



Beauty Guru Facilitation Guide

WELLNESS AT THE CENTER



A MINI RETREAT FOR
BEAUTY PROFESSIONALS



MIND



HEART



BODY



CAREER

PUTTING YOUR HEALTH,
WELLBEING & SUCCESS **FIRST.**

FUTURE PROOF YOUR **MENTAL** HEALTH, **BODY** & **CAREER** LONGEVITY.

A MINI RETREAT FOR BEAUTY PROFESSIONALS
COMING TO A STORE NEAR YOU *with Elizabeth Faye*

Who we are

Beauty pros care for so many. **We care for them.**

The Vitality Project is the beauty industry's first workplace wellness platform and culture operating system: a turnkey program that **prevents burnout**, builds culture, and keeps great people behind the chair.

The Vitality Project Mini Wellness Retreat was created to give beauty professionals something that we don't always give ourselves: space to slow down, reconnect, reflect, and take care of the person behind the professional. This is incredible for salon owners who want to bring their team, solo pros who want to connect with like-minded people, and even beauty school teachers and future professionals like future hairdressers.

The Industry's solution to workplace wellness! Supporting you through education, community & our wellness tech. We know as beauty professionals we use our body, mind and heart to serve our clients daily. Future proofing your health, wealth and career success!

Resourcing beauty pros with practical, science-backed tools to protect **mental health**, emotional regulation and physical longevity, preventing burnout and increasing performance, success and health before burnout becomes career-ending.

The Vitality Project is what happens when you take ten-plus years of transformational retreats, 30,000 impacted careers through online coaching, hundreds of talks given to salon professionals, a viral TEDx Talk, and a documentary: turned into something every salon, school and beauty pro can access.



● WWW.JOINTHEVITALITYPROJECT.COM

Meet the founder

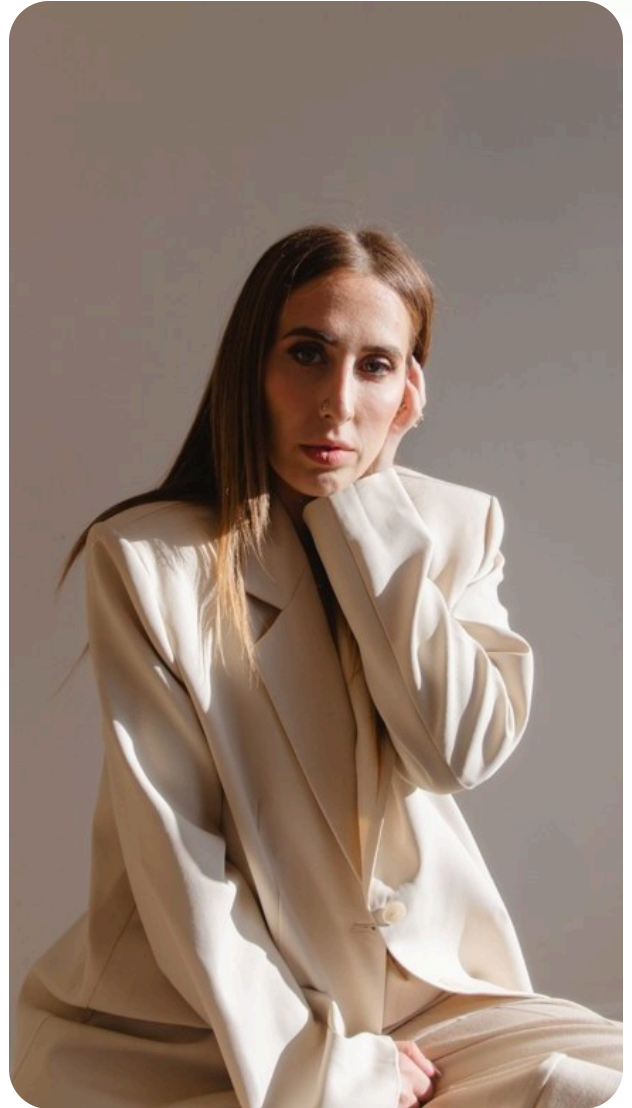
Elizabeth Faye

Elizabeth Faye's life was deeply impacted by a hairdresser. As a troubled teen, a hairdresser became her first mentor: from 12 to 16 years old he did her hair for free in trade for good grades on her report card. At 16, as a high school dropout, she became an assistant to a hairdresser, and it radically changed her life.

