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Skin Care Analysis

Segment Outline:

1. Facial Care
 - a. Skin Care
 - b. Daily Care
 - c. Masks
2. Massage
 - a. The Five Basic Movements of Massage
 - b. Jacquet Movements
 - c. Massage Contraindications
3. Skin Analysis
 - a. Skin Types
 - b. The Fitzpatrick Scale
 - c. Skin Conditions
 - d. Factors that Affect the Skin
4. Healthy Habits For The Skin
5. Performing a Skin Analysis
 - a. Skin Analysis Procedure
 - b. Preparation and Procedure
6. Skin Care Essentials
 - a. Skin Care Implements and Supplies
 - b. Skin Care Equipment
7. Infection Control and Safety
8. Five Keys to an Effective Service

Segment Objective:

After the completion of this segment of the course, you will be able to:

- Recall effective methods of skin care.
- Understand the causes of common skin conditions.
- Demonstrate the five basic movements of massage.
- Identify massage contraindications to promote facial service safety.
- Perform an all-inclusive skin analysis which considers factors that affect the skin.
- Recognize skin care essentials.
- Recite infection control and safety measures.
- Note the five keys to an effective service.

Skin Care Analysis



FACIAL CARE

Learning about individual skin types and conditions is one of the most interesting aspects of skin care. It is never boring because every face is unique. Client skin analysis is an important part of esthetician's skills, since recommending the appropriate skin care products and regime must be individualized to suit each person. Before performing services or selecting products, an individual's skin type and conditions must be analyzed correctly.

The face is a mirror of physical and emotional well-being. People learn to communicate with you, know you and depend on you by the impressions they get from your face. Skin tends to glow when a person is happy and healthy, or may look sallow and dull when sad or in poor health. The facial service is a tremendous stress-reliever and a way for clients to take time out for themselves. It's relaxing, rejuvenating and refreshing. Once you see the effect the facial service has on clients, you'll naturally be motivated to perfect your skills to deliver this very popular service!

Skin Care

On a daily basis, skin care takes approximately five minutes in the morning and five minutes in the evening. Daily skin care is recommended for people beginning around puberty and requires the same four steps of cleansing, toning, moisturizing and protecting. Proper skin care combines several elements that, together, result in healthy, glowing skin.

These elements include:

- A good home care regimen
- A well-balanced diet
- An adequate intake of water
- Limited exposure to the sun
- Regular exercise
- Sufficient rest
- Use of professional skin care treatments and products

Daily Care

Keeping the skin in good condition is supported by a minimum of four steps:

1. Cleansing thoroughly with a product that does not strip the skin of its natural conditioners and essential moisture.
2. Toning the skin with a toner or astringent in order to restore the natural pH of the skin following cleansing.

3. **Moisturizing** the skin to compensate for the unavoidable losses it sustains from aging and exposure to the environment.
4. **Protecting** the skin from the damaging effects of sun exposure.

This basic regimen of cleansing, toning, moisturizing and protecting is recommended to be followed twice daily; once in the morning and once in the evening.

Cleansing is the first step in the regimen and is specifically designed to remove dirt, oil, makeup and environmental pollutants from the surface of the skin. The skin should be cleansed with a product appropriate to the client's skin type. Ordinary body soaps are not recommended for cleansing the face since they are generally alkaline and can strip the skin of its protective acid mantle and natural moisturizers. Cleansers are generally removed with warm water and are recommended for use morning and night.

Using **astringents** or **toners** (sometimes called skin refiners) helps to further cleanse the skin while properly balancing the pH. Toners work in conjunction with cleansers, so they should be selected based on skin type as well as the cleanser type. However, toners remain on the skin versus being removed with a warm water rinse, as is the case with cleansers. The next step involves adding moisture to the skin, which helps keep it soft, smooth and hydrated.

