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On My Radar



MAGGIE WALKER
Managing Editor
mwalker@allured.com

Acne Must-Haves

SKIN INC. MANAGING EDITOR MAGGIE WALKER SHARES THE TOP FIVE PRODUCTS SHE SWEARS BY WHEN IT COMES TO CLEARING AWAY HER HORMONAL ACNE.

A recent development I've been facing in the last few years has been a surge in hormonal acne. With previously only having dealt with dry skin, it was frustrating trying to figure out how to clear up these breakouts. One of the only solaces I had was knowing that I am not alone in struggling with adult acne, seeing as roughly 25% of women in the U.S. report having it. With June being Acne Awareness Month, I figured this was the perfect time to share my top five acne products that have made a world of difference in helping to clear my skin.



3 Ultraceuticals Ultra Brightening Serum

I struggle pretty heavily with post-inflammatory hyperpigmentation. I love this brightening serum to help even out my skin tone and reduce my pesky pigmentation to help my skin look and feel clear.
https://ultraceuticals.com



1 Face Reality Barrier Balance Creamy Cleanser

When I tell you this cleanser was a game-changer for me! The microbiome support this cleanser provides helps my skin to still feel happy, hydrated and balanced after I'm finished cleansing, and it is gentle but effective on my breakouts.
https://facerealityskincare.com

4 NuFace Trinity+ Wrinkle Reducer Attachment

This attachment is one of my favorites for my NuFace device. I absolutely love using the red light therapy when it comes to accelerating the healing process for my breakouts. It makes a world of difference.
www.mynuface.com



2 Face It Aesthetics Problem Skin Elixir

This is such a unique product. New to my acne-care lineup, this product is exceptional for hormonal acne. More specifically, this has made a world of difference in helping to clear up my cystic acne with its unique formulation.
www.faceitskin.net





5 YonKa Paris SOS Spot Roll-On

When it comes to wanting some rapid spot treatment, this is one of my go-to products. This is really great for helping clear up that pesky pimple without overdrying the skin or irritating.
www.shop.yonkausa.com

Images courtesy of the manufacturers

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Alphascience

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Esse Skincare

www.us.esseskincare.com

Boost collagen synthesis to smooth fine lines and wrinkles without stripping away the skin barrier; suitable for all skin types, including sensitive skin.



Problem Skin Elixir

Face It Skin

www.faceitskin.net

Designed for deeper stubborn acne caused by hormones, the serum uses slow-release retinol and salicylic acid to diminish fine lines and reduce inflammation.



Alpha Beta 2% BHA+ Breakout Solution

Dr. Dennis Gross Skincare

www.drdennisgross.com

An all-over liquid solution that treats six types of acne, decongests, smooths texture, calms irritation, kills bacteria, minimizes pores, balances PH.



Radiance Treatment Primer

Osmosis Beauty

www.osmosisbeauty.com

This primer nourishes skin with a blend of antioxidants and soothing actives, utilizing a luxurious formula that unveils a radiant, luminous complexion.



Enhancing Eyelash Serum

Lash Spell

www.lashspell.com

Utliizes a combination of bioengineered polypeptides, essential proteins, vitamins and conditioning ingredients that enhance the appearance of length and volume.



Daily Prevention

Image Skincare

www.imageskincare.com

The SPF collection is developed with an innovative proprietary, patent-pending, protection-boosting complex that enhances its antioxidant power.



CMT Post-procedure Cream

Revision Skincare CMT Post-procedure Cream

www.revisionskincare.com

A neurocosmetic post-procedure cream designed to decrease discomfort and reduce downtime following chemical peels, microneedling and laser treatments.



Post-Care Kit

Clinical Resolution Lab

www.skincarecrl.com

An at-home maintenance kit with three products that help with soothing skin and healing following any skin care procedure such as microneedling, lasers, peels and dermabrasions.



Nzyme Mask

Meaux Co. Pro

www.meauxcopro.com

Treats skin lightening, sun damage and age spots with prickly pear enzyme, pineapple enzyme, papaya enzyme, kojic acid and bergamot.



Oxygenating Spray Machine

Bio France Lab

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For more detailed descriptions of each product shown and for additional products, log on to *www.SkinInc.com/products*.

HAPPENINGS

Industry news from skin care facilities, suppliers and professionals

PEOPLE



Catherine Monson Recognized with 2024 IFA Hall of Fame Award

The International Franchise Association (IFA) named Catherine Monson, CEO of Propelled Brands, as the recipient of its Hall of Fame Award. The Hall of Fame Award is the oldest and most prestigious recognition conferred by IFA, recognizing a franchisor or franchisee who has contributed significantly to the advancement of the franchise business model and the benefit of the IFA mission. Catherine Monson is a passionate advocate for the franchising business model, serving as a leading voice for the industry. As the only two-term chair of the International Franchise Association, Catherine guided the organization and the entire franchising community throughout the pandemic, emerging stronger than ever.



SkinCeuticals Names Sofia Richie Grainge as Global Brand Partner

SkinCeuticals has announced that model and entrepreneur Sofia Richie Grainge is its new global brand partner. A trusted voice for a new generation of skin care-savvy audiences, Richie Grainge will help educate about the power of SkinCeuticals' integrated skin care approach, backed by science and powered by aesthetic doctors. As brand partner, Richie Grainge will star in a global campaign, SkinCeuticals Skin Powered by Aesthetic Doctors, showcasing her SkinCeuticals-powered skin care routine, "The Sofia." the routine is an introduction to the brand's integrated skin care approach and can be used daily or paired with in-office procedures. "The Sofia" features SkinCeuticals staples, including the Simply Clean Cleanser, C E Ferulic, H.A. Intensifier, Triple Lipid Restore and the Daily Brightening Sunscreen.

SKIN CARE EDUCATION



Control Corrective Skincare Launches Online Course & Acne Masterclass Certification

Control Corrective Skincare has launched a new Acne Masterclass Certification awarded through an advanced online course designed specifically for skin care professionals who are either new to working with acne clients or need a refresher course. The comprehensive course includes in-depth theory and video demonstrations of acne facial treatments, allowing participants to learn at their own pace and convenience.

Skin Script Skin Care Announces Three-Day Master Course in Chicago

Skin Script Skin Care is bringing back its three-day master course, scheduled for July 2024 in Chicago, to help attendees deepen their expertise in advanced skin care techniques and familiarize themselves with the comprehensive Skin Script Skin Care product line. Distinguished experts will lead Skin Script Skin Care's three-day master course sessions, ensuring participants gain invaluable insights into advanced skin care-related topics and product proficiency. Tina Buckley, the Lead Educator and Product Development Specialist, brings her expertise in product formulation and ingredient knowledge, offering participants a deep dive into product performance and functionality.

Circadia University Launches Aging Skin Specialist Course

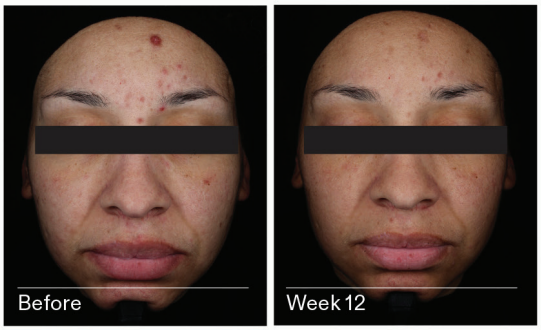
Circadia has announced the launch of the Aging Skin Specialist course, available exclusively on Circadia University. This comprehensive course, spearheaded by industry luminary Circadia CEO Michael Q. Pugliese, is designed to equip skincare professionals with the expertise and tools needed to effectively address the complexities of aging skin. As part of Circadia University's Aging Skin Specialist Program, participants will learn the intricacies of the aging process and its profound effects on the skin. From understanding the hallmarks of aging to exploring advanced strategies for rejuvenation and prevention, this program covers a wide array of topics essential for mastering the art of treating aging skin. The program also provides practical guidance on implementing advanced treatments and creating personalized skin care plans for clients.

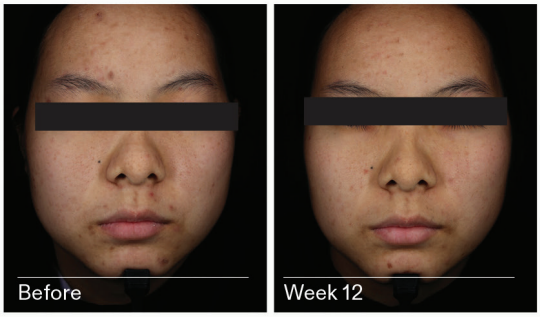
Photos courtesy of companies featured.



A whole-body approach to WOMEN'S ACNE.

From the #1 dermatologist-recommended hair growth supplement brand* comes **Nutrafol Clear Skin Nutraceutical**. This 100% drug-free supplement targets key root causes of mild to moderate, non-cystic acne in adult women to deliver **clearer, smoother skin in 4-12 weeks**.[1]





In a 12-week clinical study evaluating the efficacy of Nutrafol Clear Skin Nutraceutical in subjects with non-cystic acne (ages 18-50)[1]:

85% showed improvement in IGA scores for acne severity.

87% showed improvement in non-inflammatory lesion count.

69% showed improvement in inflammatory lesion count.



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*According to IQVIA ProVoice survey for 12 months ending March 31, 2023.
1. Raymond I, et al. SKIN: J Cutan Med. 2024./Nutrafol. Data on file. 2023.

Tuning In

Editor's Picks

Our Associate Editor, Marisa Sobotka, got her very first ISPA experience in April. She created to a reel to show all the amazing memories she made at the event. You don't want to miss it!



Sounds Like Spa

Don't miss the latest episodes on *Skin Inc.*'s Sounds Like Spa Podcast!

- Understanding Men in the Spa
- Spa Hot Takes: Reading Reddit Stories
- Regulatory Updates in the Spa
- **Shown Below:** Slow Aging with 4 Step Pro Youth Philosophy



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Upcoming Podcast Interview with Face Reality in July

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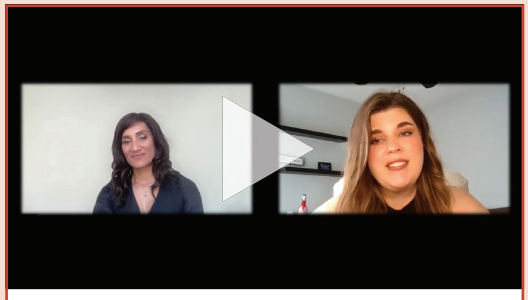
Upcoming video interviewswith SIV Skincare and Smart Skin



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- How Understanding Compliance Can Save Your Business with Richard Merill Consulting, LLC
- ***Keep an eye out for:*** Face Reality Skin Care Webcast in July

Stay tuned in at www.skininc.com/multimedia/webcast and watch them on demand.

