

## **INTRODUCTION**

A facial is a common skincare treatment, the second most popular beauty salon treatment after massage, which involves a variety of treatments to the face including; steam, exfoliation, extraction, creams, lotions, masks, peels, and massage to cleanse, tone, exfoliate and nourish the skin of the face, encouraging clear, well-hydrated skin.

Depending on the skin type of the individual the therapist will choose specific types of cleansers, toners, exfoliators and moisturisers etc. to most suit and benefit the skin of the client based on whether they have mature, sensitive, dry, oily or combination skin.

There are various different kinds of facials but all have the same main aim; to relax, refresh, pamper and promote well-being, and to improve the texture, general health and overall appearance of the skin of the face.

### **WHAT HAPPENS DURING A FACIAL?**

A facial starts with a complete cleanse using cotton pads or sponges and a product chosen to suit the skin type of the individual i.e. dry, normal, oily, combination, sensitive or mature. This is to remove the layer of dead skin cells and deep-clean pores to help prevent acne and lack luster skin.

After protecting your eyes the therapist will use a brightly lit magnifying lamp to study your skin looking for various skin conditions and any blackheads or whiteheads that need removing. These blackheads or whiteheads will then be removed if necessary. Some facials may use steam or towels to open the pores to make the removal of blackheads easier.

The skin will then be exfoliated using a mechanical or chemical exfoliant. Mechanical exfoliation involves physically scrubbing the skin with an abrasive. Chemical exfoliants include scrubs containing salicylic acid, glycolic acid, fruit enzymes, citric acid, or malic acid.

A face massage may then be given to relax and stimulate the skin and facial muscles.

After this a facial mask will then be applied to suit the skin type and will be left on from 10 -15 minutes (check manufacturer's instructions).

To finish off the facial a suitable moisturiser will be applied to rehydrate, moisturise and nourish the complexion.

#### **HOW REGULARLY SHOULD A FACIAL BE GIVEN?**

It is preferable to have a facial every 4 - 6 weeks but this obviously also depends on the type of skin of the individual, but once a month is sufficient as it takes that long for the skin to regenerate.

#### **REASONS TO HAVE A FACIAL**

There are many reasons that a client would want to have a facial;

- To improve the appearance of the skin
- To balance out problems of the skin
- To deep cleanse the skin
- To help improve muscle tone
- To speed up cell renewal therefore helping to slow down the ageing process
- To keep the skin soft by removing dead skin cells
- For relaxation and pampering
- To encourage the client to look after their skin at home

It is common practice for a facial treatment to take approximately 1 hour to 1 hour 15 minutes.

#### **NOTE:**

A beauty therapist needs to have a thorough knowledge of facial treatments, skincare advice and products in order for the client to feel confident in the therapist's skills.

A therapist therefore needs to understand the benefits of a general facial treatment. In addition each skincare company will design their facial to have additional benefits and these are called unique selling features. For this reason you will often find that facial procedures vary greatly.

## **CONTRA-INDICATIONS TO FACIAL TREATMENTS**

Beauty therapy treatments are designed to improve the appearance and condition of the skin and to help control minor skin problems. They should never be applied to areas of skin which are sore, damaged or infected or where there is a risk of the skin reaction adversely to treatment.

Failure to recognise or respond to a contra-indication could result in:

- **Cross infection:** an infectious disease could spread to other areas of the face and also to other clients.
- **Prolonging the condition:** disturbing infected or damaged skin could interfere with the natural healing process.
- **Worsening the condition:** stimulating treatments could put further strain on damaged blood vessels and also speed up the rate of abnormal activity of diseased skin cells.

The general contra-indications to facial treatments are:

- **Undiagnosed lumps, bumps and swellings**
- **Cuts and abrasions**
- **Cold sore**
- **Impetigo**
- **Recent scar tissue**
- **Severe sunburn**
- **Allergic reaction**
- **Malignant tumour**
- **Broken bones**
- **Severe psoriasis**
- **Severe eczema**
- **Styes**
- **Conjunctivitis**
- **Any infectious skin conditions**

Most contra-indications are short term and the client can be reassured that treatment may be given as soon as the skin has recovered.

Some contra-indications create longer term problems, if there is a serious skin infection or you are suspicious about abnormal changes in the skin, refer the client to their GP for medical advice. In most cases once the client has been cleared by the doctor, beauty therapy treatments may resume.

**A beautiful skin is a healthy skin.**

- Good skin care, practiced routinely, helps to keep the skin healthy by:
- Keeping the outer surface clean, smooth and soft.
- Ensuring there is enough moisture in the upper layers.
- Feeding living cells and tissues with a healthy supply of blood.
- Helping the skin to resist infection and infestation
- Providing protection from external damage

A basic skin care programme should include the regular and correct use of cleansers, exfoliants, toning lotions, moisturisers, face masks and products for evening care. Specialised skin care ranges provide for every type of skin and include preparations for treating specific skin problems.



## **PREPARATION OF WORK AREA**

Ensure that all tools and equipment are clean and sterile as you set up your trolley for a facial treatment.

You should prepare your work area by considering the following points:

1. Adequate ventilation or heating, open windows/doors, turn heating on/off.
2. Subtle lighting, it is recommended that you use additional light, such as a magnifying light when carrying out a skin analysis. Otherwise, the lighting should be dim so that it is not bright on the client's eyes. The client needs to be able to relax.
3. Ambience, the room should smell pleasant, you may need to use aromatherapy oils or air fresheners.  
You should also consider the use of appropriate relaxing background music during the treatment (the radio would be inappropriate for a facial treatment).
4. Two chairs will be required.
5. An adequate supply of freshly laundered towels will be needed.
6. A blanket may be needed to keep the client warm during the treatment. Alternatively you could use a heated electrical blanket underneath the bed cover to keep the client warm.
7. Trolley and Couch; trolley to be wiped over with surgical spirit before placing any products on it, then arrange products in a logical order so that you can go straight to them without searching. Arrange the products attractively so that they catch your client's attention. Couch to be covered with fresh clean laundered towels and couch roll.
8. Couch rolls, cotton wool and tissues are available.
9. All facial products to be used are to hand, (containers must be clean).
10. Record card and pen should be placed on the bottom shelf of your trolley. You may need to check details of the client's previous treatments.



## PRODUCTS YOU WILL NEED

To complete a facial treatment you will need to have the following products placed on your trolley:

- Selection of skin care products
- Jar of prepared sterilising fluid
- Comedone extractor
- Clean spatula
- Cotton buds
- Cotton wool pads
- Tissues
- Plastic beaker
- 6 bowls:
  - for client's jewellery
  - for cotton wool
  - for creams
  - mask
  - scrub
  - water
- 2 mask sponges
- 1 headband
- 1 mask brush
- Paper towels
- Record card and pen
- Hand mirror
- Small bin with lid



## **PREPARATION OF THE CLIENT AND THERAPIST**

A new client will be unfamiliar with procedures and may even be a little embarrassed or nervous on the first visit. Give clear instructions and explain which items of clothing should be removed. Respect the client's privacy at all times. Request that they comply with the following:

1. Asking them to remove all jewellery from the area, contact lenses and glasses if worn.
2. Clothing to the upper body should be removed (underclothes should be kept on; the shoulder area must be free from any straps).
3. Explain to the client how to lie on the bed, flat and straight preferably without legs crossed.
4. A large towel or blanket should be provided for clients to cover themselves with.
5. The client should be left in privacy to prepare for the treatment.

On your return ensure that a headband is placed around the clients head to keep the hair away from the face. The couch may be positioned in a slightly inclined position or flat, in which case the therapists chair should be at the appropriate height so that no stretching is required and all of the face and shoulders are visible to the therapist.

Some clients cannot lie flat throughout the treatment, therefore additional support may be required behind their knees, neck or lower back, always check client comfort during their treatment.

Now you are ready to begin, but first remember:

- Always use a clean spatula for removing cream from its container.
- Transfer cream to the client from the back of your hand.
- Pour runny creams in to the palm of your hand before using them.
- Put tops back on bottles and jars immediately to prevent their contents from becoming spoiled or spilled.
- Wash your hands immediately before and during the treatment as required.

**THERAPISTS POSTURE**

Posture should be maintained throughout the treatment to ensure comfort and safety of the therapist.

When sitting – the therapist should sit in a chair with a back, at the correct height for the treatment. Both feet should be placed on the floor, at shoulder distance and directly under the knees. The back should be straight and shoulders pushed back when possible.

When standing – place both feet on the floor and shoulders distance apart without pushing back on the knee joints. Weight should be evenly distributed between both legs. The back should be straight and shoulders pushed back slightly when possible.



## COMPLETING A CLIENT CONSULTATION FORM



One of the most important parts of any treatment is the consultation. You will be able to discuss the client's requirements and decide what products are to be used and the treatment plan that meet those needs. As a therapist you must therefore be good at encouraging clients to give you this

information. In order to do this you must therefore have the following:

- **Good communication skills:**
  - These are verbal (talking) and non-verbal (body language). Ensure you have good posture, eye contact, smiling, encouraging head nods.
- **Good questioning techniques:**
  - This is vital to gain the information that you require to carry out the treatment.
- **Open questions:**
  - These types of questions begin with HOW? WHERE? WHEN? and WHY? and encourages the client to give much more information. Use open questioning techniques wherever possible during the consultation and treatment.
- **Closed questions:**
  - Questions beginning with DO? IS? are types of closed questions. If you use these types of questions you will only get a yes or no answer, which will lead to a one sided conversation.
- **Good observation skills:**
  - You need to be able to read your client's body language as it will help you to understand how your client is feeling.
- It is also important that you speak clearly and accurately when carrying out the treatment.
- Sometimes a client may not understand what you are saying and in this situation it is important that you adapt your consultation to meet the needs of the client. For example you may show pictures of the stages

**of the facial. If the client does not understand always try a different approach and if in doubt ask for help.**

## PROFESSIONAL SKIN CARE PRODUCTS

There are many professional skin care products in the market place today, you will need to do some research and then choose which one will be the best one for you and your client's.

Start-up costs may be high depending on which company you choose, for example Guinot would be expecting you to stock the complete range which could start anything from £3,500.00 upwards, so think carefully, will you be working from home, mobile or going straight into a salon situation, will you initially need to buy such high profile products or possibly buy something that doesn't tie you into purchasing a complete start up range. It is important to make the right decision to ensure that you do not purchase products unnecessarily and they end up going past their sell by dates and straight into the bin.



## **SKIN PREPARATIONS**

Many factors in our environment tend to produce uncomfortable or damaging changes to the skin. Cosmetics and creams selected according to the skin and condition can help to maintain the skin's balance and enhance its beauty. The main purpose of a cream is to reverse the changes that have taken place.

### **NIGHT CREAMS**

The application of skin foods incorporating fatty substances and moisturising agents may be absorbed into the outer cell layers keeping them soft and supple.

These contain a small percentage of water, but are heavy and thick in consistency. A variety of fats such as animal, vegetable, lard and lanolin are used. Oils such as olive, almond, castor can also be contained. These creams are designed to retard natural loss of moisture from the skin and restore flexibility. The skin is more receptive at night when this type of cream is applied.

### **MOISTURISERS**

Consist mainly of an oil in water base which conveys moisture to the skin cells. They provide a lubricating action on the skin and help to smooth the texture. A moisturiser acts as a base for the make-up and provides protection against climatic conditions.

### **CLEANSERS**

The main function of a cleanser is to spread easily at body temperature, removing stale make-up, grime, dirt and dead cells.

### **CLEANSING CREAM**

A cleansing cream contains oil to dissolve the greasy components of cosmetics and emulsifying agents to make the grease easier to remove. The oiler the cream the more effective it is in removing heavy make-up. They frequently consist of water in oil emulsions containing mineral oil, beeswax, borax and water, perfume can be added. This product is recommended for normal to dry skin. The emulsion is formed by the reaction of borax and beeswax to form the emulsifying soap.

**CLEANSING MILK**

These clarify an oily skin and contain a much higher water content. Some are especially formulated for a greasy skin where superficial waste of the skin may be more proteinous. A greater proportion of water makes a less effective cleanse they are based on oil in water emulsions. For thick milks and lotions the alkali triethanolamine is used with steric acid to form triethanolamine stearate soap which acts as the emulsifier.

**SOAPS**

Because of the alkalinity, soap often produces problems such as dehydration and redness. The effect is increased if the water is very hard, soaps can over sensitise the skin and in their ability to remove bacteria and dirt, the acid mantle can be altered at the same time. Soap dissolves in water by forming an emulsion, grease from the skin is dissolved by its molecules. Only used on very oily skin.

Cleaning bars are tested and are PH balanced and they are designed for the skin type for which they are recommended and therefore do not dry the skin like ordinary soap.

**DETERGENT WASHING PREPARATIONS**

A detergent based product which sometimes contain antiseptic or herbal extracts which make them ideal for only congested skins, or for cleansing the male skin. They are mixed with water to form a lather and can be used like soap.

**PORE GRAINS/EXFOLIATORS**

Contain pumice powder which is gritty powder, which have abrasive properties combined with a detergent preparation. There are many formulations, main reasons for use is to help exfoliate and dry the skin. It is a product favored by men to help lift hairs prior to shaving and remove dead skin cells. Use for greasy, dark skin, male and acne scarred skins.

**ASTRINGENTS**

Astringents have a stronger effect than tonics or fresheners and are particularly formulated for the treatment of greasy skins for closure of pores and drying qualities. Alcohol is present but must not exceed 20% because the solution may cause stinging. Aromatic waters, e.g. orange flower and

rose may be added for their odour value. Distilled extract of witch hazel is commonly used and other astringent materials, e.g. alum, aluminum chloride may be found.

#### **SKIN TONIC/FRESHENERS**

These are used after cleansing in order to remove traces of grease and as a skin freshener to impart a clean fresh feeling to the skin. These preparations are cooling whilst gently toning. Different formulations are available based on natural ingredients or chemical formulations.

If the alcohol content is too high tingling and smarting may result. Many contain witch hazel (15% alcohol) glycerin as cleansing agent and purified water. Fruit juices and herbal extracts may be added, camphor water is sometimes included.

## **THE CLEANSE**

Even if the client claims not to be wearing make-up, always give a superficial cleanse. This will help you to make an accurate assessment of the skin. It will also help the other skin treatments to be more effective.

1. Remove lipstick with cleansing cream - Place a small amount on the back of the hand using a spatula. Remove from the hand with damp cotton wool pad and then remove lipstick.
2. Use a cotton wool bud to remove eye make-up - Place an eye pad under the eye. Put a small amount of remover, appropriate to type of mascara in the palm of the hand and soak the bud. Roll downwards over the lashes, when sufficiently has been removed discard. Refresh cotton wool bud and eye pad for the other eye.
3. To remove the eye shadow – place a small amount of remover onto a cotton wool pad and wipe around the eye area very gently until all traces of eye make-up have been removed.
4. Place cleansing product onto the palm or back of the hand – distribute product onto the face (dot on the neck, chin, cheeks and forehead). Commence the cleansing sequence and cleanse twice.
5. Sprinkle two cotton pads with toner – commence the toning sequence and tone twice.
6. Use a single tissue – make a hole for the nose, blot the face. Fold the tissue in half, tear and blot the neck, corners of the nose and forehead with the two halves.
7. Finally moisturise with gently upward sweeping movements.

When the treatment is finished, ask if the client is happy with the results and then slowly raise the head off the couch to an upright position.

Check if the client will shortly run out of any home care products and advise accordingly. Enter final details of treatment and purchases on the client's record card and assist with arranging the next appointment.

## **ADAPTING THE FACIAL PROCEDURE FOR A MALE CLIENT**



When working in a salon or a spa you will often find that the client base is not just female. It is becoming more and more popular for men to have beauty treatments, with facials being a fashionable choice.

Salons are being created that target a male client base and are doing this by:

- Creating a unisex environment
- Including a list of treatments for men on their treatment menu.
- Purchasing a men's skincare range.
- Promoting a retail range of men's skin care products.

### **HOW TO ADAPT THE FACIAL ROUTINE**

When carrying out a facial treatment on a male client you may need to adapt the procedure, taking into account the points outlined below:

- Encourage your client to always have a shave on the morning of their visit, in order to make the treatment more comfortable.
- If the client has a beard or moustache, avoid that area, otherwise you will have difficulty removing the products later.
- When cleansing and massaging try to work with the natural grain of the hair growth rather than going against it, as it can be uncomfortable.
- You do not need to apply a headband if the client has short hair.
- You should still carry out an eye cleanse, although miss out the mascara removal stage.
- Normally you will need to apply all movements using a firmer pressure.
- Try to use your sponges as much as possible when removing products as cotton wool can stick to the beard.
- Spend extra time exfoliating the beard area.
- Most men prefer products that feel light on their skin, so where possible select gel or lotion based products throughout the treatment.



