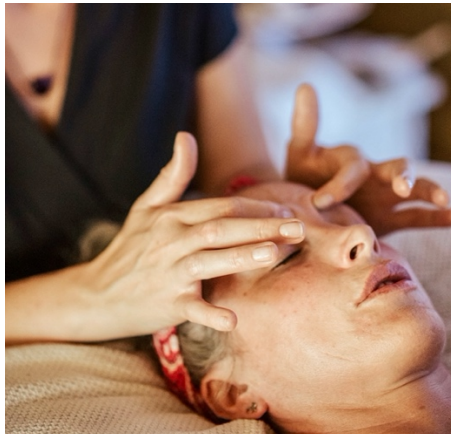




**IPHM** International Practitioners  
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## **Holistic Facial Practitioner**



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## Introduction

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## **Holistic Facials Diploma**

### **Module 1 What are Holistic Facials**

#### **Introduction**

Hello and welcome to your course on Holistic Facials. We're so glad to have you with us, and we can't wait to share this exciting course with you. Here's what's coming up in this course.

In Module 1, you will learn what Holistic Facials are and how they work, the difference between a standard facial and a Holistic Facial and the benefits of Holistic Facials.

Module 2 is all about the basic principles behind Holistic Facials, the long-term relationship between a client and therapist and the benefits of treating a person holistically.

Modules 3 and 4 cover the ingredients used in commercial and natural facial products.

These modules discuss the harm caused by the chemicals used in some skincare products, the fundamental principles behind Holistic Facial ingredients and the types of ingredients used in a Holistic Facial. They also look at the different types of essential oils, carrier oils, and mask ingredients, the benefits of commonly used Holistic Facial ingredients and the types of ingredients used in a Holistic Facial mask.

In Module 5, we will dive into the consultation process. This module covers topics such as why it is important to know more about the client and the client questionnaires used during Holistic Facials.

In Module 6, you will discover the benefits of looking at lifestyle during a Holistic Facial, the importance of hydration, exercise, and mindfulness and why rest and sleep are a vital part of a healthy lifestyle.

Module 7 is all about having an in-depth understanding of giving facials, understanding the correct order of different facial processes and identifying the appropriate oils to use based on skin type and long-term goals.

Next, you will learn about facial massage techniques in Module 8. This includes the meaning and benefits of facial massage, the different types of facial massage and movements, facial pressure points and how to use them effectively in massage therapy and the various lymphatic drainage techniques and principles.

Module 9 is dedicated to client care. Topics covered include how to give your clients wholesome and holistic care, what a holistic facial session entails, what is involved in the long-term treatment of clients and the ethics, confidentiality and responsibilities you have towards your client.

Finally, in Module 10, we will look at the different aspects of setting up a holistic facial business, how to attract clients online and offline, and how to manage costs while setting up your business.

Let's get started!

#### **Part 1: How Facials Work**

##### ***Learning Objectives***

At the end of this module, you will:

- Understand what Holistic Facials are and how they work
- Be aware of the difference between a standard facial and a Holistic Facial
- Be able to identify the benefits of Holistic Facials.

### How Facials Work



A facial is a skin treatment procedure that is carried out in order to achieve optimal skin health. This is done via a multi-step process that is designed to invigorate the face by nourishing the skin, making it look younger and healthier. The benefits of a facial are numerous and can be tailored to suit a person's needs depending on their skin type and/or reasons for having a facial.

Each facial will consist of different procedures, depending on the person, but most will typically adhere to the following steps:

#### **Consultation**

The first step of a facial is to have a consultation with an aesthetician or other skin care professional. This part of the procedure is crucial for understanding what the current state of health of a person's skin is in and what they want to gain from a facial. To do this, questions will be asked about current skincare routines, water intake, drugs and supplements, and other factors that will help determine the best way to proceed with the facial.

#### **Cleansing**

After the consultation has been completed, and the necessary preparations have been made, the physical process of the facial can begin. This usually starts with cleansing, which involves washing the skin by working a cleanser into the face and neck regions, using warm water with a sponge (or equivalent) to remove any dirt or excess cosmetics.

