

Press release
For immediate release

UNVEILING OF THE FOUR RECIPIENTS OF THE 2020 EPIDERMA SCHOLARSHIPS FOR AESTHETICS STUDENTS



Élissa Lahaie-Boutin (right) is one of the four recipients of Epiderma's aesthetics studies scholarships.

Quebec, November 24, 2020 – Unique in the industry, the [Epiderma aesthetics scholarships](#) are aimed at rewarding the personal development and professional motivation of four apprentice estheticians.

The recipients of the scholarships for this 12th edition of the program are:

- **Sophie Bernadet**, from Quebec City, a student in the Aesthetics program at Centre de formation professionnelle de Limoilou;
- **Catherine Gosselin**, from Otterburn Park, a student in the Aesthetics program at École professionnelle de Saint-Hyacinthe;
- **Élissa Lahaie-Boutin**, from Sherbrooke, a student in the Aesthetics program at Centre de formation professionnelle 24-juin;
- **Heidi Larouche**, from Trois-Rivières, a student at Centre de formation professionnelle Bel-Avenir.

In addition to the **possibility of embarking on a career with Epiderma upon completing their studies**, the recipients receive a scholarship worth over \$3,275 including:

- \$1,250 in cash;
- a day of job shadowing in a clinic;
- the complete line of Medicart cosmetic products;
- An underarm laser hair removal package;

- one microdermabrasion treatment.

The selection committee for the Epiderma 2020 Scholarships consisted of Valérie Dutil, Vice-President of Human Resources at Epiderma, and 20 employees who volunteered their time. “The candidates for the 2020 edition all firmly believe in the importance of well-being and the role that medical-aesthetic care plays in self-fulfillment,” stated Pierre Montminy. “We are pleased to provide them with the springboard from which they can launch their careers in aesthetics.”

A few words about the 2020 scholarship recipients

At the age of 25, **Sophie Bernadet**, mother of a 2-year-old daughter, made the courageous decision to go back to school and study aesthetics in order to build a career and flourish. Naturally cheerful and dynamic, Sophie has always been drawn to the rituals associated with femininity—makeup, manicures and pedicures. Fascinated by the multitude of technologies to be discovered, she is especially enthusiastic about deepening her knowledge of massage therapy, laser hair removal and microdermabrasion.

Motivation, passion and determination are words that perfectly embody what 19-year-old **Catherine Gosselin**, from the Mont Saint-Hilaire region, is all about. It was an initial few months spent working in a medical-aesthetic spa that sparked Catherine’s fascination with this field. It’s a job that she feels allows her to fully exploit her artistic side. Catherine has a background in fashion marketing and is drawn to anything and everything that has to do with fashion and aesthetics. She is already putting her manicure and pedicure talents into practice and is eager to learn the best treatments and methods, especially when it comes to facial care. Thirsty for knowledge, Catherine wants to improve her skills in a healthy, warm and welcoming work environment like the one at Epiderma.

Working with the public for several years already, notably as a cosmetician for over a year, 20-year-old **Élissa Lahaie-Boutin** is resolutely passionate about the field of aesthetics. Always striving to do her very best, Élissa is eager to continue learning and perfecting her skills in order to provide outstanding service. Graduate of a classical and contemporary dance program in CEGEP, she knows the importance of feeling good about her body and taking good care of herself. Her goal is to enhance people's natural beauty and help them build their self-confidence. Having suffered from skin problems herself at a younger age, Elissa is particularly sensitive and attentive to the importance of image and to each person’s specific needs. For her, aesthetics is a way to help others achieve their beauty ideal.

In the eyes of 19-year-old **Heidi Larouche**, all human beings are equal and beautiful, regardless of their physique, age, gender, sexual orientation or origins—because the magic of beauty can be found inside of everyone. This is perfectly in line with Epiderma’s values. Heidi considers every treatment session as an experience characterized by sensations, scents, human connection and happiness, and truly feels it is her small way of changing people's lives. What attracts her to aesthetics, above all, is its human side. Being self-confident, and helping others achieve this as well, is of the utmost importance for her. The way she sees it, aesthetics extends far beyond skin care—the connection with others and richness of their exchanges are her driving force. She sees aesthetics as a means of expression and creativity that also helps others care for themselves, recharge their batteries and focus on wellness, which is so important for their health.

Epiderma, a Quebec company owned by Medicart, devotes a great deal of time and energy to training its staff. The company's program consists of 4 weeks of training, including two weeks of practical and theoretical courses and two intensive weeks working in the clinic under supervision. Technicians within the network are also required to attend continuing education sessions once a year.

About Medcart

Medcart, owned by Walter Capital Partners and Pierre Montminy, was created to offer consumers the most complete range of beauty and wellness treatments delivered in a safe and accessible manner by experienced healthcare professionals and technicians under the same multidisciplinary brand. Medcart is committed to bringing together various categories of complementary clinics specializing in dermatology, phlebology and aesthetic medicine. The umbrella brand now owns the network of 31 Epiderma clinics in Quebec and Ontario—with over 250,000 clients and over 2.5 million treatments carried out since 2000—as well as the Medcart Esthetic Dermatology clinic in Ville Saint-Laurent, the Medcart Phlebology clinic in Montreal and the Medcart Vein clinic in Ottawa.

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