Moisturizers are skin care products that are used to replenish and balance moisture and oil as well as protect the skin. Some moisturizers contain ingredients that attract moisture. They can also contain humectants, which are ingredients that create a barrier to help lock in moisture and prevent it from escaping the skin's surface.

Moisturizers are selected based on skin type and condition and may change according to the season. Some moisturizers contain an **SPF** (sun protection factor) for daytime use. Moisturizers may also contain vitamins, nutrients or other ingredients that promote cell renewal, such as Vitamin E or alpha hydroxy acids (AHAs), which are recommended for nighttime use. This is because during sleep, the skin cells renew 30% faster than when awake.

The fourth and final step, protecting, is one of great importance. The purpose of **sunscreen** is to protect the skin from the harmful UVA and UVB rays projected from the sun. Sun exposure is the number one cause of skin cancer and premature aging. Studies have shown that 90% of wrinkles are caused by excessive sun exposure and only 10% by the natural aging process. An SPF number represents the degree of exposure, or time that an individual can sustain exposure to the sun before the skin starts to burn. For example, an SPF 15 indicates that you can be out in the sun 15 times longer than you could without any protection at all. A higher SPF, such as 30, is recommended for sports or swimming when perspiration or water can wash away the product. In addition, frequent reapplication is recommended.

When selecting sunscreen, choose one that has protection from both UVA and UVB rays.

The most effective sunscreens contain ingredients that act as blockers and absorbers. UVA and UVB absorbers are ingredients that absorb the sun's rays and deflect them throughout the layers of skin. An example is methoxycinnamate. UVA and UVB blockers actually block the sun's burning rays by reflecting them off the surface of the skin. Examples of blockers are ingredients such as titanium dioxide and zinc oxide.

The SPF of a product does NOT indicate the number of hours you can stay in the sun without burning your skin.

Additional Care

You may also recommend that a client use a mild exfoliating product once or twice a week to remove superficial dead skin cells. Using an exfoliant allows for deeper cleansing of the pores, increases moisture retention and circulation, and smoothes the skin. Exfoliants are either manual or chemical.

A **manual exfoliant** contains a granular substance with a slightly grainy or rough texture, (referred to as a mechanical process, the abrasion of the rough texture against the face causes a scraping effect to remove dead skin cells).

A **chemical exfoliant**, which consists of a natural substance such as an enzyme or alpha hydroxy acid, works in conjunction with other ingredients to cause a chemical reaction that removes dead skin cells. Chemical exfoliants generally have a smoother feel or texture when compared to manual exfoliants. Both are very effective for deep-pore cleansing.

Masks



Facial masks are an important component of the professional facial procedure. A mask is designed to provide the skin with necessary and desired benefits. For example, a client with oily skin would require the use of a mask designed to absorb oil and refine the pores. There are many options available for treatment masks to use during a professional facial treatment. When it comes to choosing a mask, it is not always the consistency of the mask, but the key ingredients that will help you decide which is most beneficial for your client's skin.

Clay/mud masks-These masks are generally rich in minerals, clays and mud derived from the earth. Their primary purpose is to absorb excess oil, tighten and refine the pores and aid in preventing clogging. They are well- suited for oily and acne skin types, and are not recommended for dry skin.

Creme masks-Rich, creamy-textured masks are ideal for dry skin types. They are generally rich in moisturizers, humectants and other nutrient- rich ingredients such as vitamins.

Gel masks-Gel masks are designed for a wide variety of purposes depending upon their ingredients. Many contain botanicals and ingredients that are designed to calm and soothe sensitive skin. The combination of ingredients and "cool gel" feeling can instantly reduce redness or irritation. Some gel masks are suited for oily skin. They may contain antibacterial ingredients and the gel consistency is designed to prevent clogging or a greasy feel.

