HAIR FREE  
LOVE HOW YOU FEEL