She deeply believes that what we do is **much deeper than hair**, and that we have an opportunity every single day to touch and impact lives, which then impacts our communities and the world. Elizabeth Faye has shared her mission of hairstylists changing the world on viral TEDx stages, in an award-winning documentary on Amazon Prime, and through her programs, courses, and retreats around the world.

Her mission is to **normalize mental health** and taking care of the person behind the craft, because she knows the work they do is deeply meaningful. After a serious health crisis, Elizabeth Faye went from well-known industry coach to trauma-informed life and health coach, somatic facilitator and workplace wellness expert. She's been able to impact tens of thousands of lives and is just getting started with your help.

Because burnout shouldn't be the cost of a successful beauty career.



10+

years of retreats

30,000+

careers impacted

TEDx

global speaker
1.2 million views

Award-winning

documentary
on Prime Video

Watch the TEDx talk

How Hairstylists Change
The World

youtu.be/gRK2qA_mqfA



Watch the SalonCentric video

The Vitality Project Mini
Retreat, coming to a city
near you

youtu.be/yliApGi5Fso



A note for

Beauty Gurus

Elizabeth Faye will guide this experience through video, but **you are the one who brings it to life in the room.** Your energy, presence, and willingness to participate alongside the attendees can make all the difference.

You don't need to be a wellness expert or have any answers, just show up, be present, participate, and help create space that feels warm.

Don't forget, this experience is for you too. We hope you leave feeling lighter, more connected, and maybe with something you didn't know you needed.

Thanks for being part of this experience.

With gratitude,

Elizabeth Faye + The Vitality Project Team



Elizabeth Faye + Kara Reid

Your role as

Facilitator

Elizabeth Faye will lead the teaching and guide participants through the entire **The Vitality Project** Mini Retreat experience through video. Your role is to bring the experience to life in the room. You'll welcome attendees, help create a warm and engaging environment, model participation, and support participants during activities as needed.

And we've made it simple! All timing, activity prompts, journaling time, and transitions are built directly into the video, so you can focus on your attendees and enjoy the experience right alongside them.

Before class, review the Guru Facilitation Guide and familiarize yourself with the activities, materials, and workbook cues. Keep supplies within easy reach and follow along with the video and guide throughout the experience.



Bring your energy

You are the one who brings it to life **in the room.**

Ten things that **make the difference**



BEFORE CLASS

Review your Beauty Guru Facilitation Guide for the class flow, activities, materials and facilitation cues.



NO TEACHING REQUIRED

Elizabeth Faye leads the education and activities. Your role is to facilitate the experience and support the room.



CREATE THE VIBE

Keep the room warm, welcoming and non-judgmental.



FOLLOW THE VIDEO

Activity cues, timers and transitions are built in. Stay engaged and follow along.



BE READY WITH MATERIALS

Keep supplies accessible and ready for each activity as it comes up.



ENCOURAGE PARTICIPATION

Invite everyone to fully experience the activities while allowing each person to participate in a way that feels comfortable for them.



PARTICIPATE WITH THE GROUP

Your participation helps attendees feel comfortable joining in.



KEEP EXPERIENCE FLOWING

Help attendees move smoothly into partner activities, journaling and reflection when prompted.



CREATE A SAFE SPACE

Give attendees room to share and be heard without judgment, advice or solutions.



MAKE IT FEEL LIKE A RETREAT

Feel free to bring some fun wellnessy things: a lava lamp, a salt rock lamp, little lights from Amazon that shine on the ceiling, a diffuser with essential oils, anything that gives a wellnessy spa vibe. If you want to go above and beyond, this is the bonus points move.

