

Services Guide

Estheticians

**NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.*

**NOTE 2: For MCP websites, stick to general information and avoid specifics.*

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1. ESTHETICIANS OVERVIEW

1.1 GENERAL INFORMATION

<http://www.cbo-eco.ca/en/index.cfm/starting/how-to-start-a/how-to-start-a-spa-or-salon-in-ontario/>
<http://www.canadianaesthetics.ca/membership.html>
<http://www.estheticianedu.org/what-is-an-esthetician/>

- Thanks to aging baby boomers, many of which are seeking non-invasive treatments to help them look more youthful, along with an increase in disposable income among many Americans, esthetics is experiencing an “explosion of growth,” according to the Associated Skin Care Professionals (ASCP).
- In the beauty industry, esthetics refers directly to the beautification of the skin. Esthetics, in more technical terms, refers to the application of various techniques to the skin. The work of estheticians involves applying treatments and performing procedures to the skin to maintain its health and vitality, improve its overall appearance, and combat the effects of sun overexposure and aging.
- Canadian Aesthetics Association (CAA) is a regulatory organization of dedicated professionals eager to raise the bar for professional aestheticians and to bring proper public recognition and appreciation for the aesthetics field. They are recognized by Health Canada. Recognition by the Canadian Aesthetics Association is a client's guarantee of the level of service, knowledge and safety that they can expect from its members.
- Look for the Canadian Aesthetics Association certificate with a current year seal at your skin care clinic.
- There are other certifications for other services that may be provided at the esthetician's salon, including hair styling, cosmetics, tanning, medical devices and therapeutic treatments.
- Although the term “medical esthetics” is often thrown around, esthetics is not a medical practice and estheticians are not allowed to diagnose, prescribe, or treat skin conditions or diseases. Instead, medical skin care services are left strictly up to licensed medical professionals, such as dermatologists.
- Estheticians may sometimes be found working in offices of medical practitioners, such as dermatologists and plastic surgeons, but their expertise is solely in cosmetic skincare, with any type of invasive procedure always left to medical professionals who specialize in disorders of the skin.
- The majority of estheticians provide skincare services in a spa, salon, or private practice setting, while the remaining generally provide more “health-care oriented” services and therefore work in clinical settings alongside medical doctors.

1.2 SEO

Keywords

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○ Esthetician	○ Spa	○ Microdermabrasion	○ Laser hair removal
○ Essential oils	○ Facial	○ Wax	○ Skin care
○ Chemical peel	○ Dermabrasion	○ Aromatherapy	○ Permanent makeup
○ Spa treatments	○ Microdermabrasion facial	○ Laser resurfacing	○ Acne scar removal

2. SERVICES & TREATMENTS

2.1 MICRODERMABRASION

<http://www.allure.com/gallery/ultimate-facial-guide>

2.1.1 Description

- Microdermabrasion sounds vaguely painful, but it's actually one of the gentlest, fastest, non-invasive anti-aging treatments around today.
- Turn back time with microdermabrasion – this is the fastest way to get a healthy, youthful glow.
- Microdermabrasion is a non-surgical facial resurfacing technique performed in a series of about 6 to 10 treatments. It mechanically exfoliates the outermost layer of dead skin cells (the stratum corneum) and vacuums them away, leaving your skin feeling softer and smoother — and if done well, looking younger and more vibrant. When you remove the stratum corneum, the body interprets it as an injury, and quickly replaces the lost skin cells with new, healthy ones.
- Make sure the esthetician uses a device on which they can adjust the grit so that it is appropriate for your skin type.
- Don't book this service the day of an event, since your cheeks may be a little rosy immediately afterward.
- The entire procedure usually takes about 30 minutes for the face, longer if you want your neck and other body parts such as hands and feet done.

Microdermabrasion is good for all skin types, but especially for:

○ Mature skin types - Skin lacking firmness and showing signs of age	○ Skin with uneven texture	○ Skin with visible scarring and pigmentation; including acne scars and age spots
○ Patients with superficial skin problems and busy lifestyles who are looking for treatments with virtually no side effects or downtime	○ Skin that experiences excess oil	○ Those who suffer from enlarged pores

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2.1.2 Types

<http://www.medicinenet.com/microdermabrasion/page2.htm>

Service	Description
Crystal microdermabrasion system	<ul style="list-style-type: none">○ Typically contains a pump, a connecting tube, a hand piece, and a vacuum.○ While the pump creates a high-pressure stream of inert crystals, commonly aluminum oxide, magnesium oxide, sodium chloride, and sodium bicarbonate to abrade the skin, the vacuum removes the crystals and exfoliated skin cells.○ Crystal microdermabrasion machines consist of a compressor that draws in air through a hand-held stainless steel or glass wand. When the wand touches the skin, a vacuum is created.○ Some studies have suggested there may be health risks associated with aluminium oxide-based microdermabrasion machines, with fears the small particles could enter the lungs if breathed in, or scratch the eyes (most microdermabrasion clinics now use eye protection for this reason).
Diamond microdermabrasion system	<ul style="list-style-type: none">○ Similar process as the crystal system, but the diamond microdermabrasion machine does not produce particles from crystals that may be inhaled into a patient's nose or blown into the eyes. Hence, diamond microdermabrasion is safer for use on areas around the eyes and lips.○ Generally, the slower the movement of the hand piece against the skin and the more numbers of passes over the skin, the deeper the treatment.

2.1.3 Benefits

<https://www.muktiorganics.com/blog/20-things-to-consider-before-having-microdermabrasion>

- Diminishes fine lines, wrinkles and shallow acne scars, though results may vary from person to person.
- Minimises pores and is great for unclogging them
- May decrease the appearance of superficial hyperpigmentation, age spots and other superficial skin damage caused by the sun.

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- Can aid in the penetration of skincare products by up to 50% and with a more even surface to work with, it allows makeup to go on more smoothly.
- Generally safer and more cost-effective than chemical peels.
- The procedure may be a little uncomfortable but doesn't hurt.
- Microdermabrasion stimulates blood flow, which increases the nutrition delivered to skin cells. This improves cell production, which improves skin's elasticity and texture.