#### **Skin Analysis**

After the cleansing has been completed, the skincare professional carrying out the facial may use a brightly lit magnifying lamp to examine the skin further. This stage will help determine any skin conditions (acne, sun-damage, dehydration, *etc.*) the person has and what their skin type is (dry, oily, normal, *etc.*). The products that will be used for the facial can be chosen based on the skin analysis.

#### **Steam**

The next step is to steam the skin. The steaming procedure is an important part of a facial, as it softens blackheads and whiteheads in preparation for extraction.

#### **Exfoliation**

The next stage of a facial is exfoliation. This step entails using an exfoliating scrub or cream to unclog pores and enable the release of natural skin oils. Exfoliation also allows for greater absorption of moisturisers, antioxidants, and other skincare products by removing damaged and dead skin cells from the top layer of skin.

### **Extraction**

Extraction is the process of unclogging and cleaning compacted pores and removing blackheads and whiteheads. It is possible that more than one extraction can be carried out during a facial, depending on the severity of the compacted pores.

### **Massage**

A facial massage increases circulation to the skin in the facial region, relieves stress by relaxing the muscles in the face that are usually tense, eliminates toxins by stimulating the lymphatic vessels, and reduces congestion by improving the drainage of the facial skin.

### **Masks**

Facial masks are a vital part of a facial and are targeted to your specific skin type. Different types of masks are used for different purposes – deep cleansing, brightening, hyper-pigmentation, *etc.* Some facial masks remain wet after application and help to hydrate the skin. Other masks are designed to solidify on the skin in order to draw out impurities and remove dead skin cells on the surface.

## **Part 2: The Holistic Facial Difference**



While a regular facial is hugely beneficial to the wellbeing of your skincare, a Holistic Facial offers further benefits that have the potential to improve many aspects of your life. It follows the same basic principles of a regular facial (outlined in the previous section), while also addressing various other factors that play a part in your overall wellness on a broader scale.

For example, if you decided to have a facial due to worries about wrinkles and ageing skin, there are many everyday issues that could be contributing to this process – stress, dehydration, diet, etc.

An individual may decide that choosing a Holistic Facial over a regular facial provides benefits that extend much further than merely skincare and relaxation. The following three points are three commonly cited reasons for choosing a Holistic Facial.

### **Organic and Natural Products and Formulations**

An often cited reason for having a Holistic Facial is the use of completely organic products that unlock the considerable potential of the plant kingdom for improving health wellbeing through natural means.

A lot of traditional soaps use harsh chemicals that can damage the skin and strip beneficial natural oils from the surface layer. Using natural products avoids this and allows for easier absorption of nourishing skin products through the transdermal layer.

### ***Lifestyle Transformation***

To a Holistic Facial practitioner, a facial is much more than a skincare procedure. They want to make differences in your life that will have tangible differences to your overall wellbeing and, consequently, shine through in the vibrant glow that accompanies improved emotional wellness. This can be through augmenting your diet, exercise regime, mindfulness, and various other factors.

### ***Deeper Personal Connections***

One of the main benefits of a Holistic Facial is the increased personal connection that you will gain with the practitioner. The improvements that are made cannot be completed on a superficial level. There is a commitment from both parties to collaborate on long-term goals, which leads to a long-lasting, intimate and mutually caring relationship.

A Holistic Facial practitioner will want to find out information about your diet, lifestyle, and mental and emotional wellness. In this section, we will take an in-depth look as to why each factor is vital for a holistic approach to well-being.

### **The Importance of Diet**



Eating your way to healthier skin is one of the most prominent aspects of a Holistic Facial approach. There are numerous ways that our diets affect our bodies and understanding how it can be a huge step to improving our skin and overall health. The following points summarise the most critical ways in which skin and food interconnect:

#### ***Fibre Intake***

Fibre is an essential component of a healthy diet. It improves gut health by feeding the “good” bacteria that live within our bodies, aids digestion, and regulates blood sugar levels. Fibre-rich foods include flaxseed, chia seeds, whole wheat foods, beans and legumes. When increasing your fibre intake, you should do it gradually as to avoid possible discomfort through rapid change.

#### ***Vitamins***

Another vital aspect of a holistic and healthy diet is paying attention to the vitamins that you consume. It is also important to try to get most of your vitamin intake through eating as opposed to supplementation.