Bonus



Classroom prep + supplies

Everything you need,
already on its way.



Digital supplies

Beauty Guru Facilitation Guide

The Vitality Project Mini Retreat Workbook

Shipped supplies

The Vitality Project eye mask, 1 per attendee

The Vitality Project sticker, 1 per attendee

Room spray, 1 per store

Sticky notes

Snap it, tag it, win it

Every Vitality Project Mini Retreat includes a **giveaway moment.**

Snap it to win it

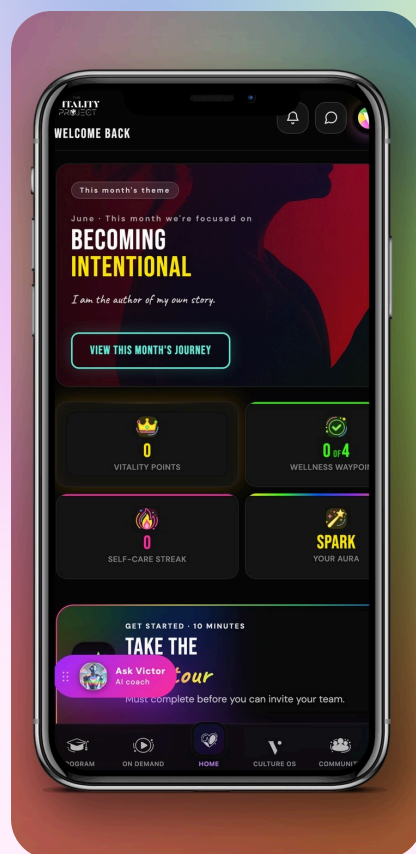
Please encourage your attendees to take pictures and tag us and also yourself, so we can help promote these in the future with you and your store location. You can also enter just to make it fun.

Take photos throughout the mini retreat and post them to Instagram. Tag [@jointhevitalityproject](#) and [@heyelizabethfaye](#) and use [#JoinTheVitalityProject](#). Showing yourself at the class is your entry. One winner receives a **year-long membership with The Vitality Project** in the app. Winners announced on September 22 by 5 pm MST on [@jointhevitalityproject](#)'s Instagram.

[@jointhevitalityproject](#)

[@heyelizabethfaye](#)

[#JoinTheVitalityProject](#)



Set the room

Classroom setup

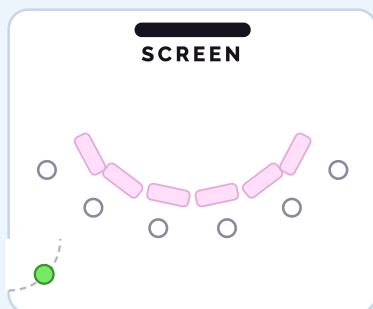
Treat the video screen as the front of the classroom and arrange the room so every attendee has a clear view without needing to move their chair.

For seating, a shallow U-shape facing the screen is preferred, as it creates connection and makes partner activities easy. If space is limited, use 2–3 staggered rows facing the screen, leaving enough room for attendees to turn toward a neighbor and stand safely beside their chair. Once class begins, chairs should not need to be rearranged.

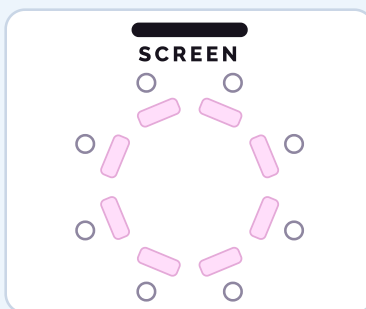
Every attendee needs a table in front of them.

Before class, print one Mini Retreat Workbook for each attendee. Place a workbook, 10 sticky notes, a sticker and an eye mask at each seat. Tidy the space and make sure everything is ready to create a welcoming, comfortable environment for attendees.