2.1.4 Precautions

- It's not recommended if you have skin conditions such as rosacea, eczema, dermatitis, active sunburn, herpes, lupus, open sores, psoriasis, fragile capillaries or widespread acne. Seek medical advice first.
- While home dermabrasion kits are available, they act more like a scrub and can be quite harsh. Beware!
- Skin will be more sensitive to sunlight afterwards so stay out of the sun or use a good sunscreen.

2.2 CHEMICAL PEELS

<https://www.asds.net/ChemicalPeelsInformation.aspx>

- A chemical peel is a technique used to improve the appearance of the skin on the face, neck or hands.
- Chemical peels are used to treat a number of conditions including acne scars, aging skin, crow's feet, scars, sun damaged skin, sagging skin, wrinkles
- A chemical solution is applied to the skin that causes it to exfoliate and eventually peel off. The new, regenerated skin is usually smoother and less wrinkled than the old skin. The new skin is also temporarily more sensitive to the sun.
- Generally light-haired and fair skinned people are the best candidates for chemical peels. The procedure does not work as well on dark-skinned patients.
- Note: wound healing responses are a somewhat unpredictable way of achieving new collagen production.
- The procedure is not recommended for individuals with infections, active skin disease, cut or broken skin, sunburns or active Herpes simplex 1 sores. Other counter-indications include patients who are:
 - Nursing or pregnant
 - Have taken Accutane in the last six months
 - Have psoriasis, eczema, dermatitis or rosacea
 - Have used Retin-A, Renova, prescription skin care products, products that contain ascorbic acid, bleaching or skin-lightening agents or other acid-based products in the last 48 hours

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2.2.1 Types

<https://www.asds.net/ChemicalPeelsInformation.aspx>

<http://www.mayoclinic.org/tests-procedures/chemical-peel/basics/what-you-can-expect/prc-20023436>

Service	Description
Superficial or Lunchtime peel	<ul style="list-style-type: none">○ Alpha-hydroxy acid or another mild acid is used to penetrate only the outer layer of skin to gently exfoliate it.○ The treatment is used to improve the appearance of mild skin discoloration and rough skin as well as to refresh the face, neck, chest or hands.○ Requires one to seven days to heal. Treated skin will initially be red and may scale. Lotion or cream should be applied until the skin heals, followed by daily use of sunscreen. Makeup can usually be worn the next day.
Medium peel	<ul style="list-style-type: none">○ Glycolic or trichloroacetic acid is applied to penetrate the outer and middle layers of skin to remove damaged skin cells.○ The treatment is used to improve age spots, fine lines and wrinkles, freckles and moderate skin discoloration.○ It also can be used to smooth rough skin and treat some precancerous skin growths, i.e. actinic keratosis.○ Requires seven to 14 days to heal. Treated skin will initially be red and swollen. Swelling worsens for the first 48 hours. Eyelids may swell shut. Blisters may form and break. Skin crusts and peels off in 7 to 14 days. Skin must be soaked daily for a specified period, followed by ointment application. Antiviral medication is taken for 10 to 14 days. Mild lotion or cream may be applied. Avoid all sun exposure until healing is complete. Camouflage makeup may be worn after five to seven days. A follow-up appointment will be necessary to monitor progress.
Deep peel	<ul style="list-style-type: none">○ Trichloroacetic acid or phenol is applied to deeply penetrate the middle layer of skin to remove damaged skin cells.○ You'll be given intravenous (IV) fluids, and your heart rate will be closely monitored.○ Your doctor will use a cotton-tipped applicator to apply carbolic acid (phenol) to your skin. Treated skin will begin to turn white or gray.○ To limit your exposure to phenol, your doctor will do the procedure in portions at about 15-minute intervals. A full-

facial procedure might take about 90 minutes.

- The treatment removes moderate lines, age spots, freckles and shallow scars.
- Patients will see a dramatic improvement in skin appearance.
- The procedure is used on the face and only can be performed once.
- Requires 14 to 21 days to heal. The treated area will be bandaged. Skin must be soaked four to six times daily, followed by ointment application for the first 14 days. Afterwards a thick moisturizer is applied for the next 14 days. Antiviral medication is taken for 10 to 14 days. Mild lotion or cream may be applied. Avoid all sun exposure for three to six months. Camouflage makeup may be worn after 14 days. Several follow-up appointments will be necessary to monitor progress.

2.3 LASER RESURFACING

<http://www.webmd.com/beauty/laser-resurfacing#1>

General:

- The esthetician may treat individual wrinkles around your eyes, mouth, or forehead or treat your entire face. For small areas, the esthetician will numb the areas to be treated with a local anesthetic. Medical doctors in esthetic clinics can provide sedation and general anesthesia if you are receiving a whole-face treatment.
- If the esthetician is just treating parts of your face, the procedure will take about 30 to 45 minutes. A full-face treatment takes up to two hours.
- Following the laser procedure, the treated area will be bandaged. Starting 24 hours after treatment, you will need to clean the treated area four to five times a day. Then you'll need to apply an ointment, such as petroleum jelly, to prevent scabs from forming. In general, the areas heal in 10 to 21 days, depending on the condition that was treated.
- It's normal to have swelling after laser skin resurfacing.
- Note: wound healing responses are a somewhat unpredictable way of achieving new collagen production.

2.3.1 Candidates for Laser Resurfacing

- If you have fine lines or wrinkles around your eyes or mouth or on your forehead, shallow scars from acne, or non-responsive skin after a facelift, then you may be a good candidate for laser skin resurfacing.

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- If you have acne or if you have very dark skin, you may not be a good candidate. This technique is also not recommended for stretch marks. You should discuss whether laser resurfacing is right for you by consulting with the doctor before having the procedure done.

