

Trade Secrets

Kathryn Leverette

Clinical Aesthetician, Educator and Consultant

Kathryn Leverette has been a licensed aesthetician, acne specialist, ethnic skin expert, consultant, and industry educator since 1987. In addition to acne, ethnic and sensitive skin, she specializes in hyperpigmentation and scar reduction. Her clientele is generally 85 percent African-American (40 percent of which are men), with a 15 percent mix of African, Hispanic, Caucasian, Asian, West Indian, Asian Indian, Pacific Islander and Native American clients. Leverette is best known in the professional skin care industry for developing the first internationally-recognized programs to successfully treat razor bumps and acne keloidalis (scalp bumps and scars). She was one of the first skin care professionals to utilize and write about the alpha hydroxy acids in the late 1980s, and the first to introduce the use of alpha hydroxy acids in Europe.



Kathryn Leverette's thoughts on the upcoming trends in the aesthetics industry:

"I am convinced that our depleted ozone, polluted environment and factory-farmed, engineered food supply is creating a new clientele.

These days, aestheticians are seeing increasingly sensitive skin, more adult acne and rosacea, sun-related allergies, pigmentation and cancer, and more autoimmune and hormonal issues. Our challenge as professionals will be tackling extreme sensitivities and developing specialized products and protocols that deliver results. Future aestheticians will walk a thin line between providing effective skin care and doing more harm than good."



I have been an aesthetician for 26 years. During that time, I have also been an acne and ethnic skin specialist, clinic owner, industry educator, freelance writer, product formulation consultant, and cosmetic label copywriter. **I believe that there is no better education than tons of experience and common sense.** I love a challenge and I am a natural at treating darker skin. Throughout my career, I feel my ability to connect with my clients face-to-face, taking the time to look at their skin and listen to their concerns while asking the right questions has enabled me to be successful in this industry. When I started my career, there was no formal training for what I specialize in. However, even to this day, **I am always on a mission to explore new ingredient technologies and fine-tune my existing skin care protocols.** That way, I stay on the cutting edge and provide better products and treatments for my clients. I urge future aestheticians to explore the countless opportunities in our industry and go with what they love. Specialize and create a relevant niche market in their community, whether it is acne, age management, the spa experience, makeup, waxing or ethnic skin. If at some point during a procedure they feel as if it is going wrong, or feel unsure about a treatment or product, they should seek expert advice from a colleague or mentor. **When you love what you do, it never feels like work.** Personally, my inspiration comes from guiding my clients to clear, healthy skin and seeing the enormous impact it has on their quality of life and self-esteem. **I am a people person.** I love interacting with my diverse clientele, which includes people of all ethnicities, countries, cultures, and all walks of life. It is my belief that some clients visit spas to be pampered and to relax as a retreat from their stressful lives. Others require a knowledgeable professional to help them with serious skin problems. Either way, how they are treated as human beings is central to the choices they make. **There are dozens of things I might have done differently. I like to call them learning experiences, not mistakes.** For years, I was instrumental in developing product lines, innovative formulations, and protocols as a paid consultant. I have mentored several budding aestheticians and shared customized formulations, protocols, industry sources, and detailed written material to help them jumpstart their careers. Looking back, I would have done things differently. However, that never stopped me from mentoring others in our industry. **I have learned how to work smarter, not harder.**



For more of our chat with Kathryn, go to DERMASCOPE.com.

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