## **SKIN ANALYSIS**

It is very important that the correct analysis of the skin is carried out to determine the choice of treatments and products used. The ability to diagnose the skin correctly can only develop with experience.

The skin is a living organ which can be influenced by the season and the general health of the person as well as external factors.

### **FACTORS WHICH AFFECT THE SKIN TYPE**

- Environment
- Social life
- Age and sex
- Occupation
- Diet
- Hormones
- Exercise
- Sleep Relaxation
- Stress
- Free radicals

Use the following assessment techniques to ensure a correct skin analysis:

### **LOOKING AT THE CLIENT'S SKIN**

Use a magnifying light to look for characteristics and conditions to guide you in making a decision as to the client's skin type. You would also look for areas that are showing signs of ageing.

### **TOUCHING THE CLIENT'S SKIN**

Using your fingertips touch the client's skin to feel the texture, muscle tone, elasticity, skin tone, amount of subcutaneous tissue and sebaceous secretions.

### **ASK THE CLIENT QUESTIONS**

Determine their skin care routine, the type of products they are using and for what skin type and finally if they have any problems with their skin. It is important that you get the client's point of view.

**QUESTIONS TO ASK**

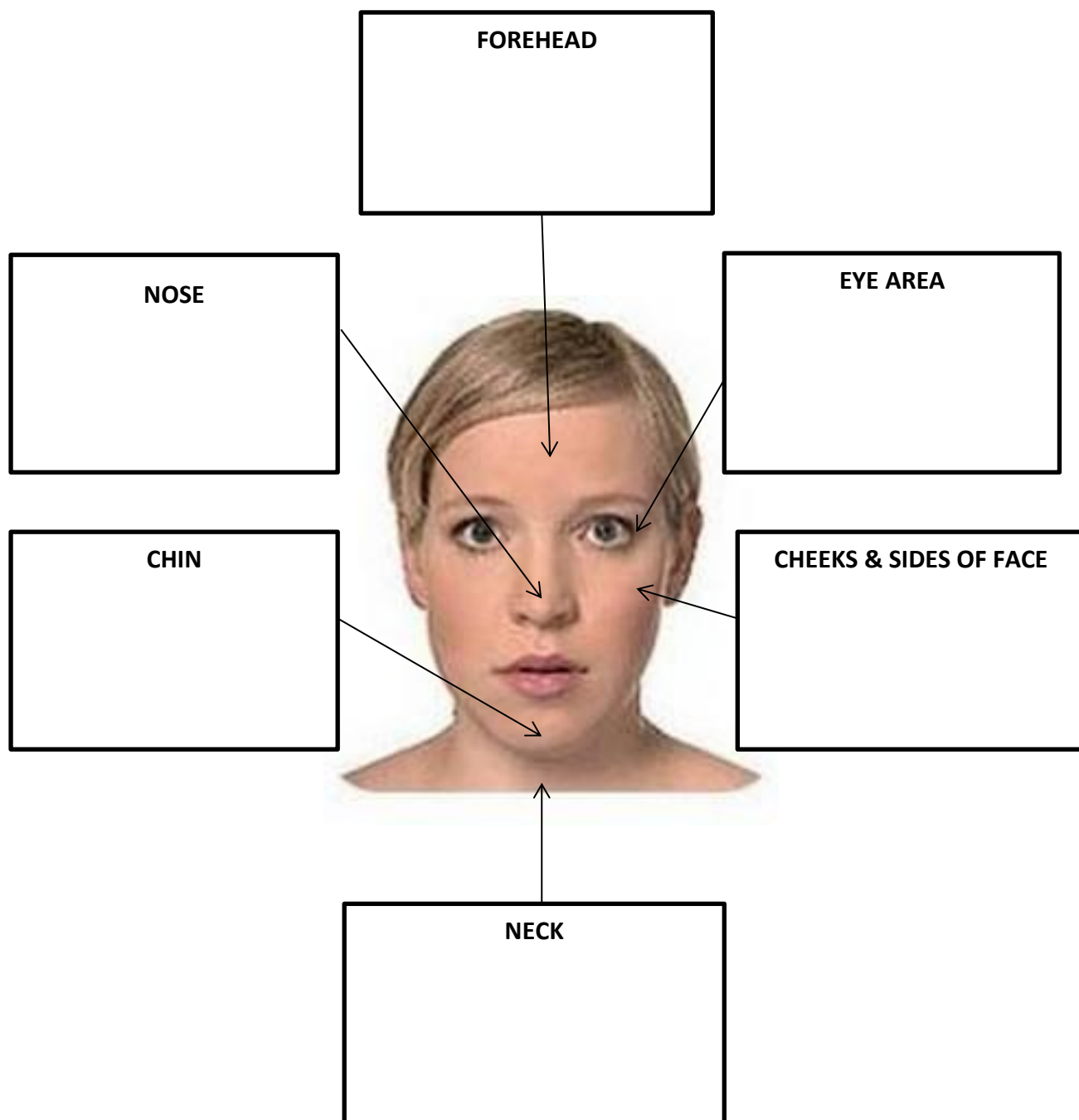
- Have you had a facial before?
- How long has it been since your last facial?
- How was your skin after your last facial?
- Have you noticed any problems with your skin?
- Have you noticed any areas of dryness/oiliness?
- What is the main reason for you having a facial today?

It is vital that you assess the skin correctly, otherwise incorrect products and pressure could be applied resulting in an ineffective treatment. It is also important that you find out the clients requirements from the treatment, i.e. just because the client has blackheads do not automatically presume that they want them extracting.

**Note:**

The products/frequency that the client is using them can affect the current skin condition. It is important that you gain information on the client's skin care routine and the products used. Do not presume that if the client is cleansing, toning and moisturising that the skin care routine is perfect as they may be using the wrong products or applying them incorrectly.

## SKIN ANALYSIS CHART



**Muscle Tone:**

**Skin Texture:**

**Elasticity:**

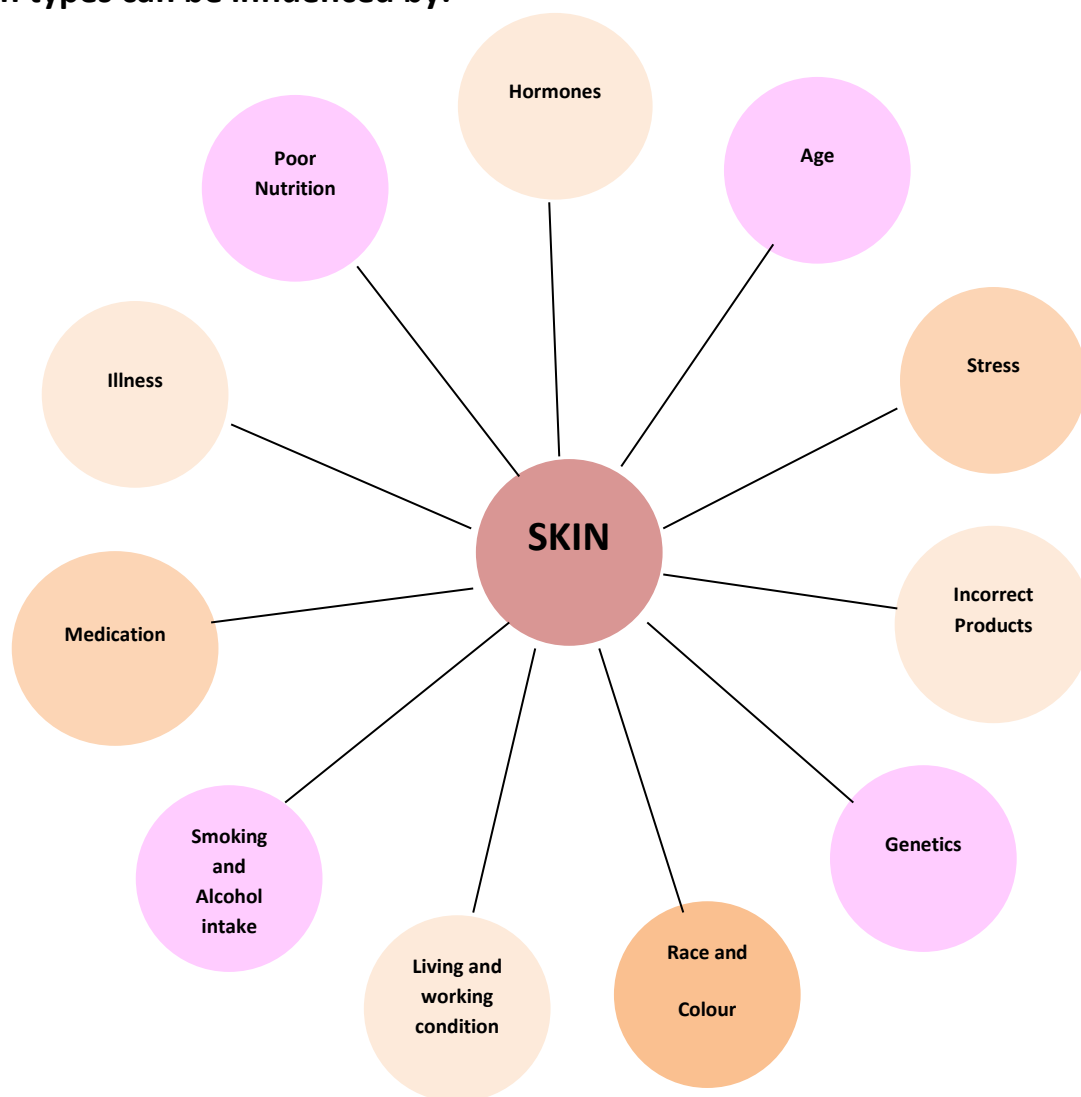
**Skin Type:**

**List the conditions found in each area of the face and neck in the boxes provided.**

## SKIN TYPES AND CONDITONS

There are various skin types and conditions that you must be able to analyse in order to give the client the best possible treatment and advice.

Skin types can be influenced by:



The main skin types are:

1. Oily
2. Dry
3. Combination
4. Normal

These could be present on either a mature skin or young skin.

In order to be able to recognise the skin types you must be able to understand how to recognise the characteristics that you will see.

### **SKIN CHARACTERISTICS/CONDITIONS**

There are various skin types and conditions that you must be able to analyse in order to give the client the best possible treatment and advice. If you correctly analyse the client's skin then you will be able to select the best skin preparation products and make-up for them.

Beauticians and cosmetic consultants will frequently classify an individual's facial skin type according to surface characteristics. Their five classifications are useful in the sense that they provide some practical recommendations for daily care. It should be remembered, however, that surface characteristics of skin will vary considerably according to factors like general health, ageing, stress, diet, and exercise. Below we take a look at each of the five facial skin types and consider some of the steps that can be taken to optimize the appearance of each skin type.

### **NORMAL SKIN**

Normal skin is smooth and firm to touch with no evidence of dryness or excessive oiliness. It has its own natural resilience that helps to prevent common problems such as broken capillaries, spots, or redness. Most commonly seen in children, adults who maintain these normal skin characteristics are both rare and fortunate.

### **OILY SKIN**

Oily skin is often caused by hormone signals that increase the normal rate of sebum production and release. Typically, the surface feels greasy to touch while the appearance is shiny, often with visible pores. Acne and other blemishes are commonly associated with oily skin, although this negative aspect is balanced by it being less prone to wrinkles and other signs of advancing age.

Common characteristics that you will see all over the face on this skin type are:

- Open pores
- Papules (red spots)
- Pustules (pustular spot)

- Comedones
- Seborrhea, producing a greasy shine
- A build-up of dead skin cells making the skin appear coarse in texture

#### **DRY SKIN**

Dry skin is usually fine textured with a slightly dull appearance. On closer inspection there may be some flaky or granulated sections evident, particularly around the corners of the mouth, eyes, and forehead. Dry skin often feels tight or mildly uncomfortable. Without daily attention and careful nurturing, dry skin has a tendency to wrinkle and become more brittle with age.

Using products that are too harsh for the skin may also cause the skin to become dry. This skin will often have:

- Dry flaky patches, which may become red and irritated
- Tight Pores
- Eyebrow dandruff
- Milia – often found on the skin around the eyes and cheeks

#### **SENSITIVE SKIN**

Sensitive skin often has similar qualities to dry skin with the addition of areas that tend to react against both internal and external influences. Sites of reaction may be caused by allergies, pollution, chemical irritants, illness, extremes of temperature, and other unsuitable environmental conditions. The visible signs of reaction include redness, dermatitis, chafing, broken veins, capillaries and mild bruising. The care of sensitive skin is similar to that recommended for dry skin.

There are two types of sensitive skin:

- Touch sensitive – is sensitive to touch, heat and embarrassment, it therefore needs to be treated gently otherwise it can be treated using products for its main skin type
- Allergic sensitive – is prone to allergic reactions and must be treated with products that are designed for treating a sensitive skin. They will contain very natural products, which have often been dermatologically

tested for sensitive skins. These products will normally be labeled hypoallergenic.

### **COMBINATION SKIN**

Combination skin is most common amongst adults, increasingly so after the middle period of life. It is characterized by a central band of skin which is oilier and more coarsely textured than the rest of the face. In contrast to the oily central band, the cheeks are usually normal or dry in condition.

When caring for combination skin it is important to choose products that will neither stimulate the sebaceous glands nor increase the dryness of the throat and cheek regions.

Combination skin is made up of two skin types typically having:

- An oily 'T Zone' that comprises of forehead, nose and chin. You will see some or all of the following:
  - a) Comedones
  - b) Papules
  - c) Pustules
  - d) Open Pore
  - e) Greasy Shine
- The cheeks and neck will be either normal or dry. In these areas you will see the recognised characteristics for this skin type

### **DEHYDRATED SKIN**

Dehydrated skin is lacking in water. While dry skin is lacking in oil. Although often confused with dry skin, which is lacking in oil production, dehydrated skin can be a condition of any skin type. It is quite ordinary to have an oily skin type with a dehydrated skin condition. It is also quite possible to have a dry skin type with a dehydrated skin condition.

The characteristics of dehydrated skin type are:

- Skin quickly absorbs moisturisers
- Skin feels dry and tight although skin appears oily
- Skin has a dark and ashy appearance even though using a moisturiser
- Broken capillaries
- Superficial crisscross lines appear

## **MATURE SKIN**

This skin condition most often occurs after the age of 25. Skins that were once oily begin to produce less oil, drier skins become drier. A mature skin often has characteristics of a dry skin although it can be present with any of the other skin types mentioned. A mature skin will show signs of some, or all of the following in varying degrees:

- Expression lines appear, particularly around the eye area
- Loss of elasticity
- Facial contours may become slack
- Epidermis becomes thinner
- Broken capillaries and lines often appear around the eye area
- Irregular patches of pigmentation form liver spots
- Blood circulation is not as efficient and therefore the skin often appears sallow
- Metabolic rate slows down therefore waste products are not removed as effectively and therefore the skin often looks puffy
- Fatty deposits are often laid down
- Pores look more enlarged as the skin is not as tight
- Skin begins to sag

## **YOUNG SKIN**

A skin is classed as young up to the age of 25. It will show none of the characteristics listed above. It will therefore have:

- No expression lines.
- Good elasticity.
- No irregular pigmentation.
- Good blood supply.
- No dropped contours.

## **ACNE SKIN**

The skin has thousands of tiny hair follicles. Each has a sebaceous gland that produces an oily substance, sebum. An abnormal reaction of the sebaceous glands in the skin to the male hormone testosterone causes them to make more sebum. This characteristically occurs at puberty when production of hormones including testosterone increases in both boys and girls. Hormonal changes also cause the cells of the top layer of skin (the epidermis) to



**overgrow, forming a thicker layer which can block the outflow of sebum from the glands.**

**As a result of overproduction of sebum and obstruction of its flow, the sebaceous glands become enlarged forming a pimple or spot.**

**The opening of the sebaceous gland is filled with a plug of sebum mixed with sloughed-off skin cells. These cells undergo a chemical reaction forming a black colour – a 'blackhead' (which is therefore skin pigment, not dirt). At this point careful squeezing can push out the blackhead or pigmented sebum plug and let the spot drain (and so settle down).**

**In some spots the opening of the gland is so tiny that air cannot reach the sebum, so these spots don't become blackheads but stay as whiteheads. These are more common and are likely to become red and inflamed, due to bacteria commonly found harmlessly on the skin surface which thrive on the sebum and multiply in the sebaceous gland, triggering an inflammatory reaction.**

**If the blocked hair follicle ruptures, inflammation can spread. This can lead to nodules and cysts forming, which leave scars as they disappear.**

**There's no scientific basis to the idea that diet or particular foods make acne worse (for example, chocolate, fatty or fried foods), but some people do identify specific foods they believe make their acne worse.**

**Common triggers for acne include:**

- **Exams, new relationships and other forms of stress.**
- **The time just before a period starts.**
- **Pregnancy.**
- **Certain cosmetics and medicines.**

**Acne affects young adults the most, but can also be a problem for older people. It usually starts in puberty, between ages 12 and 14, when increased levels of the male-type sex hormones androgens (girls have these as well as boys) stimulate the sebaceous glands to increase production of sebum.**

**More than 90 per cent of teenagers have acne.**

**Women are generally affected at a younger age, the peak severity being between ages 17 and 18, while men peak between 19 and 20 years old. Men tend to be worst affected, because they produce more testosterone.**

**SEBORRHOEA**

This is a result of over active sebaceous glands producing too much sebum; therefore a greasy shine appears on the surface of the skin. This condition accompanies oily and combination skins.