Modeling masks-These masks offer a wide variety of beneficial ingredients. Modeling masks are mixed with water and applied in a thick consistency to the face. Within minutes these masks dry and harden to a rubber-like consistency, then can be pulled from the face in one piece. They not only deliver the benefits of the ingredients of which they are made (which could include collagen, elastin, lactic acid and other beneficial additives), but they also seal the skin, locking in moisture and creating a firm, taut feeling after removal. Modeling masks are often an additional service and can command a higher price.

Paraffin masks-Paraffin is a type of wax frequently used for hand and facial treatments. During a facial it can be applied over a thin piece of gauze. This mask instantly hardens as it cools. It does not have medicinal benefits itself, but the warmth of the wax increases circulation and promotes penetration of any nutrients or ingredients that were applied underneath it. It is highly recommended for dry, mature skin types and can also be an additional service treatment.

Receiving regular professional facial treatments helps keep clients' skin in optimum health and condition. And, an integral part of the facial service is the massage. The ability to deliver a relaxing, satisfactory massage is one benefit that clients cannot achieve at home.

Massage



Massage is a systematic, therapeutic method of manipulating the body by rubbing, pinching, tapping, kneading or stroking with hands, fingers or an instrument. In ancient cultures, massage treatments were thought to have magical therapeutic powers.

Men and women had their bodies massaged with animal and vegetable oils to maintain their health and keep their skin soft, supple and attractive. Today, a question that many people ask is: "Is it the mental state derived from the massage that helps a person to feel better, or does massage have capabilities beyond relaxation?"

As aging occurs, **dehydration** (loss of fluids) increases. Massage increases circulation to help remove waste from body cells at a more efficient rate. Increased circulation and renewed flexibility are two major benefits of massage.

In addition to the physical benefits, massage is also emotionally soothing, since the human body responds well to touch that is safe, caring and confident.

Benefits of massage include:

- Increased circulation of the blood supply to the skin
- Tighter, firmer muscles
- Stimulation of the glandular activities of the skin
- Stronger muscle tissue
- Relief from pain
- Softer, improved texture and complexion of the skin
- Relief of emotional stress and body tension

Manipulation is the term given to name the actual action or movement performed during the massage treatment.

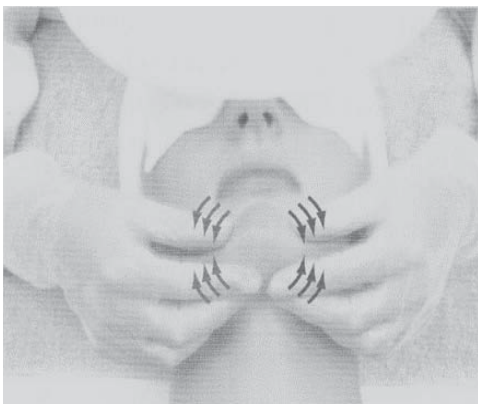
Estheticians are licensed to massage the face and neck. For a complete body massage, or to massage other areas of the body, such as the shoulders, upper back, hands, arms and feet, some regions require that a client be referred to a licensed massage therapist. A massage therapist is an individual trained to use touch to provide relaxation, stress reduction, health promotion, pain management and injury recovery. Some estheticians have both esthetics and massage therapy licenses. Refer to your area's regulating agency to find out about regulations regarding areas of the body an esthetician may massage.

The Five Basic Movements of Massage

There are five basic massage movements. Each one performs a different function and delivers different results. The use of each movement in combination with others delivers optimal results.



1. **Effleurage** (ef-lure-AH-jh) is a light, relaxing, smooth, gentle, stroking or circular movement (manipulation). This method is carried out with the pads of the fingertips or the palms of the hands. The purpose of effleurage is to soothe muscles and relax the sensory nerve endings at the surface of the skin. Effleurage affects surface muscle tissue. It is used on the face, neck and arms and is often used to begin and end massage treatments.



2. **Petrissage** (pet-tre-SAH-jh) is a light or heavy kneading, pinching and rolling of the muscles. It is used on the face, arms, shoulders and upper back. Petrissage is probably the most important of the massage movements.

