

Pro Picks explores various staple products within the industry. Utilize the article when discovering new products to retail to clients.



THE TEMPLE

Breaking down results-driven skin support for optimal body care

by Kirsten Sheridan, licensed aesthetician

Body care is a critical, often-overlooked element of skin care. People are covered from head to toe in skin, yet often give less consideration to skin from the neck down. Offering body treatments may not be in every professional's wheelhouse; however, retailing and providing education on body homecare will benefit clients and profit margins. There is no shortage of great products to choose from.

SKIN OF THE BODY

Skin on the body may be perceived as less delicate, often less visible, and therefore an afterthought. Yet, bodies require and deserve the care and attention that is provided for the

face and neck. Skin on the body exhibits different skin types and accompanying conditions. Clients' concerns will vary and should be addressed when recommending a body routine. Body treatments can range from full-body seaweed masks to vagacials and butt masks to underarm treatments. Skin care professionals should educate clients on the importance of professionally formulated body products, highlighting key ingredients and their benefits.

PH level, healthy barrier function, and the microbiome are equally important considerations for the face and body. Different areas of the body will vary slightly in pH. Underarms, for example, typically have a pH of about 6.5; this less acidic environment makes the area prone to bacterial growth. Pubic areas have thinner skin and are less pliable. Exposure to chlorinated shower and bathwater has adverse effects on skin,



Bonblissity
Sweet+Single
Candy Scrub
bonblissity.com

Éminence Organic
Skin Care
Strawberry Rhubarb
Hyaluronic Body Lotion
eminenceorganics.com



Farmhouse Fresh
Moon Dip Back To Youth
Ageless Body Mousse
farmhousefreshgoods.com

Phytomer
RESURFASLIM
2-in-1 Peel and
Slim Cream
phytomerusa.com



Pure Fiji
Guava Coconut
Sugar Rub
purefiji.com

from dehydration to dryness, irritation, and flakiness. Intelligent body formulations are needed to counteract the harsh effects of consistent use; shower filters are helpful. Skin barrier function is impaired by frequent water exposure and high temperatures. This increases pH values and erythema. There is a transfer of water from the stratum corneum to the environment mainly if the water temperature is too high, so lukewarm showers are preferable.

BODY PRODUCTS

As with facial product formulations, many ingredients and products target general and specific concerns. Cleansers and body washes are available in different formulations, from gels, foams, and cleansing oils to creamier formulas. Cleansers may be medicated for treating conditions like bacne. Some cleansers function with both cleansing and exfoliating properties. The key with dual-purpose products is to reduce regimen time and encourage clients to add body formulations to their routine while utilizing skin-positive ingredients that maintain healthy pH and barrier function.

Exfoliants are just as crucial for the body as they are for the face. Cellular turnover is slower, accompanied by varying skin thicknesses on the body; dryness can be a concern, particularly in areas with fewer sebaceous glands.

Moisturizers can help balance sebaceous activity, lock in moisture, prevent transepidermal water loss, and maintain a healthy barrier function. Moisturizers are often combined with sun protection, though professionals should remind clients that relying solely on that one application in the morning is insufficient to provide sun protection throughout the day.

Targeted treatments are crucial for the body as well. Body serums' popularity has increased over the last several years, and their influence is growing. They are designed to specifically target concerns like brightening, improving tone,

boosting collagen production, firming, or simply hydrating and smoothing skin.

Eczema and psoriasis are common skin disorders that clients can resolve by maintaining overall skin hydration and a healthy barrier function. Clients may seek help from their dermatologist, but professionals can provide general body care. Reducing transepidermal water loss, keeping skin hydrated and smooth, and reducing sensitivity will work in harmony with prescription options for the client. Keratosis pilaris is a typical client concern; regular exfoliation and hydration go a long way to help this condition.

Sunless tanners remain a relatively popular body product, mainly if they offer natural-looking color. They use dihydroxyacetone, which if synthetically produced, is often accompanied by a distinct smell, so naturally sourced versions from raspberry sugars or beets are preferred. Dihydroxyacetone works by reacting with the protein and natural amino acids in skin to produce a golden glow. It is only approved for external use and should not be applied to mucous membranes. Remind clients that sun protection is essential; sunless tanners do not provide sun protection.