**COMEDONE**

This is the technical term for a blackhead. Comedones most commonly accompany an oily or combination skin. They are caused by an overproduction of sebum blocking the pore and when the sebum encounters oxygen, the oxidising effect starts to darken the sebum burning it into a black dot. Make-up and dirt may also block the pore making the comedone look even darker. Comedones are extracted by gently squeezing between the fingers protected by tissues or by using a comedone extractor.

**PAPULES AND PUSTULES**

Papules are red spots caused by inflammation of the sebaceous gland. Pustules are yellow spots also caused by inflammation of the sebaceous glands; however infection is also present in the form of bacteria. They commonly occur on oily and combination skins due to the overactive sebaceous glands. However, they can occur on other skin types as hormonal imbalances (often due to the menstrual cycle or stress) can cause them to appear.

**OPEN PORES**

The pores are more visible and appear enlarged. Open pores are common on oily areas of the skin. Once the pores have enlarged they can never return to normal size, so you will often see open pores on mature skins or on skins that have previously been oily or combination. Do not presume that just because the pores are open that the skin is oily as this is a common mistake.

## **MILIA**

These are often present on a dry skin and are caused by overproduction of dry skin cells causing a blockage of the sebaceous gland. They appear as a small white pearl under the skins surface, often around the eye or cheek areas. Exfoliating and applying moisturiser on a regular basis can loosen milia. Alternatively a qualified therapist can use a sterile needle to pierce the skin and extract the milia.

## **BROKEN CAPILLARIES**

Commonly found on the cheeks or the nose area these appear as small red/pink threads under the skins surface. Most broken capillaries occur when the capillary walls constrict (narrow) and dilate (widen) too quickly causing the muscles of the walls to tear. This in turn allows the blood to seep out resulting in broken capillaries.

Dehydrated, dry and sensitive skins often have thin skin that provides less protection and therefore these skin types are the most commonly effected. Common causes of broken capillaries are:

- Hot conditions
- Wind blowing on the face
- Burning i.e. sunburn
- Moving from one extreme temperature to another
- Pressure i.e. squeezing spots or glasses pressing on the face

Broken capillaries can be prevented by avoiding all of the above. Once formed, they can be treated by a specialist form of electrolysis. There are also specialist creams on the market that aim to strengthen the capillary walls thus reducing the redness.

## **HYPER PIGMENTATION**

This is where the skin has areas of darker coloured skin, it has increased pigment production. In general the darker the skin the more pigment is present. The colour of the skin is influenced by the amount of melanin being produced. Hyper pigmentation is common during pregnancy due to hormonal influences and in old age when people develop liver spots (sometimes referred to as age spots). To prevent pigmentation patches occurring advise the use of a sun block. Darker patches of skin can be disguised by the use of a concealer.

## **HYPO PIGMENTATION**

This is when the skin has areas of paler coloured skin, it has decreased pigment production. A common medical condition that would display paler patches of skin is vitiligo. Hypo pigmentation can be disguised with the use of a concealer. Also advise the client to use a sun block to protect against burning caused by the sun's rays.

## **DERMATOSIS PAPULOSA NIGRA**

This condition most often occurs on the faces of people of Hispanic or black origin and consists of 1 – 5mm brown-black papules that have a stuck on appearance. It can occur from adolescence and is more common in females than males. It is also more common in darker pigmented black skin and may be hereditary. It can be treated by advanced electrolysis methods.

## **PSEUDO FOLLICULITIS**

This is an inflammation of the hair follicles due to bacterial or fungal infections. The area around the hair follicles looks inflamed and acne like and often extrudes pus. It can occur in all skin and hair types and is not always related to shaving.

## **PSEUDO FOLLICULITIS BARBAE**

Commonly known as shaving bumps, this is a widespread problem among people with curly hair and dark skin. As the hair follicle grows out of the skin it immediately curls and re-enters the skin. The skin reacts to it as a foreign body and becomes inflamed and irritated creating bumps. Sometimes these bumps become quite large and can be somewhat relieved by using topical steroids. A more common method of eliminating these bumps is pulling the ingrown hair out after each shaving, which is painful and time consuming. This condition can be treated on tanned or dark people by the use of laser treatment.

## **KELOIDS**

A keloid is a scar that does not know when to stop growing. When the skin is injured cells grow back to fill the gap. In a keloid scar the cells keep on reproducing, the result being overgrown scar tissue that looks shiny and is often dome-shaped. They can range in colour from slightly pink to red or

dark brown. They feel hard and thick and are always raised above the surrounding skin.

People of African or Asian descent are more likely to develop Keloids than people with lighter skin. They are most commonly located on the chest, upper back and shoulders, although can be found anywhere where scar tissue has occurred. This condition can be treated by surgery, laser, cortisone injections or freezing.

### **IN-GROWING HAIRS**

In-growing hairs are hairs that are trapped below the skin surface and there are three different types that can develop:

- A coiled in-growing hair – this appears as a black dot or dome in the skin.
- An infected in-growth – this would usually have a pustular raised head contained within would be an in-growing hair.
- A flat hair growing underneath the skin – this would look like a small thread and can be released with tweezers or a sterile needle by piercing the skin gently to release the hair at the root end.

In-growing hairs can occur due to dead skin cells building up over the hair follicle. This is common after shaving or waxing an area. The client should be advised to exfoliate and moisturise regularly to prevent in-growing hairs.

## **CLEANSING PROCEDURE**

It is important that a superficial cleanse is carried out before the skin analysis if the client is wearing make-up so that the therapist can see the condition of the client's skin.

### **EYE AND LIP CLEANSE**

An eye cleanse should always be carried out even if the client is not wearing make-up as grease and dirt still needs to be removed.

1. Apply a cotton pad underneath the bottom eyelashes and ask client to close their eyes.
2. Dip a cotton bud into an eye make-up remover and then roll the cotton bud over the top lashes until all the product is removed, repeat this to the other eye using a fresh cotton bud and cotton pad to avoid cross contamination.
3. Apply eye make-up remover to two damp cotton pads and apply to the eye lids, move along the lids to the outer part of the eye and then sweep underneath the eyes, repeat this until all the eye shadow is removed.
4. If any product is left i.e. eyeliner, dip a cotton bud into the eye make-up remover and remove with sweeping stroke on the eyelid near the root of the eyelashes and underneath the bottom eyelashes.
5. Moving onto the lips, place some cleanser onto a cotton pad, support the client's head and use anti-clockwise circular movements until all the lipstick has been removed.

### **SUPERFICIAL CLEANSING PROCEDURE**

The superficial cleanse uses a light cleansing product that emulsifies with the make-up, oils and dirt on the skin. The product is applied to the skin with the either the fingers or damp cotton pads.

It is important that a superficial cleanse is carried out before the skin analysis if the client is wearing make-up, so that the therapist can see the condition of the client's skin.

Use a suitable cleansing milk or lotion and apply to a damp cotton pad and dot the product on the neck and face.

**Commence the procedure from left to right.**

- 1. In three circular movements move up the neck in five sections.**
- 2. Complete three circles around the chin anti-clockwise, finish on left side of chin.**
- 3. Move up to the top lip and complete three and a half circles anti-clockwise around the whole of the mouth finishing on the right side of the top lip.**
- 4. Pass under the chin and up to the left side of the cheek, treat as three sections and work three large circles up each section, then pass back underneath the chin and repeat to the other side.**
- 5. Move to the right side corner of the nose and complete three small circles in the corner, cross over the bridge to the left side and again in the corner of the nose complete three small circles. Move up the nose.**
- 6. Slide over the left eyebrow and go around the eye socket three times, cross over to the right side use the eyebrow as a guide and again make three circles around the eye. Move up to the frontalis (forehead).**
- 7. Circles to the forehead – approximately 18 times from the centre to the left side and back, then the centre to the right side and back, finishing with a sweeping stroke towards the hairline and off.**

**Now proceed onto the skin analysis**



**DEEP CLEANSE**

A second cleanse follows, this is referred to as a deep cleanse, it removes any ingrained dirt or make-up from the pores. It is applied using deeper pressure and generally a thicker cleansing cream. The client should be encouraged to deep cleanse as it:

- Improves the circulation to the area, bringing fresh oxygen and nutrients to the cells, therefore improving cell regeneration.
- Aids with desquamation of the skin cells.
- Has a warming effect on the skin, which opens the pores allowing absorption of the cleanser so it can dissolve ingrained make-up, dirt and sebum.
- Aids with the removal of waste products.

Repeat procedure as before.



## **TONING**

**Toning is done for a youthful and rejuvenated feel because of many factors that affect the skin, like age, eating habits, stress, pollution, weather, chemicals, medication etc. our skin starts sagging and loosening which results in wrinkles that is caused due to loss of elasticity.**

**Toning is essential for both men and women as it protects the skin after thoroughly cleansing or any other treatment over the skin. It keeps the pores clean and helps them to breathe and thus more receptive for nourishing care along with moisturising. The need for toning is needed more for men because women have about 10 – 15 % oilier skin and men have considerably larger pores than women. Therefore their skin gets dirtier more frequently and they require deep cleansing and toning to freshen up their skin.**

**Toning is used to clean as well as removing excess oil from the skin. It is also used to remove any greasiness left on the skin after make-up and cleansing products. It also makes skin feel tight and helps to increase blood circulation in the skin. Toners play the role of skin cleansers which acts at its best as a skin helpmate that cleans the skin without damaging the Ph level and revitalises the skin to give a glowing effect.**

### **TONING PROCEDURE**

- 1. Work from the base of the neck upwards, use two cotton pads and in straight sweeping strokes, starting on the left hand side move up the neck one hand after the other.**
- 2. Support the left hand side of the head, complete circle around the chin three times anti-clockwise finishing on the left hand side.**
- 3. Move up to the top lip and complete three and a half movements around the lips only finishing on the top lip on the right hand side.**
- 4. Slide right hand down, under the chin and along the jaw to meet your left hand and then complete sweeping strokes up the cheeks towards the lips and nose.**
- 5. Repeat this to the right hand side.**
- 6. Move left hand back only and then bring cotton pads into the corners of the nose, make three circular movements in the corner of the nose then three circles on the tip and top, then repeat two more times.**
- 7. Move up the nose and then along the eyebrows complete three circles around the eye sockets and then move up to the frontalis (forehead).**
- 8. Make five sweeping movements one hand after the other towards the forehead, then five sweeping movements to the left side one hand after the other, a further five sweeping movements in the centre, five sweeping movements to the right side and finally to complete five sweeping movement in the centre.**

## **FACIAL MASSAGE SEQUENCE**

1. Start with fingertips of both hands at the chin.
2. Slide both hands down the neck to the pectorals then back up neck to the chin.
3. Slide along the jawline to the ears and back to the chin.
4. Move up to the corners of the mouth and circle.
5. Move up to the corners of the nose and circle.
6. Move up to temporal hollow and circle.
7. Bring hands up and over the eyes along forehead then back to temporal hollow and circle. On the final circuit hands should finish at the chin.  
Repeat 1 – 7 three times in total.
8. Slide both hands down the neck to the pectorals and complete three large circles.
9. Slide out to the deltoids and complete three large circles around the deltoids, on the third movement keep hands under the back and move along the trapezius towards the spinal column.
10. Change direction of the hands and work up cervical vertebrae (towards occipital hollow) in smaller circles.
11. Complete six small circles in occipital hollow.
12. Place both hands under the neck and perform traction and vibration of the neck.  
Repeat 8 – 12 three times in total.
13. Six circular movements from the base of the neck to the ear on the sterno-cleido mastoid muscle.  
Repeat three times.
14. Cupping to the chin with first and second fingers, six times to the left followed by six times to the right, on completion bring hands up either side of the mouth and the nose, over the eyes to the frontalis.
15. Effleurage to the frontalis using all fingers, heart shaped movement, pressure on upward strokes.
16. Six small circles at the corner of the eye (orbicularis oculi muscle) to six small circles underneath the eye working in towards the corner of the eye, change to first and second fingers and then fan the eyebrow.  
Repeat three times.

17. Using all fingers carry out fingertip kneading under the cheek bone (zygomaticus and masseter muscles).  
Repeat 10 times.
18. Knuckling from the corner of the mouth to the nose (triangularis muscle). On completion slide both hands along jaw line to the left side of the face.  
Repeat six times.
19. With the two middle fingers of each hand work up in six movements on the cheek, in three lines. Repeat to the right hand side.
20. Piano tapping on the cheeks using all fingers, approximately 10 circles.
21. Using middle fingers roll in the cleft of the chin, six times in the centre, six times to the left, six times to centre, six times to the right, finishing with six in the centre.
22. Using ring and middle fingers carry out small circular movements at the side of the nose and on the tip and top of the nose (nasalis muscle).  
Repeat three times.
23. Using ring and middle fingers carry out four rolling movements from the nose to frontalis.
24. Using ring and middle fingers carry out a scissor movement up and down the frontalis.
25. With ring finger carry out nine circular movements at the corner of the eye, then six small circles under the eye, complete with three pressure movements under the inner eyebrow.  
Repeat three times and then finish with nine further circles at the corner of the eye.
26. Tapotement under the chin (platysma muscle). Lift with right hand and tap, tap, with left moving backwards and forwards at least three times. Start on left and finish on left.
27. Tapotement along the jaw line, with light tapping movement, forwards and back at least three times.  
Start on left and finish on left.
28. With ring and middle fingers carry out a scissor movement to the jaw line, starting on the left and finishing on the left.
29. Effleurage to the neck, one hand makes a straight lifting movement while the other hand makes a circular movement.  
Repeat three times, start on the left and finish on the left.

**30.Sliding vibration to the neck, with alternate hands shake lightly over the front of the neck.**

**Repeat three times, start on the left and finish on the left.**

**31.Cup the shoulder with the hand and move along the pectorals to the other shoulder, go around and underneath the trapezius working towards the cervical vertebrae.**

**Repeat three times, start on left and finish on the left.**

**32.Knuckling to the chest (pectorals) ten times, place one hand on top of the other and press down lightly, then slide along to the shoulders, press down lightly, go around the shoulders and along the trapezius working towards the cervical vertebrae. Repeat three times. On completion work up either side of mouth and nose to the eyes.**

**33.With ring and second fingers carry out a lifting movement with fingers parted from inner to outer eye.**

**Repeat six times.**

**34.Effleurage to frontalis, straight sweeping strokes in the centre of the forehead.**

**Repeat six times.**

**35.Pressure down and remove the hands.**

## **EFFECTS OF FACIAL MASSAGE ON SKIN AND UNDERLYING STRUCTURES**

### **STIMULATION OF BLOOD**

Nutrients brought to the area. Carries away fatigued products (lactic acid) and carbon dioxide, refreshing muscles and reducing stiffness after muscular exertion. Temperature is increased and metabolism is raised.

### **SWEAT AND SEBUM SECRETION**

In-creased heat to the area, usually increased blood supply, causes an increase in sweat and sebum secretion. Pores of the skin are opened.

### **DESQUAMATION**

Dead surface cells are cleared away making the skin's functions of absorption and protection more efficient.

### **APPEARANCE AND TEXTURE**

Increased oil secretions help to maintain water content in cells resulting in youthful texture.

### **MUSCLES**

Fed by increased blood supply. Muscles and contours of the face can be improved. Massage helps to prevent further atrophy (wasting) and malfunction.

### **PROMOTION OF RELAXATION**

Nerves are soothed, tired eyes resting and a feeling of wellbeing induced.