Its purpose is to deeply stimulate the muscles, nerves and skin glands, which in turn increases the circulation of blood and lymph. Petrissage is done by kneading the muscles between the thumb and fingers or by pressing the palm of the hand firmly over the muscles, then grasping and squeezing between the heel of the hand and the fingers. **Fulling** is a form of petrissage that is most often used in hand and arm massages. This movement is similar to the movements used when kneading dough. Avoid petrissage near the eyes.



3. **Tapotement** (tah-pot-e-MAHNT), or percussion, is a light tapping or slapping movement applied with the fingertips or partly flexed fingers. The purpose of tapotement is to increase blood circulation, stimulate the nerves and promote muscle contraction. It is the most stimulating movement and is used for the shortest period of time. Tapotement also assists the skin in releasing carbon dioxide and waste material. It should not be used when the primary purpose of the massage is to relax the client—it should also never **be used on** sensitive skin or on certain **skin conditions**, such as acne and **rosacea**. **Hacking**, a motion that resembles a chopping movement using **the edge of** the hands is a form of **Tapotement** used on the arms, back and shoulders.

Jacquet Movements

The Jacquet method of massage was created by Dr. Jacquet, a French dermatologist, who introduced his technique in 1907 for oily and acneic skin conditions. This technique uses gentle kneading and pinching movements designed to force excess sebum from the pores.



Friction (FRIK-shun) is a circular or wringing movement with no gliding, usually performed with the fingertips or palms of the hands. Rather than moving across the skin, friction motions move the skin either across the muscle or the bone beneath it. Friction is used most often on the scalp, hands or, with less pressure, during a facial massage.

Chucking and wringing are forms of friction used on the arms and body. Chucking is performed by holding the client's arm in one hand and lifting the skin firmly up and down over the bone with the other hand. Wringing is much like wringing out a wet cloth. The client's skin is grasped several inches apart and twisted in opposite directions. These techniques stimulate and warm the muscles, increase circulation and promote sebaceous gland activity.



Vibration (vy-BRAY-shun) is a shaking movement achieved when the esthetician quickly shakes his or her arms while the fingertips or palms are touching the client. Vibration should only be used in facial massage for a few seconds in one location, as it is very stimulating to the skin. It is most frequently used on large areas such as the arms, legs and back. It is also used on larger body parts to loosen up and help relax large muscles.

For this method, a small amount of skin is grasped between the thumb and forefinger. The skin is gently twisted in a motion similar to snapping your fingers, forcing the oil from the base of the follicle to the surface.

Jacquet movements are ideal for the base of the chin and jaw-line as well as the forehead. Be careful not to grasp too large of an area of skin, or to pinch too tightly. Keep in mind that the purpose of these movements is to clear the pores, not to stimulate the glands.

Massage Contraindications

Contraindications for massage include:

- Skin conditions such as redness, swelling, pus, disease, bruises and/or broken or scraped skin
- High blood pressure
- Heart condition
- Previous stroke

Keep in mind that the massage portion of the skin care service is generally considered to be the most relaxing and enjoyable. Therefore, perfecting the various massage movements and understanding their benefits will help ensure that your clients will want to come to you for their future skin care needs.





Skin Analysis

In order to choose treatments and products for your clients, it is important to first perform an analysis of their skin. During the skin analysis you will identify the skin type and the current condition of your client's skin. This step helps you determine which treatments and products to use. Performing a proper skin analysis is the foundation of any successful skin care treatment.

Avoid removing the hands from the face once massage manipulation has begun, and never remove them abruptly. If you need to remove your hands, use a light, feather-like movement to gently lift the hands off of the face. Replace them on the skin in the same manner.