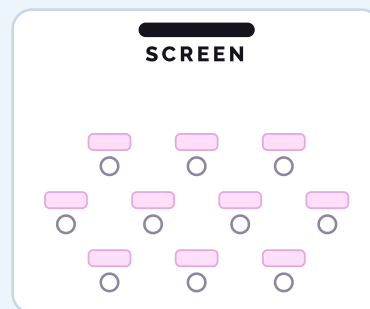
Once the room is ready, stand near the door to personally greet attendees, welcome them into the space, and help them feel comfortable from the moment they arrive.



Shallow U



Circle



Classroom rows

● The green dot is where you stand to greet attendees at the door.

Snap it to win it

Please encourage your attendees to take pictures and tag us and also yourself, so we can help promote these in the future with you and your store location. You can also enter just to make it fun.



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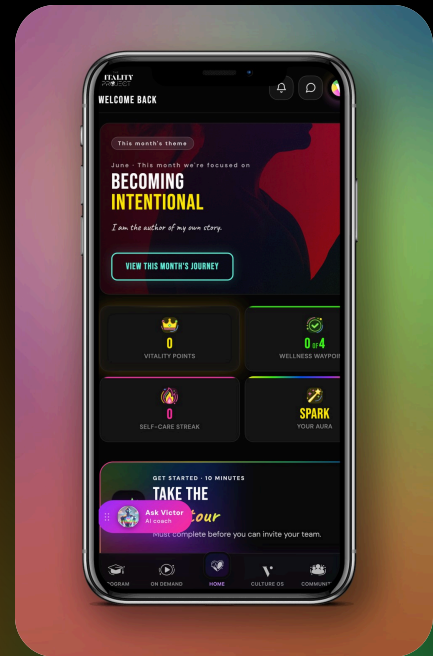
Scan to learn more



Membership promotion

Save 20% off your membership.

Bonus: get Elizabeth Faye's \$5,000 Sacred Stylist course included.



The wellness program that's changed thousands of lives and careers. Yours is next.

- 12-month membership
- On-demand wellness library
- Vitality wellness surveys
- Gamified goal setting
- Community meet-ups and chats
- Monthly live coaching calls



JOIN THE VITALITY PROJECT

Learn more on the website

● WWW.JOINTHEVITALITYPROJECT.COM

Everything about the promotion is embedded in the class video. You do not need to do anything.



What they walk away with

Learning goals

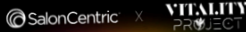
- 1 Recognize the unique emotional, mental, and energetic demands of working in the beauty and wellness industry and how they can impact personal wellbeing and career sustainability.
- 2 Build greater self-awareness around what you are carrying, what you care about, and what may be contributing to stress, overwhelm, or burnout.
- 3 Learn practical tools for nervous system regulation, stress management, and protecting your mental, emotional, and physical wellbeing.
- 4 Identify your personal signs and signals of stress and burnout and practices that can help you respond before reaching a point of exhaustion.
- 5 Assess the different areas of your vitality and create a personal plan to support your wellbeing, career, and life.

Your class flyer

Date, time, and registration details for your store are on the SalonCentric class flyer.

Elizabeth Faye: Wellness at the Center Mini Retreat

You give *everything* to every person who comes into your salon/spa.
When's the last time you invested *everything* in YOU?



Through this 2-hour interactive mini-retreat, you will:

- **Regulate & Reset:** Practice guided movement and nervous-system-regulating breathwork to protect your physical health and build a personalized career longevity plan
- **Master Your Boundaries:** Build a practical communication framework to confidently handle client oversharing and emotional dumping without absorbing their stress
- **Elevate Services & Income:** Design high-value wellness rituals and service upgrades that instantly boost client retention

Watch the **founder of The Vitality Project, Elizabeth Faye** present life-changing methods that you can only find in her viral retreats or through her *Vitality Project* platform.

WHAT TO BRING: Notebook & Pen

The SalonCentric class flyer

We would love to feature you

Let's make Vitality Project Mini Retreats a big deal online, **all together, on the same day.**

We would love to feature you and your store online. Here are ideas of what to capture throughout the day, where to tag us, and who to send it to.

Tag us

@jointhevitalityproject

@heyelizabethfaye

#JoinTheVitalityProject

Need ideas on what to capture?