2.3.2 Types

Service	Description
Carbon dioxide (CO₂) lasers	<ul style="list-style-type: none">○ This method has been used for years to treat different skin issues, including wrinkles, scars, warts, enlarged oil glands on the nose, and other conditions.○ The newest version of CO₂ laser resurfacing (fractionated CO₂) uses very short pulsed light energy (known as ultra-pulse) or continuous light beams that are delivered in a scanning pattern to remove thin layers of skin with minimal heat damage. Recovery takes up to two weeks.
Erbium lasers	<ul style="list-style-type: none">○ Erbium laser resurfacing is designed to remove surface-level and moderately deep lines and wrinkles on the face, hands, neck, or chest.○ One of the benefits of erbium laser resurfacing is minimal burning of surrounding tissue.○ This laser causes fewer side effects – such as swelling, bruising, and redness – so your recovery time should be faster than with CO₂ laser resurfacing.○ In some cases, recovery may only take one week. Ask your doctor how long recovery is likely to take for you.○ If you have a darker skin tone, erbium laser resurfacing may work better for you.
Fractionated resurfacing	<ul style="list-style-type: none">○ A revolutionary technology for improving skin texture○ Rather than simply removing a thin layer of skin from the surface, fractionated resurfacing treats deep beneath the skin in a pixilated manner, like aerating a lawn, allowing the laser energy to safely penetrate deeper into the skin while preserving more healing capacity for a faster recovery.○ It's a "win-win" in that laser resurfacing treatments are now more effective than ever, with much shorter healing times, in many cases as short as a few days.○ Most people experience only mild redness in the treated area, which usually resolves within 24-48 hours.

2.4 LIGHT THERAPY

General

- Light therapy works by slowing down cell growth and inflammation that causes skin problems to develop.
- Risks: burns, increased aging and increased risk of skin cancer over time are all significant risks with any type of phototherapy. Eye protection must be worn for every treatment to prevent damage to the eyes.

2.4.1 Light Therapy for Skin Conditions like Psoriasis, Scleroderma and Vitiligo

2.4.1.1 Types:

<http://www.uchospitals.edu/specialties/dermatology/light-therapy/>

http://www.medscape.com/viewarticle/759182_1

<https://www.dermla.com/laser-center/excimer-laser-therapy/>

<http://www.cancer.org/treatment/treatmentsandsideeffects/treatmenttypes/photodynamic-therapy>

<https://www.psoriasis.org/about-psoriasis/treatments/phototherapy>

Service	Description
Ultraviolet light B (UVB) therapy	<ul style="list-style-type: none">○ Ultraviolet B (UVB) is present in natural sunlight.○ UVB penetrates the skin and slows the growth of affected skin cells. Treatment involves exposing the skin to an artificial UVB light source for a set length of time on a regular schedule.○ Whole-body light boxes, as well as hand and foot light boxes are used.○ During UVB treatment, your psoriasis may worsen temporarily before improving. The skin may redden and itch from exposure to the UVB light. To avoid further irritation, the amount of UVB administered may need to be reduced.○ Occasionally, temporary flares occur with low-level doses of UVB. These reactions tend to resolve with continued treatment.○ UVB can be combined with other topical and/or systemic agents to enhance efficacy, but some of these may increase photosensitivity and burning, or shorten remission.○ Combining UVB with systemic therapies may increase efficacy dramatically and allow for lower doses of the systemic medication to be used.

	Broad Band Treatment <ul style="list-style-type: none"> ○ Broadband ultraviolet B (UVB) radiation has been used for the treatment of moderate to severe psoriasis for decades. ○ In the early 1980s, the discovery that wavelengths around 311 nm (narrow band) were more effective than broad-spectrum UVB, leading to the development of narrowband fluorescent lamps. 	Narrow Band Treatment <ul style="list-style-type: none"> ○ Narrow band UVB light bulbs release a smaller range of ultraviolet light. ○ Several studies indicate that narrow-band UVB clears psoriasis faster and produces longer remissions than broad-band UVB. ○ It also may be effective with fewer treatments per week than broad-band UVB.
Psoralen and ultraviolet light A (PUVA) therapy	<ul style="list-style-type: none"> ○ Useful for eczema, psoriasis, graft-versus-host disease, vitiligo, mycosis fungoides, large-plaque parapsoriasis and cutaneous T-cell lymphoma ○ Psoralens are chemicals found in certain plants that have the ability to absorb ultraviolet light in the UVA portion of the solar spectrum. Once the light energy is absorbed, these psoralens are energized to interact with DNA, ultimately inhibiting cell multiplication, which is its presumed mode of action. Basically psoralens are materials that make the skin more sensitive to UV light. ○ The most common form of therapy combines psoralens taken orally (as pills) followed 45-60 minutes later by exposure of the skin to UVA. ○ Less commonly, the drug is applied topically (the medication is occasionally diluted in bathtub water in which the patient is immersed) and then after a few minutes the ultraviolet exposure occurs. 	
UVA-1	<ul style="list-style-type: none"> ○ Ultraviolet A1 exerts significant therapeutic effects in atopic dermatitis and morphea; there is also evidence for its use in other skin diseases, including cutaneous T-cell lymphoma and mastocytosis. ○ UVA1 units and dosimetry are strikingly different from conventional UV phototherapy. The therapeutic effect of UVA1 is related to the fact that its long wavelength penetrates the dermis more deeply than UVB. 	
Excimer laser therapy	<ul style="list-style-type: none"> ○ Used to treat skin diseases including psoriasis, vitiligo, and atopic dermatitis. 	