Consuming plenty of fruits and vegetables is a good way to achieve this, as you have a higher prospect of taking in a variety of micronutrients and essential fibres.

Supplementation might be appropriate in some situations (pregnant women, elderly people, diet limitations, *etc.*), but you should consult your doctor before taking any.

#### ***Healthy Fats***

Consuming healthy fats is highly beneficial for your skin. Healthy fats boost our immune systems and lower the levels of bad cholesterol in our bodies. Certain healthy omega-3 fatty

acids (found in high volumes in fish and walnuts) are particularly beneficial for strengthening skin cell membranes and increasing the elasticity of the skin. Foods that are high in healthy fats include avocados, olive oil, flaxseed, and nuts.

### ***Water***

It can't be stressed enough how crucial sufficient water intake is for healthy skin. Drinking plenty of water can keep us hydrated, help the detoxification of our organs, preserve skin elasticity, and moisturise the skin.

Making the simple change of drinking more water can have a profound impact on the youthfulness and glow of your skin, and all Holistic Facials will look at your water intake levels in order to better understand your skin.

### ***Blood Sugar***

Processed foods such as white bread, sugar, pasta, and sweets have the potential to cause huge spikes in blood sugar levels that can be a detriment for skin health. These fluctuations in blood sugar level lead to increased sebum production and, consequently, can exacerbate acne, inflammation, and other skin-health related conditions.

The best way to avoid spikes in blood sugar levels is to consistently eat whole-grain foods over refined foods (white flour, etc.), and try to increase your intake of vegetables, beans, and nuts.

### ***Antioxidants***

Consuming antioxidant-rich foods is essential for healthy skin. This is because antioxidants aid the neutralisation of the free radicals that damage healthy cells. Foods high in antioxidants include dark green vegetables, berries, nuts, tomatoes and grapes.

### ***Alcohol and Caffeine***

Despite being a regular part of many people's lives, when consumed in large quantities, alcohol and caffeine can be detrimental to skin health, which is due mainly to dehydration. This dehydration can lead to numerous problems, including reduced facial skin nourishment, redness, and inflammation. Caffeine can, however, be beneficial in small doses, as it optimises cortisol levels and boosts the metabolism.

### ***Salty foods***

For healthy skin, it is best to avoid foods high in salt. High-sodium foods significantly increase the level of water retention in the skin, which can lead to numerous problems, including puffiness and bloating.

## **Lifestyle**



In many ways, the health of your skin is a reflection of your lifestyle. Your lifestyle choices are among the most influential factors that determine how your skin looks, and if you're

looking to improve your skin, changing certain habits might be the best thing for you. The following are some key ways in which lifestyle choices affect your skin.

### ***Exercise***

Exercise and the lack of it has a significant impact on your health and, consequently, the radiance your skin. Numerous studies have linked regular physical exercise to an increase in levels of serotonin in the body. This “happy” hormone reduces stress and encourages a natural glow to emanate from your skin.

### ***Sleep***

Getting an optimal amount of sleep is essential for healthy skin. A Holistic Facial practitioner will likely recommend that an individual should have a minimum of seven to eight hours of good quality sleep, as this allows the body to optimise the production and secretion of the human growth hormone (HGH), a vital component of skin health due to its promotion of collagen production.

Moreover, a lack of sleep has been linked to the increased levels of cortisol and other stress hormones, which can cause inflammation of the skin.

### ***Sun***

The sun is something that you must manage with special care if you want to have the best possible skin. Sunlight is used by the skin to help utilise vitamin D, an essential vitamin for bone health. Yet, too much sun can be very bad for our skin, as the ultraviolet lights can burn the skin’s epidermal layer, decreasing elasticity and speeding the ageing process. This is particularly important for people with fair skin, as they have less melanin available to protect against the UV rays of the sun. Most Holistic Facial practitioners will recommend that you limit your sun exposure between 10 a.m. and 4 p.m., as this is when the UV rays are at their most intense level. It is also important to wear an appropriate factor of sunblock to reduce the potential of damaging your skin.