### **NERVES ARE SOOTHED**

Nerves are soothed or stimulated according to the type of manipulations employed and required for treatment. Frictions, tapotement and vibrations are stimulating. Petrissage can temporarily block out pain. Effleurage is soothing.

### **MOVEMENT OF FLUIDS**

Certain manipulations result in depletion of excess fluid in tissue spaces.

**BREAKDOWN OF FAT CELLS**

Increased circulation aids absorption of fat into the lymphatic system and increased metabolism helps to burn it as energy.

**CLASSIFICATION OF MASSAGE MOVEMENTS**

Massage may be used for stimulation or for relaxation and can be divided into four main groups:

- **Effleurage:** Includes stroking and most light pressure continuous movements.
- **Petrissage:** Consists of compression movement's involved increased pressure (friction may be classed as a petrissage movement).
- **Tapotement:** Percussion movements using tapping or whipping strokes to increase circulation.
- **Vibrations:** A trembling movement of fingertip pressure used over main nerve paths or on sensitive skins.

### **EFFLEURAGE**

A smooth stroking movement performed with the whole palmer surface of the hands. It follows the direction of blood flow back to the heart and ends at a group of lymph glands. On smaller areas the pads of the fingertips or thumbs may be used. Effleurage prepares the tissues for deeper massage, and links up individual manipulations. The client becomes accustomed to the therapist's hands and relaxation begins. The hands must be completely relaxed and moulded to the shape of the part being treated.

#### **Effects:**

- Aids blood circulation
- Aids lymphatic circulation
- Aids desquamation
- Aids relaxation

### **PETRISSAGE**

**Kneading, Picking Up, Wringing and Skin Rolling.**

Kneading incorporates various manipulations all of which press the tissues down or lift away from the underlying structures. The pressure emphasis is given in the direction of the Venus Blood Return to the heart.

Picking Up, Wringing and Skin Rolling incorporate the techniques of lifting the tissues away from the underlying structures, namely bones. The movements may be performed with the palmer surface of the fingers, thumbs or the hands. These pressure movements are used on individual muscles or muscle groups where one end of the muscles to the other is worked upon. Petrissage results in increased vascular and lymphatic



response resulting in colour change and warmer skin temperature. Contra-indicated on loose, mature or sensitive skin.

#### Effects:

- Aids blood and lymph flow
- Stimulates cell regeneration (mitosis)
- Aids desquamation
- Aids muscle tone potential

### **FRICTION**

A form of Petrissage.

Small deep movements with much pressure performed locally. Circular or transverse movements with thumbs or fingertips. Skin and superficial structures are moved against the deep structures, no movement taking place on the surface of the skin.

- Circular frictions gradually progressing to a maximum depth into the muscle or structure being treated
- Light circular frictions are used on the face and neck
- Transverse frictions maintain a steady and even pressure through the movement across the muscle fibres. Do not hyper extend the fingers to avoid strain on joints

### **TAPOTEMENT**

Consists of a series of manipulations which strike the body. Both hands are used alternatively. The wrists are kept loose so that the movements produced are light, springy and stimulating. In facial massage light finger tapping only is used. The fingertips are brought down against the skin in rapid succession. Fingers must be flexible. Hacking, cupping, beating, pounding are tapotement movements used on the body.

#### Effects:

- Skin is stimulated through nervous response
- Increased vascular activity (makes area go red)
- Tightening/toning effect on skin tissue

- Breakdown of adipose tissue

## **VIBRATIONS**

Fine trembling movement performed with one or both hands using either fingertips or whole palmer surface. Movements consist of small quick flexions and extensions of fingers and wrist joints. Therapist's arms and hands must be completely relaxed. Vibrations can be static or running.

### **Effects:**

- Relaxation
- Gentle stimulation of deeper layers of skin
- Stimulation of nerves relieving fatigue and muscular pain

## FACE MASKS

The beneficial effects of a facial can be reinforced by a specific mask application chosen to increase the cleansing and toning aspects of the treatment. Masks have different effects depending on their formation, and the choice relies on skilful skin diagnosis and knowledge of basic mask ingredients.

The use of face packs dates back to many centuries ago when some of the powders used were credited to have heating powers.

Many actions can be obtained, they can be:

- Stimulating – to liven up a sallow complexion caused by sluggish circulation
- Refining – peeling effects which helps to improve general texture
- Cleansing – aids in desquamation helping to remove surface dirt
- Nourishing – emollient to soften and nourish the skin
- Bleaching – to freshen up faded and dingy complexion

Masks can be divided into three main classifications:

### SETTING MASKS

Prepared from basic ingredients, e.g. clay, sulphur and mixed with active solutions e.g. orange flower water. Some setting masks have one common purpose to refine and aid in desquamation. As the mask sets it tightens causing client's features to become immobilised. Base ingredients can be adjusted to suit the



client's requirements.

#### **CALAMINE**

This is a pale pink coloured powder that has soothing and calming properties on the skin. It is suitable for use on mature, sensitive, dehydrated and dry skins.

#### **MAGNESIUM**

This is a white powder that has toning effects and is used for open pores, mature, normal or dry skins.

#### **KAOLIN**

This is a cream/grey coloured powder, which has a stimulating effect on the skins surface that helps with the removal of waste products. It is suitable for young, combination or oily skin.

#### **FULLER'S EARTH**

This is a dull green coloured powder and is very stimulating, deep cleansing and drying. It is therefore only used on oily skins with a sluggish circulation, as it will have a reddening effect on the skin.

#### **FLOWERS OF SULPHUR**

This is a yellow coloured powder, which has a drying effect on the skin. Because of the effects it is only used on papules or pustules.

In order for the masks to become active and useable, they must be made into a paste by adding a suitable liquid, which is referred to as an active lotion. There are different liquids to choose from depending on the result required. The liquids are listed from the most gentle to the most stimulating.

#### **DISTILLED WATER**

Contains no ingredients or ions and is therefore suitable for sensitive and dehydrated skins.

#### **ALMOND OIL**

This is a pure soothing oil with mild stimulating properties, it does not allow the mask to set and is suitable for a dry or mature skin.

#### **ROSE WATER**

This is a skin freshener and has a mild toning effect, it is therefore suitable for a normal, sensitive or dry skin.

**ORANGE FLOWER WATER**

This is a slightly more stimulating skin tonic that is suitable for normal to combination and young skins.

**WITCH HAZEL**

This has astringent properties and is good for blemishes as it has an antiseptic property. It is suitable for blemishes, combination and oily skins.

**PARAFFIN WAX**

Made from paraffin, which is mixed with petroleum jelly or acetyl alcohol to improve its spreading properties. It is heated to 49 degrees C and applied as a liquid to the skin with a mask brush over a piece of gauze.

**Uses:**

- It will improve a dry or dehydrated skin.
- Mature skin will be regenerated.
- Sluggish skins will benefit from increased circulation.
- Uneven skin textures will benefit.

It is not recommended for use on acne rosacea, acne vulgaris, claustrophobic clients or extremely sensitive or vascular skins.

**Effects and benefits:**

- Increases circulation to the area therefore bringing fresh oxygen and nutrients to the skin tissues.
- Encourages deeper penetration of any product applied prior to the paraffin wax. Thus aiding dry skin conditions.
- Relaxes and warms the muscles and tissues.
- Aids in desquamation.
- Produces erythema.
- Induces a feeling of relaxation.
- Soothes the sensory nerve endings.
- Encourages the skin to perspire flushing out any impurities and therefore having a deep cleansing effect.
- Softens and smoothes the skin.

### **PEEL OFF MASKS**

Peel off masks are usually made from gel or latex. A film is left over the skin that causes the skin to perspire underneath, having a deep cleansing effect.

The gel masks come ready prepared by the manufacturer and are usually applied using a mask brush in the normal manner. As the mask makes contact with the skin, it starts to dry and set. After 15 minutes the mask is peeled off starting at the neck. These masks can be suitable for most skins depending on the ingredients and the manufacturer's instruction.

The latex mask will normally have to be mixed by the therapist and is usually made by adding water to the mask to make a smooth consistency. It is then applied to the skin (with or without gauze depending on the manufacturer's instructions) using a spatula. Avoid the usual areas and apply cotton wool pads to protect the client's eyes. This is left on the skin for around 15 – 20 minutes as the mask sets to a rubbery consistency. The mask is then peeled off in one piece, starting at the neck. These masks have a firming and tightening effect and are recommended for mature, dry and dehydrated skins.

### **THERMAL MASK**

These types of masks contain various active ingredients including mineral oils and are usually very deep cleansing. The ingredients are mixed and applied to the face and neck area avoiding the eye area. A piece of gauze is usually applied underneath to aid with application and removal, although you must always check the manufacturer's instructions. The mask warms on contact with the skin and remains on the skin for 15 minutes. Due to the warming effect it causes the pores to open therefore having a deep cleansing effect similar to a heat treatment. As the mask starts to cool it will set and this has a tightening effect on the pores. This mask is suitable for most skin types, except for sensitive skins.

### NON-SETTING MASKS

There are three different types of non-setting mask and are made from natural ingredients (eggs, milk, honey, cream, fruit, herbs, plants etc.) including also biological masks. They form a film over the skin which becomes firm and dry but they do not have a tightening effect on the skin. The substance of the mask remains flexible and the clients feature are not immobilised. The action of natural ingredients can be strong and their effect difficult to control. They can also be messy and time consuming.

### CREAM MASKS

Cream masks are professionally manufactured and come ready prepared. You apply in a thin layer with a mask brush and leave for approximately 10 – 15 minutes, after which you remove with sponges. Each mask will contain different biological ingredients and so the mask suitability will depend on the instructions for use.

### NATURAL MASKS

When preparing a natural mask you will need to mix liquid ingredients with dry ingredients to make a consistency that can be applied to the skin. The mixture is applied between layers of gauze for ease of application and removal and left for 10 – 15 minutes. Do not forget to protect the client's eyes with damp cotton wool pads or cucumber slices.





## **NATURAL MASK INGREDIENTS**

<b>INGREDIENT</b>	<b>EFFECT</b>	<b>SKIN TYPES</b>
Cucumber	Soothing and cooling with astringent properties	Normal, combination and oily can also be used as cooling eye pads
Kiwi Fruit	Stimulating	Combination to oily skin
Yeast	Moisturising	Dry skin
Oatmeal	Desquamating and refining	Coarse skin with dead skin cells
Strawberry	Astringent	Combination to oily skin
Banana	Softening and desensitising	Dry skin and sensitive skin
Avocado	Nourishing and stabilises Ph balance of the skin	Dry and mature skin
Egg White	Astringent	Oily skin
Egg Yolk	Nourishing	Dry skin
Lemon Juice	Astringent and stimulating	Combination to oily skin, has bleaching effects
Cream	Soothing and nourishing	Dry skin
Natural Yoghurt	Soothing and desensitising	Sensitive skin
Honey	Toning, tightening, antiseptic and nourishing	Dry skin and mature skin

### **WARM OIL MASK**

Plant oil, usually almond oil, is warmed in a bowl by placing a larger bowl of hot water underneath the bowl of oil. The gauze is then soaked in the warm oil. The client's eyes are protected and the gauze is applied to the skin for 10 – 20 minutes. An infrared lamp is used to keep the mask warm. The treatment helps to soften the skin and suitable for dry and mature skins.



**TIMING OF MASK IN RELATION TO THE SKIN TYPE**

When deciding how long to leave the mask on the skin always refer to the manufacturer's instructions. Generally, an oilier skin would normally require the mask to remain on the skin for longer than a sensitive skin. If the correct mask is selected for the client's skin type then the timing will be similar no matter what the skin type.

If a mask is not left on the skin for long enough then the skin will not receive the full benefits, therefore results will be less noticeable. If a mask is left on the skin for too long, then the skin may become dry, tight and possibly irritated.

## **SPECIALIST PRODUCTS**

### **EYE CREAMS**

Eye creams are applied to the delicate eye area instead of a moisturiser, as it is too rich and can make the eye area appear puffy and irritated. An eye cream will protect the eye tissue, relieve dryness and alleviate fine lines by plumping them out slightly. A very small amount is applied at the moisturising stage, twice daily, with the ring finger, gently patting around the eye area. Most eye creams cannot be applied to the eyelid, so always check the manufacturer's instructions first. Eye creams should be recommended for clients who are 25 years plus.

### **EYE GELS**

The benefits of using an eye gel are to battle against fatigue, dark circles and puffiness. They are very cooling and will often contain ingredients such as cornflower extract. Apply in the same manner as the eye cream in the evening.

### **LIP BALMS**

Apply lip balms regularly throughout the day to protect against the elements, moisturise and smooth the lips. Because there are no sebaceous glands present in the surface of the lips, they tend to dry out easily. The lip balm will often contain an SPF factor to protect against burning and UV damage. The therapist should remove the product with a spatula or cotton bud and apply with the ring finger to the lips. Lip balm should be recommended for clients of all ages.



### NECK CREAMS

A neck cream is applied twice daily to the throat area instead of a moisturiser, it is richer in formulation and will contain a strengthening ingredient. Due to the daily movement of the neck and its structure it can often show signs of ageing earlier than the client's face. A neck cream is applied using upward strokes at the moisturising stage to the neck and décolleté. Recommended for clients who are 35 – 40 years plus.



### ANTI-AGEING CREAMS

Anti-ageing creams contain specific ingredients that have properties that are believed to slow down the ageing process. They will have a nourishing base and often contain ingredients such as collagen, vitamins, anti-oxidant ingredients and liposomes. These ingredients are believed to regenerate the skin cells and aim to mimic the skins underlying tissues. They can be applied on their own or underneath the day/night cream and should be applied twice daily.



### ACNE CREAMS

Certain acne products can be purchased from a chemist and are designed to remove surface sebum and reduce congestion on the skin's surface. They often replace traditional cleansers, toners and moisturisers. Some products are applied directly to the affected areas of a clean skin.

The doctor or a dermatologist may prescribe stronger acne creams/medication. Some common examples of products prescribed for severe acne are Retin A, Accutane, antibiotics,



contraceptive pill or products containing Oxytetracycline. If a cream is prescribed it will usually be applied to the affected areas once the skin has been cleansed and toned. Some medication may need to be taken orally on a daily basis.

Retin A, Accutane and other products cause the skin to produce less sebum and so therefore the skin becomes very dry and irritated. If a client is using these products then it is not recommended that you exfoliate the skin.

### SERUMS AND AMPOULES

These specialist treatments introduce ingredients into the skin to revitalise and give a 'pick me up' effect. They are available in a pump action serum or sealed glass/plastic phials. They are usually applied to the face and neck, under the moisturiser, over a 28 day period as an intensive treatment. Alternatively, they are used as a course, applied 4 times a year or at times of illness/stress. Some serums are designed to be used to the affected areas only, therefore always read the manufacturer's instructions first.

### ALPHA HYDROXY ACID PRODUCTS

Alpha Hydroxy Acids, commonly known as AHA's are naturally occurring fruit acids, which have a chemical exfoliating action on the skin. The appearance of the skin is improved as the product dissolves the dead skin cells on the skin surface therefore producing a smoother and more radiant skin. These products are usually recommended for use over 28 days, 4 times a year, although instructions do vary from manufacturer.

Certain exfoliants, peels or masks contain AHA



**ingredients and will therefore have similar benefits as mentioned above.**

## **WARMING THE SKIN**

There are two methods of warming the skin either using warm towels or a steamer. Steaming is the most effective method of warming the skin, however warm towels is a cheap alternative.

### **STEAMING**

Steaming the face is a very effective means of warming the skin. Regardless of the kind of skin you have, whether sensitive, dry, oily or combination, regular cleansing and steaming the face will help remove more impurities effectively. An electrical vapour unit is used to heat water to boiling temperature to produce steam (like a kettle). It is an effective treatment to apply prior to extracting comedones. It also warms and relaxes the skin and muscles prior to a massage.

After steaming the face, moisturising the skin will allow the skin to remain hydrated and protected properly.

#### **Contra-indications to Steam:**

- Highly vascular skin (lots of broken capillaries)
- Highly sensitive skin
- Acne rosacea (butterfly shaped acne found on mature clients)
- Acne vulgaris (oily skin with a high number of papules and pustules)
- Sunburn or any other burns



- Claustrophobia
- Nervous clients

#### **VAPOUR/STEAM UNIT**

Most vapour units will have the ability to produce ozone as well as steam. Ozone is produced by passing the steam over a UV light, however it is thought that it could cause cancer (carcinogenic) and is therefore rarely used. If ozone is to be used it must be in a well-ventilated room and only for short periods of time.