Important points to remember when performing massage manipulations:

- Check for contraindications first, since massage increases circulation and could present a risk for some clients.
- Massage should never be too deep, aggressive, or lengthy.
- Direct massage movements from the insertion of the muscles to the origin in order to avoid damage to muscle tissues.
- Provide an even tempo or rhythm and pressure when performing facial manipulations to ensure a relaxing effect for the client.

- Massage techniques can be practiced on a mannequin head or on your knee.







Skin Types

There are five general categories of skin types with which you need to become familiar. These are based on the amount of sebum produced, and include normal, dry, oily, combination and mature/aging skin. The characteristics of each of these are listed below.

Skin Type	Characteristics
Normal	Contains sufficient moisture and sebum production; displays few breakouts and clogged areas; presents small pores that may be medium in size throughout the T-zone.
Dry	Lacks adequate sebum production; exhibits heightened sensitivity; prone to fine lines and wrinkles; presents small pores; appears thin and delicate.
Oily	Displays excess sebum production; appears thick and shiny; presents larger pore size; prone to breakouts and clogged areas; less likely to display fine lines and wrinkles.
Combination	Displays areas that are both dry and oily; most common skin type; possibly may have larger pores in T-zone.
Mature Aging	Displays loose, thin, crepe-like skin; apparent fine lines and wrinkles; lacks elasticity and firmness; natural aging process results in increased dryness; exhibits premature aging process after exposure to sun and environment.

THE FITZPATRICK SCALE

Developed by Dr. Thomas Fitzpatrick, the Fitzpatrick Scale is used to measure the skin type's ability to tolerate sun exposure. It is important to be familiar with this method when determining treatments and products for your clients. Everyone's tolerance level is different for peels and treatments. Lighter skin types are generally more sensitive and reactive. Individuals with darker skin types have more melanin, which gives more protection from the sun, but they have other sensitivities and concerns.

THE FITZPATRICK SCALE		
SKIN TYPE	APPEARANCE	REACTION TO SUN EXPOSURE
Type I 	Very fair; blond or red hair; light-colored eyes; freckles common	Always burns, never tans
Type II 	Fair skinned; light eyes; light hair	Burns easily
Type III 	Very common skin type; fair; eye and hair color vary	Sometimes burns, gradually tans
Type IV 	Mediterranean Caucasian skin; medium to heavy pigmentation	Rarely burns, always tans
Type V 	Mideastern skin; rarely sun sensitive	Tans
Type VI 	Black skin, rarely sun sensitive	Tans easily

Skin Conditions

There are many different conditions and disorders with which you must be familiar as a professional esthetician. Below are a few of the most common you will encounter.

Condition/Disorder	Characteristics
Dehydration	Shows a lack of moisture (water) in the skin; characterized by superficial dryness, flakiness and lines; oily skin can even show signs of dehydration; generally caused by improper product use and environmental influences.
Couperose	Displays fine dilated capillaries (telangiectasia) most frequently found on the cheeks and corners of nose; often caused by damage or trauma to the skin or harsh products; sensitive to extreme temperatures and harsh products and chemicals.
Rosacea	Vascular disorder; characterized by flushed redness, dilated capillaries and small red bumps; generally occurs between the ages of 30-40; aggravating factors include alcohol, stress, spicy foods and extreme temperatures.
Acne	Caused by over activity of sebaceous glands; characterized by the presence of blackheads, white-heads, papules and pustules; generally occurs in adolescence; an outward manifestation of internal changes within the body.
Actinic keratosis	A rough area resulting from sun exposure, sometimes with a layered scale or scab that
Asphyxiated	Smokers have asphyxiated skin from lack of oxygen. Characterized by clogged pores and
Comedones	Open comedones are blackheads and clogged pores caused by a buildup of debris, oil, and dead skin cells stuck in the pores. Closed comedones are not open to the air or oxygen. They are trapped by dead skin cells and need to be exfoliated and extracted. Also called white-heads if hardened.
Couperose skin; Telangiectasia	Redness; distended capillaries from weakening of the capillary walls; internal or external causes.
Cysts	Fluid, infection, or other matter under the skin.
Enlarged pores	Larger pores due to excess oil and debris trapped in the follicles or expansion due to
Sun damage Wrinkles/Aging	UV damage to the epidermis and dermis; primary effects are wrinkles, collagen, and elastin breakdown, pigmentation, and cancer.
Milia	Hardened white-heads. Oil and dead skin cells trapped beneath the surface of the skin. These are not exposed to oxygen and have to be lanced to open and remove them.
Sebaceous hyperplasia	Benign lesions seen in oilier areas of the face. Described as looking like doughnut holes. Cannot be extracted.
Hyperpigmentation	An excessive buildup of dead skin cells/keratinized cells.