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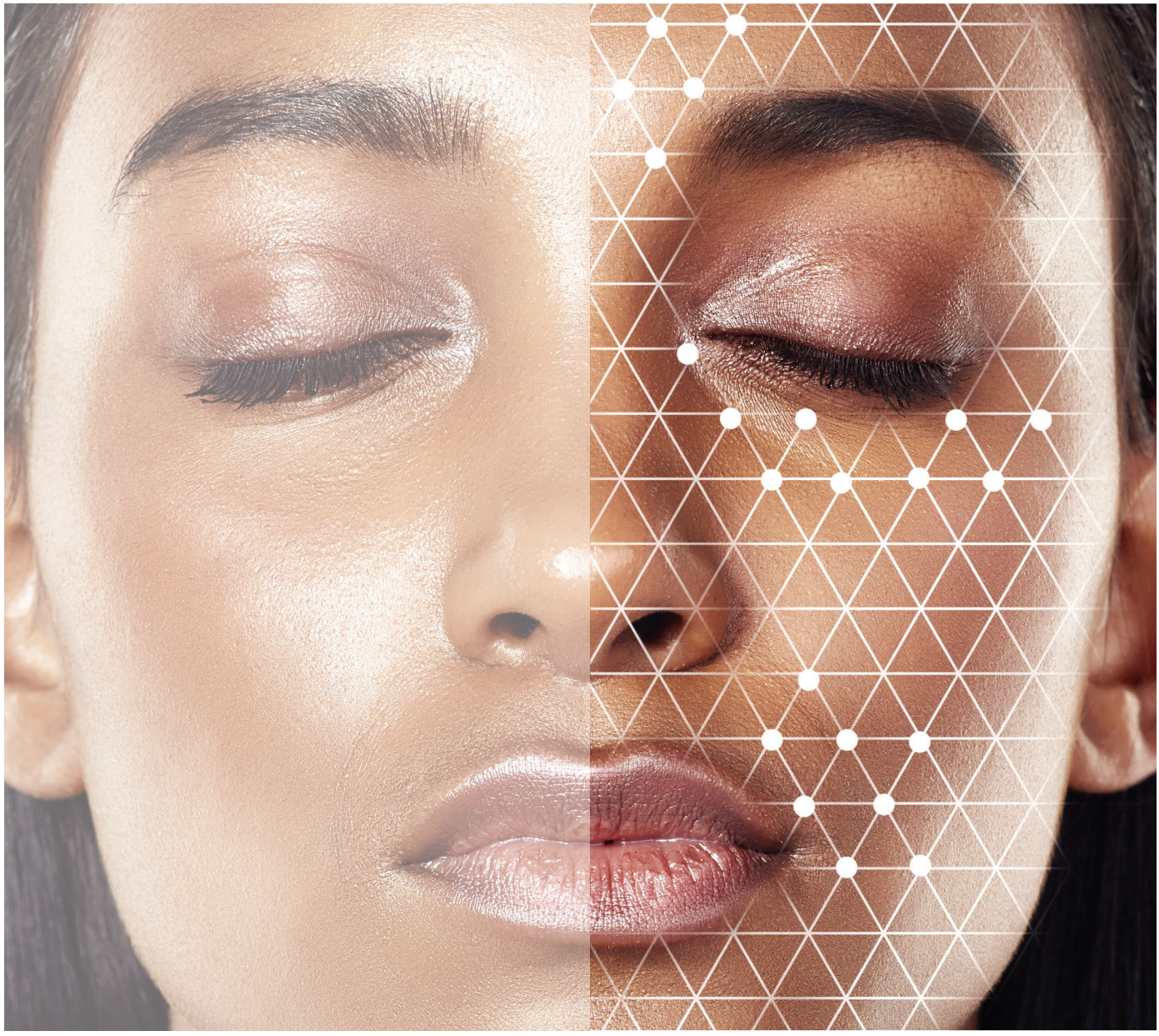

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BUSTING ACNE MYTHS FOR CLEAR, HEALTHY SKIN



By Brian Goodwin, Éminence Organic Skin Care

Image by Africa Studio at Adobe Stock

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Most of us have dealt with breakouts at some point in our lives. Whether it manifests as the occasional, pesky pimple or a persistent issue (acne), clients are bound to seek professional expertise in taming this frustrating condition. Though various types of acne can have different causes, the treatment approach often remains the same—decrease oil production, increase exfoliation, and kill bacteria through topicals or internal medications such as antibiotics. This regimen suits some, but not all. Let's discuss what acne is and the myths surrounding it, while also exploring some holistic methods for treating it.

BREAKING DOWN BREAKOUTS

Acne is a skin condition that can greatly impact self-esteem and is often accompanied by physically painful blemishes. While many people are aware of the self-esteem-related effects of acne, the importance of treating acne extends beyond the skin's surface. Acne is an inflammatory disease of the skin requiring careful, considerate treatment.[1]

Acne affects the pores and pilosebaceous system, which is made up of the follicle, hair shaft and sebaceous gland.[2] Acne is formed when an excess production of sebum, dead skin cells or harmful microbes colonize the skin. The accumulation of sebum and dead skin cells gathers in a pore or hair follicle, creating a blockage. This leads to a low oxygen environment, creating a perfect habitat for microbes to cause an infection.[3]

The end-result is the formation of small, raised, red bumps, and sometimes large, inflamed nodules throughout the skin, as well as congested pores. After the blemishes have disappeared, scarring can remain.

ACNE CAUSES

Other factors, such as genetics and hormonal fluctuations, also influence this condition.

Hormones

Hormones influence acne at all ages. Hormonal fluctuations can increase sebum production, leading to breakouts. Beyond being an annoyance for oily skin types, sebum is beneficial in maintaining the skin's moisture barrier and providing protection from harmful environmental factors and microbes.[4] Hormonal fluctuations can also change the balance of components that make up sebum, such as fatty acids, triglycerides and wax esters. Hormones also influence cellular turnover rates and the skin's inflammatory response, which leads to congested pores and potential infection.[5]

It's no secret that many teens struggle with acne. Like hormonal acne, teen acne is caused by changing hormones affecting sebum production.[6] The difference is that these breakouts are closely associated with puberty and will clear at the onset of adulthood. Additionally, teen acne is more prevalent for males, while hormonal acne more commonly affects women. Teen acne can appear on the face, neck, chest and back, while adult acne is more often localized to the face.

Additional triggers for hormonal acne can include:

Toxin & Pollution Exposure. Toxins and pollutants are tiny particles small enough to penetrate skin follicles. These particles cause irritation and an inflammatory response from the immune system that can lead to breakouts in the skin. Some of these particles also mimic estrogen.[7] Categorized as "xenoestrogens," these can trigger hormonal changes in the body leading to breakouts.[8]

Increased Stress Levels. Stress causes elevated levels of the hormone cortisol, which can also trigger breakouts.

Food Allergies & Other Autoimmune Disorders. Food allergies and autoimmune disorders may cause inflammation and affect organs and glands responsible for hormonal regulation. For example, those with celiac disease (an allergy/auto immune response to gluten) may also suffer from an autoimmune disorder of the thyroid called Hashimoto's disease, which can also cause acne.[9,10]

Harmful Microbes

It is generally understood that bacteria overgrowth can cause acne, but there are other less-known microbes that can influence the condition, each with unique treatments to address them.

Fungal. While bacteria are the most discussed harmful microbe causing acne, fungal acne is garnering increased attention. Fungal acne occurs when a



build-up of yeast species called Malassezia causes infection within the hair follicle, resulting in clusters of small, red, itchy bumps.[11,12] Though many forms of acne can cause itching, it's particularly prevalent in fungal acne. Humidity, excessive sweating, the use of hot tubs, previous fungal infections and skin care products with certain oils frequently exacerbate this form of acne.[11] Fungal acne can exist alongside other varieties, but requires a separate treatment plan. Fungal acne is best addressed through antifungal agents.[11] While there are some over-the-counter antifungal options, the most effective options are prescribed by a medical professional. If you suspect your client is dealing with fungal acne, direct them to consult a physician.

Demodex Mites. Demodex mites are a species of mite that can be part of the skin's natural flora. Though they don't cause traditional "acne," an infestation of demodex mites in the skin can cause a condition called demodicosis or demodicidosis that mimics other types of acne.[13] Many traditional antibiotic and topical treatments will not resolve the infection caused by demodex mites, so it's best to direct these clients to a medical professional.

MYTHS ABOUT ACNE

There is a lot of misinformative floating around about acne, and you and your clients will want to avoid following unfounded advice. Here are some common myths about acne.

- Acne is caused by poor hygiene. Research has found no evidence to suggest that there is a link between acne and poor hygiene alone.[14] In fact, excessive or aggressive washing can make acne worse, as it can lead to follicular rupture.[14]
- It only affects teens. Many, but not all of those who experience teen acne find that it resolves by adulthood. In fact, some people experience acne throughout their lives, with up to 73.3% of adults dealing with breakouts at some point.[15]
- Avoid moisturizers, all oils and sunscreen on acne prone skin. Because excess oil can be the culprit behind acne, some believe skipping their moisturizer and sunscreen will solve the problem. However, skin deprived of hydration will often overproduce oil to compensate, leading to further breakouts.[16] Moisturizers can contain acne-busting ingredients that offer a reprieve from symptoms.[17] When it comes to sun care, layering on the SPF can reduce breakouts.[12] This is especially important for clients seeking acne treatments that increase solar sensitivity.
- Acne is just a cosmetic issue. The effects of acne are highly visible. However, its effects are also felt more holistically by many. The physical discomfort and the scarring acne can leave behind can also impact a person's emotional well-being, with many sufferers reporting embarrassment, low self-esteem and decreased confidence.[18]

Image by malkovkosta at Adobe Stock

HOW TO MANAGE ACNE

The good news is that there are many ingredients you can use to help alleviate acne and its symptoms. Consider incorporating the following into treatments for those with acneic skin:

- A gentle, yet effective ingredient to keep the follicles clear, control oil and relieve inflammation is encapsulated salicylic acid. Encapsulation allows for a time release effect helping avoid irritation that commonly occurs with traditional salicylic acid.
- Look for skin care products with botanicals like basil, rosemary, cinnamon, tea tree and sage that have natural antiseptic and antimicrobial properties. These can help address different types of acne.
- For those experiencing excess sebum production or congested skin, consider black seed oil, which can balance sebum to prevent clogging in pores. This botanical ingredient can also help even out skin tone to reduce post-acne scarring.
- Pre-, pro- and postbiotics support the skin's microbiome, keeping the barrier function of the skin strong to defend against potential pathogens and antagonists of acne, such as pollutants, toxins and allergens.[19]

In addition, physicians and integrative health practitioners can also prescribe oral medications and supplements to address acne, ideally used in conjunction with skin care. Acne has a reputation for being stubborn, which is certainly well-earned. However, with your additional knowledge on the types of acne, the causes and the myths surrounding this condition, you'll be well prepared to answer client questions. Paired with your expertise and these acne-busting ingredients, you can help each client achieve the clear, smooth skin they desire.

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16. *https://www.aad.org/public/diseases/acne/skin-care/moisturizer*
17. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5029236/*
18. *https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4295855/*
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(All websites accessed April 26, 2024)



Brian Goodwin is an award-winning international educator for Éminence Organic Skin Care. As a master medical esthetician, master herbalist and consultant, Goodwin leverages more than 15 years of spa industry experience to bring fun, engaging education to spa professionals around the world.



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Alleviating Inflammation:

How to Understand and Treat This Condition

By Alex Hernandez, Face Reality Skincare



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Inflammation is a complex biological response that serves as a protective mechanism against harmful stimuli in the body. When it comes to the skin, inflammation plays a significant role in various skin conditions that affect millions of people worldwide. As skin care specialists, it is essential for us to have a comprehensive understanding of the causes, effects and treatment options for inflammation.

In this article, we will delve into the concept of skin inflammation, specifically from a skin care specialist's point of view, and explore ways to address it both externally and internally through proper nutrition and supplementation.



Understanding Inflammation

Skin inflammation is a natural response of the body's immune system to injury, infection or irritants. It often presents itself as redness, swelling, pain and heat in the affected area. As estheticians, we commonly encounter clients with inflammatory skin conditions such as acne, rosacea, eczema and dermatitis.

It is important to note that different clients may experience different types of inflammatory responses. For instance, clients with darker skin tones (Fitzpatrick Type 4 and higher) are more prone to post-inflammatory hyperpigmentation (PIH). This is due to melanocytes being produced to protect against inflammation. On the other hand, clients with lighter skin tones (Fitzpatrick Type 1 to 3) are more likely to experience post-inflammatory erythema.

Properly identifying the type of inflammatory response a client is likely to experience will help us develop a personalized home care routine to manage the response effectively. This inflammation can be triggered by various factors, both external and internal.

Some common external factors include:

- Exposure to environmental pollutants,
- The use of harsh skin care products,
- UV radiation, and
- Exposure to allergens and irritants.

There are also internal factors to take into account when it comes to inflammation.

Some common internal factors include:

- Genetic predisposition,
- Hormonal imbalances,
- Stress, and
- Poor diet and nutrition.