PICTURES OF THE CLASS



PEOPLE BREATHING



THE FLATLAYS



PEOPLE WATCHING FROM THE BACK OF THE ROOM, SO THE SCREEN IS IN THE SHOT



A SELFIE WITH THE CLASS



A VIDEO OF PEOPLE PUTTING STICKY NOTES ON EACH OTHER

B-roll counts too. Short clips of anything above let us make reels and feature your store.



We would love it if you sent us your photos

You don't have to, but we would love it if you sent over your photos and B-roll, even the ones you don't post. We will create promotional content to spread mental health awareness in the beauty industry, feature your store, and bring more Vitality Project Mini Retreats to SalonCentric stores.

support@jointhevitalityproject.com

Tag us

@jointhevitalityproject

@heyelizabethfaye

#JoinTheVitalityProject

Tag us and we will be reposting.

Everyone who posts is entered into the giveaway, gurus and attendees alike.

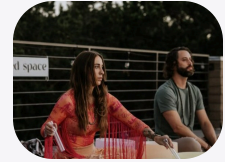
Section 1 Welcome and Opening Connection

MATERIALS NEEDED

Workbook

Eye Mask

Elizabeth Faye will welcome participants to The Vitality Project Mini Retreat and invite them to find a partner for the opening activity. The video will guide participants through the partner questions and provide time for each person to share.



Facilitation Tip

Help participants quickly find a partner. If there is an odd number, create one group of three.

Elizabeth Faye will invite the group back together and ask for 2–3 volunteers to share what they learned from their partner, beginning on the right side of the room.

Elizabeth Faye will invite participants to put on their eye mask or softly close their eyes for the **Mindful Moment Meditation**.

Facilitation Tip

Make sure everyone can find their eye mask. Protect the quiet atmosphere throughout the experience. Feel free to participate.

Section 2 Your Purpose and Impact

MATERIALS NEEDED

Workbook

Elizabeth Faye will direct participants to complete the first journal prompt in the “**Remember Your Why**” section of their workbook. Dedicated journaling time is built into the video.

Facilitation Tip

Elizabeth Faye will ask participants a series of questions about the impact they have through their work and invite them to respond by raising their hands. When Elizabeth Faye asks for a show of hands, join in! Your participation helps break the ice and gives others permission to participate, too.

Elizabeth Faye will guide participants into the next journal prompt in their workbook.

Elizabeth Faye will then guide participants through the **Never Have I Ever: Wellness Edition Activity**. Participants will hold up five fingers, close their eyes, and lower one finger each time a statement resonates with their own experience.

Facilitation Tip

Play Never Have I Ever with the group.

Section 3 What Are You Carrying?

MATERIALS NEEDED

Workbook

Sticky Notes

Elizabeth Faye will guide participants as they write down what they're carrying, what they care about, or what may be holding them back on their sticky notes. Time to complete the activity is built into the video.

Facilitation Tip

Quietly provide extra sticky notes, if needed.

Elizabeth Faye will then invite participants to quickly find a partner.

Facilitation Tip

Help anyone who needs assistance finding a partner. If there is an odd number, create one group of three.

Elizabeth Faye will guide participants through the **Sticky Note Partner Activity**. Participants will take turns placing their partner's sticky notes on them while reading each one aloud. When prompted, partners will switch roles and repeat the activity. Timing is built into the video.

Facilitation Tip

Encourage participants to simply notice what comes up without trying to fix or process it. If someone does not want sticky notes physically placed on them, they may hold them instead.

Elizabeth Faye will then direct participants to the **"What Are You Carrying?"** section of their workbook to complete the journal prompt.



Section 4 The Art of Holding Space and Protecting Your Energy

MATERIALS NEEDED

Workbook

Room Spray

Elizabeth Faye will guide participants through the **Holding Space Activity** with the same partner. The first person will share what came up for them when writing their sticky notes as the other person practices listening without fixing, advising, coaching, or solving. The video will guide the timing and let participants know when to switch roles.