### ***Smoking and Drinking***

As mentioned in the previous section about diets, drinking alcohol is very bad for your skin due to the high levels of dehydration it can cause. Smoking is also not good for the skin, so consider stopping for the benefit of your skin health.

Smoking is very damaging for the skin as it decreases the level of oxygen in the blood and causes the skin to become very dry. This can lead to premature ageing and dry, dull, and flaky looking skin.

### ***Unhealthy Foods***

Just as eating the right foods are good for our skin, eating unhealthy foods has a hugely detrimental impact on our skin health. You should avoid refined sugars, artificial flavourings, and unhealthy fats to make sure your skin stays healthy.

### ***Mental and Emotional Wellness***

A Holistic Facial comprises of an interdisciplinary and interconnected approach to a facial, and many of its different facets overlap. Your mental and emotional wellness, for example,



is fundamentally linked to your lifestyle and diet. Together, they are all intrinsically linked to your skin health.

The branch of psychology that focusses on the connections between the skin and the mind is known as psychodermatology. These connections can manifest themselves in various ways; the following are some common examples of these ways:

#### ***Psychophysiological***

Skin problems that fall under this category are conditions that are exacerbated by stress and other emotional wellness issues. Common psychophysiological skin conditions include *acne*, hyperhidrosis (profuse sweating), urticaria (hives), herpes (oral and genital), alopecia areata (hair loss), and psoriasis (skin scaling).

#### ***Primary Psychiatric***

Primary psychiatric skin conditions are the direct result of psychiatric disorders such as trichotillomania (chronic hair-pulling), delusional parasitosis (a belief that your body is infested with parasites and other organisms), body dysmorphic disorder, and dermatitis artefacta (self-harm).

#### ***Secondary Psychiatric***

Secondary psychiatric skin-related problems are related to the psychiatric symptoms that can arise due to the cosmetical disfiguring caused by certain skin conditions. Some examples of this include psoriasis, acne, vitiligo (loss of skin pigmentation), and herpes.

### **Part 3: The Benefits of Holistic Facials**

As previously mentioned in this module, the benefits of a Holistic Facial far extend that of a regular facial, and the interdisciplinary approach can have a profound impact on your life as a whole. The following are the most commonly cited benefits of Holistic Facials:

#### **Improved Mood and Reduced Stress**

Due to the relaxation procedures involved in a Holistic facial (from deep facial massages to verbally relieving the burden of certain stresses), an improved mood and reduction in anxiety levels are some of the greatest attributes that a Holistic Facial can provide. Not only does it augment your emotional wellness, but it also adds to the radiance and glow of your skin.

#### **Reduced Congestion**

Many people who opt for a Holistic Facial have difficulties with congested sinuses, puffiness, and headaches. The techniques used throughout a Holistic Facial mobilise the natural secretions in the skin and improve drainage to help counter congestion problems.

### **Detoxification**

Stimulating the lymphatic vessels through facial massage techniques aids the elimination of harmful toxins around the facial area. The lymph nodes are prevalent in the face making a Holistic Facial one of the best ways to detoxify.

### **Fewer Skin Complaints**

Reducing skin complaints can lessen primary and secondary psychiatric problems related to the skin and has the potential to improve your physical and emotional wellbeing significantly. A facial massage, for example, is far better than many facial products for reducing acne, inflammation, and a variety of other skin complaints.

### **Brighter Complexion**

The increased circulation that one experiences from a Holistic Facial is excellent for improving the complexion of the face, as it reduces puffiness, oxygenates the blood, and relaxes the muscles in the face.

## **Module 2 The principles of Holistic Facials**

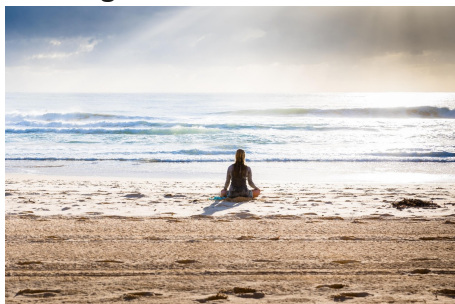
### **Part 1: Treating the Whole Person**

#### ***Learning Objectives***

At the end of this module, you will:

- Understand the basic principles of Holistic Facials
- Be aware of the importance of the long-term relationship between a client and therapist
- Understand the benefits of treating a person holistically.