Treating Skin Inflammation Externally

To address skin inflammation externally, it is crucial to establish a suitable skin care routine for the client. This includes cleansing with mild, non-irritating cleansers that are appropriate for their specific skin type. It is important to avoid physical exfoliants on already inflamed or damaged skin, as they can further aggravate the condition. Instead, incorporate soothing

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and anti-inflammatory ingredients like bisabolol, allantoin and aloe into the skin care routine.

In addition to a proper skin care routine, it is essential to protect the skin from further damage. This can be achieved by using broad-spectrum sunscreens to shield the skin from harmful UV rays, avoiding excessive sun exposure and wearing protective clothing. For clients prone to post-inflammatory hyperpigmentation, incorporating tyrosinase inhibitors into their routine can help protect against the condition.

Treating Inflammation from Within

Addressing skin inflammation internally is equally important for achieving optimal results. Encouraging clients to consume anti-inflammatory foods can have a positive impact on their skin health. Omega-3 fatty acids found in fatty fish, walnuts and flaxseeds are known for their anti-inflammatory properties.

Brightly colored fruits and vegetables rich in antioxidants can also help reduce inflammation. Additionally, incorporating turmeric, ginger and garlic, which have natural anti-inflammatory properties, into the diet can be beneficial.

Supplements can also play a role in addressing skin inflammation. Omega-3 fish oil supplements can help reduce inflammation, while probiotics support gut health, which in turn, can have a positive impact on the skin. Vitamin C and E, known for their antioxidant properties, can also be beneficial in alleviating inflammation.

Alleviating Inflammation

As skin care specialists, understanding the role of inflammation in skin conditions is crucial for providing effective treatments and advice to clients. By addressing skin inflammation, both externally through a customized skin care routine, and internally through a balanced diet and nutritional supplements, it is possible to alleviate inflammation to promote healthier, calmer skin.





Alex Hernandez is a licensed esthetician and the clinic manager and lead educator at the Face Reality Acne Clinic in San Leandro, CA. She became a Face Reality Certified Acne Expert in 2018 and has worked with hundreds of acne clients in her esthetics career.

Top: Image by Anna_ok at Adobe Stock; Bottom: Image by BillionPhotos.com at Adobe Stock

Keeping It Cool

Treat inflammation with these healing products.

1. **Sensitive Skin Cleansing Oil**
Bioelements
www.bioelements.com/pros
This unique blend of plant and olive oils repairs a weakened skin barrier, reduces inflammation and fights free-radicals leaving delicate skin clean, soft and soothed.

2. **Purifying Powerclay**
Sorella Apothecary
www.sorellaapothecary.com
This cooling clay face mask combines bentonite and kaolin clay to draw out impurities while improving breakouts. Burdock root and horsetail extracts heal and restore skin's luminosity.

3. **Turmeric Energizing Treatment**
Éminence Organic Skin Care
www.eminenceorganics.com
Formulated with turmeric, citrine gemstones and zeolite, this spicy golden powder awakens the skin. As you slowly add water, activate your treatment into a fluffy mousse bursting with energy. Embrace the warm, exfoliating sensation and reveal silky, luminous skin.

4. **Clear Skin Supplement Duo**
Face Reality
www.facerealityskincare.com
Clear Skin Supplements Duo consists of Clear Skin Balance and Restore to support overall health and wellness. Clear Skin Balance contains Omega-3s and a proprietary Antioxidant Skin Defense Blend, while Clear Skin Restore contains Zinc and a proprietary Probiotic Gut-Skin Axis Blend.

5. **Mandelic Brightening Serum**
Skin Script Skin Care
www.skinscriptrx.com
Mandelic Brightening Serum contains BioFense and Dendriclear to support the skin's microbiome, reduce sensitivity and enhance barrier function.



Click Here to read more about inflammation and sensitive skin

Product images courtesy of the manufacturers, Background: Image by Naoki Kim at Adobe Stock

TREATMENTS TAKES

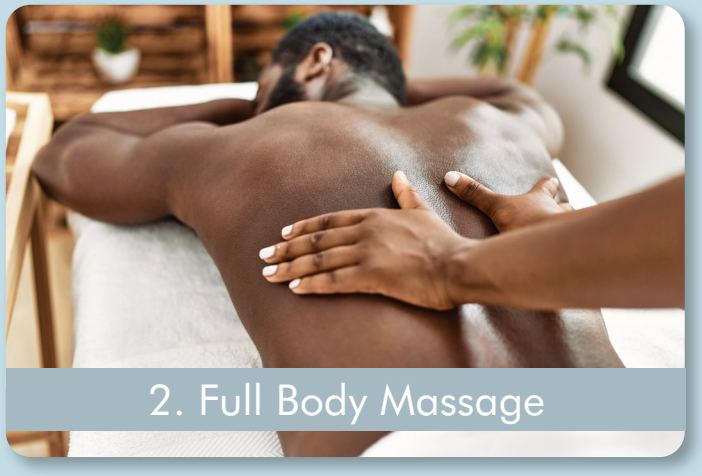
More Men!

Looking for new treatments to add to your menu? We've got the perfect additions to your services for your male clientele.





1. Beard Treatment



2. Full Body Massage



3. Brow Waxing



4. Lymphatic Drainage



5. Traditional Facial



6. Manicure or Pedicure

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BROZILIAN BREAKDOWN:

6 Questions to Ask Your Male Clients

By Chanel Mak, CaronLab

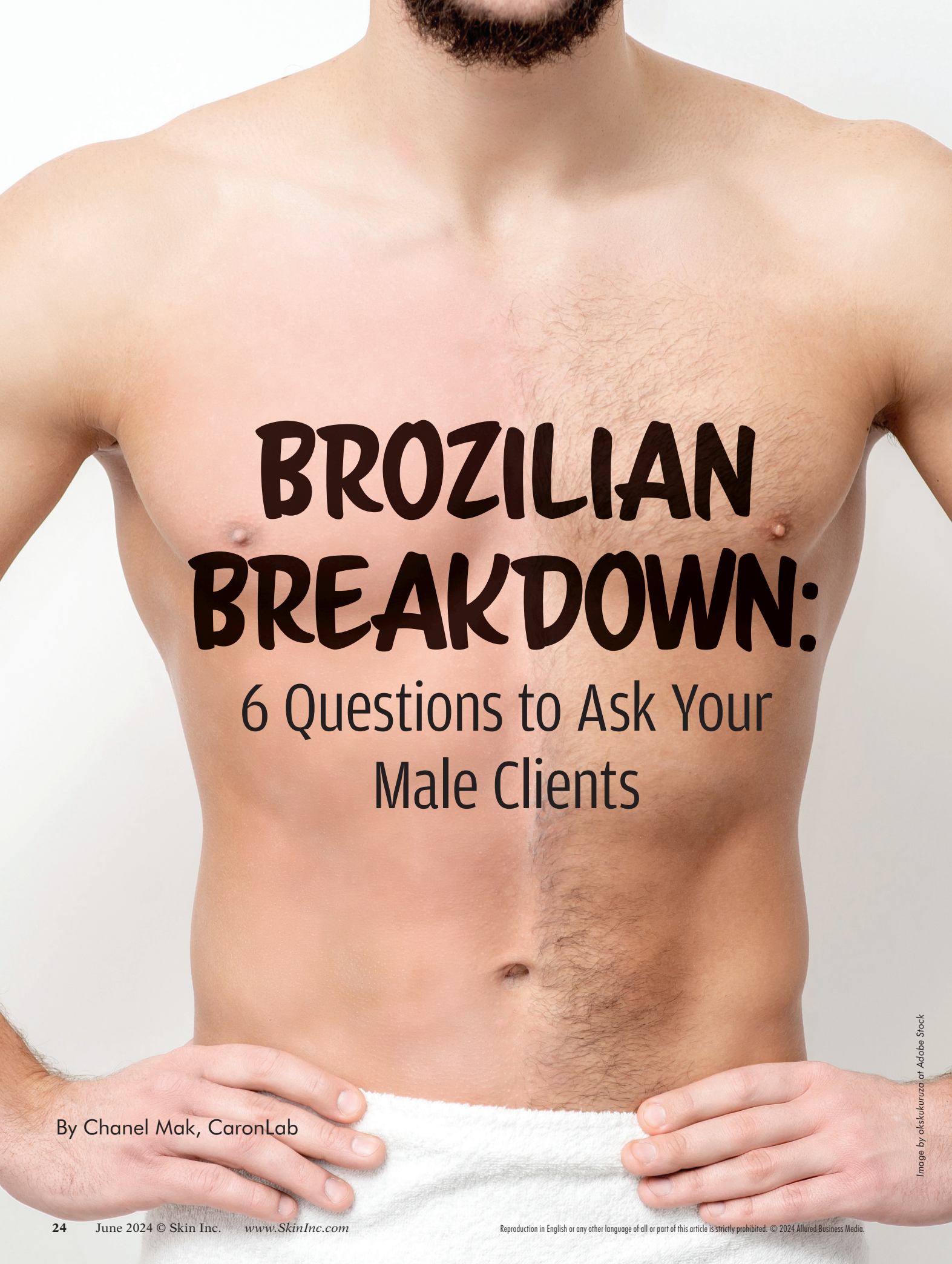

Image by okskukuruza at Adobe Stock

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Times have changed, and more men are stepping into the salon and spas to get their grooming needs fulfilled, and yes, that also includes waxing. There's been a booming increase in the amount of male Brazilian/Brozilian/Manzilian waxing and they are looking for professionals to help and accept them. The stereotype for men attending to their grooming needs being seen as "unmanly" is fading and "men's self-care" is sexy and sought after. Men are becoming more self-aware and understand the importance of taking care of their well-being.

Waxing men has always been a sensitive topic amongst professionals, since many of our professional waxers are women. Many professionals are uncomfortable providing intimate waxing services to men because they've been subject to an unpleasant situation or heard others tell their stories.

Do we let these few stop us from providing waxing to such a large market with an amazing potential for growth and success? How can we, as professionals, ensure we can also welcome everyone into our rooms for waxing? The pre-consultation before the appointment is scheduled will be the key to screening any new clients. Here's my six-step questionnaire to follow to ensure any new clients, not limited to just men, are the ideal clientele.

1. HOW DID YOU HEAR ABOUT/FIND US?

This question covers the basics. If any new client was a referral of an existing client, then you know for certain there won't be any issues with booking them in. However, continue on with the questionnaire and onto Question 2. If they found your business elsewhere, this is a great opportunity to know which social media platform they used to find your business.

2. WHAT METHODS OF HAIR REMOVAL ARE YOU CURRENTLY USING?

When it comes to men, they avoid waxing (due to stigma and finding the right professional) and have resorted to shaving. Find out how long they have been shaving and how frequently. Shaved hairs are a wax professional's worst enemy, since they are the most stubborn hairs to remove. Be prepared and know you have the right kind of wax that can easily take care of stubborn, short coarse hairs and that can safely overlap if needed. It is also important to prepare your shaved client that the first wax will not be perfect because of shaving and the different stages of hair growth, and get them booked in again two to four weeks later to grab the remaining hairs.





3. IS THIS YOUR FIRST-TIME WAXING?

If this is not their first time waxing make sure to ask when their last wax was and how the experience was. Check if there were any immediate reactions, allergies or medical concerns. If this is a brand-new client who is new to waxing, as a professional, you know to give them all the pre- and post-aftercare instructions for their first appointment. You may want to set aside an extra 15 minutes to give yourself and your new client a bit more time. I guarantee when it comes to men, they will be extremely nervous of the potential pain, but also their body's involuntary reactions, and will feel embarrassed of just simply having a different anatomy.

If this is a client who has been waxed before, it is a good idea to find out about their experience from their last appointment and how long has it been since their last wax. If it has been a while, find out why they stopped and if there was an issue with their last experience. It could be your client broke out in hives, or the skin produced a lot of erythema, or they didn't follow proper aftercare and broke out in folliculitis.