	<ul style="list-style-type: none">○ Excimer laser is a gentle and painless phototherapy laser shown to be effective in treating these difficult-to-treat conditions.○ It features advanced technology to precisely target only the affected skin and spare the surrounding healthy tissue from exposure.○ It requires shorter and fewer treatments than many other therapies.○ The excimer laser is different from cosmetic lasers that are usually associated with pain during treatment and post-treatment downtime for the patient. The Excimer laser delivers a highly energetic but painless beam of UVB light directly to the affected area through a hand piece that rests directly on the patient's skin.○ The laser therapy can effectively treat stubborn plaques including knees, elbows, palms, soles, and scalp – even those that have not responded to other treatments.
<p>Blue light photodynamic therapy</p>	<ul style="list-style-type: none">○ Effective against actinic keratoses (AKs), which are rough patches of skin that may develop into cancer.○ To treat AKs, the dermatologist applies a medication to the skin, or the medication is ingested, and a blue light is applied to cause the drug to react with oxygen, which forms a chemical that kills the cells.○ PDT might also help by destroying the blood vessels that feed the cancer cells and by alerting the immune system to attack the cancer.○ It has no long-term side effects when used properly, it's less invasive than surgery, it usually takes only a short time, and is most often done as an outpatient.○ Unlike radiation, PDT can be repeated many times at the same site if needed.○ There's usually little or no scarring after the site heals.○ It often costs less than other cancer treatments.○ PDT can only treat areas where light can reach. This means it's mainly used to treat problems on or just under the skin, or in the lining of organs that can be reached with a light source. Because light can't travel very far through body tissues, PDT can't be used to treat large cancers or cancers that have grown deeply into the skin or other organs.○ PDT can't be used to treat cancers that have spread to many places.○ The drugs used for PDT leave people very sensitive to light for some time, so special precautions must be taken after

	<p>the drugs are put in or on the body.</p> <ul style="list-style-type: none"> ○ PDT can't be used in people who have certain blood diseases, such as any of the porphyrias (a rare group of diseases that affect the skin or nervous system) or people who are allergic to porphyrins. This allergy is rare, but it may happen in those who have gotten porphyrins in the past.
<p>Sunlight</p>	<ul style="list-style-type: none"> ○ Although both UVB and ultraviolet light A (UVA) are found in sunlight, UVB works best for psoriasis. UVB from the sun works the same way as UVB in phototherapy treatments. ○ Short, multiple exposures to sunlight are recommended. Start with five to 10 minutes of noontime sun daily. Gradually increase exposure time by 30 seconds if the skin tolerates it. To get the most from the sun, all affected areas should receive equal and adequate exposure. Remember to wear sunscreen on areas of your skin unaffected by psoriasis. ○ Avoid overexposure and sunburn. It can take several weeks to see improvement. Have your doctor check you regularly for sun damage.

2.4.2 Light Therapy for Acne

<http://www.the-dermatologist.com/content/acne-treatment-blue-light-therapy-benefits-0>

<http://www.dermnetnz.org/topics/blue-light-acne-treatment/>

<http://www.docshop.com/education/dermatology/facial/blue-light>

2.4.2.1 Types

Note: typically, red and blue lights are used together simultaneously.

Light Type	Description
<p>Blue Light</p>	<ul style="list-style-type: none"> ○ Blue light kills the acne-causing bacteria known as Propionibacterium acnes, or P acnes, which can cause inflammation. ○ Using the blue light eliminates the bacteria found in the oil glands in the skin. ○ The added presence of infrared light (heat) causes the oil glands to shrink in size. ○ The result is less oil in the skin and less bacteria, leading to the resolution of acne in the treated areas. ○ Eliminating the bacteria from the skin with help from blue light decreases the inflammation associated with red pimples (papules) seen in acne. After a number of treatments, the

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	<p>blemishes disappear and skin regains its normal appearance.</p> <ul style="list-style-type: none">○ Patients can use small blue light devices at home, but in-office treatments are typically more effective than home devices as they are more aggressive and can treat larger areas in a shorter time.
Red Light	<ul style="list-style-type: none">○ Red light is known to increase blood flow and oxygen flow, accelerate the skin's natural healing processes, and reduce pain.○ Red light reduces inflammation (redness and swelling), speeds clearing and helps prevent new scars.○ Visible red LED light is capable of penetrating the skin to a depth of about 8 to 10 mm. Once absorbed, the light provides adequate energy to stimulate the body's natural healing processes.

2.4.2.2 Process

Note: There are varying processes depending where you get the treatment. Based on my research these basic steps were most common.

<http://www.instyle.com/news/editor-tested-do-led-light-facials-really-work>
<http://www.byrdie.com/led-light-therapy-test/slide2>

Steps	Description
1. Examination	<ul style="list-style-type: none">○ Esthetician checks skin for any signs of sun damage.
2. Preparation	<ul style="list-style-type: none">○ May involve: applying steam, using a purifying cleanser to clean skin of any bacteria and makeup, and applying exfoliate.
3. Light application	<ul style="list-style-type: none">○ An LED Combo Light machine has panels that are positioned over your face.○ You are given eye protection before the lights are turned on, and you can usually choose either stickers or the goggles to cover your eyes, depending on your preference of what feels most comfortable.○ You may be under the lights for 20-30 minutes.
4. High-frequency tool application	<ul style="list-style-type: none">○ Rids skin of any existing bacteria and “zaps” blemishes that may be coming to the surface.
5. Hydration	<ul style="list-style-type: none">○ This is an extra step which is not always included.○ Estheticians may use a cold mask or moisturizer for added skin hydration.

2.5 FACE AND BODY MASKS

Masks complement facials, balance the skin, reduce wrinkles and dryness, combat acne, and heal and calm skin affected by free radicals. They are an important component of any facial and they complement topical skincare products, giving us that fresh glow we crave. In short, masks are a must.