Remember, as a professional esthetician you cannot diagnose a skin disorder or disease. If you suspect a medical condition, you should always refer your client to a dermatologist or specialist.

FACTORS THAT AFFECT THE SKIN

Habits, diet, and stress all play a part in our health, which in turn is reflected in our skin's appearance. Skin conditions can be caused by allergies/reactions, genetics/ethnicity, medications, medical conditions, and many other internal or external factors. Being aware of what can affect the skin will help the esthetician determine why the client may be experiencing problems. Knowledge of healthy habits and "enemies" of the skin will give you a better understanding of how to help the client with his or her concerns.

Internal and External Factors

Internal Factors	External Factors
<p>Our body's health affects how we feel as well as how our body and skin looks. Stress, our lifestyle, even our attitude can contribute to our skin's health. Free radicals in the body, dehydration (lack of water), vitamin deficiency, improper nutrition, alcohol, caffeine, hormones, and menopause all affect our skin's well-being. Unfortunately, sun damage shows up at the same time as menopause—a double attack on a woman's outermost layer. Hormonal imbalances can lead to sensitivity, dehydration, hyperpigmentation, and microcirculation problems that affect our capillaries. Additionally, lack of exercise, lack of sleep, smoking, medications, and drugs will have negative effects both inside and out.</p>	<p>Sun damage is the main external cause of aging. Environmental exposure, pollutants, air quality, and humidity also affect the skin's health. Poor maintenance and home care can also contribute to skin problems. Misuse of products or poor facial treatments can be detrimental to maintaining a healthy and attractive complexion. This is another reason why correct skin analysis and product recommendations are important.</p>

HEALTHY HABITS FOR THE SKIN

Preventative measures for skin care include avoiding the sun and wearing sunscreen, which is the best protection for our skin. Proper home care, skin treatments, and ingredients such as antioxidants, peptides, lipids, and AHAs (alpha hydroxy acids) are all beneficial. A good diet, vitamins, water intake, exercise, and other healthy practices all have a positive effect on our health and our complexion. Some authorities even believe positive thinking can decrease premature aging.

Performing a Skin Analysis

Identifying conditions and contraindications, as well as providing thorough consultations and charting client notes, are all elements of good facial treatments.

Educating clients on healthy habits and the causes of skin conditions is part of the service. Products, ingredients, different types of facials and a home-care regime for preventative maintenance are all beneficial in caring for the skin. A series of treatments may be necessary to effectively help the client's conditions. Twenty years of sun damage cannot be helped overnight. Realistically, it could take weeks or months to see a visible difference in the skin for some conditions, such as hyperpigmentation.

Beneath the surface, however, treatments have positive benefits and do make a difference, even if the effects are not instantly visible. While at first skin analysis seems difficult, practice and experience will build confidence in using this important skill. Soon you will automatically notice skin conditions.

Knowing about skin types, conditions, and the factors affecting the skin's health enables you to give an accurate skin analysis. The best tool for analyzing the skin is a magnifying lamp/light. A Wood's lamp can also be useful.