Believe it or not, most of the time when a client suddenly stops their wax upkeep it is due to an embarrassing or bad experience that has made them afraid to schedule another appointment. This experience may determine if you want to continue with the questionnaire or stop right here and reject their appointment request. Men are some of the most loyal clients once they find the right professional and understand the importance of scheduling and upkeep.

4. ARE YOU DOING ANYTHING FOR AFTERCARE?

If this client was not a serious candidate, they will usually ghost you at this question. Why do you need to ask this though? It gives you an opportunity to inform your client of proper aftercare for exfoliation and hydration to give them a better experience, and make your job easier for the next waxing appointment. Quite often, men are not using anything so make sure you upsell them products to take home and use!

This also gives you a good indication, especially if you live in a cold or dryer climate, that the skin and the hairs will be dry and the hairs may be brittle. Do you have a wax suitable for this type of skin and can it grab these kinds of hairs effectively? A synthetic resin-based wax in this case would be the best choice, since they are best known for being more gentle and able to protect the skin. A synthetic resin that caters to all skin types, with no color or scent would be an extra bonus, so you can broaden your clientele range without carrying too many waxes.

5. WHAT ARE YOUR GOALS?

Another variation of this question would be, "what are you looking to achieve with waxing?" We set goals for skin care, why not with waxing? The obvious answer would be, "to be hair free and smooth as a baby's bottom." By understanding their goals, we

Left to Right: Image by mad_production at Adobe Stock; Image by Victoria_Hunter at Adobe Stock



can provide them with a plan by scheduling them back in accordingly and by providing them with recommendations for aftercare. This is an important question to include to reinforce that you are a wax professional and mean business. It also shows you care and value them as a potential client.

6. DO YOU HAVE ANY QUESTIONS FOR ME?

If your client has made it through the questionnaire, do not celebrate yet. This final question is the key to determining if this is a "good apple" for you. Although you have been professional throughout the questionnaire, this gives them an opportunity to ask anything. Believe it or not, this is when they sometimes ask about including inappropriate "add-ons!"

DISCOVER YOUR WAX IDENTITY

A good business requires time and effort. As tedious as some steps may be, sometimes it is necessary, and it will be what sets you apart from the next professional. If you're a professional who is still on the fence on whether to start broadening your range of clientele, try this questionnaire out. Tweak it to your "waxdentity" and make it your own. This is a fantastic way for you to screen all clients, so you are able to pick and choose your ideal clientele.



Chanel Mak has been a certified Esthetician for over 10 years. In addition, Chanel is certified in both Laser Hair Removal and Electrolysis. She co-owns "On The Q.T. Salon and Spa" with her husband, where she specializes in waxing and facial skin therapy. She is the Caronlab Master Educator for North America and has been sharing her knowledge and expertise for the last 3 years.



Image by RomanR at Adobe Stock

Dear Acne, It's Time to face reality®



Licensed esthetician Jillian Schaeffer with client Matthew.

The Most Meaningful Work in Skincare

Acne isn't skin deep. It is a skin condition that undermines confidence, impacts self-esteem, and can make people who experience acne feel isolated and alone. Face Reality surveyed over 1,000 people in the U.S. to learn how acne has impacted their life, confirming what we have always known to be true: acne has a profound effect on one's mental health.

Roughly, 85% of participants in the survey said it had a very or extremely negative impact on their confidence when their acne was at its worst. The lack of confidence isn't only from the acne itself, but from the frustration of trying product after product without results. There is a need for not just products that work, but guidance from skilled professionals who can coach them through the clearing process. Only 7% of survey respondents said that they felt confident on where to find help for their acne, with 83% frustrated with the lack of acne products that work.

That's where Face Reality comes in, which was founded in 2005 by licensed esthetician Laura Cooksey who developed the Acne Professional Program™ and Face Reality Clear Skin Method™ to help fellow estheticians do the most meaningful work in skin

care, and by default, help people across the country regain their confidence. As licensed esthetician and Certified Acne Expert Jillian Schaeffer explains, "those who haven't experienced acne may not understand the emotional, physical, and mental toll it can have on a person, but being able to see the joy when my clients achieve their clear skin goals is something I'll never grow tired of."

Throughout its evolution, Face Reality has remained true to Laura's inspiration—to help everyone feel confident in their s3kin; to educate the industry and people with acne about the condition and how to control it; and to help skin care professionals feel confident in their ability to treat acne in a safe and effective way.

Understanding Acne

According to the American Academy of Dermatology, acne affects more than 50 million Americans annually, making it the most common skin condition in North America. Though the most common condition, Jillian shares that "when we graduate from esthetician school, we are really taught the bare minimum to pass state boards. I knew the very basics about acne." To treat acne, you must thoroughly understand it from all angles.

At its core, acne is a hereditary disorder of the follicle caused by retention hyperkeratosis, excess sebum production, systemic inflammation and proliferation of c. acnes bacteria. Retention hyperkeratosis is the excess shedding of corneocytes within the follicle, and the retention of those corneocytes. An average follicle sheds one layer of cells per day, while an acne-prone follicle sheds up to five layers a day. The body can't keep up with this level of desquamation, culminating in a microcomedone, the beginning of all acne.

This condition will cause inflamed and noninflamed lesions alike. While acne cannot be cured, it can be managed with the Face Reality Clear Skin Method™ which uses the right combination of products, professional treatments, nutrition and lifestyle choices.

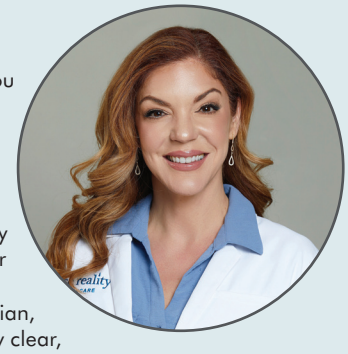
The Face Reality Clear Skin Method™

Ingredients & Adaptive Treatment

What we do in the treatment room is excellent for our clients, but what they do every day, twice a day, at home is exceedingly important to reach and maintain results. An acne client's home care routine needs to be curated by a professional based on their skin type, Fitzpatrick type, acne type and severity, age and other various factors.

Not only will you create this customized routine, but you will also guide your client through adaptively incorporating their "active" products like exfoliating serums and benzoyl peroxide. Slowly introduciwng these products drastically cuts down unwanted effects such as dryness, irritation and redness. Slowly increasing usage of active products ensures optimal skin health while also pushing the skin to clear. Around 80% of the clearing process is achieved through diligent use of their home care routine and by making proper lifestyle adjustments.

Q&A With Stephanie Criscione, Director of Education and Acne Clinic



Skin Inc. (SI): How did you get started in the industry?

Stephanie Criscione (SC): Like so many estheticians, I struggled with debilitating acne in my teens and early 20s. Under the guidance of a highly skilled, passionate esthetician, I was able to get clear, stay clear, and regain my lost confidence. My acne clearing journey had such a profound impact on my self-esteem, and I realized very quickly that I wanted to make helping people struggling with acne my life's work.

SI: What sparked your passion for acne education?

SC: I've been a licensed esthetician for over two decades and have witnessed many positive changes in the skin care industry over the years. Most notably, the amount of education available to estheticians and their clients. When I began specializing in acne, I was amazed at how little information there was on the condition. I made it my mission to arm myself with as much acne knowledge as possible to provide my clients, and students, with a deep understanding of the condition and how to best treat it.

SI: What's your favorite thing about being a Face Reality Acne Expert?

SC: My favorite thing is having the knowledge to curate targeted, comprehensive treatment plans catered to the individual needs of my clients. Every client is unique and there isn't a one-size-fits-all approach to treating acne. Being an Acne Expert gives me the tools to treat any skin condition with a holistic approach incorporating both topical solutions and lifestyle modifications.

SI: What's an often-forgotten aspect of acne education?

SC: As simple as this sounds, an often-forgotten aspect of acne education is the ability to possess a deep understanding of the histology and physiology of acne. Although there are many factors that contribute to acne formation, understanding root causes and the most efficacious ways to get clients clear are paramount.

Q&A With Jeremy Soine, CEO



Skin Inc. (SI): How did you get started in the industry?

Jeremy Soine (JS): I've enjoyed a serendipitous career path, where I've been able to work across many companies in food, beverage and skin care. And I've worked in many different functions—sales, marketing, finance, operations but never as an esthetician! So, unlike many leaders in our industry, I didn't grow up in professional skin care. I've been an intent learner to understand the unique dynamics in this industry and have enjoyed this learning. By combining our purpose-driven vision to support our Acne Experts with an innovative internal culture, I believe great things will continue to happen.

SI: What sparked your interest in professional skin care?

JS: Laura Cooksey, our founder! I remember very clearly the first time I met her. She talked about her "adaptive approach" to skin care. I asked her, "what's that?!" She explained that skin adapts to treatments and topical products. If you use this adaptation to provide stronger active ingredients as the skin can tolerate them over time, you'll achieve superior results. It's one of the guiding principles of our protocols and one of the reasons that the Clear Skin Method™ is so effective in treating acne. I was so inspired after that first conversation with Laura, I could see that Face Reality was doing something very different than the rest of the industry.

SI: What does the future hold for Face Reality?

JS: We're working hard to invest in all parts of the company, with the vision and inspiration of helping our Acne Experts become more successful. Just in the last year, we've introduced new packaging, made significant supply chain upgrades, launched three new products, and are continuing to identify gaps and invest in product offerings for acne clients and the estheticians treating them. We've expanded our education team to bring Acne Experts more robust, continuous education, and we've substantially improved access to information through The Acne HQ, which houses our learning platform, business dashboard, digital tools, and more. We'll also continue to invest in building an incredible team. The "voice of the esthetician" remains a very important part of our company culture.

SI: Moving forward, what do you see as the future for professional skin care?

JS: For all the conveniences of social media, it's made professional skin care more important than ever. An increasing percentage of our Acne Experts' new clients show up for their first appointment with a compromised barrier. When asked about their current products, those clients often mention learning on social media–self-diagnosing in skin care is becoming an increasing problem, making the job of skin care professionals even more critical. The expanded awareness of estheticians is a challenge that rests on the collective shoulders of the industry leaders. As Face Reality grows, we're investing more of our marketing budget to target end consumers, teaching them about the importance of estheticians, and directing them to our Acne Experts. It's a more complicated message, but a very important one.

Nutrition & Supplements

There are certain foods that can aggravate acne-prone skin or trigger breakouts, but the most important point to remember is that moderation is key (acne clients do not need to diet for their skin). The two main nutritional issues for acne-prone individuals are hormone disruption and inflammation. Some culprits of these issues are foods with a high glycemic index and high iodine content. Inflammatory foods typically rank high on the glycemic index and have high levels of saturated fat, trans fats and refined sugar, which disrupt hormones and insulin levels. Lastly, iodine-rich food irritates the pores and can cause acne flare-ups.

We can also help acne-prone skin internally with supplements. Zinc is excellent for anyone experiencing moderate to severe inflammation. You will see this in clients who bleed excessively during extractions. Molecularly distilled omega-3 fish oil is good for anyone experiencing chronic dryness, inflammation and hormonal breakouts.

Lifestyle Matters

There are many lifestyle factors to consider, but three of the biggest are pore-clogging ingredients, sweat and sun exposure. The first being comedogenic ingredients, which are ingredients that can clog pores and exacerbate acne. These ingredients can be found in makeup, hair care, skin care, laundry products and just about anything that contacts the skin. Another common lifestyle factor at the top of the list is sweating, during any activity. Sweating can cause breakouts and can cause fungal conditions like folliculitis. Lastly, clients (acne or not) must always be diligent about sun exposure and must wear sunscreen every day. The importance of consistent sunscreen use is two-fold: acne clients use exfoliating acids at home which increases the chance of sun damage and burning; the other factor to keep top of mind is that acne clients may already have compromised skin due to their acne type and severity or are already experiencing hyperpigmentation from breakouts.