2.5.1 Types

<http://www.estheticianedu.org/masks/>

Mask Type	Description
Gel Masks	<ul style="list-style-type: none">○ Generally oil-free masks are ideal for hydrating any type of skin type, including oily, combination, acne-prone, and dehydrated skin.○ The goal of a gel mask is to hydrate without adding oil.○ Because of their naturally cool temperature, gel masks are used for calming red, irritated skin.
Clay/Mud Masks	<ul style="list-style-type: none">○ Clay masks generally consist of one or more oil-absorbing clays that draw oil, dirt, and other impurities from pores.○ Clay masks are often referred to as detoxifying or purifying masks for this reason and are usually used on acne-prone and dull skin.○ They are removed by wiping the skin with a warm, wet towel.○ Some of the clay masks include zeolite, a naturally occurring mineral derived from volcanic rocks and ash that heats up when applied to the skin.○ Thermal masks (also called self-heating masks) work to open pores and increase circulation.
Cream Masks	<ul style="list-style-type: none">○ Cream masks are rich in moisturizers to deeply hydrate dry to normal skin.○ Cream masks are ideal for fine lines and wrinkles, or skin dehydrated from the elements, air pollution, and skincare products. Think of them as moisturizers on overdrive.
Sheet Masks	<ul style="list-style-type: none">○ Sheet masks are hydrating ingredients soaked in thin cotton sheets that are placed on the skin.○ They are generally used for hydration purposes.
Peel-Off Masks	<ul style="list-style-type: none">○ Peel-off masks are applied as gels that dry to a film-like consistency and are then peeled off. As the mask is peeled off, it takes dirt, oil, and other impurities that clog pores off

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	with it.
Algae Masks	<ul style="list-style-type: none">○ Algae masks nourish the skin and are ideal for dry and normal skin.
Collagen Masks	<ul style="list-style-type: none">○ Collagen masks come as collagen strips that are applied to the skin for exceptional moisturizing.○ The collagen strips are moistened with water (often combined with essential oils and herbs) to activate the collagen and adhere the strips to the skin. The mask is then peeled off after about 30 minutes.
Contour Masks	<ul style="list-style-type: none">○ Contour masks are used to tighten the skin and reduce the appearance of fine lines and wrinkles.○ Consisting of a gum base, contour masks come as a powder that is mixed with water to form a gel. They often contain enzymes and herbal extracts.○ Contour masks are applied using a soft brush. Once the mask is applied, a pulsating feeling is often felt. The mask is left on for about 30 minutes and removed with a mild skin cleanser.
Ampoules and Masks	<ul style="list-style-type: none">○ Ampoules are small containers filled with highly concentrated ingredients. Most ampoules contain botanicals, vitamins, and enzymes.○ Many estheticians combine ampoules with masks to enhance treatment results and provide clients with personalized treatments.○ Ampoules are usually in a gel or oil base and are applied to the skin in a thin layer. The mask is then applied on top of this layer.

2.6 HAIR REMOVAL

2.6.1 Types

<https://www.bustle.com/articles/84251-6-different-types-of-hair-removal-explained-so-you-can-pick-your-best-method-for-smoothness>
<http://applevalleyeyebrow.com/eyebrow-services>

Type	Description
Laser	<ul style="list-style-type: none">○ Laser hair-removal is a long-term option that involves destroying the roots of the hair with light.

	<ul style="list-style-type: none">○ This option can be permanent, but usually just reduces the amount of hair and makes it finer and lighter.○ It works best on those with darker hair and lighter skin, as the laser detects pigment. This means it will not remove white or blonde hair as effectively, and can burn darker skin.○ Laser hair-removal generally takes around 6 to 12 sessions for optimal results.○ The pain associated with laser hair-removal is often compared to a rubber band being snapped against the skin. How much this hurts will depend on your pain threshold.○ If the optimal number of initial sessions is completed, you might want to have touch-ups every six to 12 months.
Waxing	<ul style="list-style-type: none">○ This method involves removing hair from the root, leaving the skin nice and smooth for weeks.○ Regular, consistent waxing (every 5-6 weeks), will result in regrowth that is softer and often more sparse.○ This method works by applying wax to the skin, which sticks to hairs. The wax is then quickly ripped off (sometimes with a cloth strip, sometimes without), pulling the hairs out with it.○ The procedure is relatively quick, so even larger areas like the legs can be waxed in a trivial amount of time.○ However, because the wax needs to be able to stick to the hair, hair needs to be at least a quarter of an inch long before waxing. This means that hair needs to be given some time to grow out between waxes.
Sugaring	<ul style="list-style-type: none">○ Sugaring is similar to waxing.○ As the name implies, this method involves a sugar paste or gel to remove hair.○ It works by applying the paste or gel and, depending on the type, either removing it with or against hair growth to pull the hair out by the root.○ It's less painful than waxing because the paste doesn't stick to your skin.
Threading	<ul style="list-style-type: none">○ Threading is an ancient hair-removal technique, practiced for centuries among women in Asia and the Middle East.○ It is the best alternative to waxing and tweezing, especially for sensitive skin. Unlike waxing, threading does not remove a layer of skin, which can leave the skin on your face susceptible to sun damage.○ By far the least invasive method of facial hair removal, this method creates a graceful brow with clean, well-defined edges that frame the eye.

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	<ul style="list-style-type: none">○ A threading artist takes a thin cotton thread and twists it into a double strand, which then is swept along the skin. With rhythmic movement, the unwanted hairs are secured in the thread and lifted from the follicle with precision and finesse.○ Threading causes less discomfort than brow waxing. Because it targets individual hairs, threading keeps skin irritation to a minimum. Excessive pulling on delicate skin around the eyes is eliminated, and for those sensitive to waxing or depilatory products, there is no exposure to irritants.
Tweezing	<ul style="list-style-type: none">○ If you don't prefer waxing or threading for your eyebrows, estheticians can use tweezers to pluck away unwanted hair.○ This is a slower hair-removal method than threading or waxing since it only removes one hair at a time.○ This is the most traditional method, which ensures maximum precision.
Electrolysis	<ul style="list-style-type: none">○ Electrolysis is the only FDA-approved form of permanent hair removal.○ It works by destroying the root of each hair at the follicle with an electric current.○ Whereas laser hair removal is not always the best option for certain types of hair or skin, electrolysis works for any type.○ However, because this type of removal deals with only one hair at a time, it can take much longer to complete (15 to 30 sessions). You will see results faster with smaller areas like the face or bikini line than with larger areas like arms or legs.○ There is a stinging sensation for each follicle that may or may not be painful, again depending on your threshold.○ If you follow through with all of the sessions required, results can be permanent. However, it is not always 100 percent permanent for everyone.

