

Pat Lam

CEO, Skin Care Consultants



Pat Lam is a board certified anti-aging health practitioner (American Academy of Anti-Aging Medicine). She is an international CIDESCO examiner, a CIDESCO Gold Medal Winner, and has authored numerous articles for trade magazines in North America. With a background in health and fitness, she has used her passion for health and wellness to develop educational tools, books, and DVDs to enhance the education of esthetic professionals throughout the world. Lam is CEO of Skin Care Consultants, president of CIDESCO Canada, and together with her late husband, was honored with the Lifetime Achievement Crystal Award, sponsored by *Les Nouvelles Esthétiques & Spa* magazine, in recognition of their pioneering work in significantly impacting and improving the standards of the esthetics industry.

From where did you develop your passion for the industry?

I developed my passion for the industry from my beloved late husband, Hubert Lam, who fueled my interest in health and fitness. I believe that a holistic approach should be taken for skin- and bodycare and implemented by teaching nutrition and fitness in the school curriculum. Being in both worlds of health and beauty is so inspiring in maintaining my own personal health and fitness.

Who are your business role models, and why?

The high quality of the CIDESCO International course curriculum was certainly a role model for education for our school. Since my husband was a former successful executive at IBM, we also used some of IBM's general training guidelines and philosophies to build our own business.

What is the next big goal for yourself as it relates to your company and the spa industry?

While technological developments in the industry are exciting, I think they should be used to promote and enhance results. I would like to also emphasize that the timely basics of good skincare should never be ignored or forgotten. I want to continue to promote my beloved husband's legacy, the LAMPROBE, on a global level. Our company is extremely proud that his legacy has become such a popular and essential tool for skincare practitioners today to increasingly achieve more effective results in the industry.

If you could change anything about the spa industry, what would it be and why?

A fundamental change that must take place for the integrity of the industry, is that the state boards themselves should be composed of respected and experienced skincare professionals. This essential structural change needs to occur to progressively develop and self-regulate the esthetic professional. I want to see estheticians obtain the respect and recognition in the wellness and beauty industries for their knowledge, skill, and dedication.