Real Clients, Life-Changing Results



Dear Acne, you were just a chapter, not my entire story.

"Working with a Certified Acne Expert has completely transformed the way that I feel about my skin. My skin is cleaner, smoother, and all-around healthier which is such a relief, especially for my mental health."

—Michael, Client of Jillian Schaeffer



Dear Acne, I am more than my skin.

"I did three rounds of Accutane, so many different antibiotics, and nothing cleared my skin long-term. I've been with Jillian for almost a year now and my skin has been consistently clear. I've never had that before in my life."

—Mik, Client of Jillian Schaeffer



Dear Acne, you don't stand a chance anymore.

"I've had the joy of having Face Reality in my business for 4 years, and there has yet to be another company that has mirrored the educational, professional, or personal support and growth!"

—Jillian Schaeffer, Licensed Esthetician and Certified Acne Expert

Top Ingredients and Treatments for Sensitive Skin



By Lisa Shor, Tricoci University

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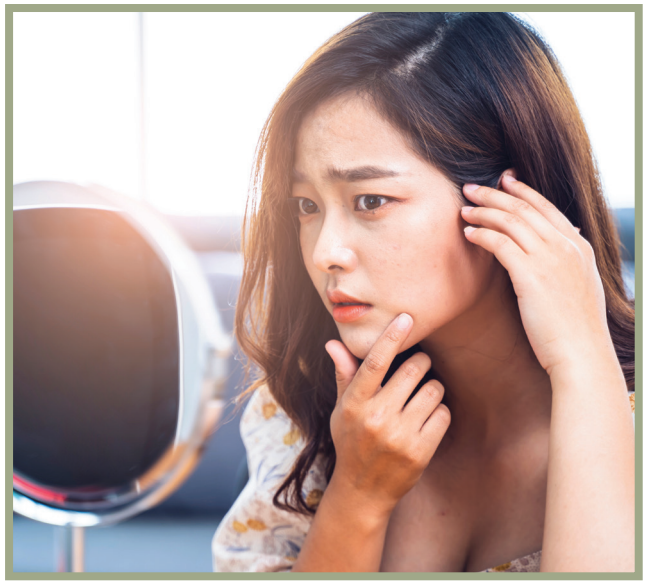
For decades people have been grappling with the management of sensitive or sensitized skin, constantly searching for new remedies. Quite often, it's as difficult to pinpoint the etiology of sensitive skin conditions as it is to manage the pathology of many skin disorders. A good place to start is to investigate all known related conditions, catalysts and potential aggravators.

Sensitive Skin Causes

A truly sensitive skin type is most often genetic. Sensitized skin occurs due to intrinsic and extrinsic factors. This, in turn, can cause an imbalance to the acid mantel, resulting in severe dehydration. Sensitivity can be exacerbated by hormonal changes as well as improper skin care regimens. All potential sensitizers are even more damaging to sensitive skin types.



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Product Considerations

When trying to determine if a product is the culprit, bear in mind that dehydrated skin is far more sensitive and reactive to all stimuli. Therefore, it may not always be a sensitivity to an ingredient as much as it's an overreaction by the skin to the concentration/strength of the product. For example, professional hyaluronic serums are very concentrated. Thus, a noticeable percentage of clients may complain that the serum is causing itching, tingling and burning. The skin sensation from the product generally subsides as the condition of dehydration improves. It's important to ask follow-up questions objectively and subjectively to rule out the possibility of more serious reactions or conditions.

Estheticians must be skin detectives and ask the right questions without diagnosing. If we cannot improve a known, or suspected condition, the client must be referred to a doctor, dermatologist or allergist as the case dictates. It's important to gather as much info as possible and keep very detailed notes. Many times, the catalyst is cosmetics or skin care.

Reading Skin Care Labels

Many people think they are safe when they purchase a product labeled hypoallergenic, but this is not true. Just because a product is labeled hypoallergenic doesn't mean that you won't have an allergic reaction. There aren't any federal standards governing the use of this term. The reliability of the claim is left to the ethical business practices of each company.

Another confusing label claim is the term unscented, not to be confused with fragrance free. Unscented means that masking fragrances are added to cover the unpleasant odors of necessary ingredients such as surfactants, fatty acids and oils. These neutralizing fragrances are added in levels deemed insignificant by the FDA, and therefore, they are not required to be listed on the label. Unscented products can be more likely to cause skin irritation in individuals who have sensitive skin or are sensitive to fragrance.

Thankfully, there are independent apps that can be downloaded to investigate the possible irritants in a skin care product by scanning the QR code and rating the toxicity of the product. However, it's also important to know the purity and stability of a product line and investigate the company's transparency. Unfortunately, quality and efficacy



generally come with a heftier price tag.

Ultimately, what we put on our skin is important. However, newer research indicates what we put in our gut may be just as important, if not more so.

An Inside-Out Approach

The skin can be a relief map of sorts to our internal gut health. The gut contains trillions of bacterial strains known as its microbiome. The gut is responsible for many biological reactions such as hormone metabolism and making enzymes that aid the body in detoxification. The gut also makes nutrients that help neutralize pathogens. Since the skin and the gut are both comprised of epithelial tissue, when one experiences inflammation the other often does as well. Eating a healthy clean diet is the first step to good gut health. To do this, many allergists recommend systematically removing one potential inflammatory food at a time to determine its effect. Consuming fermented probiotic foods and drinks such as green drinks and kefir can be immensely helpful.

Probiotics and supplements can be very helpful, but finding the right ones will again involve some detective work. Of course, what you ingest is important to your overall bodily health. However, as it's difficult for nutrients to make their way up through the waterproof layers of the skin, it's very important to know what to apply topically. Topical Solutions for Inflammation

Products that maintain and nourish the acid mantel help to calm sensitive or inflamed skin (see **Anti-Inflammatory Ingredients Guide side bar**).

Don't Forget Your Minerals

Another important component vital to bodily health is minerals. They are necessary along with vitamins, to keep the body running efficiently. Minerals in the body are instrumental for water balance, bone, muscle, nerve, hormonal health and much more. They also aid in intercellular nutrient transportation and pH balance. It would stand to reason that minerals used in skin care can help to keep your skin radiant and healthy.

Some key minerals you may want to research in skin care lines are:

- **Calcium.** This is a trace element found in relatively large quantities in the body. Calcium in skin care can greatly help sensitive skin, as it has cell renewal

Anti-Inflammatory Ingredients Guide

These ingredients are great for sensitive skin.

Hyaluronic acid. A humectant that helps to bind moisture.

Glycerin. A humectant that helps to bind moisture.

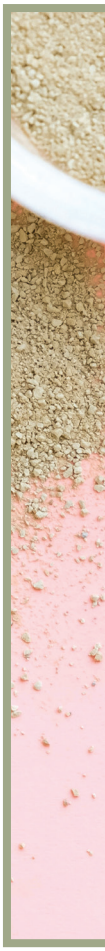
Ceramides. An emollient that helps to prevent transepidermal water loss (TEWL).

Fatty acids. An emollient that helps to prevent TEWL.

Niacinamide. An antioxidant with anti-inflammatory properties, as well as lightening and brightening benefits for post-inflammatory hyperpigmentation (PIH). Is great when combined with ceramides for reducing oxidative stress and glycation in sensitive skin. It also helps reduce proinflammatory cytokines, reducing redness and inflammation.[7]

Vitamin C. This antioxidant can be great for soothing sensitive skin when mixed with ceramides and formulated at a little higher Ph. It can discourage oxidative damage and help optimize the immune system, aiding in the prevention of an inflammatory response. Using a formulation around a 10% concentration with a bit higher Ph will reduce the risk of irritation.

Retinols. Over-the-counter retinol can sometimes be the better choice for sensitive skin, as Retin-A from the doctor is much stronger. Sensitive skin can benefit from a gentler retinol formulated with a buffering agent or lotion. It's advisable to start off slowly with this ingredient when dealing with sensitive or inflammatory skin. Also, after using retinol for a while, try stopping for several months to let your normal cell turnover resume and give your skin a break, so that it doesn't become too thin or sensitized.



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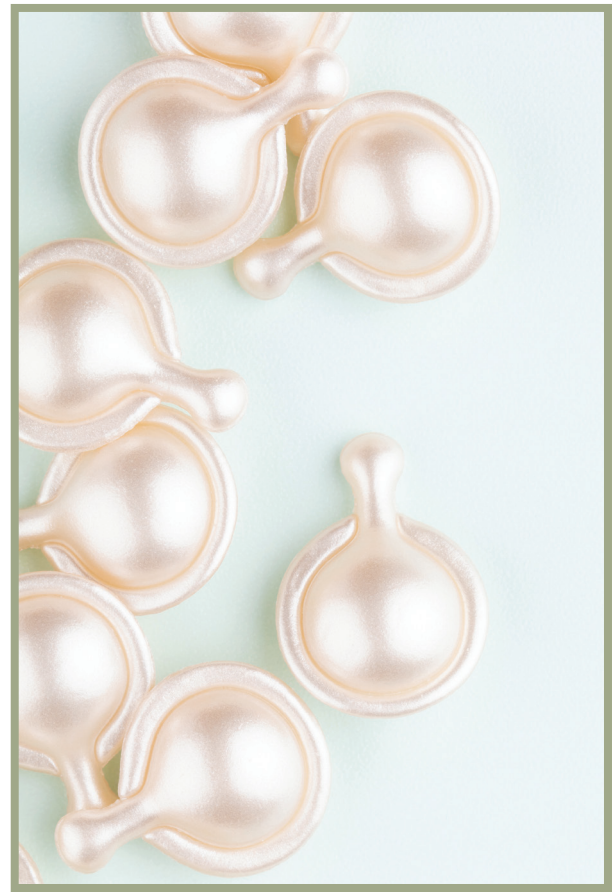

benefits for the skin barrier. It plays an important role in many biochemical processes.

- **Selenium.** This trace element is important for DNA and is said to help protect your skin from oxidative stress.
- **Zinc.** This is an important healing mineral, which is depleted by alcohol.
- **Silver.** This mineral has well-documented healing properties. It's anti-inflammatory and anti-microbial, and a powerful antioxidant that reduces oxidative stress. Silver hydrosol is said to be the safest and most active form of silver to use in skin care.[2]
- **Copper.** This mineral helps to give skin strength and elasticity, and it enhances other antioxidants. Copper tripeptide 1 has ant-inflammatory and antioxidant effects, and is great for regenerating sensitive or damaged skin.

Becoming a Sensitive Skin Detective

There are many contributing factors concerning sensitive and sensitized skin. Be aware of your environment, own your gut health, and investigate the efficacy and purity of your products. Always research new findings and don't jump to conclusions without doing some thorough esthetic detective work. As an esthetician, be sure to stay at the forefront of new information and technology.

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(All websites accessed April 26, 2024)



Lisa Shor is a makeup artist and an esthetics educator at Tricoci University of Beauty Culture. Prior to her current role, she served as director of makeup education for The Art Institute of Makeup, a division of the New Age Spa Institute.

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PROTOCOLS IN PRACTICE
ACNE

CLEAR SKIN PEEL

SORELLA APOTHECARY

This peel treatment is designed to treat inflammation caused by breakouts

Step 1. Dispense The Prep onto cotton pads and thoroughly apply to the face, neck and décolleté to remove any excess impurities and degrease the skin.

Step 2. Apply a thin layer of Rehab Recovery Mask to the eye area, and apply Avocado Oil Lip Hydrator to the lips and around the nose to provide hydration and protection prior to the application of the peel.

Step 3. Wear gloves and shake peel bottle, then dispense 5 dabs of Brightening Peel onto a cotton round in a diamond formation. Fold cotton round in half and apply one overlapping pass all over the face avoiding the eye area. Assess sensitivity by asking client "on a scale of 1-10 (1 being minimal activity felt and 10 being extremely active) how does your skin feel?" If they are a 5 or above skip to next step.