<b>EFFECTS OF STEAM</b>	<b>EFFECTS OF OZONE</b>
<ul style="list-style-type: none"> <li>• Sweat glands produce perspiration</li> <li>• Deep cleansing</li> <li>• Opens pores</li> <li>• Sebum is produced</li> <li>• Relaxes muscles and nerves</li> <li>• Increases circulation – resulting in erythema</li> <li>• Skin is softened</li> <li>• Desquamates the skin</li> </ul>	<ul style="list-style-type: none"> <li>• Bactericidal (prevents formation of bacteria)</li> <li>• Germicidal (destroys germs)</li> <li>• Healing</li> <li>• Drying</li> </ul> <p>As you can see this would be beneficial for an oily, congested or acne prone skin.</p>

#### **Precautions:**

- Check all wires, plugs and switches before use.
- Check for stickers to show that a qualified electrician has checked the steamer in the last 12 months (PAT Testing).
- Make sure the steamer is filled up to the guild-line with water otherwise it will start to spit or dry out.
- Check if the steamer only uses distilled water first.
- Do not allow the steamer to heat up over yourself, the client, the floor or any other electrical sockets.
- Make sure that you switch on steam and not ozone.
- When the client is in position switch the steamer on facing away from the client, once you have adequate steam turn towards the client otherwise it could spit over the client.



- The steam should not be positioned over the client so that it could fall on them.
- Use a towel to protect your hands when removing the steamer afterwards.

#### **STEAM PROCEDURE**

1. Check steamer and fill with water.
2. Switch on the steamer 5 – 10 minutes before it is needed (usually after skin analysis).
3. Prepare the client's skin.
4. Position the client appropriately.
5. Explain how the treatment will feel to the client (warm and enveloping).
6. Protect the client's eyes and any broken capillaries with damp cotton wool pads.
7. Facial exfoliant/peel may now be applied if required.
8. Turn the steamer off whilst you correctly position.
9. Apply steamer at correct distance for skin type, use a tape measure.
10. Now turn the nozzle away from the client and turn the steamer back on.
11. When steam is being produced carefully turn nozzle back so that the steam hits the client's face centrally.
12. Make a note of the time and check the time for the client's skin type.
13. Apply scaling fluid to any areas of comedones.
14. At the end of the treatment turn off the steamer, unplug and place a towel over. Safely remove the steamer away from the client.
15. Blot the client's skin with a tissue.
16. Extract any comedones now.



## **APPLICATION TECHNIQUES**

The steamer can be applied either from the front, slightly to the side or behind the clients head.

### **THE FRONT OF THE CLIENT**

This is beneficial if the client's areas of skin congestion are mainly on the lower face, chin, jaw, lower nose and cheeks. Take care when applying from the front to ensure that the steam does not burn the inside of the client's nose.

1. Raise the couch so that the client is semi-reclined.
2. Ask the client to turn their head to the side.
3. Apply the steamer from the side of the couch, so that it is not on top of the client.
4. Ensure the steam hits the client's face centrally.

### **FROM BEHIND THE CLIENT**

This is beneficial for the client who feels slightly claustrophobic, suffers with slight breathing problems and has a blocked nose or asthma. If the client's skin congestion is more on the top of the nose or forehead then this would be the best way to apply the steam.

1. The client should be inclined only a very small amount.
2. Protect the client's hair with a towel.
3. Place the steamer from behind the client's head, ensure the nozzle is in line centrally with the top of the clients head.

**APPLICATION DISTANCE AND TIMINGS**

**Sensitive Skin 20 inches** —————→ ☆

**Dry Skin 18 inches** —————→ ☆

**Normal Skin 16 inches** —————→ ☆

**Combination Skin 14 inches** —————→ ☆

**Oily Skin 12 inches** —————→ ☆



## **EXTRACTIONS**

Extractions are only performed once the skin has been warmed, as this will aid the extraction procedure. Extractions are used to remove any comedones or milia from the skin, each involves a different method of extraction. If the client suffers from severe congestion then do not attempt to carry out all the removals in one session, as it would be uncomfortable and leave the skin irritated.

### **EQUIPMENT**

The following equipment and materials will be required in addition to the usual facial products:

- Disposable rubber gloves
- Medical swabs or antiseptic
- Comedone Extractor
- Milia Extractor (special sterile needle)
- Sharps disposable container if milia extractor is used
- Barbicide Jar

### **COMEDONE EXTRACTION**

Once the skin has been warmed the comedones can be extracted using either the comedone extractor or by wrapping tissues around the index fingers. As gentle pressure is applied around the comedone it should leave the skin as a visible plug.

Precautions should be taken not to obstruct the clients breathing or to press on the cartilage of the nose. Too much pressure could also cause bruising or broken capillaries to occur.

### **MILIA EXTRACTION**

Due to the possibility of the skin bleeding during this procedure, it is becoming increasingly likely that salons will no longer offer this service. A needle is being used it is very easy to pierce the therapists own skin when the procedure is being carried out. Great care must be taken.

Disposable gloves must be worn for this treatment and all waste must be disposed of in a sharps box. The skin should be pierced using the milia extractor, which makes a small opening for the milia to pass out through.

The milia either will adhere to the end of the needle or will need to be gently squeezed out. Antiseptic should be applied to the skin once the milia extraction is complete.

There is a possibility that the skin may scab over after the extraction procedure. These scabs will be very small and will heal within a few days, however it is important that the client does not pick at the scabs as this will interfere with the healing process.

Take precautions not to obstruct the clients breathing or to press on the cartilage of the nose. Milia should never be removed from around the eye area as the tissue is very delicate and no pressure should be applied to the eye socket. If the milia extractor is inserted too deeply it could cause scarring, so great care must be taken.

**IMPORTANT INFORMATION:**

It is important that all the skin blockage is removed during the extraction process otherwise infection may occur.

## **CONTRA-ACTIONS**

A contra-action is something undesirable that occurs as a result of the treatment. The client should be made aware that as with all treatments there is a risk of contra-actions occurring. Possible contra-actions to a facial treatment are as follows:

### **ALLERGIC REACTION**

The symptoms would be redness, swelling or itching and in severe cases, blisters may develop. If an allergy develops, remove all products immediately and apply a cold compress.

### **EXCESSIVE ERYTHEMA**

This is when an area shows visible signs of redness and often accompanied by an increase in warmth to the area. It is caused by the blood capillaries in the area vaso-dilating resulting in an increase in blood flow to the surface of the skin. This may be a sign of damage to the tissues due to an allergic reaction due to over use of the steamer, over excessive massage or application of a mask that was too strong for the skin. If it occurs avoid any products, pressure or heat to the area and a cool compress may help to reduce the redness.

### **IRRITATION**

This may occur during or after the facial and is due to the stimulation of the skin and the warmth produced during the facial. This would appear as a small heat rash and will disappear shortly after the facial.

### **BLEMISHES**

These may occur due to the stimulation of the sebaceous glands during the facial treatment. Blemishes can often appear, however the facial will often stimulate the blemish quicker than normal. A papule or pustule should be treated by applying an antiseptic such as tea tree or witch hazel.

For all of the above contra-actions the therapist must make a note on the record card and list the possible cause. If the client is concerned they should contact the salon for advice, if the reaction is severe they should seek medical advice.

## **ANATOMY & PHYSIOLOGY**

In order for you to be able to competently carry out a facial treatment and understand the effects and benefits you need to have knowledge of the anatomy and physiology of the head, face, neck and shoulders that is relevant to the treatment.



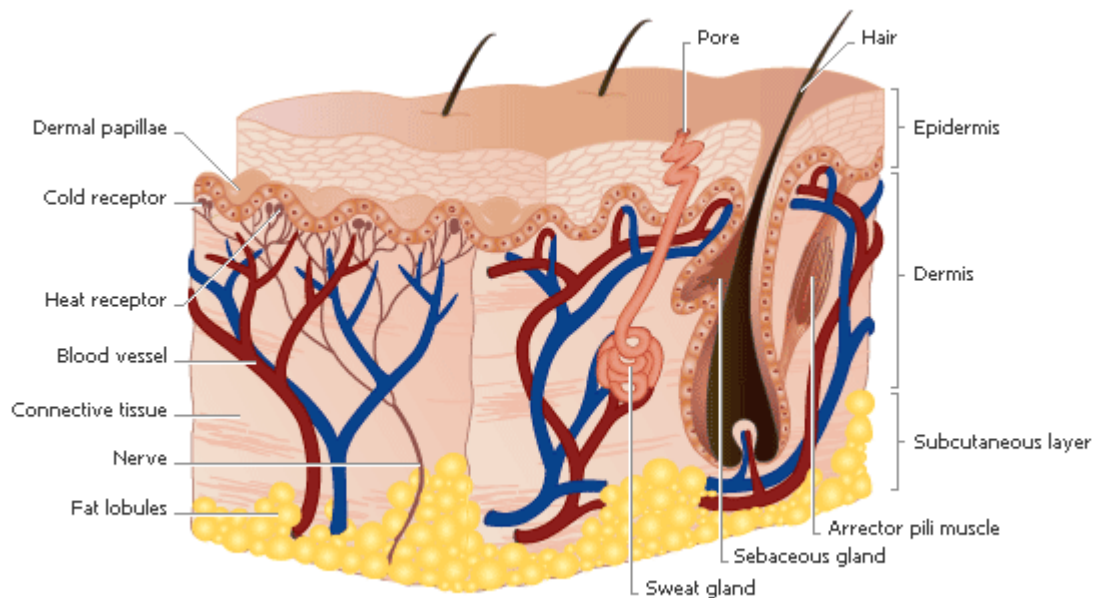
Within this section we will cover:

1. Structure and function of the skin.
2. How the natural ageing process affects the skin.
3. The differences in the skin depending on the client's ethnicity.
4. The bones of the head, neck, chest and shoulder girdle.
5. The position and action of the face, neck and shoulder muscles.
6. The composition and function of the blood.
7. The composition and function of the lymphatic system.

## STRUCTURE OF THE SKIN

The skin is made up of three main layers:

1. Epidermis
2. Dermis
3. Subcutaneous Layer



### **EPIDERMIS**

This is the outermost layer of the skin (the part that you can see), it does not have a blood supply of its own and is made up of five layers;

- **Horny Layer** – the outer layer of the skin, this is made up of scale like cells that are continuously shed (corn flakes).
- **Clear Layer** – this is made up of small transparent cells through which light can pass. This layer is only present in the palms of the hands and soles of the feet.
- **Granular Layer** – this layer is usually 1 – 3 layers thick. The cells have distinct granules and keratin is produced in the layer.
- **Prickle Cell Layer** – this layer is 3 – 6 layers thick and the cells are constantly dividing.
- **Germinating Layer** – a single basal layer of cells, which contain the pigment melanin. The cells of the epidermis are produced in this layer

and each has a distinct nuclei. These cells divide continuously by a process known as mitosis.

### **DERMIS**

This layer is often referred to as the true skin as it forms the bulk of the skin. The dermis contains two layers:

- **Papillary Layer** – lies directly under the epidermis, it is quite thin and has cone like projections called papillae. It provides nutrients and oxygen to the germinating layer of the epidermis.
- **Reticular Layer** – this lies below the papillary layer and is the main portion of the dermis. Within the reticular layer are collagen and elastin fibres. Collagen gives the skin a plump and youthful appearance and is a white fibrous tissue made up of proteins. Elastin gives the skin its elastic properties and is made up of yellow elastic tissue.

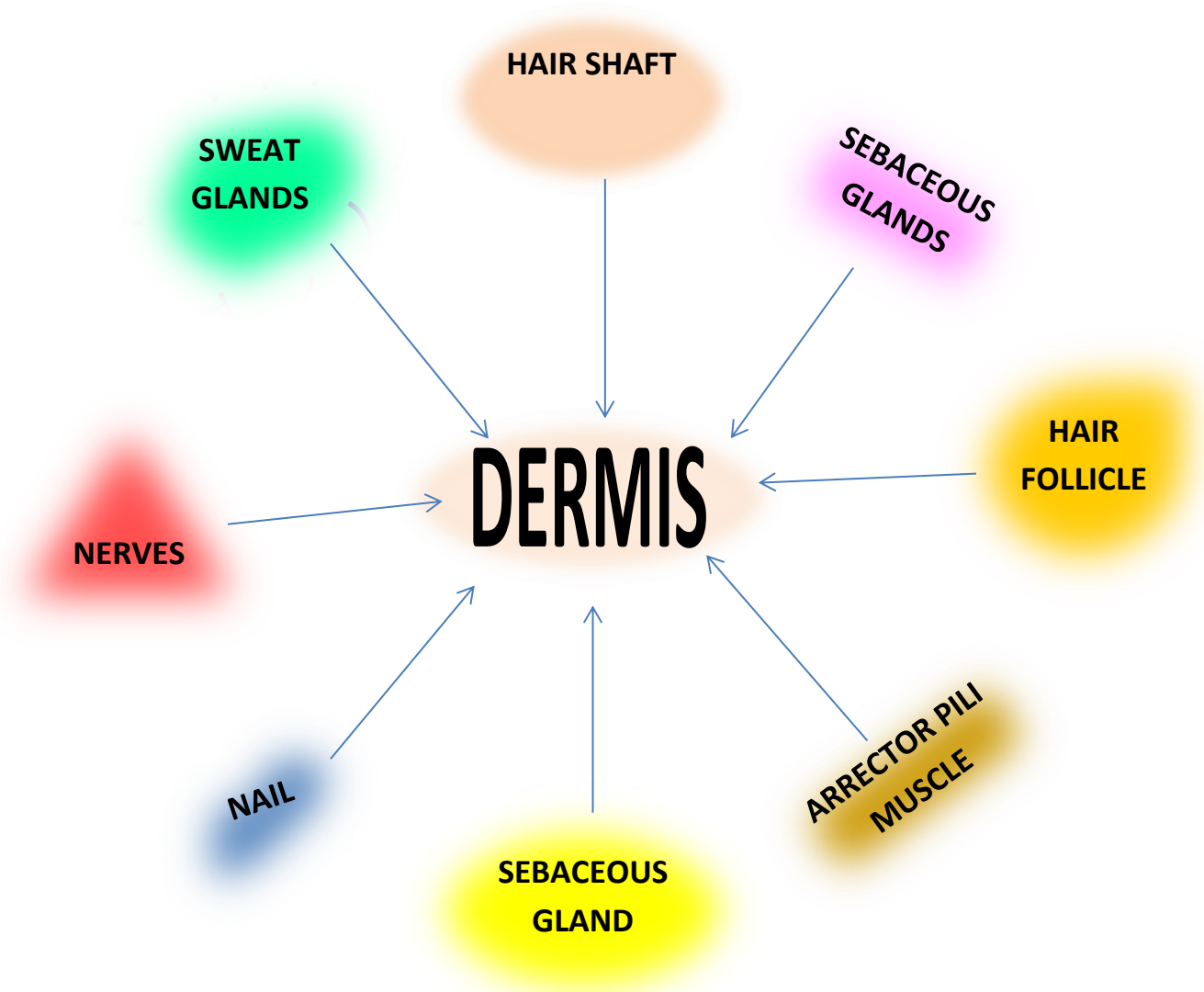
Within the dermis are various other structures known as appendages.

### **SUBCUTANEOUS LAYER**

This is located under the dermis and is mainly made up of fat cells (adipose tissue). This fatty layer of the skin provides the plump contours of the body, protection, insulation, support and a food supply if needed. A certain amount of fat in the face is beneficial as it plumps out the facial contours making the face look more youthful. If a client loses a lot of weight quite rapidly you will notice that they look as though they have aged.



## APPENDAGES OF THE SKIN



### **SWEAT GLANDS**

The sweat glands, which are sometimes referred to as the sudoriferous glands, extend from the epidermis into the dermis and are found all over the body, however they are particularly numerous in the palms of the hands and the soles of the feet. They regulate the body temperature by allowing sweat to evaporate from the body.

### **HAIR FOLLICLE**

The hair follicle is an indentation of the epidermis with its walls forming a protective layer that houses the hair.

**HAIR SHAFT**

The hair shaft is the portion of the hair that lies above the skin's surface. It is the visible part that you see such as the eyebrows, eyelashes, body hair and the hair on the head.

**BLOOD SUPPLY**

Blood is supplied to the skin by small blood vessels known as blood capillaries. All parts of our body require a blood supply as it provides the vital oxygen and nutrients that tissues require in order to survive. The capillaries also remove waste products and toxins from the tissues. In addition, the capillaries also help to maintain the body temperature by dilating (widening) and constricting (narrowing).

The dermal papilla is the blood supply for the hair and its follicle. It provides food and oxygen, which are essential for the growth of the hair. The dermal papilla is a separate organ that serves the follicle, it is not part of the hair.