2.7 MAKEUP APPLICATION

<http://www.beautyschoolsdirectory.com/faq/makeup-artist.php>

<https://www.gcmakeupacademy.com/2015/08/makeup-artists-vs-cosmetologists-and-estheticians/>

<http://avalon.edu/2013/04/esthetician-makeup-artist/>

- Estheticians are usually trained in makeup application, but many stick to other areas of expertise, focusing on the skin care and treatment part of their profession.

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- Estheticians who focus on makeup artistry typically use makeup to enhance a person's appearance, bringing out color and features and hiding or smoothing out flaws, using cosmetic products.
- Applying makeup may include:
 - Cleansing the clients' skin with products selected specifically for their skin types, so the esthetician can apply makeup to a freshly cleaned palette
 - Applying primers, foundations, concealers, powders, blushes, eyeshadows, eyeliners, lip liners, lipsticks and a number of other cosmetic products specific to the client's requests, the event the makeup is for, and their skin types.
- The goal is for every client to leave feeling beautiful, comfortable and confident in their makeup look. Each appointment is completely customized to the client.

2.8 PORE CLEANSING

2.8.1 Facials

<http://www.thefashionspot.com/beauty/180133-first-time-getting-a-facial-what-to-expect-of-the-spa-experience/>

- Your facial routine will depend on your skin type. For dry skin or dehydrated skin it is more important to be diligent in winter than summer. In summer it is more important for those with oily skin to get facials, since sunscreen and being outside can affect oily skin. Facials can prevent problems for every skin type.
- Benefits of regular treatments:
 - Smoother skin texture
 - Proper hydration
 - A glowing complexion
 - Fewer breakouts
 - Firmer skin

2.8.1.1 Process (Classic European Facial)

<http://spas.about.com/od/massage/a/whatisafacial.htm>

Steps	Description
1. Consultation	<ul style="list-style-type: none">○ A facial should begin with a consultation.○ You might fill out a form with questions about your skin concerns, your diet, how much water you drink, which drugs and supplements you take, and products you are currently using.○ Retin-A and other drugs can affect your skin and the kinds of treatments the esthetician recommends.○ More commonly, the esthetician will simply ask about your skin concerns

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	and if you are using Retin-A.
2. Preparation	<ul style="list-style-type: none">○ Usually the esthetician offers a wrap that goes around your body and underneath your arms, and closes with velcro. She leaves the room so you can put it on in privacy.○ Some people remove all their clothes before putting on the wrap, some leave their pants on, and some even leave their bra on and put the straps underneath their arms. At some spas, you are invited to take off some or all of your clothes and get between the sheets. Don't worry too much -- the esthetician will let you know the protocol where you are.
3. Cleansing	<ul style="list-style-type: none">○ Usually the esthetician starts by wrapping your hair with a towel or headband to keep product off of it. The first step is thorough cleansing, using cotton pads, esthetician wipes or sponges. Most professional facials do a double-cleanse.
4. Skin Analysis and Second Cleansing	<ul style="list-style-type: none">○ Depending on whether you have make-up on, the esthetician might look at your skin under a bright lamp first, or cover your eyes and look at your skin through a brightly lit magnifying lamp. She is determining your basic skin type (dry, oily, combination, sensitive or normal) and skin conditions (acne, blackheads, whiteheads, aging, sun-damage, dehydration, etc.).○ The esthetician then chooses the appropriate products and treatments, and consults with you about what he or she sees and recommends.
5. Steam	<ul style="list-style-type: none">○ Most facials use a machine that directs a thin vapor of warm steam to your face. This is relaxing and helps softens up any blackheads and whiteheads to be extracted. If you have very sensitive skin, the esthetician may not use steam.
6. Exfoliation	<ul style="list-style-type: none">○ Uses a mechanical or chemical exfoliate. Mechanical exfoliates have a gritty texture that rubs away the dead surface skin cells. This type of exfoliation usually happens during the steam.○ Chemical exfoliation uses enzymes and acids to loosen the bond between skin cells. A gentle enzyme treatment can be done during the steam.○ Stronger chemical peels, which vary in intensity, can be a stand-alone treatment or part of the facial. It is not generally an "upgrade" and done in a series. It is not done with steam.
7. Extraction	<ul style="list-style-type: none">○ This is the removal of blackheads or whiteheads if you want it and need it. People have different pain tolerance for extractions. They can be uncomfortable, especially on thin or ruddy skin. Extractions can cause broken capillaries and discoloration if done improperly.
8. Facial Massage	<ul style="list-style-type: none">○ Typically done using classic strokes like effleurage to both relax you and stimulate your skin and facial muscles.

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9. Facial Mask	<ul style="list-style-type: none">○ Targeted to your skin type (dry, oily, combination, sensitive, mature) and condition. During the facial, the esthetician should stay in the room and give you a scalp massage or some other service. It's considered bad service if they leave the room to let you "relax".
10. Final Application	<ul style="list-style-type: none">○ Usually includes toner, serums, moisturizer or sunscreen.
11. Advice on Home Skin Care	<ul style="list-style-type: none">○ The esthetician will tell you how she thinks you can take better care of your skin and recommend products. Some people feel uncomfortable with this step because it involves product recommendations, but it is part of her job. You aren't obligated to buy anything, and he or she shouldn't be too pushy or make you feel bad about your skin.

2.8.2 Variations on the Classic European Facial

There are a variety of different variations available (e.g. anti-aging facials, oxygen facials, collagen facials, acne facials, deep-cleansing facials, etc.). These variations usually depend on different skin care lines used, and which skin concern the esthetician will focus on. Acne facials will pay special attention to extractions, whereas an anti-aging facial will use a line formulated for mature skin with vitamin C.