Facilitation Tip

If participants begin having a two-way conversation, quietly remind them that one person is sharing while the other listens.

Elizabeth Faye will introduce the concept of protecting your energy and direct participants to the **"Protecting Your Energy"** section of their workbook. Participants will choose one area to focus on and journal about how they can intentionally practice it over the next 30 days.

Facilitation Tip

Have the room spray ready for the **Reset Activity**.

Section 5 Reset Activity

MATERIALS NEEDED

Room Spray



ROOM SPRAY
MOMENT

As participants begin the **Reset Activity**, lightly mist the room spray into the air, away from faces and eyes. Gently waft the scent throughout the room. A little goes a long way! Skip if anyone has a fragrance sensitivity.

Elizabeth Faye will then guide participants through EFT tapping and affirmations. Encourage participants to follow along, repeat the affirmations out loud, and close their eyes if they feel comfortable.



Section 6 Armored in Vitality

MATERIALS NEEDED Workbook

Elizabeth Faye will guide participants through a **Stress Test** simulation designed to demonstrate how stress builds and impacts the mind and body, setting the stage for practical tools to better support themselves.

Facilitation Tip

Respond along with participants when Elizabeth Faye asks questions. Treating Elizabeth Faye's questions like a live conversation helps the experience feel more personal and interactive.

Elizabeth Faye will guide participants through three journal prompts in the “**Armored in Vitality**” section of their workbook. They will reflect on ways to protect their mind, identify ways to support their heart and body, and list skills and tools that support them now or that they would like to strengthen. Dedicated time for each reflection is built into the video.

Section 7 Recognizing and Preventing Burnout

MATERIALS NEEDED Workbook

Elizabeth Faye will share her personal burnout story and teach about burnout, nervous-system regulation, and recovery. She will help participants recognize early warning signs and explore practical ways to prevent and navigate burnout.

Facilitation Tip

Respond along with participants when Elizabeth Faye asks interactive questions. Treating Elizabeth Faye's questions like a live conversation helps the experience feel more personal and interactive.



Elizabeth Faye will guide participants through a journal reflection to identify their personal signs and signals of burnout.

Next, Elizabeth Faye will introduce the **Three Lanes** to help participants recognize where they are operating and explore **Bumper Rails**, the boundaries and supports that can help protect their wellbeing and prevent burnout.

Participants will then journal about their personal **Bumper Rails** and the boundaries, practices, or supports that help them recover before reaching burnout.

Section 8 From Awareness to Action

MATERIALS NEEDED

Workbook

Eye Mask

Elizabeth Faye will introduce **The Vitality Wheel™**, a tool for identifying where you feel balanced and where you may need more support in your life.

Elizabeth Faye will guide participants through their **Vitality Wheel™**.

Participants will score themselves from 1–10 in each area and identify the area that needs the most love and attention right now.



Elizabeth Faye will then invite participants to find a new partner and share their #1 focus area and anything that came up during the burnout section.

Facilitation Tip

Help participants quickly find a new partner to share with.

Elizabeth Faye will then guide participants through completing their **Wellness Blueprint**, bringing together what they've learned into a personal plan they can carry forward.

Elizabeth Faye will bring the experience to a close with a final **Meditation**.

Facilitation Tip

Make sure participants can access their eye masks.



Section 9 Closing and Clean Up

Close the class with the script below or put your own spin on it. Complete any final SalonCentric closing procedures.

“Thank you for showing up for yourself today. Like Elizabeth Faye said, I trust that you got maybe not what you expected, but exactly what you needed. Thank you for being here and sharing this experience with us. Please make sure to take your Mini Retreat materials with you.”

Thank you

You gave this room an experience it will not forget. Thank you for holding the space, for participating alongside your attendees, and for putting wellness at the center of your store.

See you at the next one

● WWW.JOINTHEVITALITYPROJECT.COM



THE VITALITY PROJECT

The Home of *Beauty Professional*
Wellbeing.

Where wellness, culture and career longevity meet.



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@jointhevitalityproject · @heyelizabethfaye



MIND



HEART



BODY



CAREER

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