**ARRECTOR PILI MUSCLE**

This muscle is attached to the hair follicle and it contracts when you are cold or frightened causing the hair to stand up on end. This action traps a layer of warm air around the body to keep the body warm. When the muscle contracts it pulls on the skin around the follicle opening, therefore producing goose pimples.

**SEBACEOUS GLANDS**

These glands are found all over the body except for the palms of the hands and soles of the feet and produce the natural oil of the skin – sebum. The sebaceous glands become more active at puberty due to the increased levels of androgens (male hormone) being produced. Men generally secrete more sebum than women and you will usually note that the sebaceous glands become less active as we get older.

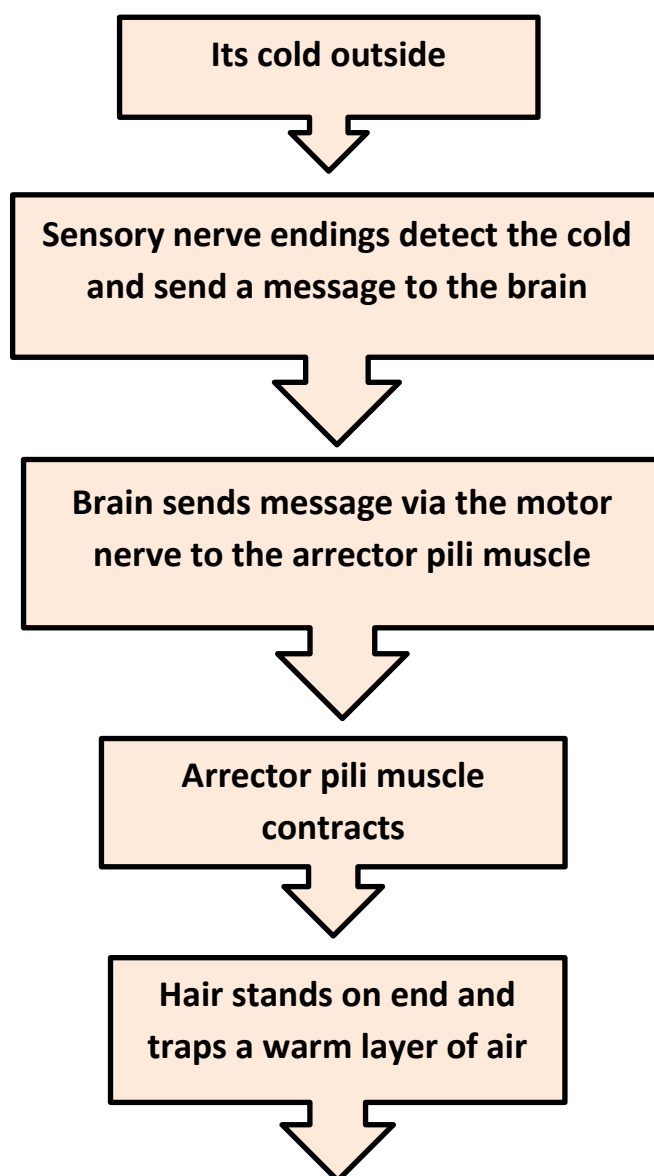
Sebum is bactericidal and fungicidal and so prevents against infection, it also provides protection and prevents the skin from drying out.

## **NAILS**

The nails are an extension of the epidermis and are therefore an appendage of the skin. They are required to help with grasping and protect the fingertips.

## **NERVES**

Sensory nerve endings are found in the skin and detect changes in the environment such as heat, cold, touch, pain and pressure. There are different nerve endings that detect the different sensations. Sensory nerves send messages to our brain to let us know what we are feeling. Motor nerves bring messages from our brain to bring about a response.



## **FUNCTIONS OF THE SKIN**

There are seven main functions of the skin these are as follows:

- Heat regulation
- Absorption
- Protection
- Excretion
- Secretion
- Vitamin D production

### **SENSATION**

Sensory nerve endings in the skin detect changes in the environment such as heat, cold, touch, pressure and pain.

### **HEAT REGULATION**

Helps to keep body at a constant temperature of 37 degrees Celsius by dilation (widening) and constriction (narrowing) of the blood vessels. Sweat evaporation also keeps the body cool. The subcutaneous fat insulates the body.

### **ABSORPTION**

The skin can absorb certain particles that are small enough to be absorbed such as female hormones, nicotine patches, ingredients within facial preparations etc.

### **PROTECTION**

Its waterproof coat protects the body against dirt, bacterial infection and chemical attack. In addition:

- The acid mantle of pH 5.5 (made up from sebum and sweat) discourages growth of bacteria and fungi.
- The horny layer of the epidermis acts as a filter against bacteria.
- Melanin in the epidermis protects against damage from ultra violet rays.

**EXCRETION**

Waste products such as lactic acid, urea and salts are lost through perspiration, however this is only a minor function.

**SECRETION**

Sebum is secreted by the sebaceous glands.

**VITAMIN D PRODUCTION**

Due to the reaction of sunlight on the skin, a chemical reaction occurs resulting in the production of vitamin D.

## **AGEING OF THE SKIN**

As the natural process of ageing occurs, you will notice many changes within the skin. How a skin ages will depend on many factors such as:

- Skin type
- Skin thickness
- Threats to the skin has been exposed to
- How the client has cared for the skin
- Colour of the skin
- Genetics inherited from their parents

Some changes in a women's skin during the ageing process can also be closely linked with the altered production of hormones within the body.

From the age of 25 the skin will start to show signs of ageing. Below is a list of changes which could become more noticeable over the years:

- A slow-down in sebaceous and sweat gland activity causes the skin to become dryer and dehydrated.
- Loss of elasticity occurs as the elastin fibres harden.
- Hardening of the collagen fibres produces lines and wrinkles.
- Because the skin is not as firm, the pores appear more open and visible.
- Facial contours become slack as the muscle fibres lose their tone.
- As cell replacement slows down the epidermis grows slower and appears thinner. As the skin is more transparent, broken capillaries are more prone and appear more visible.
- The bone structure is more prominent as the adipose, skin and muscle tissues become thinner.
- Fatty cells are unevenly distributed and form pockets leaving the skin to appear lumpy in places, particularly around the eye area.
- Blood circulation slows down and therefore leaves the skin to look sallow.



- As the metabolic rate slows down waste products and toxins are not removed as rapidly and so puffiness often occurs.
- Liver spots and skin tags often develop and continue to increase in number.
- Due to the change in hormone levels, facial hair growth usually occurs on the upper lip and chin this usually becomes coarser over the years.

As the blood supply and cell replacement slows down with the ageing process, it is important that you emphasise the importance of a regular facial.

In your 20's skin cells replace themselves every 28 days, however as you get older this starts to slow down. A facial is recommended every 28 days to target the new skin cells and to help maintain a constant cell renewal process. A facial will encourage cell renewal and nourish the skin structures, therefore improving all of the skins functions.

## **ETHNIC VARIATIONS IN SKIN STRUCTURE**

The client's skin structure varies depending on their ethnic origin.

### **BLACK SKIN**

Black skin will usually look shiny and it is often presumed that the client's skin is oily. Black skin's generally produce more sebum and sweat than a white Caucasian skin and also have less vellus hair than white or Asian skin. Quite often the epidermis is thicker and also desquamates quicker resulting in the skin appearing grey. Erythema would normally be seen as redness, however on a black skin it will look purple. The hair follicles are curved and therefore in-growing hairs are quite common if the client has waxing treatments on the face.

The most accurate way of examining a black skin during skin analysis is by using a Woods light. This lamp produces deep ultra-violet rays that produce a different coloured glow on the skin depending on its characteristics.

<b>COLOURS PRODUCED BY WOOD'S LIGHT</b>	
<b>SKIN TYPE</b>	<b>COLOUR</b>
Balanced	Purple/Blue
Dry	Weak Violet
Oily	Coral Pink
Hydrated	Strong Violet
Thin Horny Layer	Purple
Thick Horny Layer	Strong White
Dead Skin Cells	Silvery White
Pigmentation	Brown

### **ASIAN SKIN**

Asian skin quite often has irregular pigmentation, often under the eye area and around the mouth. It is common for the client to have more vellus hair. The sweat glands are usually larger and more numerous. The client's skin usually ages well as the protein fibres of the skin degenerate slowly.

### **WHITE SKIN**

Have a relatively low amount of melanin compared to the other skin types. The skin is often comparatively thin and prone to freckles. This skin type is more prone to sunburn and premature ageing as it has limited defence to the



sunlight. White skin will usually have fewer and less active sebaceous glands than the other skin types.

#### **CHINESE SKIN**

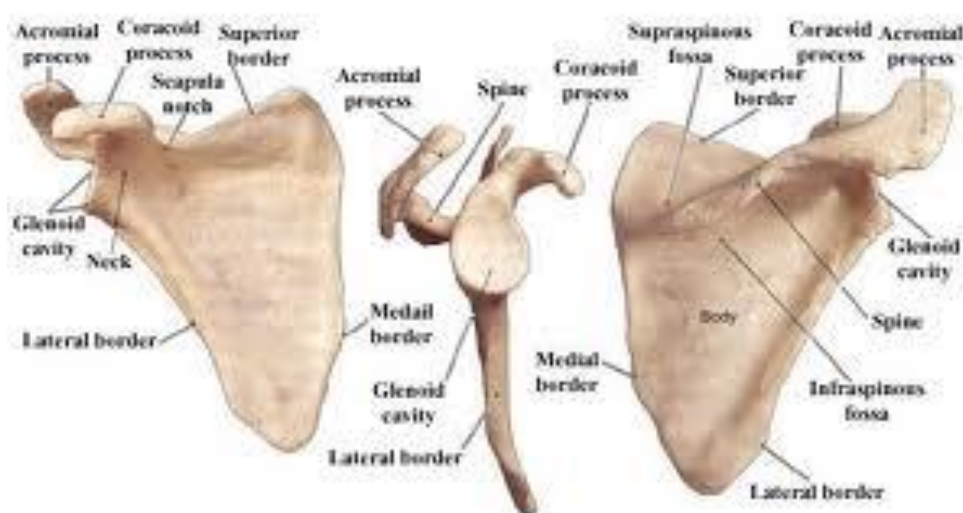
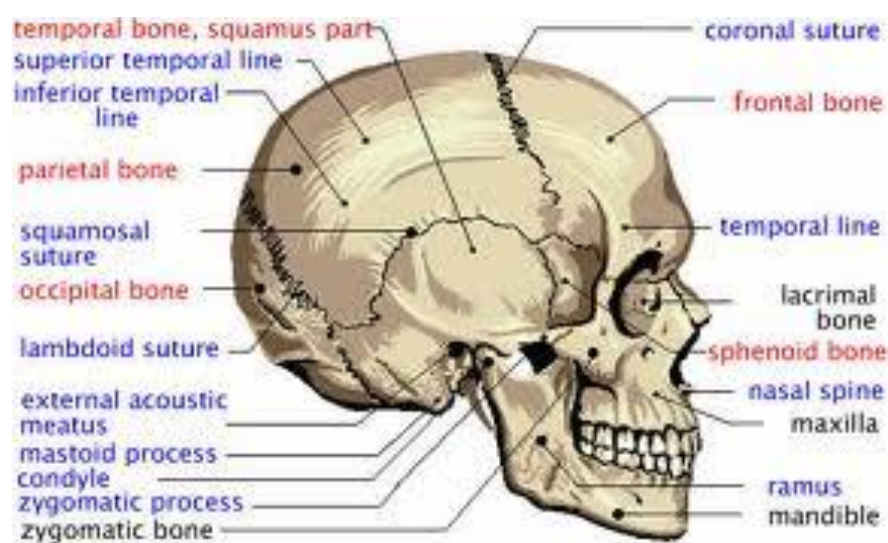
Oriental skin contains more melanin than white skins, although less than the other two types. This skin rarely shows signs of blemishes as the sebaceous glands are less active. Scarring is more likely to occur resulting in unevenness, hyper-pigmentation and pitting. This skin has the least amount of body hair.

## SKELTETON

As a therapist performing a facial you need to have knowledge of the bones that form the head, neck, chest and shoulder girdle.

The skeleton has three main functions:

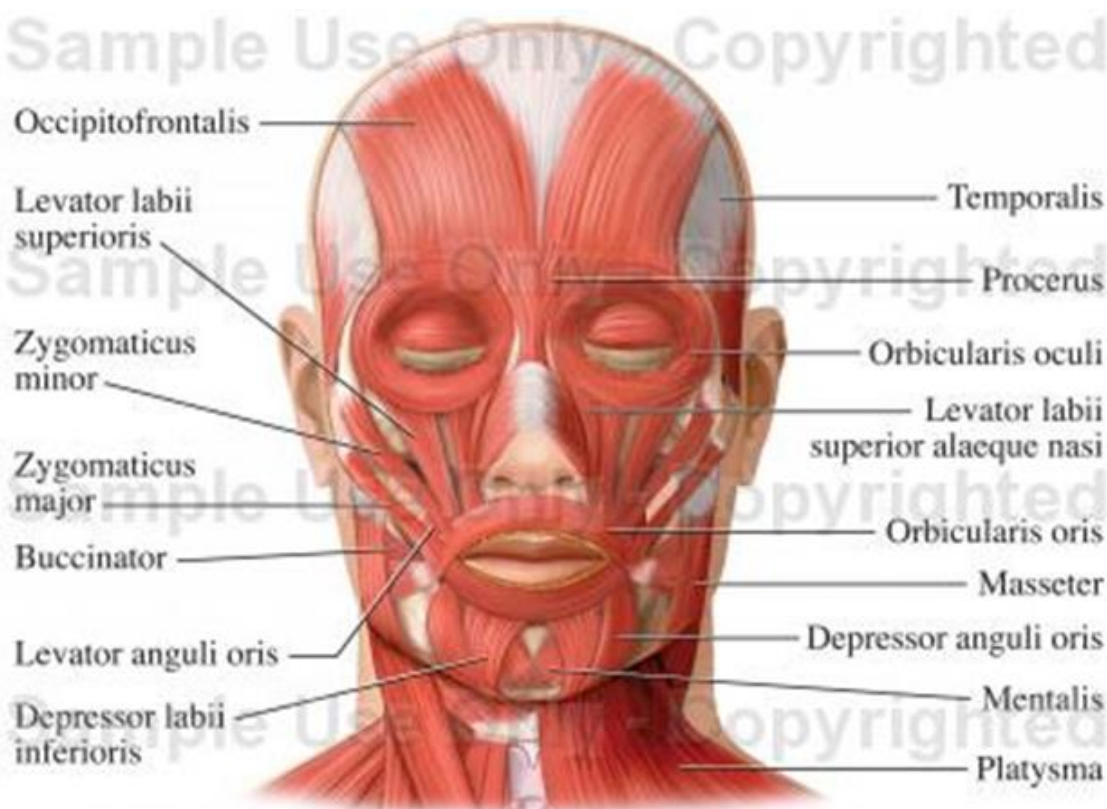
1. Protects the internal organs.
2. Gives the body its shape.
3. Used for muscle attachment.



## MUSCLES

Muscles are responsible for the movement of the body or within the body. Within the face they produce facial expressions. They are also responsible for maintaining posture and producing heat to maintain the body temperature. The majority of the muscles in the body are attached to bones by tendons, however the muscles of the face tend to insert into each other. Muscles are made up of tiny elastic fibres that have the ability to:

- Shorten or contract.
- Spring back to its original form after contraction - like elastic.
- Stretch when relaxed.
- Respond to stimuli provided by nerve impulses.