As with facial products, there are many body care ingredient options, and they should be based on the concerns the client is experiencing and consider the amount of time the client is willing to commit to their regimen. If providing body treatments in-house, ingredients should be considered based on improving and maintaining results at home.

BODY CARE INGREDIENTS

There is much overlap between facial and body care products and their ingredients in similar categories, from cleansers to serums and masks to moisturizers. For example, body exfoliants, whether stand-alone or in a combined cleansing formulation, may be enzyme-based with ingredients such as



Repêchage
Vita Cura CelluSea
Lift Body Contour
Cream
 repechage.com

Sorella Apothecary
Body Nectar
 sorellaapothecary.com



Spa Revolutions
Thermabliss Stones
 sparevolutions.com

Skin Blends LLC
Essential Oil
Blends
 skinblends.com



Vivoderm
Chamomile Body
Butter
 vivoderm.com

bromelain, papain, and pumpkin. Single alpha hydroxy acids or combinations of alpha hydroxy and beta hydroxy acids are popular chemical choices. When choosing body scrubs, it is advised to avoid harsh kernels. Body skin is usually thicker, but microtears can still be a concern, particularly in aging and sensitive skin types. Himalayan salts can reduce redness, scaliness, and irritation and are often used for their exfoliating properties.

Body mists and toners are a great addition to a homecare regimen; look for humectant and soothing ingredients like hyaluronic acid and aloe vera. Algae and seaweeds are popular ingredients due to their humectant qualities, vitamin content, amino-acid richness, and trace elements providing nourishment and soothing qualities, among other benefits for skin.

Vitamins and vitamin complexes in formulations offer many benefits, from vitamin C (L-ascorbic acid) or one of the many other derivatives, with brightening, anti-inflammatory, and potent antioxidant properties. Tocopherol (vitamin E) protects the cellular membrane and exhibits antioxidant properties. It works synergistically with vitamin C. Panthenol (vitamin B5), niacinamide (vitamin B3), and ferulic acid (vitamin F) are possible ingredients with many benefits, including antioxidant properties, as well as retinol (vitamin A) and its many derivatives. Vitamin K (phytonadione) is beneficial for telangiectasia and healing and flavonoids (vitamin P) for their powerful antioxidant properties. The formulation may have single or multiple vitamins assists based on its purpose. Vitamin A and C should not be combined but may be used separately in the morning and at night. This is based on their differing optimum pH level that is required for each vitamin's effectiveness. Essential fatty acids contribute to skin function and texture, making them common ingredients in body care formulations. For example, look for alpha-linolenic acid (omega-3) and linoleic acid (omega-6).

Essential oils are volatile, concentrated aromatic compounds sourced from trees, fruits, plants, and seeds. In their purest form, essential oils provide antibacterial, antiviral, and antifungal properties in addition to their individual benefits. For example, frankincense (*Boswellia*) essential oil soothes and nourishes damaged and irritated skin. Botanicals and other plant extracts are used in higher quantities while offering many benefits individually and synergistically, including antioxidants, anti-inflammatory properties, and so much in between.

Caffeine is a common ingredient in products that target cellulite and part of the methylxanthines family. Caffeine increases circulation when applied topically and combined with fascia massage for optimum results.

Professional body products and treatments have many benefits to offer clients. They should be chosen based on clients' skin concerns to create an effective, achievable regimen that provides measurable results.



Kirsten Sheridan has a higher national diploma in beauty therapy from the United Kingdom and is a licensed aesthetician. She has 20 years of experience as an aesthetician and educator, holds a teaching qualification through City and Guilds London, and is a CIDESCO diplomat. Sheridan's other qualifications include massage therapy, aromatherapy, reflexology, and electrology. She has a personal training qualification through the National Academy of Sports Medicine (NASM), although not in active practice. In addition, she is the owner and founder of knowskin.com, an online learning hub for aestheticians. Sheridan has taught for Dermalogica, International Dermal Institute, and San Francisco Institute of Esthetics and Cosmetology.