Step 4. If client is under a 5, you can apply 1-4 layers on the face and 1-2 layers on the neck/décolleté (using a new cotton round for each layer). Wait 2 min. in-between each layer. Have client use fan to avoid discomfort. After final layer wait 2-5 min. before applying finishing products.

Step 5. While skin calms, perform shoulder, arm, and hand massage using Body Balm. Layer Body Nectar over the top.

Step 6. Once minimal activity is felt after applying the final desired layer, lightly massage Lemon Lightening Serum to the face, neck and décolleté.

Step 7. Apply Blueberry Milk Moisturizer or The Balm (warm in fingertips first for better spreadability). Massage and press into skin until fully absorbed.

Step 8. Apply Quench and Protect SPF 30, and press into skin until fully absorbed.

ACNE FACIAL

SKIN SCRIPT SKIN CARE

This personalized facial treatment is created for clients concerned with acne.

Step 1. Perform first cleanse with Green Tea Citrus Cleanser.

Step 2. Perform Second Cleanse. Choose from: Charcoal Clay Cleanser (for sensitive skin), Glycolic Cleanser (targeting texture and closed comedones), Raspberry Refining Cleanser (for oil control) or Honey Brightening Cleanser (for brightening).

Step 3. Tone with Mint Refining Toner.

Step 4. Perform a Skin Analysis.

Step 5. Apply a thin layer of enzyme exfoliant and leave on for 7-10 min. with or without steam. Remove with steam towel. Choose from:

a. Blueberry Enzyme (oil control, refine texture)

b. Pomegranate Enzyme (targeting hyperpigmentation)

c. Coconut Papaya Enzyme (sensitive skin)

Step 6. Perform extractions as needed.

Step 7. Apply post extraction solution. Choose from:

a. Mint Refining Toner (sensitive skin)

b. Clarifying Toner Pad

Step 8. Apply treatment mask and leave on for 7-10 min. Remove with steam towel. Choose from:

a. Strawberry Spearmint Mask (to calm and clarify)

b. Charcoal Refining Mask (to detox and purify)

Click here to continue reading Steps 9-14

ADDITIONAL PROTOCOLS FROM:

FACE REALITY
FABULASH FACES
LE MIEUX
CELLUMA
COLORSCIENCE

Image by Jacob Lund at Adobe Stock

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INDUSTRY INPUT
MEN

TOP TIPS, TECHNIQUES AND ADVICE FOR MEN IN YOUR SPA.

TIP 1: PAMPER YOUR MALE CLIENTS

The market for men is wide open. In the last 15 years, there has been more interest, and men want results, but also enjoy the pampering more than you might think. Be sure to incorporate products that contain raw organic minerals, plant extracts and bio-tech ingredients like antioxidants, peptides and growth factors to make a difference. Introduce fresh and woodsy aromas, along with warming and cooling sensations throughout a facial. Be sure to also include a relaxing facial massage, to further enhance their experience. Men will see an immediate difference, love the pampering and become a great loyal client!

—Shannon Esau, CEO & National Educator, Rhonda Allison Skin Care

TIP 2: HAVE A MAN CAVE DISPLAY

More men are using skin care and visiting the spa than ever before! Capture their attention and loyalty with a nook in the spa dedicated for men's care. Feature fun shaving tools, scalp massagers, beard oils, travel bags, supplements and a skin care line dedicated for men. Use these products and tools in your professional treatments or men's locker room to help with sell-through.

—Melissa Morris, Director of East Coast Education for Pevonia Natural Skincare

Click here to keep reading top tips from industry experts.

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Acne Facial

(Continued from Page 36)

SKIN SCRIPT SKIN CARE

This personalized facial treatment is created for clients concerned with acne.

Step 9. Tone with Mint Refining Toner.

Step 10. Apply serum and leave on the skin. Choose from:

a. Mix the Ageless Skin Hydrating Serum with the Vitamin C Green Tea Serum (for hydration, antioxidant support)

b. Mandelic Brightening Serum (for brightening, oil control)

Step 11. Apply moisturizer. Choose from:

a. Light Aloe (gel)

b. Ageless Skin Moisturizer (light cream)

Step 12. Apply a small amount of the Tri-Peptide Eye Cream or Peptide Eye Serum to the eye area until absorbed.

Step 13. Apply Sheer Protection SPF 30 per application instructions to finish and protect the skin.

Step 14. Apply the Ageless Lip Treatment to the lips.

Image by Romario Ien at Adobe Stock



The Clear Skin Peel Acne Treatment

FACE REALITY

This exfoliating treatment helps reduce acne and improve pigmentation.

Step 1. Cleanse the entire area to be treated with a moderate amount of Ultra Gentle Gel Cleanser and rinse thoroughly with warm water.

Step 2. Moisten a cotton round with Glycolic-Lactic Toner and swipe over the entire area to be treated thoroughly and evenly.

Step 3. Take a 4X4 cotton esthetic wipe and fold it in half. Fold it in half one more time. Place the wipe directly onto the open bottle of Clear Skin Peel 1 solution* and invert the bottle, making a circle of solution on the pad. Move the bottle around the pad and repeat this four times in a circle. Starting on the forehead, wipe evenly and apply the peel in panels to cover the entire facial area and upper neck. Do not go over an area more than once.

Step 4. The pores are now softened from the peel solution. Perform extractions then wipe the area thoroughly with Sal-C Toner. You may perform High Frequency to neutralize any remaining bacteria and calm inflammation.

Step 5. For inflamed acne, Sulfur Spot Treatment can be applied to the affected area for a boost of calming, anti-bacterial action.

Step 6. Gently apply the Daily SPF 30 Lotion for daytime appointments, or gently apply the Cran-Peptide Cream for evening appointments.

Acne Treatment Protocol for Inflamed Acne

FABULASH FACES FEATURING DERMISCAPE SKINCARE

This facial targets inflammed skin to provide calming and soothing benefits.

Step 1. Put on gloves.

Step 2. Remove makeup, if necessary. Take photos: both sides and front.

Step 3. Analyze the client's skin to determine skin type and acne subtype.

Step 4. Apply a warm towel to the client's skin to soften the sebum and relax the client.

Step 5. Cleanse the entire area to be treated with a small amount of Dermiscape Mandelic Cleanser and wipe away with a warm towel. Using a Skin Scrubber or Spatula is an ideal tool to help really cleanse the pores, if available. If not, use good pressure and consistent circular motions to cleanse skin.

Step 6. Moisten a non-woven 2X2 with Dermiscape Vitamin C Brightening Toner and swipe over the entire area to be treated.

Step 7. Perform a second cleanse as above in step 5.

Step 8. According to the manufacturer's protocol, treat the skin with enzymes. We recommend a fruit based enzyme specific to acneic skin. Always patch test the enzyme on a small area of the cheek before applying across the whole face. Ask the client what their comfort level is before proceeding.

Step 9. Remove the enzyme with a warm towel and tone the skin using a 2X2 moistened with Dermiscape Vitamin C Brightening Toner.

Step 10. Perform extractions gently. Only extract lesions that are ready for extraction. Be mindful and communicate with the client regarding their sensitivity and pain tolerance. After extractions, tone by moistening a non-woven 2X2 with Dermiscape Vitamin C Brightening Toner and swipe over the entire area to be treated.

Step 11. Place gauze over the face and use High Frequency. Make sure the client does not have any metal in their body, including braces, or pacemakers. Explain to the client what HF is doing and what to expect BEFORE you touch their skin, so they are relaxed and calm.

Step 12. Use LED according to manufacturer's instructions. Remember to use eye protection per manufacturer's recommendations.

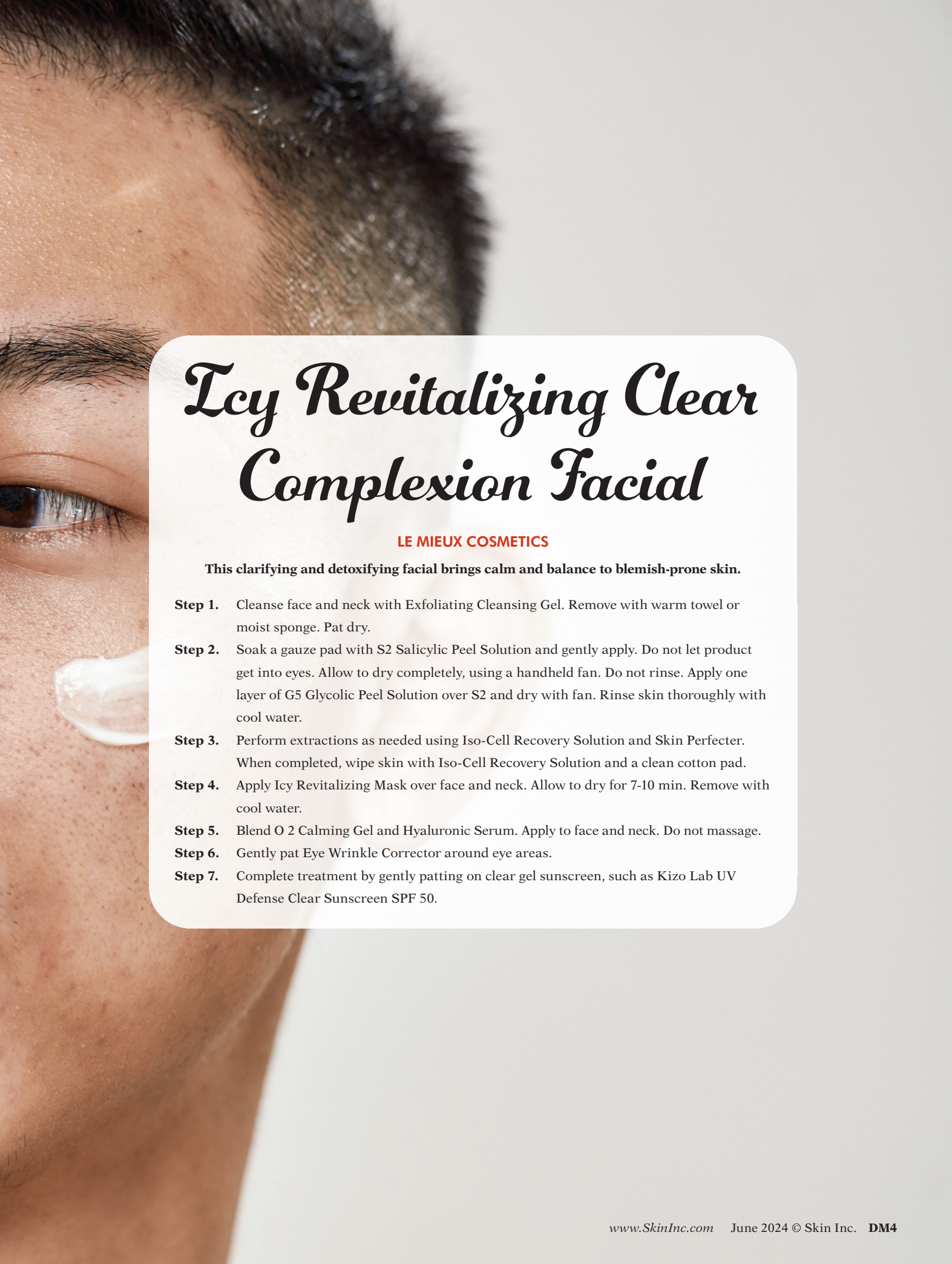
Step 13. Apply Dermiscape Mandelic Serum all over the area to be treated.

Step 14. Spot Treat with BPO or Silver Gel to any inflamed lesions.

Step 15. Apply Dermiscape Moisture Complex Cream and sunscreen, if daytime. In the evening, you can omit the sunscreen.

Step 16. Finish the service by setting the client's expectations of what they may experience over the next several days. Remind them to not use any actives for two days following the service, to ice their skin for 3 min. every evening after cleansing and before applying serums, moisturizer or BPO products. If the client experiences too much dryness, instruct them to use a petroleum based product like Aquaphor over their moisturizer in the evening.

