

DOSSIER · IN-PERSON TRAINING

A technique your clients **feel** immediately.

I'm **Rosi Herrera**, certified facial yoga instructor and creator of the **RosiAL Method**: a professional in-cabin facial massage technique that combines facial gymnastics, Gua Sha, lymphatic drainage and Japanese massage in a clear, repeatable protocol with visible results. This dossier presents my in-person training programme for esthetician teams, beauty institutes and professional cosmetics brands.

+120K

INSTAGRAM
FOLLOWERS

+5M

VIEWS
PER
VIDEO

Hundreds

OF STUDENTS TRAINED

"A facial massage is not just another service: it is an experience the client remembers and recommends. My job is to put that same certainty into your team's hands."

ROSI HERRERA



THE ROSIAL METHOD

Four disciplines, one protocol

The RosiAL Method is not just another massage. It is the structured integration of four complementary disciplines into a sequence designed to work the face progressively: tone, drain, oxygenate and deliver visible results from the very first session.

01

Facial Gymnastics

Targeted muscle activation to tone and prevent sagging. The foundation of natural lifting.

02

Gua Sha

Stone manoeuvres that stimulate circulation, define contours and release deeper tension.

03

Lymphatic Drainage

Reduces fluid retention and inflammation. Brings immediate luminosity to face and eye contour.

04

Japanese Massage

Pressure on energy points. Releases tension-related muscle holding and balances the nervous system.

WHO IT'S FOR

Who is this training for?

For professionals who already work with the face and want to add a differentiating technique to their practice — and for brands that understand training is one of the most profitable assets to build customer loyalty and position product. The training adapts to small and mid-sized teams and to each brand's own cosmetic protocol.

Professional estheticians

Beauty institutes

Cosmetics brands

Spas & Wellness

Aesthetic clinics

Trainers

AVAILABLE FORMATS

Three formats by goal and calendar

Each format has a distinct intent. We choose together based on the number of professionals, available days and the technical depth the team is looking for.

Masterclass

1 DAY · 6-8 HOURS

Intensive first contact with the RosiAL Method: foundations, applied facial anatomy and guided practice. Designed for brand presentations, launches or as an evaluation ahead of a full training programme.

For a first experience.

Intensive Weekend

2 DAYS · SAT + SUN · 16 H

Complete protocol condensed into a weekend. Theory, technique step by step, hands-on practice between students and adaptation to the brand's own professional cosmetics. Includes practical assessment.

The most requested in B2B.

Training Week

4 DAYS · 4 H/DAY · 16 H

Complete protocol plus advanced sessions. Spread Monday to Thursday so students assimilate and practise between sessions. Includes official certification and post-training support.

Maximum technical depth.

WHAT'S INCLUDED

What every training includes

Whatever format you choose, every training includes the same essential elements so the team leaves with everything needed to start applying the method the very next day.

Trainer in person

Rosi Herrera in person — no assistants, no substitutes.
The training is direct, with no intermediaries.

Learning materials

Printed and/or digital dossier with the full protocol, anatomical diagrams and quick reference.

Supervised practice

Students practise on each other under direct supervision, with individual correction of every manoeuvre.

RosiFacial certificate

Digital RosiAL Method certificate for each participant, valid as proof of completed training.

Review materials

Access to audiovisual reference and consultation material after the training to consolidate what was learned.

Post-training support

Direct support channel for 30 days to resolve real-world implementation questions.

MY VISION

Why I teach the way I do

After hundreds of clients and many students, one idea has become clear to me:

“

*Technique can be learned. What's harder — and what really tells one professional from another — is the **intention** with which a face is worked. My training points at both: a clear, repeatable protocol, yes, but also that quality of touch that makes a client come back. A training that ends only when the team feels confident applying the method that same day — and not before.*

— Rosi Herrera

Technical-creative assistant

For all international training engagements I travel with a technical-creative assistant who handles audiovisual production and on-site logistics during the stay. This is standard practice in the beauty-education sector for international tours and, beyond ensuring my safety and operational flow, it brings real value to the contracting brand.

Content captured during the training (reels, behind-the-scenes, professional photography) can be agreed for both parties' use — it is material the brand can leverage organically to communicate the investment it has made in its team.

WHAT THE ASSISTANT COVERS

- Reels and BTS filming
- Professional photography
- On-site logistical support
- Operational coordination

FREQUENTLY ASKED

What brands typically want to know

— Can the protocol be adapted to the brand's own cosmetics?

Yes, and it's recommended. Before the training I review the partner's products to integrate them into the protocol so the team works with the brand's own line from day one.

— What group size works best?

Between 8 and 12 students is the optimal range: it allows individual attention to each manoeuvre and enough practice time. For larger groups the format is adjusted with paired-practice dynamics.

— Do students receive certification?

Yes. All students receive a digital RosiFacial Certificate of the RosiAL Method on completion, including practical assessment in the Weekend and Training Week formats.

— **How is travel from Argentina handled?**

I am based in Buenos Aires and work periodically in Spain. International flight, accommodation and per diems during the stay are accounted for in the proposal and are covered by the client. If I am already in Spain at the time of the training, travel reduces to intra-European transport.

— **What does the client need to provide?**

A suitable space (treatment beds, lighting), the cosmetic products for practice and the team list. Teaching materials, training organisation and certification are provided by me.

Ready for the commercial proposal?

Once we know which format fits the team, I'll send you the **Commercial Proposal** with fees, detailed investment structure and terms — adapted to your region and number of participants.

[REQUEST COMMERCIAL PROPOSAL](#)