### THE POSITION AND ACTION OF THE FACE, NECK AND SHOULDER MUSCLES

MUSCLE	POSITION	ACTION
<b>FOREHEAD</b>		
Frontalis x 1	Forehead	Lifts the eyebrows which cause horizontal creases to appear
Corrugator x 1	In between the inner eyebrows, over the nasal bone	Draws the eyebrows together as in frowning
<b>EYES</b>		
Orbicularis Oculi x 2	Round muscle that surrounds the eye	Closes the eyes and can cause wrinkles at the corner of the eye
<b>SIDES OF THE FACE</b>		
Temporalis x 2	Extends over the ears down to the corner of the jaw	Raises the jaw when we chew (known as mastication)
Masseter x 2	Extends downwards and backwards from the jaw in the lower cheek area	Lifts the jaw and exerts pressure on the teeth – mastication. This is the muscle that causes jowls in later life

<b>CHEEKS AND MOUTH</b>		
Zygomaticus x 2	Extends upwards diagonally from the corners of the mouth	Pulls the corners of the mouth upwards and out as in smiling
Levator Labii Superioris x 2	Runs upwards from the upper lip	Lifts the upper lip and assists in opening the mouth
Risorius x 2	Runs horizontally in the cheeks from the corner of the mouth	Pulls the corners of the mouth sideways as in grinning
Orbicularis Oris x 1	Round muscle that surrounds the mouth and forms the lips	Purses the lips and closes the mouth as in kissing or whistling
Buccinator x 2	Deep muscle that forms the main part of the cheeks	Maintains tension in the cheeks and used when blowing

<b>Depressor Anguli Oris</b>	<b>Runs down from the lower lip</b>	<b>Draws the corner of the mouth downwards producing a sad expression</b>
<b>CHIN</b>		
<b>Mentalis x 1</b>	<b>Lies over the chin</b>	<b>Lifts the skin of the chin and turns the lower lip outwards. Expression of doubt</b>
<b>NECK</b>		
<b>Platysma x 1</b>	<b>Starts at the chest and covers the neck up to the mandible</b>	<b>Pulls the jaw and lower lip down. Causes the neck to wrinkle. Expression of horror</b>
<b>Sterno-cleido Mastoid</b>	<b>Runs down on an angle from each side of the neck to the collar bone</b>	<b>Flexes the neck, rotates the head from side to side and bows the head forwards</b>
<b>SHOULDER AND CHEST</b>		
<b>Trapezius x 1</b>	<b>A large kite shaped muscle that covers the back and sides of the neck, shoulders and upper back</b>	<b>Elevates and depresses the shoulders. Also draws the head backwards</b>
<b>Pectoralis (major and minor) x 2</b>	<b>Covers the chest</b>	<b>Draws the arm in towards the chest</b>
<b>Deltoid x 2</b>	<b>Caps the shoulder joint</b>	<b>Lifts, extends and rotates the arm</b>

## **BLOOD**

The blood is the fluid that transports vital substances to all areas of the body. Blood flows around the body by the pumping action of the heart and is carried in vessels known as:

- Arteries – carry oxygenated blood from the heart to the rest of the body.
- Veins – carry de-oxygenated blood from the heart from the body.
- Capillaries – smallest vessels that carry both oxygenated and de-oxygenated blood.

### **THE FUNCTIONS OF BLOOD**

Blood has four main functions:

#### **1. Transportation**

- Red blood cells carry oxygen to the cells of the body.
- Carbon dioxide is carried back to the lungs.
- Nutrients such as glucose, vitamins and minerals are carried around the body.
- Hormones are transported around the body to their target organs.
- All waste materials such as urea are carried in the blood to be removed and excreted via the kidneys.

#### **2. Defence**

- The white blood cells fight against disease and microbe entry.
- The white blood cells engulf the bacteria and destroy them.
- Lymphocytes, specialised white blood cells produce antibodies which give the body future resistance to re-infection.

#### **3. Regulation**

- The blood regulates body heat by absorbing it from the liver and muscles as it passes by and then transports it around the body.

#### **4. Clotting**

- Platelets will clot a damaged area where blood loss has occurred.
- Clotting prevents excess blood loss and protects against microbe entry.

**COMPOSITION OF BLOOD**

**Blood is made from 55% straw-coloured fluid called plasma and 45% cells.**

**Plasma is made up of:**

- **Water (90%)**
- **Other (10%) blood proteins, mineral salts, food substances, waste materials, gases, enzymes, hormones and antibodies.**

**Three main types of blood cells:**

- 1. Red blood cells – contain haemoglobin which carries oxygen.**
- 2. White blood cells – protect against infection.**
- 3. Platelets – bind together to form a clot to heal a wound.**

## LYMPH

The lymphatic system is known as the secondary circulation system and is closely linked to the blood. It is a one way drainage system that drains excess tissue fluid and transports it back into the venous system of the blood supply.

The lymphatic system is made up of various structures:

- **Lymph Capillaries** – this is the starting point of the process. These are the smallest vessels that collect excess tissue surrounding the cells.
- **Lymph Vessels** – capillaries eventually form larger lymph vessels that transport the lymph back towards the venous system.
- **Lymph Nodes** – a small cluster of cells that filter the lymph of any toxins or infection. When they are fighting infection they swell and this is what we refer to as swollen glands.
- **Lymph Ducts** – these two ducts are located in the chest and drain the lymph back into the venous system.

### THE FUNCTION OF THE LYMPHATIC SYSTEM

The main functions of the lymphatic system are to:

- Drain excess fluid and waste from the tissues.
- Transports tissue fluid and proteins back to the blood supply.
- Produces lymphocytes which protect and defend the body against infection.
- Absorb fat from the intestine and transport to the liver.

### COMPOSITION OF LYMPH FLUID

Lymph is a transparent, colourless, watery fluid. It is similar to blood plasma but contains fewer proteins and nutrients. Lymph usually contains the larger particles that could not re-enter the blood supply. Lymph is made up of:

- Plasma (watery substance)
- Proteins
- Waste Products
- Toxins
- Fats



- Urea
- Gases
- Lymphocytes

#### **ROLES OF BLOOD AND LYMPH IN IMPROVING SKIN AND MUSCLE CONDITION**

When the blood and lymph supply are efficient they are effective at improving the skin and muscle condition. When we perform a facial treatment, particularly facial massage, it improves the efficiency of both systems as we stimulate them to perform more effectively.

##### **Effects on the skin:**

- Lymph helps to remove waste products from the skin and tissues. This prevents the skin from becoming water logged and puffy.
- Blood brings fresh oxygen and nutrients to the skin allowing the cells to reproduce more effectively.
- Blood removes carbon dioxide and waste from the area so that the cells do not become poisoned.
- Skin will look fresher and smoother due to the increase in cell renewal.
- The skin will have a healthy glow due to the improved colour that the blood brings.

##### **Effects on the muscles:**

- Lymph helps to remove waste products from the muscles. This helps to improve their efficiency.
- Blood brings fresh oxygen and nutrients to the muscle cells allowing the cells to reproduce more effectively.
- Blood removes carbon dioxide and waste from the area so that the cells do not become poisoned.
- The removal of waste products will allow the muscles to look more toned.

## **STERILISATION AND DISINFECTION**

Sterilisation is the destruction of all living organisms. It is very difficult to maintain sterile conditions. Once sterilised, items which have been exposed to the air are no longer sterile. Articles which have been sterilised and stored hygienically are safe to use on the client.

### **METHODS OF STERILISATION**

Before employing any method of sterilisation all equipment must be clean because this:

- Removes any organic material that may not necessarily be seen.
- Removes grease which may prevent penetration of chemicals into equipment.
- Reduces the amount of infectious material on equipment

#### **NOTE:**

Tools should always be washed in warm soapy water and rinsed well in clean water before disinfecting or sterilising them. This ensures the removal of debris which would act as a barrier. It also prevents contamination of the soaking solution

### **STERILISING EQUIPMENT**

- **Ultraviolet Rays** – In the past UV cabinets have been used as a method of sterilisation, but it has been proven to be an ineffective way to sterilise. It is very difficult for the rays to penetrate surfaces such as make-up brushes. It is only effective on a small range of organisms. The output of the ultraviolet light decreases with use and bulbs if not change regularly are totally ineffective. This type of cabinet however, can be useful in storing sterilised tools to prevent them becoming contaminated with airborne organisms and dust.

## **HYGIENE PRECAUTIONS**

The main sources of infection during any treatment could be; infected skin, dirty tools and equipment or contaminated products. A high standard of personal and treatment hygiene protects against the risk of infection and builds client confidence.

### **PERSONAL HYGIENE**

Wash your hands immediately before the treatment and keep them clean throughout the make-up procedure.

### **TREATMENT HYGIENE**

- Do not apply products over infected skin.
- Use only clean tools and equipment.
- Maintain a clean working area.
- Remove products from pots and jars with a clean spatula, not your fingers.
- Replace lids and caps on products
- Dispose of waste immediately in an appropriate container.

### **TOOLS AND EQUIPMENT**

It is important to prevent products from becoming contaminated. This is achieved by cleaning and disinfecting them after use and storing them hygienically between treatments.

## **HEALTH & SAFETY AT WORK ACT 1974**

**This requires all employers to provide systems of work that are, so far as reasonably practical, safe and without risks to health. The employees have a responsibility to take reasonable care of themselves and other people affected by their work and to co-operate with the employer in the discharge of this legal obligation.**

**The act provides powers for the Health and Safety Commission and the Health and Safety Executive. The act allows various regulations to be made which control the workplace. The provisions, as well as persons who work alone, away from an employer's premises, also cover self-employed persons.**

**The Health and Safety at Work Act, instils the principle that if a hazard affecting health and safety occurs in the workplace, then it is not entirely the responsibility of the employer to take remedial action, or to be responsible for any claim made as a result of subsequent damage when remedial action was ineffective.**

**Example: as an employee, if you see clients tripping over a hole in the carpet in reception, you have an immediate duty to report this to management and to take some emergency remedial action, like covering the hole with adhesive tape or placing a piece of furniture over it, until an appropriate repair can be undertaken.**

**In awarding damages under this legislation, judges started to use the system of proportionality to decide in how far the employee and the employer were to blame. This means that proper records must be kept of any hazards and remedial action taken, employees need to keep copies of reports to management, and things like 'Accidents at Work' books have become more important.**

**Within this act there are a number of regulations having legal force, which have been imposed through the UK Government and the European Community legislator's requirements.**

**The Act requires employers to undertake 'risk assessments' to identify and manage the workplace and take account of identified problems. Employees**

also have responsibilities and this can affect their liability in cases of personal damage.

#### **THE WORKPLACE (HEALTH, SAFETY AND WELFARE) REGULATIONS 1992**

This act covers things such as toilet facilities, minimum working temperature, adequate lighting, adequate ventilation, appropriate floor covering, drinking water and staff area. In the staff area/rest room there should be adequate facilities to protect non-smokers from smokers and arrangements for pregnant women or nursing mothers.

#### **CONTROL OF SUBSTANCES HAZARDOUS TO THE HEALTH REGULATIONS (COSHH) 2002**

This law requires employers to control exposure to hazardous substances in the workplace. Most products used in the salon are perfectly safe, however some of the products could become hazardous under certain conditions or if used incorrectly. Every salon, spa and individual therapist should know how to use and store these products.






It is the employer's responsibility to assess the risk of hazardous substances and decide on any action required to reduce those risks. Employees should be adequately trained to allow them to follow the safety guidelines and take precautions highlighted by the risk assessment.

In order to comply with COSHH the employer should follow the procedures outlined below:

- Assess the risks of each substance.
- Decide what precautions are needed i.e. wearing gloves when handling a substance.
- Preventing or controlling exposure to certain substances.
- Ensuring that control measures are used and maintained.
- Monitoring exposure.
- Ensuring employees are properly informed, trained and supervised.

Detailed instructions must be kept regarding any products considered hazardous. As a therapist you should know how to:

1. Store the products/substances in the correct place.
2. Follow any precautions needed when using the substance.
3. Use the substance correctly.
4. Dispose of the substance correctly.

<b>SYMBOL</b>			<b>HAZARD</b>
			<b>FLAMMABLE</b>
			<b>TOXIC</b>
			<b>IRRITANT</b>
			<b>CORROSIVE</b>
			<b>OXYDISING</b>

#### **GAS SAFETY (INSTALLATION & USE) REGULATIONS 1994**

These relate to the use and maintenance of gas appliances. The Rights of Entry Regulations 1996 give Gas and HSE inspector's rights to enter premises and order the disconnection of dangerous or unsafe appliances. All work on gas appliances must be undertaken by 'Gas Safe' registered engineers which replaces the CORGI scheme.

### **ELECTRICITY AT WORK REGULATIONS 1989**

The Electricity at Work Regulations is concerned with safety generally in the use of electricity. Part of this is the operation and maintenance of electrical equipment in the salon. It is recommended that equipment be tested regularly to ensure that all flexes and fuses are functioning properly – at least every six months. This does not necessarily need to be an electrician for this level of checking. All results and actions should be recorded to provide a record of recommendations and actions in case of a claim at a later stage and in the case of defects, that the equipment is checked and repaired by a competent person.

Most salons and clinics have their equipment tested on an annual basis and a certificate is awarded. This is known as PAT testing – portable appliance testing.

### **LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982**

Part 8 of the Act provides Local Authorities with powers for the registration of persons who are performing skin piercing e.g. acupuncture, ear piercing, electrical epilation, micro-pigmentation, tattoo and so on. It applies to everyone, whether operating from premises or working as mobile. The main concern is with hygiene practice and may include the registration of qualifications. Each local authority operates its own method of inspection and licensing at its own cost, so it is important to ensure that you reapply if moving from one local authority to another. In many areas, only registered practitioners are allowed to practise skin piercing.

### **TRADES DESCRIPTIONS ACT 1968 (AMENDED 1987)**

The Act prohibits the use of false trade descriptions. It is important to understand its provision and especially where the description is given by another person and repeated. This means that to repeat a manufacturer's false claim is to be equally liable.

### **SALE OF GOODS ACT (1979) AND SALE AND SUPPLY OF GOODS ACT (1994)**

This is associated with the Supply of Goods and Services Act 1982, the Unfair Contract Terms Act 1977 and the Supply of Goods (implied terms) Act 1973. These acts cover consumer rights including goods being of satisfactory quality, the conditions under which goods may be returned after purchase, and whether the goods are fit for their intended purpose.

### **COSMETIC PRODUCTS (SAFETY) REGULATIONS 1996**

These regulations are made under the consumer Protection Act 1987 and implement EEC regulations regarding the labelling, composition, marketing and description of cosmetic products.

### **EMPLOYERS LIABILITY (COMPULSORY INSURANCE) ACT 1969**

This Act places a duty on the employers to take out and maintain approved insurance policies with authorised insurance against bodily injury or diseases sustained by their employees in the course of their employment. Insurers must issue a Certificate of Insurance to employers who are required to display the Certificate or a copy, at each place of business for the information of the employees. Local Authorities are specifically excluded from the Act.

### **TREATMENT LIABILITY INSURANCE**

Attention is drawn to the risks which are insurable under a Treatment Liability Policy. To provide treatments or to advise without such insurance cover may result in the therapist, whether employed or not, suffering heavy financial penalties. Employees who do not have their own insurance must ensure that they are covered by their employer's policy.

### **DATA PROTECTION ACT 1984**

If computer is used to record client data (information) then the establishment must be registered under this act. The Act then operates to ensure that the information is only used for the purposes that it was given. This means that no information may be given to an outsider without the client's permission.

All information held on the computer about an individual must be revealed to that person on request within 40 days of an application and at a fee not exceeding £10.00. Clients can seek compensation through the courts for any infringement of their rights as a result of an institution sharing that information when the client gave it for only a specific purpose.



## **CODES OF PRACTISE**

The provisions included in the above are found published by Lead Bodies, e.g. VTCT.

These codes are concerned with many personal treatment areas. Codes like this are specific in their focus (i.e. hygiene) and broad in their application – allied occupational areas. Other codes – formal and informal – may be concerned with ethical or business practises, or other aspects of client relationships.

All those Codes that apply should be understood that are involved in specifying good practice and may be considered in any legal action against an establishment. Codes are not mandatory but set the standard in an industry and are often adopted as mandatory on members by professional representative bodies.

## **CODES OF ETHICS**

Originally issued 2<sup>nd</sup> July 1962. Amended 2<sup>nd</sup> July 1968, 15<sup>th</sup> September 1975, 30<sup>th</sup> December 1980 and 1<sup>st</sup> December 1986. Jointly agreed as binding members of the Society of Health and Beauty Therapists (Society), the Institute of Male Masseurs (Institute) and the Finnish Sauna Society (FSS).

The essence of a profession is that it is vitally interested in the well-being of the members of the public whom it provides services and that it imposes on its members various obligations to ensure that the public are protected from improper practice. As a result, all professions have a Code of Ethics covering rules of conduct and those who break the code incur a penalty or expulsion. In the case of the Society, Institute and FSS, any proven breach of this Code is subject to a warning. If it is disregarded, conviction of the breach can mean that the member can be suspended or expelled. In serious cases, suspension without warning is immediate.

New members have to sign a document that they will abide by the Code of Ethics in its current form and with any additions and amendments which may occur during the membership term. This ensures that everyone is made aware of what is involved by becoming a member of a professional body.

**The Subsidiary Ethical Rules are specific to:**

- Cutting of skin
- Skin peeling
- Ultra violet radiation
- Hair removal on the body
- Moles, warts and capillaries
- Varicose veins
- Ozone
- Ultra sonic devices
- Treatments of members of the opposite sex
- Hygiene

#### **FIRST AID AT WORK**

**The Health and Safety (First Aid) Regulations 1981**

Employers have a legal duty to make arrangements to ensure their employees receive immediate attention if they are injured or taken ill at work. It doesn't matter whether the injury or illness is caused by the work they do. What is important is that they receive immediate attention and that an ambulance is called in serious cases.