Below is a list of conditions and characteristics that occur on specific areas of the face. These are the conditions and characteristics you should note on the "Professional Skin Evaluation" portion of the Client Consultation Form. Some skin imperfections may be harder to detect on darker skin. Examine the skin carefully, concentrating on each area of the face separately, following the procedure described below.

- **Chin:** Look for excess sebum and clogged pores.
- **Eyes:** Look for puffiness and dark shadows indicating poor circulation; look for fine lines and wrinkles at the corners and beneath eyes indicating premature aging; also look for clogging and milia.
- **Cheeks:** Check for dehydration and amount of elasticity by gently pushing the skin on the outer cheek area upward with the sides of your hand; evaluate pore size, breakouts and clogging on the inner cheek area to help determine skin type; look for dilated capillaries and redness to determine possible skin conditions such as rosacea; look for sunspots, freckles and uneven

skin tone to determine premature aging and sun damage









- **Forehead:** Look for pore size and breakouts to determine skin type; look for wrinkles, freckles and sunspots to determine premature aging and sun damage.
- **Nose:** Look for excess sebum and clogging on the inner sides and tip of nose; look for dilated capillaries on the inner corners of the nose.
- **Mouth:** Note hyperpigmentation around mouth, primarily on the upper lip; look for wrinkles and signs of aging at corners of mouth; look for signs of premature aging, and wrinkles around mouth due to smoking.
- **Entire face:** Check for age spots, sunspots, freckles and moles. Document their size, color, symmetry and the evenness of their borders to compare with any future changes. It is not uncommon to find excess sebum and clogging across the forehead, nose, chin area, or T-zone.

Skin Analysis Procedure

Preparation

1. Prepare the bed and room
2. Set out the supplies and products on a sanitized and disinfected maintenance area.
3. Prepare the client and cover the hair.

Procedure:

<p>1. Look briefly at your client's skin with your naked eye or a magnifying light. You cannot do an accurate analysis if your client is wearing makeup.</p>	
<p>2. Cleanse the skin (a client's normal state of dryness or oiliness may not be as visible after cleansing).</p>	
<p>3. Use a magnifying light to examine the skin more thoroughly. Cover the eyes with eye pads. (In addition to the magnifying light, a Wood's lamp can be used here.)</p>	
<p>4. Look closely at the client's skin type, the conditions present and the appearance; also touch the skin with the fingertips to feel its texture.</p>	
<p>5. Listen: Conduct a brief consultation while continuing to analyze with the magnifying lamp. (A Wood's lamp can be used here to see conditions not visible with the naked eye.)</p>	
<p>6. Ask questions relating to the skin's appearance and the client's personal health. Discuss what you see with the client; also recommend products and a home care routine.</p>	
<p>7. Choose products for treatment and home care.</p>	
<p>8. Record the information on the client chart at the appropriate time—usually after the treatment is completed.</p>	

Infection Control and Safety

Infection control and safety practices are essential while performing skin care services in order to protect the health and well-being of you and your client.

1. Disinfect the facial chair and table before and after every service with an approved broad-spectrum disinfectant.
2. Wash and sanitize your hands before and after every client.
3. Keep lids tightly closed on product jars to avoid spillage and contamination.
4. Remove all products from jars with a disinfected spatula.
5. Keep labels on all containers and store products in a cool place to lengthen shelf-life.
6. Keep tools dry to avoid a short circuit when using electrical equipment.
7. Wear gloves during treatments, if required.
8. Discard any implements that cannot be disinfected.
9. Use eye pads to protect and soothe the eyes when analyzing the skin or applying masks.
10. Keep a Client Consultation Form for all clients. Note any allergic reactions.
11. Place soiled linens in a covered hamper.
12. Always use clean linens on each new client.
13. Disinfect sink and counter area with alcohol or required disinfectant.