2.9 BODY SCRUBS AND EXFOLIATION

<http://spas.about.com/od/bodytreatments/a/spabodyscrubs.htm>

- A body scrub is a popular body treatment that is basically a facial for the body. It exfoliates and hydrates your skin, leaving it smooth and soft.
- A body scrub is done with an abrasive material – usually sea salt or sugar – mixed with some kind of massage oil and an aromatic like essential oils. If the scrub uses salt, it might be called a salt scrub, salt glow or sea salt scrub.
- The scrub is followed by an application of high-quality lotion or cream that leaves your skin hydrated. This is not technically a massage because body treatments cannot be performed by estheticians, who are only licensed to work on skin, not the underlying muscle tissue (unless they are giving massage to the face, neck, and shoulders.)
- A body scrub usually takes place in a wet room, which has a tile floor and a drain.
- You can get a body scrub on its own, but often it's the first step in a body wrap, often a seaweed or mud wrap, or signature treatments.

2.9.1 Process

<https://baankhunthaigorordo.wordpress.com/2016/03/13/body-scrub/>

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Steps	Description
1. Prep	<ul style="list-style-type: none">○ You will start face-down on a massage table that is covered with a towel, a sheet or a thin piece of plastic, or on a special wet table with a Vichy shower overhead. In that case you won't have to get up to be rinsed off.○ A Vichy shower is a shower device that has multiple heads – five, six, or seven – attached to a horizontal bar that is suspended about three feet above your body. When the water is turned on, it cascades over the entire length of your body and spills onto the tiled floor, where it drains away.
2. Exfoliation	<ul style="list-style-type: none">○ The therapist will return and start by gently rubbing the exfoliate on your back, the backs of your arms, and the backs of your legs and feet. You may be draped with a towel so only the part he/she is working on is exposed. Then you turn over and he/she does the other side.
3. Rinse	<ul style="list-style-type: none">○ When the therapist is finished, you usually step into a shower to rinse off. Be sure to rinse thoroughly so you don't take little granules back to the table. And don't use shower gel -- it's good to keep the oil and aromatics on your skin.○ If the spa is doing the treatment on a wet table, the therapist will either rinse you off with a hand-held shower, or turn on a Vichy shower.○ If you step into the shower, the therapist will put clean sheets on the treatment table while you're showering and step out of the room again. You dry off and lay face-down on the treatment table underneath a sheet or towel. Then the therapist returns and applies body lotion or oil.

2.9.2 Ingredients

Type	Description
Exfoliant	<ul style="list-style-type: none">○ This is the abrasive material like salt, sugar, rice bran, jojoba beads, apricot kernels, coffee grounds, oatmeal etc. that rubs away the dead skin cells on the surface, revealing the softer, younger cells just below.
Oil	<ul style="list-style-type: none">○ This holds the mixture together. More expensive body scrubs usually have more expensive oils like macadamia oil, kukui nut oil and sweet almond oil.
Fragrance	<ul style="list-style-type: none">○ Ideally, the fragrance comes from high-quality essential oils or from natural ingredients like ginger, honey and spices. These will be found in more expensive body scrubs (or the ones you make yourself).

- Budget body scrubs will have synthetic fragrances and other synthetic ingredients.

2.10 AROMATHERAPY

<http://thearomablog.com/improve-your-spa-treatments-and-your-business-with-aromatherapy/>
<http://www.bodypro.ca/spa-clinic/spa-services/>

- Aromatherapy is the practice of using the natural oils extracted from flowers, bark, stems, leaves, roots or other parts of a plant to enhance psychological and physical well-being.
- The inhaled aroma from these essential oils is widely believed to stimulate brain function. Essential oils can also be absorbed through the skin, where they travel through the bloodstream and can promote whole-body healing.
- Aromatherapy is incorporated into a variety of spa treatments, including massages, body scrubs/exfoliation, masks, facials, and simple inhalation.

2.10.1 Aromatherapy facial

<http://www.livestrong.com/article/110589-benefits-aromatherapy-facials/>

- During an aromatherapy facial, a qualified esthetician analyzes your skin and determines which essential oils will most benefit your skin type. The esthetician then steams your face and applies a scrub or facial peel to clean out any clogged pores. The spa professional also adds certain essential oils into the facial mask to complement your personal preferences for a specific scent or mood.
- Having a facial treatment is usually a relaxing experience, which can be enhanced with the use of an essential oil with relaxing or stress-relieving properties. Some essential oils, such as lavender and peppermint, are known for their ability to induce relaxation, which are also good for sensitive skin or skin prone to rashes.
- Some essential oils have skin-soothing properties. Lavender and rose are well-known for their ability to calm irritated skin. However, other oils, such as tea tree, geranium or lemongrass can soothe acne-prone skin and bring the skin back into balance. Some oils, such as tea tree, have astringent properties, which can help to regulate oily skin.
- Certain essential oils can be used in combination with an exfoliating treatment such as a facial scrub or peel, especially if you want to get rid of rough, flaky or dry skin. Exfoliation is generally beneficial for most skin types, although caution is advised for those with sensitive skin. Essential oils that may have exfoliating properties include lemongrass, basil and tea tree oil.

2.11 MOISTURIZING TREATMENTS

- Moisturizer is typically included in different treatments, typically facials, wraps, masks and scrubs.

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- Your esthetician will examine your skin, and will suggest a treatment (depending on which treatment type you're getting) that includes moisturizing ingredients. Different spas use different ingredients/products.
- The goal is to restore moisture to dry skin.