Image by Svitlana at Adobe Stock



Icy Revitalizing Clear Complexion Facial

LE MIEUX COSMETICS

This clarifying and detoxifying facial brings calm and balance to blemish-prone skin.

Step 1. Cleanse face and neck with Exfoliating Cleansing Gel. Remove with warm towel or moist sponge. Pat dry.

Step 2. Soak a gauze pad with S2 Salicylic Peel Solution and gently apply. Do not let product get into eyes. Allow to dry completely, using a handheld fan. Do not rinse. Apply one layer of G5 Glycolic Peel Solution over S2 and dry with fan. Rinse skin thoroughly with cool water.

Step 3. Perform extractions as needed using Iso-Cell Recovery Solution and Skin Perfecter. When completed, wipe skin with Iso-Cell Recovery Solution and a clean cotton pad.

Step 4. Apply Icy Revitalizing Mask over face and neck. Allow to dry for 7-10 min. Remove with cool water.

Step 5. Blend O 2 Calming Gel and Hyaluronic Serum. Apply to face and neck. Do not massage.

Step 6. Gently pat Eye Wrinkle Corrector around eye areas.

Step 7. Complete treatment by gently patting on clear gel sunscreen, such as Kizo Lab UV Defense Clear Sunscreen SPF 50.

Acne Protocol

CELLUMA

The Celluma acne program emits blue light to kill acne bacteria and red light to reduce inflammation, increase circulation and promote tissue repair.

Step 1. Cleanse the skin with a suitable product of your choice, depending on the severity of the acne being treated.

Step 2. Dermaplane to remove the vellus hair that can sometimes contribute to acne issues.

Step 3. Exfoliate with product of your choice.

Step 4. Use the Celluma PRO LED light therapy panel and apply for 30 min. on the acne setting.

Step 5. Follow the light therapy session with products of your choice. This may include a serum and or mask.

Step 6. Apply your preferred moisturizer.

Step 7. Finish with applying a suitable SPF sunscreen.



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Colorescience Treatment Protocol

COLORESCIENCE

This professional protocols clears skin for a brightened and even skin texture.

Step 1. Apply 1-2 pumps of the Colorescience Barrier Pro 1 Step Cleanser directly to the skin, without water, use a circular motion breaking up the client's makeup/sunscreen for 15-30 sec. over the entire face.

Step 2. Moisten the skin with 2 drops of filtered tap water and continue to use a circular motion to create an even lather. Work the lather for 1 min.

Step 3. Once a smooth white foamy consistency is achieved, use a wet, clean facial towel to rinse and remove the product. Note the water should be at a mild temperature, avoid hot water.

Step 4. Do not rub the skin, use a pat technique, or light pressure passes over the skin to remove the cleanser.

Step 5. Once the cleanser has been removed you can begin applying treatment products.

Step 6. Spray 4-5 pumps of an antimicrobial toning spray. Spray in a circular motion around the face to evenly distribute the product.

Step 7. Once the spray has dried, apply 1 dropper or dime sized amount of mandelic acid serum of choice over the face using a light rolling technique. Be sure to avoid the upper and lower eyelid areas and lips.

Step 8. Allow the mandelic acid to completely dry.

Step 9. Apply 2-3 pumps of the Colorescience All Calm Multi Correction Serum to the face. Even distribute followed by gently pressing the product into the skin. Avoid rubbing. Be sure to feather the product over the jawline down the neck. Wait 30-60 sec. for the product to fully absorb.

Step 10. Apply 2 pumps of the Colorescience Barrier Pro Essential Moisturizer to the complete face and over the jawline and down the neck using a light feathering technique. Wait 30-60 sec. for the product to fully absorb.

Step 11. Apply 1-2 pumps of the Colorescience All Calm Clinical Redness Corrector SPF 50 to your index and ring fingers. Before applying to your client, rub the fingers with the product on both hands together to activate the minerals and emulsify the product.

Step 12. Gently press the All Calm Clinical Redness Corrector SPF 50 over the face and feather down the jawline to evenly distribute across the treatment areas before blending in.

Step 13. Once evenly distributed, you may gently press the product in and roll with your complete fingers over and across the face to blend. Avoid aggressive and harsh friction during application.

Step 14. Continue until the product evenly covers the treatment area.

Step 15. If your client desires more cosmetic coverage or a different finish you may layer a Colorescience Total Protection all mineral Face Shield SPF 50 on top such as Face Shield Flex SPF 50.

Step 16. Once the product is dried down, apply the Colorescience Total Protection Sheer Matte Brush Zinc SPF 30 brush using one of the two application methods.

Step 17. Finish with the Colorescience Hydrating Mist. Have the client close their eyes and spray 4-5 pumps in a circular motion around the face to evenly distribute the product.

Step 18. To protect the lips, apply a hydrating lip balm of choice followed by the Colorescience Lip Shine SPF 35 in desired shade.

TIP 3: PRIORITIZE MEN AS INDIVIDUALS IN THE SPA

When treating men in the spa, focus on the individual rather than the gender; you can create an atmosphere that inspires relaxation, balance and rejuvenation while emphasizing the importance of healthy aging. Offer treatments that address concerns, such as renewing skin rituals and massage techniques that promote muscle health and flexibility. Encourage the use of clean and non-toxic formulas and nutritive ingredients that support long-term skin health and overall well-being. By providing a neutral environment and a sophisticated approach to wellness, men can enjoy a spa experience that not only targets their main aging concerns, but also supports their journey towards inner peace.

—Rene Freeman, Global Educator at Osmosis

TIP 4: OFFER DIRECT MALE MARKETING AND CUSTOMIZED CARE

Having clients come in for a facial may not be difficult, but keeping them consistent is another story! To keep your male clientele coming back, focus on the tangible benefits and personalize the experience. Market treatments as a solution for specific concerns men often face like razor burn, acne or skin dullness, and emphasize how regular facials can improve their skin's health and appearance. Recommend a home care regimen that is easy and effective, especially if they are new to skin care. Demonstrating visible results and personalized care can convert occasional visits into regular appointments.

—Viktoria De'Ann, Founder of Viktoria De'Ann Peptide Cosmeceuticals

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TIP 5: DO YOUR BEST TO MAKE THEM FEEL COMFORTABLE

Men that step into a spa may feel nervous or insecure and most often, they don't know what to expect. I find that it eases their mind when I guide them into the room and chat with them for 5-10 minutes about their lifestyle, skin goals and what brought them in for a facial treatment. I always try ask something personal about their hobbies or family, so I can immediately set them at ease, as people love to share about those things. An at ease male client is always better then a stressed, uncomfortable male client. They will enjoy their service and most likely come back!

—Jaclyn Peresetsky, CEO of Skin Perfect Spas and Skin Perfect Academy

TIP 6: CREATE A GENDER-NUETRAL SPA ENVIRONMENT

It is more important than ever to create a gender-inclusive environment in modern spas. Traditionally, spas catered mainly to women, who still make up 70% of spa clientele. However, there has been a growing trend of men embracing spa and wellness services. Hence, it's essential to ensure that the spa atmosphere is welcoming for both genders. Providing services and products tailored specifically for men, including deep tissue massage, skincare, beard care, and hair care, is essential. If space allows, consider offering co-ed spaces where couples can enjoy time together outside of treatment rooms, enhancing the overall spa experience.

—Sherrie Tennessee, MBA, CHE, Director of Education, SpaSOS



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Acne Insights:

Understanding This Common Skin Condition

By Shannon Esau, Rhonda Allison

Acne is a common skin disease that affects over 85% of the population at some point and can be seen in all ethnicities. There are several contributing factors associated with acne including hormones, stress and nutrition, and in most cases, need a multi-faceted approach.

There are several types of acne, which is important to understand however a three-step philosophy will address and clear any type of acne. Understanding the root cause and how each display in the skin will help you diagnose which type of acne you are working with to determine what products would get the best results. In some cases, it will be clear cut, but other times, it may be a process of elimination.

Hormonal Acne (Acne Vulgaris)

Hormonal acne, the most common type of acne, primarily affects adolescents. It is characterized by comedones, papules, pustules, nodules, cysts and sequelae (such as pitted or hypertrophic scars). Acne vulgaris is caused by Propionibacterium acnes, also known as P. acnes (bacteria) over producing and becoming trapped under the skin. In the treatment room, extractions are key with this type of acne.

It is extremely important to reduce scarring and really take care of the skin. Allow formulation to go to work for you and do most of the work when it comes to extracting. A combination of enzymes, acids and even refined oils will allow bacteria to easily come out of the skin and lessen potential damage we can cause to the cells.

A specialized formula with hydrogen peroxide, salicylic, lactic and glycolic acids, as well as retinol, provides excellent exfoliating support, stimulates blood flow in sluggish skin and makes the extraction process much easier. Steaming the skin with refined oils after an enzyme will help to soften cellular walls and create an easier surface for extractions. Do all you can to prevent scarring and further wounding the skin.

At home, find formulations that combine salicylic and azelaic acids or mandelic acid and argnine to breakdown cellular buildup, reduce

impactions, balance excessive sebum production, smooth skin and provide strong antibacterial support. Always pair with epidermal growth factors or other ingredient to accelerate healing.



Cystic Acne

This type of acne is typically triggered from an excess of sebum and tight thickened cellular walls. This combination blocks oxygen from getting to the cells and the P. acne bacteria continues to increase. In some cases, due to the tightness of the keratin, it will start to grow underneath the skin. Typically, these lesions are not extractable and forcing this can lead to scarring, which is why using ingredients that help draw bacteria to the surface are recommended.

Clay masks in the treatment room and at home play a crucial role to achieving results. Find masks formulated with a blend of detoxifying clays to draw out impurities and salicylic acid for exfoliating support. Enhanced with melaleuca alternifolia oil for antibacterial and anti-inflammatory support and totarol to inhibit oxygen consumption, it effectively suffocates the P. acne bacteria without over drying the skin.

Acne Cosmetica

This type of acne is caused or stimulated by inferior cosmetics. Typically presenting as non-inflammatory, it is indicated by small, slightly raised red lesions, whiteheads and occasional pustules. This can usually be corrected by eliminating the acne-producing cosmetics and replacing it with non-comedogenic products and a home regimen focused on cleansing and protecting the skin.

For professional treatments, a gentle deep pore cleansing will go a long way, and for home care use, a healthy, non-active cleanser with zeolite can do wonders. Zeolite traps and removes toxins on the skin. Make sure to switch makeup to a healthy mineral finisher, and communicate the short- and long-term benefits of ALWAYS removing your makeup by washing your face properly before going to bed.

Acne Mechanica

This is acne that forms because of friction and constant pressure, or repetitive physical trauma to the skin such as rubbing from hats, face masks, phones, sunglasses, etc. Professional exfoliation treatments using enzymes with pumpkin extract and a home-care regimen that includes a clarifying essential with salicylic acid and/or mandelic acid will help restore the skin to health.

It's key to have discussion on how to clean inside of hats, helmets, phones, etc.

Overall Clear Skin Philosophy

One of the key emphases is realizing acne is a wound. If we understand this, it will assist us as we look at the best plan of action. Let's look at three areas to bring into every professional treatment and home care regimen:

- Reduce bacteria and inflammation,
- Increase cellular exfoliation,
- Support healthy wound healing.

Reduce Bacteria and Inflammation

Bacteria is often our focus when trying to clear acne lesions. Bacteria can spread and get trapped underneath the skin wreaking more havoc, and if not tamed, will lead to infection and scarring.



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Inflammation is created in the skin due to the wound the bacteria is causing, and if left untreated, will cause scarring and put the skin in a vulnerable position. Initially inflammation is a friend to the skin, however, prolonged inflammation can exasperate and ultimately create a never-ending cycle impeding the healing and clearing of acne.

Many ingredients for eliminating bacteria can be harsh on the skin and cause further inflammation or wounding. It is very important to find ingredients or overall formulas that not only deal with the bacteria, but address inflammation. Some key successful options are salicylic acid (percentage and form matters), mandelic acid, ursolic acid, totarol and the heart of green tea, which work to purify the skin, ridding it of harmful P. acnes bacteria. In addition, these ingredients greatly reduce unsightly redness and bring clarity to mottled and uneven tone.