14. Discard used protective hair covering (use clean/new covering on each client).

Contraindications for facials with and without machines may include:

- Pregnancy
- Heart conditions
- Pacemaker
- Joint replacements
- Epilepsy
- Diabetes
- Prosthesis
- Metal plates or pins
- Herpes

Five Keys to an Effective Service



1. Greeting

- Meet and greet the client with a firm handshake, eye contact, professional demeanor and a pleasant voice.
- Communicate to build rapport and develop a relationship with the client.
- Fill out a Client Consultation Form together with the client. If this is not possible, be sure to have the client complete the form and then review it together before the treatment begins.

2. Agreement

- Explain your recommended treatment, the products that will be used and the price of the service.
- Think not only of today's service, but also of future services.
- Return to Phase Two, Ask, Analyze and Assess if your client is hesitant about your recommendation.
- Gain feedback and approval from your client before proceeding.

3. Ask, Analyze and Assess

- Ask questions to discover your client's needs.
- Analyze your client's face. Check for any contraindications that would prevent you from performing a facial.
Contraindications for a facial include:
 - **With equipment:** heart condition, pacemaker, pregnancy, joint replacements, prosthetics, metal plates or pins, epilepsy, and/or diabetes.
 - **Without equipment:** skin conditions such as redness, swelling, pus, open lesions and/or active cold sores, or any contagious disease.
- Assess the facts and thoroughly think through your recommendations after reading the completed Client Consultation Form.

4. Delivery

- Ensure client comfort during the service.
- Stay focused on delivering the service and desired results to the best of your ability.
- Inform your client of each step you will perform and the benefits of each product you are using.
- Teach the client how to properly maintain skin and suggest a thorough home care regimen.

5. Completion

- Request satisfaction feedback from your client.
- Ask to rebook (schedule) your client's next appointment.
- Express appreciation to your client for visiting the skin care center or school.
- Escort your client to the retail area and recommend at least two home care products that will help maintain the condition of your client's skin.
- Inform client that you keep these products in stock for purchase at all times.
- Invite your client to make a purchase.
- Record recommended products on the "Treatment Record" portion of the Client Consultation Form for future visits.
- Ask your client for referrals for future services.

People want to know what their skin conditions are and what they can do to improve their skin's appearance. They rely on estheticians for information and education. Clients need to be educated about the benefits of professional skin care treatments. Skin analysis and consultations are also good marketing tools to introduce services and products to prospective clients. The first-time client may have specific skin concerns, or may want to experience a relaxing spa service. Be sure to let the client know what services are offered. This is an opportunity to promote all services in the spa.

TEST ANSWER SHEET

ONLINE PRICE: \$10.00 www.CEUAPPROVED.com **MAIL IN PRICE: \$25.00**

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Please use the area below to complete the True or False Test questions:

1. Skin tends to glow when a person is happy and healthy, or may look sallow and dull when sad or in poor health. _____
2. Cleansing is the first step in the regimen and is specifically designed to remove dirt, oil, makeup and environmental pollutants from the surface of the skin. _____
3. Moisturizers are skin care products that are used to replenish and balance moisture and oil as well as protect the skin. _____
4. The purpose of sunscreen is to protect the skin from the harmful UVA and UVB rays projected from the sun. _____
5. Gel masks are designed for a wide variety of purposes depending upon their ingredients. Many contain botanicals and ingredients that are designed to calm and soothe sensitive skin. _____
6. Massage is a systematic, therapeutic method of manipulating the body by rubbing, pinching, tapping, kneading or stroking with hands, fingers or an instrument. _____
7. Preventative measures for skin care include avoiding the sun and wearing sunscreen, which is the best protection for our skin. _____
8. Knowing about skin types, conditions, and the factors affecting the skin's health enables you to give an accurate skin analysis. _____
9. Infection control and safety practices are essential while performing skin care services in order to protect the health and well-being of you and your client. _____
10. Teach the client how to properly maintain skin and suggest a thorough home care regimen. _____

PARTICIPANT INFORMATION SUBMISSION OPTIONS



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