

The Client Follow-Through Gap

Why products sit on the shelf — and how skincare professionals can keep clients consistent between visits · **Scan. Plan. Track. Adjust.™**

What happens after a client leaves the treatment room... is where skincare breaks down.

-  Routines get skipped
-  Products sit on the shelf
-  Instructions get forgotten
-  Progress isn't tracked



SKINAURA PRO

THE VISIT



A professional creates the care plan.

THE GAP

-  The routine isn't followed
-  Product use is inconsistent
-  Adjustments happen too late

Without support between visits, client follow-through declines.

THE RESULT



Inconsistent follow-through can slow visible results.

And then... results stall.



That's the gap we're solving at SkinAura PRO.

SkinAura PRO helps skincare professionals support client follow-through between visits with digital guidance, progress tracking, and better visibility into the at-home journey.



SKINAURA PRO

THE FRAMEWORK



SCAN



PLAN



TRACK



ADJUST



BUILT FOR PROS

Designed for estheticians, med spas, dermatology practices, and skincare professionals.

THE PROBLEM

The treatment room is only *part of the journey.*

Your client may leave feeling excited, informed, and committed.

But then real life happens.

They forget the routine. They skip a step. They use the product twice, don't see instant results, and stop. They come back weeks later and you're left trying to figure out what actually happened at home.

That's not a failure of care. **It's a systems gap.**

Most skincare professionals are expected to drive outcomes without enough visibility into what clients are doing between visits.

*The opportunity is not just better education. **The opportunity is better continuity.***

When there's no clear system to support client follow-through, **several things happen between visits:**



Product use becomes inconsistent

Clients lose the habit without reminders or structure. The routine fades within days of the appointment.

ROUTINE GAP



Retail doesn't turn into repeat revenue

Products sit unused. Clients don't repurchase, replenish, or trust future recommendations.

RETAIL GAP



Plans don't get adjusted in time

Skin changes. Life gets busy. But without visibility, professionals can only react at the next appointment.

ADJUST GAP



Clients don't rebook

Without visible progress or a connected experience, clients lose confidence in the journey before results have time to build.

REBOOK GAP

WHY IT MATTERS

When home care isn't supported, the product becomes the problem.

Most clients don't stop using products because they don't care.

They stop because the plan becomes **too hard to remember**, too easy to forget, or too disconnected from daily life.

And when products sit unused, **the ripple effect runs deeper than one bottle on a shelf.**

This is the client follow-through gap. And it is exactly where SkinAura PRO is designed to help.

01 It affects outcomes.

A professional treatment can only do so much if the client isn't following the supporting home care routine. Results that should take 4 weeks take 12 — or don't show at all.

CLIENT RESULTS

02 It affects client trust.

When clients don't see progress, they assume the service, products, or recommendations "didn't work" — even if the issue was inconsistent use. Professionals absorb the blame.

RETENTION

03 It affects rebooking.

If clients don't understand their progress or feel connected to their plan, they don't see the value in continuing care. The rebook rate drops quietly.

REBOOK GAP

04 It affects retail revenue.

When products sit unused, clients are less likely to repurchase, replenish, or trust future product recommendations. The retail sale was a one-time transaction, not a relationship.

RETAIL LEAK

05 It affects the professional relationship.

Without visibility between visits, the skincare professional is left reacting instead of guiding. The relationship feels transactional rather than transformational.

FOLLOW-THROUGH GAP

THE FRAMEWORK

Scan. Plan. Track. Adjust.™

The SkinAura PRO Method



STEP 1 · SCAN

Establish the Baseline

Start with a clearer picture of the client's skin journey. AI-supported scans, progress photos, and product scanning create a structured starting point — and a foundation for everything that follows.

- Capture a baseline objectively
- Document skin concerns visually
- Support progress tracking over time
- Help clients understand where they're starting

1

72h

Average time before a new routine starts to fade without a support system in place



STEP 2 · PLAN

Build the Routine

A great plan shouldn't live only in a conversation or a paper handout. Clients need clear, simple guidance they can return to every day — organized in one place, easy to follow.

- Create personalized AM and PM routines
- Clarify which products matter most
- Share product-specific instructions
- Reduce confusion after the appointment

2

3×

More likely to rebook when clients feel connected to measurable progress between visits



STEP 3 · TRACK

Make Follow-Through Visible

You can't support what you can't see. Tracking helps professionals understand whether clients are following the routine — and helps clients stay encouraged by seeing their own consistency build.

- Monitor routine completion and streaks
- Support consistency with reminders
- Identify when clients may need support
- Reduce guesswork at the next visit

3

60%

Of retail products go underused or sit unused when clients lack a clear application plan



STEP 4 · ADJUST

Refine Based on Reality

Skin changes. Life gets busy. Products run out. A skincare plan shouldn't be static. SkinAura PRO helps professionals adjust recommendations based on what's actually happening — not what the client remembers.

- Update routines when skin changes
- Refine product recommendations
- Respond to client activity between visits
- Strengthen the professional relationship

4

4 steps.

One framework. Scan. Plan. Track. Adjust.™ — designed for every client, every practice.

QUICK SELF-AUDIT

The Client Follow-Through Gap Audit

Use this checklist to identify where your current client experience may be leaking consistency, results, or retail revenue.

After the Appointment

- Clients know their AM routine
- Clients know their PM routine
- They know which products are essential
- They know how much product to use
- They know when to expect visible progress
- They know what to do if irritation happens

Visibility Between Visits

- You know if clients are following the routine
- You know when clients stop engaging
- You can review progress photos over time
- You can see whether product use is consistent
- You can identify when a client needs support
- You can adjust the plan before the next visit

Retail Strategy

- Clients understand why each product was recommended
- Clients know how to use each product correctly
- Clients are reminded to stay consistent
- Clients are encouraged to track progress
- Products are less likely to sit unused
- Clients repurchase because they see value

Your Current System

- You're not relying only on memory
- You're not relying only on text messages
- You're not repeating the same instructions manually
- You have a consistent follow-through process
- You can support more clients without adding admin burden
- You have a platform supporting client engagement

WHY THIS MATTERS

The gap between what clients know at the appointment and what they do at home is where most practice revenue quietly leaks. **This audit helps you see exactly where.**

WHAT TO DO NEXT

For every unchecked box, there's an opportunity. SkinAura PRO's **Scan. Plan. Track. Adjust.™** framework is built to close each of these gaps systematically — not manually.

0 – 6 checked

Your process may be leaving too much to chance.

7 – 14 checked

You have some structure, but gaps likely remain.

15 – 21 checked

You're already thinking like a retention-focused practice.

22 – 24 checked

You're ready for a system to support scale and visibility.

READY TO CLOSE THE GAP?

Supporting clients *after* the treatment room — is where results are built.

SkinAura PRO helps skincare professionals guide clients when consistency matters most — between visits. Built for estheticians, medspas, and dermatology practices who want stronger client follow-through, better visibility, and more sustainable results.

- Create personalized AM and PM routines clients can actually follow
- Track home care consistency and product use between visits
- Support client follow-through with reminders and progress streaks
- Keep product recommendations visible and connected to client goals
- Adjust care plans based on real behavior — not just memory
- Reduce the retail leak, the rebook gap, and the follow-through gap

GET STARTED



Visit the platform

Learn more about how SkinAura PRO works: skinaura.pro



Book a walkthrough

DM us **PRO** on Instagram or LinkedIn to start the conversation.



Built for your practice

Estheticians · Medspas · Dermatology Practices — all three audiences supported.



Learn more

Professional resources, case content, and updates at skinaura.ai

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