

**“Loulabelles Training Academy really cares. They want your business to be a success”**

## CHALLENGE

### *Making The Right Decision*

With the influence of the internet and social media, people are feeling more empowered to control their own lives, and financial futures, than ever before. For those wanting to make a career in the advanced aesthetics industry, the non-invasive aesthetics market is flooded with training courses that promise the world but may not always deliver.

And for Charlene Gayle, who was looking for a complete career change, this was a long-held concern.

“*When I left school, I always wanted to be a hairdresser. But when I qualified, I couldn't get a job in hairdressing. So I fell into care work which lasted for 10 years. It wasn't really for me and I tried to keep my hand in the beauty industry by taking various courses and gaining qualifications.*”

But, many of the courses that Charlene took left her feeling underwhelmed. There were often many students in each class, sometimes up to 20 others, so individual teaching was non-existent. As a result, Charlene's confidence was low and she felt she had nowhere to turn as she received no, or little, support after her initial training.

Burned by these experiences, but still wanting to pursue her dream career, Charlene's goal was to qualify in Advanced Aesthetics but she was hesitant about which training body to go with.

“*The problem with other non-invasive aesthetics companies that I researched, their machines were huge and you couldn't be mobile. You'd have to stay in one salon and I didn't want my work to be limited like that*”

## SOLUTION

### *Finding Loulabelles Training Academy*

“*I followed Loulabelles, and CEO Louise Finch, on Instagram for a few years. The way she did her treatments interested me. She seemed passionate, genuine, honest and her treatments were something that I really wanted to try. The results she shared were incredible; you can see that they actually work.*”



### **Charlene Gayle**

is Owner and Aesthetician  
at Sculptify Advanced  
Aesthetics

It was in 2019 that Louise opened her training academy and along with it, her line of mobile, non-invasive equipment.

“ *Through my research, I couldn't find any mobile non-invasive machines. So I was over the moon to see that Louise had these as part of her academy. It was the perfect opportunity for me to train in the aesthetics industry and with the flexibility of the machine, I could have salon based and private clients.*”

Charlene's training consisted of an intensive 2-day training program, with 121 teaching in both theory and practical aspects. She was even able to practice using the exact model of machine she had bought, on a live model.

“ *Training with the machine definitely enhanced my learning. I felt comfortable with how it worked because Louise was there to watch me use it for a variety of treatments. Louise goes through everything with you. She makes sure that until you fully understand everything, she won't let you go - she won't let you qualify.*”



## RESULTS

### *Looking Forward*

Charlene has been amazed by the ongoing support she has received from the academy. From taking the course a year ago, Louise is still on-hand to guide her through every aspect of her business.

“She's gone above and beyond. If I need any help with anything, even my Instagram account or referring someone to help me with my website, she is there for me. I just can't thank her enough for what she's done for me and my business. I've just feel like I've come on leaps and bounds within this last year”

And even with Covid putting her business on hold for most of 2020, she's been able to keep the momentum up on Sculptify's social media so that current clients have recommended her to others. She has been equipped with confidence, training and tools that mean she feels confident to move forward in 2021.

“In the short time that I was able to treat clients in 2020, their results have been amazing. And they have been telling other people about my treatments and services. So I am excited about 2021 and can't wait for Sculptify to grow”

Charlene has finally found what she feels is her calling:

“To help that one person and make them feel good about themselves, you know, that makes me feel good as well”

**Are you looking to qualify in Advanced Aesthetics  
and want to experience the difference with  
Loulabelles Training Academy?**