2.12 ACNE TREATMENTS

<https://www.verywell.com/can-a-licensed-esthetician-treat-acne-15641>

Estheticians specialize in cosmetic, rather than medical, skin care treatments. However, estheticians do provide a range of different treatments for acne that can treat acne without the use of prescription drugs. Some clients may prefer this method as it typically involves fewer side effects. However, topical treatments are not always effective if acne is severe. Estheticians can:

- **Perform facial treatments.** Facials include deep cleansing, exfoliation, facial steams, extractions, massage, and more.
- **Do extractions.** Extracting, or cleansing out, non-inflamed pore blockages will help your skin feel smoother and can help stop inflamed pimples from forming.
- **Advise on the proper care of your skin.** Your esthetician can give you great skin care tips, plus answer your most burning questions.
- **Recommend appropriate skin care products for your skin type.** Not sure which cleanser is right for you? Want to sample a few moisturizers before buying? Your esthetician can help in these situations. They can also suggest effective over-the-counter acne treatments for you too.
- **Perform certain specialty procedures.** Professional treatments like microdermabrasion, blue light treatment, and chemical peels can be done by your esthetician.
- **Offer cosmetic treatment** for any known skin condition, such as acne, eczema, or rosacea.
- **Estheticians can't treat severe, inflammatory acne** (often called cystic or nodulocystic acne), unless under a doctor's recommendation and/or supervision.

2.13 SCALP MASSAGE & TREATMENTS

<https://www.spafinder.com/blog/health-and-well-being/what-is-a-scalp-massage/>
<http://www.livestrong.com/article/121028-massage-scalp-promote-hair-growth/>

- A scalp massage is a head massage designed to relax the scalp muscles and encourage circulation.
- Many times, tension is felt within the head and neck, so scalp massages can be very effective as a stress reducer.
- Warm oil is massaged throughout the scalp, working to relax tight muscles in the temple and neck regions.
- Clients should note that oils used during scalp massage are different than what masseurs use while performing a full-body body or back massage. Scalp massage oils may include jojoba oil,

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olive oil, or sweet almond oil, topped off with an essential oil such as peppermint, rosemary, or lavender.

Benefits:

○ Stress relief	○ Reduction in headaches and migraines	○ Strengthening the hair follicles, which may cause the hair to grow at a faster rate	○ Improvement in sleep
○ May prevent hair loss	○ Relaxation	○ Boost in blood flow stimulation	○ Energize those with fatigue

2.14 PERMANENT MAKEUP

<http://www.annaandkristina.com/permanent-make-up/>

- Imagine never having to line your lips, eyes or brows again, no matter what your daily activity. Go swimming, skiing or sunbathing and always look your best.
- Permanent makeup is a cosmetic technique which employs tattoos (permanent pigmentation of the dermis) as a means of producing permanent designs that resemble makeup.
- Application of pigmentation for cosmetic purposes is typically done around the eyes (eyebrows, eyeliner, eyelashes) and lips (lip lines, full lip colour).
- While the obvious reasons for getting permanent make-up include convenience, it's is also frequently applied for health reasons, including:
 - As a way to cover surgical scars
 - To aid in reconstructive surgery
 - To cover beauty marks
 - To simulate hair
 - To add cosmetic touches for those losing hair (eyebrows and eyelashes) due to chemotherapy treatments
 - As a make-up alternative for those who are easily irritated by regular make-up products
 - To aid people with medical conditions such as arthritis, Parkinson's, or paralysis, who would normally have difficulty applying make-up
 - To even out skin discolouration due to skin disorders, genetic traits, and deformities like scars and cleft lips

Note: Permanent makeup is permanent – it's implanted into the upper layers of the skin, as a tattoo is. However, like regular tattoos, the colour will fade in time and will require touch-ups, usually every 3-5 years depending on your lifestyle and exposure to the sun.

2.14.1 Safety Concerns

Type	Description
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<p>Reactions</p>	<ul style="list-style-type: none"> ○ People who are sensitive to cosmetics and other skin problems may have a reaction to the procedure and may require a longer healing process. ○ People with sensitive skin should have an allergy test done in an inconspicuous spot to gauge reaction to the dye, and should also run the dye ingredient list past a dermatologist who can flag anything of concern. ○ Permanent makeup may react with Botox or collagen.
<p>Side Effects</p>	<ul style="list-style-type: none"> ○ Infection (due to non-sterile conditions). ○ Granulomas (hard nodules in your skin that form around foreign materials). ○ Keloid formation (a scar that grows beyond its boundaries). ○ MRI complications (though rare, includes swelling or burning at the pigmentation site, but without lasting effects). ○ Another side effect is dissatisfaction, which is more or less preventable if you do your homework!

2.15 SPRAY TANS

Sunless tanning is becoming increasingly popular, as regular sun tanning exposes you to harmful UV light, is time-consuming, and an even colour is not guaranteed. Spray tans at salons give you a fast, flawless tan in complete safety & privacy.

2.15.1 Benefits of Spray Tans

- <http://youtan.ca/organic-spray-tan/>
- <http://spautopia.ca/salon-and-beauty/st-tropez-spray-tanning>

Type	Description
<p>Sunless Tanning</p>	<ul style="list-style-type: none"> ○ Gives you an instant glow without the risk of skin damage caused by tanning beds or the sun. ○ Sunless tanning is great for people who burn easily, or don't have much time to get color. ○ Sunless tanning gives you more options, because you are in control of how dark you want to be. ○ Spray tans are great for covering discoloration of the skin, freckles, or any skin imperfections.
<p>Colour Options</p>	<ul style="list-style-type: none"> ○ Spray tan solution is created to give you a natural glow – green undertones give the skin a more natural olive glow without the orange look of at-home spray tanning or fake tan

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Repairs Skin Cells	<ul style="list-style-type: none">○ Many salons offer tanning solution with organic ingredients such as green tea, brown sugar, and watermelon. These ingredients act as antioxidants to the skin.○ Antioxidants benefit the skin by helping aid cell renewal, preventing aging, reducing the look of wrinkles, and nourishing the skin.○ Many solutions also include moisturizer, which nourishes the skin.
Streak-Free, Even Skin Tone	<ul style="list-style-type: none">○ Many at-home mousses or lotions leave the skin streaky from rubbing the product in unevenly. Spray tan is evenly coated, front and back, by a continuous spraying machine which releases the product from head to toe.○ Tanning outdoors throughout the summer can result in uneven skin tone. Getting a spray tan gives your whole body an even colour.