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Increase Cellular Exfoliation

Exfoliation in skin care is nothing new, however, it has evolved over the last decade or two. In acneic skin, it is a crucial step. The P. acne bacteria tries to survive by thickening the cellular wall around our cells. This keeps oxygen for getting into the skin and in turn keeps the bacteria alive and able to spread. It is important to begin light exfoliation in the early teens to prevent bacteria from gaining any traction.

Exfoliation not only increase oxygen, but reduces cellular build-up, prevents micro-comedones from forming, reduces risk of scarring and address large pore size. Specialized formulas containing mandelic acid, salicylic acid, glycolic acid, papaya extract, diatomaceous earth will help to remove the build-up and keep pores clean, while smoothing the overall texture. This a crucial step in any acne regimen and should be customized to fit specific exfoliation needs. Grade of acne, type and age can all determine the level of exfoliation necessary.

Support Healthy Wound Healing

Remember these acne lesions are actually a wound on the skin, and whenever our skin gets wounded, a process of wound healing begins. The skin wound healing process does not address bacteria, so our skin becomes confused and is not able to fix this wound, which in turn leads to a host of others skin issues.

We can accelerate the healing of lesions and reduce scarring on the skin with wound healing ingredients like epidermal growth factors, l-arginine, d-alpha tocopherol and zinc oxide. Redness and post inflammatory hyperpigmentation will diminish as the skin is healed, strengthened and made less vulnerable to p. acnes bacteria.

Effective Acne Management

When it comes to acne skin, there is no one-size-fits all. Cleansing is a must as in any routine. Choosing an active cleanser with acids or a non-active cleanser will vary. A corrective that address the bacteria, inflammation and exfoliation is essential. Again, many formulations will range in strength, so it is your job to find the right option for the type of acne and lifestyle. Lastly bring in a wound healing and further anti-inflammatory support. These can range too, but in most cases, an epidermal growth factor gel is pretty universal and the results are amazing.

Effective acne management starts with proper diagnosis and frequent check-ins with a skin care professional to ensure proper management and effective treatment. The result is a clear, healthy complexion and a renewed confidence as we bring all of this together: reduce bacteria and inflammation, increase exfoliation and add wound healing ingredients.



Shannon Esau the CEO and national educator at Rhonda Allison Cosmeceuticals. She brings more than 20 years experience in the esthetic industry. Esau owned skin care salons in the Dallas/Ft. Worth area, has studied chemistry in skin care formulations and has been mentored by Rhonda Allison for decades. www.RhondaAllison.com and www.REDmethod.com. For more information about Pigmentation Solutions, go to rapigmentationsolutions.com.



Willow Bark

by Maggie Walker

When it comes to natural remedies to skin concerns, willow bark is up there with some favorited ingredients. It has been used in traditional medicine, with records dating back over 4,000 years, for both medicinal and skin care benefits.[1]

This ingredient can be sourced from several species of willow trees including: white willow, black willow and purple willow.[1] Willow bark is made up of salicin, a compound of salicylic acid, tannins and polyphenols, which all aid in making it an excellent ingredient for the skin.[2]

With salicin providing anti-inflammatory benefits, tannins aiding with skin tightening and polyphenols delivering antioxidants, it's safe to say this one ingredient can provide a lot of benefits to the skin.

"Willow Bark or Salix Alba Bark Extract is a botanical source of salicylic acid. This versatile ingredient acts as a gentle exfoliator to promote cell turnover and is rich in antioxidants that help to clear pores and soothe irritated skin." —Dr. Carl Thornfeldt, Clinical Dermatologist and Founder of Epionce

Skin Benefits

For starters, willow bark is a great ingredient for sensitive, oil, combined and acne-prone skin. It is also great for clients who are showing premature signs of aging or are struggling with conditions like eczema, psoriasis and rosacea.

The combination of salicin, tannins, phenolic acids and flavanoids found in willow bark make it a great ingredient for soothing the skin, while aiding in skin regeneration and providing exfoliating properties. Salicin specifically has been shown to help diminish wrinkles, reduce the appearance of pores and even out skin tone.[3]



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Having both salicin and polyphenols in this ingredient make it excellent in both reducing acne and excess oil while keeping the skin hydrated. This ingredient really delivers so many benefits to the skin.

"Willow bark provides a mild exfoliation revealing a brighter looking complexion without any side effects of burning or itching. It's great to be used for all skin types whether dry or oily or even sensitive skin. I have been utilizing willow bark extracts since the 70s with great results." —Lydia Sarfati, CEO/ Founder of Repechage

In The Spa

You will most likely find this ingredient in a variety of skin care products. One most notably will be products for treating acne. A great example of this is the Eminence Organics Clear Skin Willow Bark Exfoliating Peel, which aids to clarify and refine the skin while reducing the appearance of acne.

When it comes to pairing this ingredient with others in the treatment room, rest assured that its exfoliating properties are something to take advantage of. The keratolytic properties in this ingredient make it great for pairing with alpha hydroxy acids (AHAs) for a boost in removing the damaged top layer of the skin while also stimulating fresh cells.[4]

This ingredient is also great for exfoliating in and out of the treatment room. This is shown in products like 1802 Beekman's Smooth Booster Willow Bark Exfoliating Serum, which is a great home care remedy, especially for clients with sensitive skin. Also Sorella's Lychee Willow Bark Deep Clean is a great product that both reduces oil production and gently exfoliates while providing a deep cleanse to the skin.



Why You Want It

Willow bark is an ingredient that can be used on a variety of clients suffering from a host of skin conditions. While it's most popularly called out for its benefits with acneic and oily-prone skin, it has a lot more to offer than just banishing blemishes. The anti-bacterial and anti-inflammatory benefits helps to reduce redness and flare-ups that are great for acne, but are also amazing for conditions like eczema, psoriasis and rosacea.

Also, this ingredients ability to be paired with AHAs like lactic and glycolic, make it an excellent exfoliator in the treatment room, that can deliver so many benefits to the skin. Whether your client is suffering from acne, sensitivity, pigmentation or aging, this is an ingredient that can help tackle those concerns.

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(All websites accessed May 16, 2024)



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WHAT'S MY ROUTINE?

LASHELLE ULLIE

INTEGRATIVE ESTHETICIAN & MEN'S SKIN HEALTH SPECIALIST

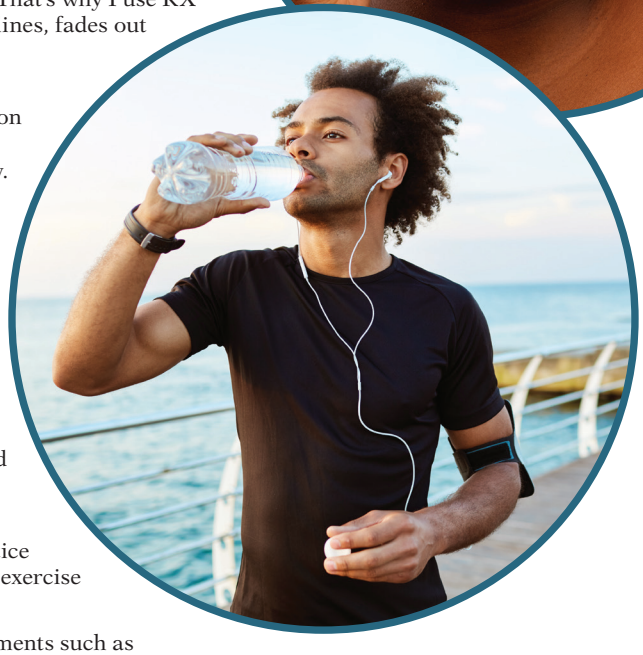


DAILY SKIN CARE REGIMEN

As a business owner in the skin care industry, I have a lot on my plate. Maintaining your skin health is essential not only for your personal well-being, but also for showcasing your expertise to your clients. However, with a busy schedule, it can be challenging to maintain a healthy skin care regimen. Therefore, here are some tips that I use to help take care of my skin amidst a hectic routine.



1. Prioritize self-care: Just as I prioritize the needs of my business and clients, I prioritize my self-care. I schedule regular time for skin care routines and stick to it as much as possible.
2. Simplify your routine: Since I have limited time, my focus is on a simple yet effective skin care routine that includes products of the Le Mieux skin care line including:
   a. The Gentle exfoliating cleanser is ideal for my combination skin. It nourishes my skin barrier and prepares me for the next steps.
   b. I love using toners like the ISO-CELL Rose recovery. Since my skin is sensitive and can get stressed out during the day, this toner is great for me because I can use it throughout the day to realign my skin's nutrients and combat any dehydration that occurs. Additionally, since I live in Los Angeles, which has an arid climate, this toner helps to keep my skin hydrated.
   c. I firmly believe that serums are the key to a good skin care routine. That's why I use RX Complex Serum. It is a multi-tasker that helps refine any texture or lines, fades out pigmentation and provides hydration and nourishment to my skin.
   d. For moisturizer I mix the O2 calming gel containing hyaluronic, goldenseal, green tea, and cucumber extracts with the sheer hydration lotion. Using both products provides my skin with hydration and nourishment, leaving it feeling strong, balanced and looking healthy.
   e. For sun protection, I use Vita-C translucent sunscreen.
3. Stay hydrated: I drink plenty of water throughout the day to keep my skin hydrated from within. Hydration plays a crucial role in maintaining my skin health.
4. Healthy diet: To support my overall skin health, I incorporate foods rich in antioxidants, vitamins and minerals into my diet. Foods like fruits, vegetables, lean proteins and healthy fats can help nourish your skin from the inside out.
5. Get enough sleep: Adequate sleep is essential for skin regeneration and repair. I aim for six to seven hours of quality sleep each night to wake up with refreshed and rejuvenated skin.
6. Manage stress: Chronic stress can negatively impact your skin. I practice stress-management techniques such as deep breathing, meditation or exercise to control stress levels.
7. Regular skin care treatments: I treat myself to regular skin care treatments such as facials or massages to pamper my skin and mind. This can be a great way to unwind and rejuvenate after a busy day or week.



Remember, taking care of yourself is as important as taking care of your business and clients. By incorporating these tips into my routine, I maintain healthy skin while managing my busy schedule effectively.

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Ask The Esty

With Deedee Crossett

Industry pro, Deedee Crossett, answers your burning questions about the industry.

Q: What reminders should estheticians know when approaching acne treatments for clients?

A: Acne is genetic, environmental and emotional. These clients are loyal and obedient to protocols when they see results. How does an esthetician create an acne-focused practice?

Here are a few steps to consider:

- ***Training.*** Not just with a specific product line, but with the histology of the skin and how it develops. Dr Mark Lees, *Clearing Concepts; A Guide to Acne Treatments* is a great resource.
- ***Compliance.*** Know your scope of practice within your state license. Keep accurate records with signed and dated consultation cards. Hygiene is extremely important with these treatments.
- ***Calm.*** Treat the inflammation first. Keep the client calm and encourage stress-reducing activities.
- ***Routine.*** Home care and regular treatments will maintain results. Pre-book your guests and educate them on the "lifestyle" of clear skin with genetic acne. It's not "fixed" with one treatment. Be their skin coach!
- ***Marketing.*** Use the word "acne" with before and after photos to attract new clients. Good images and "glowing" reviews will drive new client business. When people suffer from acne they research for help.

I suffered from acne and it's why I became an esthetician. In my opinion, treating acne clients and seeing results is the best part of being an esthetician! It's so rewarding.



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Founder and owner of the San Francisco Institute of Esthetics and Cosmetology since 2002, **Deedee Crossett** is an industry pioneer for raising the bar of undergraduate education for cosmetologists and estheticians. She can be reached at *www.facebook.com/deedee.crossett* and Twitter @DeedeeCrossett.

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