First aid at work (FAW) covers the arrangements that need to be made to manage injuries or illness suffered at work. If an employer decides a first aider is not required in the workplace, a person should be appointed to take charge of the first aid arrangements. The role of this appointed person includes looking after the first aid equipment emergency cover where a first aider is absent due to unforeseen circumstances.

These regulations do not require employers to provide first aid for anyone other than their own employees. However, many organisations such as schools, places of entertainment, fairgrounds and shops provide a serviced for others and it is strongly recommended that employers include non-employees in their assessment of first aid needs and make provision for them.

Before taking up first aid duties, a first aider should have undertaken training and have a qualification that HSE approves. This means that they must hold a valid certificate of competence in either:

1. First aid at work (FAW) issued by a training organisation approved by HSE; or
2. Emergency first aid work (EFAW) issued by a training organisation approved by HSE or a recognised awarding body of Ofqual/Scottish Qualifications Authority.

Although not mandatory, this will help qualified first aiders maintain their basic skills and keep up to date with any changes to first aid procedures. A self-employed person shall provide, or ensure there is provided, such equipment, if any, as is adequate and appropriate in the circumstances to enable him to render first aid to himself while he is at work.

## **HYGIENE**

The basic rules:

- Hands should be washed thoroughly before and after each client with an antibacterial cleanser and fingernails should be clean.
- Fingernails should be short, no varnish or extensions.
- Disposable gloves should be worn where necessary.
- Long hair should be tied back.
- Jewellery, including wedding bands should be removed, as these can harbour bacteria.
- The therapist's sleeves should be rolled up or short sleeved garments worn.
- Disposable paper should be used.
- Use clean towels and headbands
- Spatulas (not fingers) should be used for removing products from containers.
- Implements should be cleaned and sterilised (or disposed of) between clients.

## **Working hygienically**

**Cross infection (cross contamination) usually occurs via:**

- **Unclean hands.**
- **Contaminated tools.**
- **Sores and pus.**
- **Discharges from nose or mouth.**
- **Shared use of items e.g. towels, cups**
- **Close contact with infected skin cells.**
- **Contaminated blood or tissue fluid.**

**To minimise cross infection risks, you must:**

- **Ensure you can recognise signs of infection.**
- **Avoid contact which could put you, your client or colleagues at risk.**
- **Provide clean towels and couch paper for each client.**
- **Wash hands regularly (at least before and after each client) with antibacterial cleanser**
- **Ensure that tools, equipment and surfaces are sterilised/sanitised.**
- **Wear disposable gloves/cover cuts and grazes with a waterproof dressing.**
- **Dispose of all materials in a sealed bag, put sharp items in containers.**

## **STERILISATION & SANITISATION**

**Sterilisation is the total destruction of all living micro-organisms and their spores.**

**Sanitisation is the destruction of some, but not all micro-organisms. It inhibits their growth.**

**Disinfect is to use a chemical that kills micro-organisms but not their spores. They keep the micro-organisms at an acceptable level.**

**The methods that we use in a make-up treatment are:**

- **Always wash hands before and after each client. You should thoroughly wash your hands (it takes up to 3 minutes to thoroughly destroy all germs).**
- **Brushes should be cleaned and washed in chemical disinfectant before use and then allowed to dry. Brushes are then sanitised in the UV cabinet for 20 minutes before use.**
- **Disposable brushes and applicators are used on the lip and eye area.**
- **Foundation sponges are soaked in chemical disinfectant for 20-30 minutes or disposable sponges used.**
- **Cover make-up brushes, sponges, cotton buds etc. with tissue.**
- **Make-up palette is wiped over with surgical spirit and then placed in the UV cabinet for 20 minutes.**
- **The plastic spatula should be cleaned with surgical spirit then placed in a chemical sterilising fluid, such as cidex, for 20 minutes. It should then be stored in the barbicide jar for the duration of the make-up treatment.**
- **Headbands should either be disposable or boil washed after each client.**
- **A sterile make-up brush is put aside to be used to scrape make-up powders from the container. Never work straight from the make-up containers.**
- **Use spatulas to remove products from any containers.**
- **Lids should always be replaced straight away on all products.**
- **Never blow on the make-up brushes as it is unhygienic.**

- Waste is disposed of correctly.
- All towels must be boiled washed after each client.
- When using wooden spatulas for the removal of products, they should be disposed of after each client.

Please note, for sterilisation to be effective the items must be grease free before being sterilised by washing in warm water and detergent or wiping with surgical spirit.

#### **METHODS OF STERILISATION**

**Autoclave** – sterilises by high steam pressure that is higher than boiling point, at varying times, 15 minutes at 121 degree centigrade to as little as 3 minutes at 134 degrees. This is considered to be the most effective method of sterilisation; it is used for metal tools and some plastics.

**Chemical** – sterilises by the action of chemicals, usually cidex, marvicide or formaldehyde. It is suitable for metals and plastics, which need to be immersed for 20 minutes for effective sterilisation.

**Glass Bead** – small glass beads are heated to a high temperature (between 190 - 300 degrees C). Small metal tools can then be placed in between the glass beads. The disadvantages are that the tools can become damaged if they are left in for too long. Take care to protect fingers when removing as items become very hot. (Rarely used for make-up treatment).

#### **METHODS OF SANITISATION**

**UV Cabinet** – this has disinfectant properties only and therefore does not sterilise. This is a safe environment for the storage of sterilised tools.

**Surgical Spirit** – has disinfectant properties and is suitable for wiping over tools prior to sterilisation. It is also effective for wiping down surfaces.

**Barbicide** – a chemical that will kill bacteria, however not usually the spores. It is used for storing plastic spatulas during the treatment.

**Disinfectant tablet** – this tablet is placed in water and dissolves on contact. It is used for sponges as the liquid can penetrate the fibres of these tools.

**BLOOD SPILL**

If any bleeding occurs, this sometimes accidentally happens, it is vital that you understand the correct procedure to follow:

- Antiseptic should be applied to cotton wool and pressed onto the skin. This should be disposed of by placing in a sharps box or yellow bin liner.
- If there is a large blood spill, after applying gloves, neat bleach should be poured onto the object and left for 1 minute, then wash with lots of hot water and detergent.

**DISPOSAL OF WASTE**

All waste (rubbish) must be placed straight into a bin, which has a lid and contains a bin liner. At the end of the day/session, this should then be sealed and disposed of immediately into the main bin liner. Any waste that has met body fluids should be placed into a yellow bin liner if a large item, otherwise into a yellow 'sharps' container. This will then be collected and incinerated (burnt) at a suitable site.

**SURFACES AND FLOORS**

Clean surfaces and floors daily with hot water and detergent and then disinfect with surgical spirit or a similar product. In a training environment, the top of the trolley should be wiped over before use every time.

## **CONTAGIOUS CONDITIONS**

To avoid cross contamination, your first line of defence is to recognise a condition and avoid contact with it.

There are four types of contagious conditions:

### **VIRUS**

Tiny germs which can only survive in living cells.

- Common cold/flu.
- Cold sores (herpes simplex)
- Shingles
- Chicken pox
- Hepatitis
- AIDS
- Warts
- Verruca's

### **BACTERIA**

Tiny, single cell organisms, which multiply very quickly. They are capable of breeding outside the body and can therefore be caught easily through contact with contaminated articles.

- Impetigo (can be spread from one part of the body to another).
- Conjunctivitis (found in the eye membrane).
- Sty (small boil at the root of the eyelash).
- Whitlow (infection at side or base of nail plate).

### **FUNGUS**

Consists of yeast's and moulds. They feed off the waste products of the skin they invade.

- Ringworm (tinea corpus – a red spot which spreads outwards then heals from the centre, forming a ring).
- Athletes foot (tinea pedis – a type of ringworm usually resulting in spongy tissue or itching and cracking between the toes. On soles and heels skin becomes bright red and covered with white scales).



- Ringworm of the nail (tinea unguium or onychomycosis – whitish patches which can be scraped off, can invade the free edge and spread to the nail root which causes the nail to become spongy and sometimes detached).

## **INFESTATION**

**Invasion by small animal parasites living off human blood.**

- Scabies (mite burrows through the skin, lays eggs, itchy rash with swelling, tell-tale track of burrows shows up as little greyish ridges on skin. Usually found on fingers, palms and soles).
- Head lice (pediculosis capitis – tiny insects lay their eggs or 'nits' which are attached to the hair, itching can cause blisters).

## **BUSINESS PROMOTION & MARKETING**

Whether you are a salon owner or are just starting out in business the following will help you to promote your services to the public.

### **SELF PUBLICITY**

You will be your own best advertisement. Whenever you meet people you should make sure that you tell them about your business. Many of them will be pleased to hear that someone they know can offer them a professional treatment. They will tell their friends and so knowledge of your business will spread by word of mouth.

### **NEWSPAPER ADVERTISING**

Advertising can be very expensive but in order to build a client base more quickly an advertisement in your local paper for a couple of weeks is worth considering. The cheapest way to do this is a simple lineage advertisement in the 'personal' or 'ladies' column of the classified section. Rates are normally charged at so much per word, with a minimum of about 10 words. Often you will be offered a special incentive such as 3 adverts for the price of 2, so be sure to ask whether there are any special offers available.

Example of lineage advert:

**Mobile Beauty Therapist offers all aspects of  
Beauty, Nails and Holistic Therapies.  
Contact Jane for a consultation or appointment  
on 09876 54321**

In order to make more of an impact you will need to consider placing a display advertisement. These are priced according to size and measured by the single column centimetre, i.e. if your local paper charges £2.50 per s.c.c. and your advert is 5cms long by one column wide, it would cost £12.50 plus V.A.T or 10cms by 2 columns would be £50.00 plus V.A.T. Display advertisements have the advantage of allowing you to incorporate a logo and different type faces.

### Example of a display advert:



If you are considering spending on advertising, it is important to ensure that your advert is placed in the best possible position, do not allow the salesperson to choose your position for you or you might well end up towards the middle or back of the paper in a bottom left hand position. Ask the salesperson whether there are any special features coming up where they might be prepared to give you some free editorial on the same page as your advert. Do not be tempted to advertise in features that have no particular relevance to the service you are offering. Advertising sales people can be very persuasive.

#### FREE EDITORIAL

The best form of newspaper advertising is editorial. Local newspapers are constantly looking for news which is of interest to readers. There are two ways of approaching this:

- Press release – send a press release to the editor of, for example, the woman's page. You will need to give an angle to it that will be newsworthy. So think hard about whether your personal circumstances could provide this. If you could in some way make the story humorous, this is also a possibility, providing that you do not threaten your professionalism at the same time. In the press release you will also need to include as much detail as possible about the

benefits and effects of the treatment without it reading too much like an advert.

- Write up – you could also invite a reporter to try a complimentary treatment in return for which he/she might be prepared to give you some editorial providing that you support it with a small advert.

#### **Other Methods:**

- Think carefully about people you know who might be able to help you get started.
- Your hairdresser might be happy to give out some leaflets to her/his clients; perhaps you could give her/him a treatment at a discount in return.
- Your local library might allow you to put a leaflet on the notice board.
- Supermarkets often have free notice boards where you could display details. Remember to keep replacing it as they may only display them for a week or two.
- Where do your friends work? Could they display details on their notice boards?
- Many shops will display cards in their windows for a few pence per week.
- If you know any local shopkeepers, you could ask if they will put a poster in their window for you.
- Your local hospital will also have notice boards e.g. the antenatal clinic; ask too at your doctor's surgery or health centre. In fact anywhere that people have to sit and wait is a good place to advertise your services.
- Consider inviting your friends to a coffee morning or evening to show them what you are doing. You could demonstrate a treatment on a friend and book the others in for treatments another time.
- Approach local groups such as W.I. and Ladies Circle. They are always looking for items of interest for their meetings. If you are nervous of public speaking, you can suggest that one of their members introduces you and gives a brief description of what you are doing.

- **Gymnasiums and sport centres should be approached. Speak to the manager and ask if you may be allowed to put up a poster, perhaps suggesting that an aerobics teacher or other staff member might like to have a complimentary treatment.**
- **A leaflet drop can work very well. You can have leaflets made up quite inexpensively and have them distributed with a local newspaper.**
- **The internet can produce leads providing that the site attracts a lot of visitors that live in your area. Developing your own website requires specialist expertise but you might also consider taking out a banner advertisement or a page or a link on an existing site. Just email the webmaster of the site you are interested in.**

**It is a good idea to make a list of all your ideas and target all the areas at the same time you will achieve a better response which will give you the confidence and enthusiasm you will need.**

**PEOPLE WILL NOT COME TO YOU UNLESS THEY KNOW ABOUT YOU!**

#### **PRICES**

**You will need to research your locality for information on the average price of comparable treatments in your area. It is important to know your competition and to ensure that you provide the best quality of service at a competitive price.**

**You are a specialist in your field and as such you should not sell yourself too cheaply. If you are in an area with perhaps a couple of other professionals offering similar treatments, it is sensible to try to price yourself somewhere in the middle. However you will need to take your overheads into account. A client will expect to pay more for a treatment at premises in the centre of town than in someone's home.**

**You must also consider when fixing your prices, whether you are going to be giving much away in the form of discounts to local groups, friends or through other promotional activities. If this is the case, you should set your prices a fraction higher to give yourself more flexibility. However do not attempt to bargain with potential clients in an attempt to attract business. This is an**

unprofessional approach and word will quickly spread, making it impossible for you to stick to a realistic price structure.

### **SELF EMPLOYMENT**

Your personal circumstances will dictate the direction you go in with regard to offering your services at home, on a mobile basis or at commercial premises. You will need to take out insurance and below are a few other points to consider.

### **HOME BASED**

A separate and private room is needed where you can keep everything you will need in one place and will not be disturbed. For most treatments you will need a treatment couch, a trolley, a stool and possibly a magnifying lamp and a means of sterilising or sanitising implements. You will also need a chair so that you can both sit down for consultation.



Equipment must be kept clean and sanitised and safety and hygiene attended to. You will also need a secure drawer or cash box, an appointment book, a book to record all expenses and takings and file for receipts, all of which can be purchased from a stationers or office equipment shop.

Try to acquire the habit of entering all expenditure and takings at the end of each day as it can be difficult to remember later and if you lose receipts or invoices you may not be able to claim the relevant expenditure against your profits for tax purposes.

Finally remember not only to set up your equipment before your client arrives but also to ensure that the treatment room is at a comfortable temperature or him/her.

**MOBILE**

We do not recommend that male clients be treated by female therapists on a mobile basis unless it is someone they know.

Ensure that enough time is left between appointments to allow for parking etc.

You will need to buy portable equipment such as a treatment couch and trolley and storage containers which will enable you to keep all products and equipment neatly organised.

If you carry retail lines you will need to take them with you in case your client should wish to make a purchase from you.

Protect any furniture used and the floor with disposable paper.

Remember to take your appointment book with you and suggest a suitable date for her next appointment before you leave.

**COMMERCIAL PREMISES**

There are many alternatives which include, renting a room or chair at an existing business, to buying a business that is already up and running and renting or buying your own premises to start from scratch. Any of these will require a business plan, cash flow forecasts and research into methods of funding the business. You will also have to make very careful consideration of many other aspects such as your own ability to make it work and whether your geographical area needs the service or services you are offering.

**WORKING IN A SALON**

- It is essential to consider how you will work effectively without wasting time or materials.
- Time management should ensure that clients are not kept waiting and that if they are they are made comfortable with coffee and magazines. Clients should be kept informed if delays are likely and sufficient time allocated for each treatment and consultations.
- Establishments should have optimum times set for specific treatments which should be consistent to maintain quality and satisfy client expectations.

- The therapist has a responsibility to ensure that safety and hygiene requirements are met.
- Information about treatments, products, opening hours, availability of personnel etc. should be concise, accurate and in no way misleading.
- It is important to maintain good communications with both clients and colleagues so that everyone is clear about everything that is taking place. This will help to avoid misunderstandings with clients, resentment from colleagues and irritation of management. It is your duty to ensure that relevant people are informed of change in policy or procedure.
- The keeping of records is a basic requirement that includes client record cards, stock records, income and expenditure etc. They should be complete, accurate, legible and up to date.
- Working conditions should comply with all current legislation, client comfort, management requirements and industry codes of practice.
- Accidents and emergencies must be recorded and reported if necessary.



**NOTES**

**NOTES**