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THE SENATE OF MARYLAND  
ANNAPOLIS, MARYLAND 21401

**Testimony in Support of SB1044 - Cosmetologists - Esthetic Services - Definition**

Mr. Chair, Madame Vice Chair, and Members of the Senate Education, Energy, and the Environment Committee:

SB1044 would modernize the definition of esthetic services in our state code.

Estheticians serve as indispensable experts, guiding clients towards healthier and more radiant skin. Through a range of treatments, these professionals address diverse skin concerns, from acne to aging, employing both traditional techniques and innovative technologies. Over the years, the skincare industry has undergone remarkable evolution, driven by advancements in methods and tools, resulting in a landscape that continually adapts to meet the changing needs of clients.

Notably, the profession of esthetics stands out for its significant representation of minorities and women, offering a pathway to entrepreneurship and career fulfillment. For those who venture into esthetics ownership, the rewards are multifaceted, encompassing both financial gains and personal satisfaction derived from serving as valued members of society. From facials to gentle peels, waxing, microdermabrasion, and extractions, estheticians deliver a wide array of services, tailored to meet the unique requirements of each client.

In Maryland alone, the ranks of estheticians exceed 5,000, a testament to the industry's robust presence and contribution to the state's economy. Moreover, the skincare sector is poised for exponential growth nationwide, fueled by the expanding role of estheticians in medical settings. However, despite the advancements in skincare practices and technologies, Maryland's regulatory framework has lagged behind, with the law last updated in the early nineties.

Recognizing the urgent need for modernization, SB1044 emerges as a critical legislative initiative aimed at aligning Maryland's regulations with contemporary standards. By updating the law to encompass the latest advancements in skincare technology, SB1044 seeks to empower estheticians to deliver services safely and effectively, thus retaining their talent within the state. We are currently losing estheticians to other states that have updated their definition and are practicing within their intended scope and education. Moreover, the bill grants the Board of Cosmetology the flexibility to promulgate regulations that support the evolving needs of the industry.

Crucially, SB1044's aims to define the esthetic services not only reflects the current state of the industry but also facilitates the provision of quality care to clients across various settings. By ensuring that estheticians can practice in accordance with their training and expertise, the bill aims to bolster Maryland's position as a hub for skincare excellence. Furthermore, by addressing regulatory gaps and fostering collaboration between stakeholders, SB1044 paves the way for continued innovation and growth within the state's skincare industry.

In response to stakeholder feedback, including from the Maryland Department of Labor, I have submitted a sponsor amendment to remove “applying makeup” from the updated services definition.

In conclusion, the evolution of esthetics in Maryland underscores the vital role played by estheticians in promoting skin health and well-being. With SB1044 poised to usher in much-needed regulatory updates, ensuring that estheticians can continue to thrive and serve their clients with excellence.

Per the Fiscal Note, SB1044 would not require additional state resources. For these reasons, I respectfully request a favorable report on SB1044.