#### **Treating the Whole Person**



Treating the whole person is the fundamental principle of a Holistic Facial. The definition (according to Merriam-Webster dictionary) of holistic in medical terms is the “treatment of both the mind and body”, which concerns whole systems as opposed to elements or parts of a system.

Holistic therapies have become an essential part of everyday life for a lot of people in the world, as the whole person approach to exercising, relaxing, and traditional healing alternatives provides numerous advantages. A Holistic Facial incorporates all of these elements.

### **The History of Holistic Medicine**

The history of treating the person as a whole dates as far back as the Classical Greece era. Hippocrates (born in 460 B.C.), often considered the father of western medicine, was known for deserting the Cnidian School of Medicine due to its persistence in viewing the human body as a group of parts in a system – the different elements of the body were separate and, consequently, were treated separately.

Upon defecting from the Cnidian, Hippocrates began treating patients with energy and hydrotherapies, nutrition, and body and mind treatments, in what was termed his “holistic healing system”.

The 16th century Swiss physician, Paracelsus, did not separate the body from the mind either when treating his patients; his holistic approach to healing also involved looking at faith and imagination. This is in stark contrast to allopathic treatments (modern Western treatments) for health issues.

More recently, in 1981, American psychologist Robert Ader’s research introduced the concept of psychoneuroimmunology, which gave credence to the ancient Greek philosophy that “the brain served as the organ of the mind and the temple of the soul” (Pythagoras). Shortly after psychotherapy treatments were introduced, studies found that patients were spending less and having fewer visits for common ailments.

The history of holistic treatments is not limited to western medicine, however, and there has been an abundance of whole-person approaches to healing throughout the world, including reiki in Japan and qi gong in China.

### **Individualised Approach**

The main benefit of a holistic, whole-person approach is that it is an individualistic one. A Holistic Facial does not have a uniform set of procedures to be applied to everyone. Instead, each individual person is analysed as a whole – their diet, lifestyle, current stress levels, and daily skincare regime.

It is only with this whole picture that the best recommendations can be made, using context to create solutions with dietary changes, hormonal balancing, natural skincare products, and supplementations.

The skin is no exception to a holistic and individual approach to healthcare. In fact, the skin is the largest organ in the body; it helps to protect us from microbes and other harmful microorganisms. It is, therefore, vital to cater to a person’s treatment to their individual needs.

An individual in a high-stress job who doesn’t drink enough water will most likely need a completely different treatment approach to an individual who has a happy work-life balance and takes good care of their diet. Knowing the holistic outlook allows the Holistic Facial professional to provide the best, individualised skincare plan possible.

### **Enhanced Understanding**

When applied to skincare, the whole person philosophy offers the therapist or practitioner a far greater understanding of which treatments are going to be the most beneficial. A person’s employment status, location of living, personal relationships, diet, cultural background, and many other factors affect our skin, either directly or indirectly.

The job of a Holistic Facial practitioner is to collate all the available information for an individual in order to provide an enhanced understanding of which direction the treatment should go.

## **Part 2: The Skin as a Living Organism and the Facial Muscles**

## The Skin as a Living Organism

As previously mentioned, the skin is the largest organ in the body. It is also colonised by millions of diverse microscopic organisms, which are mostly beneficial to the host. The ecology of the skin is what drives its colonisation, and various factors contribute to this, including topography, environmental factors, and endogenous host factors. This section of the module will take a more in-depth look at how each of the variables impacts the skin as a living organism.

### **Topography**

The surface of the skin varies greatly when it comes to its topography. Different areas of the skin have disparate skin anatomies and, as a consequence, support different groups of microorganisms. For example, partially blocked areas of the skin (such as the groin or toe web) have higher humidity and temperature than other areas of the body, leading to the growth of certain microorganisms that thrive in these moist conditions (e.g. *S. aureus* and coryneform). Skin found on the arms and legs tends to experience greater fluctuations in temperature and, therefore, harbour fewer organisms on the skin surface than other, moister areas.

When it comes to facial skin, the density of sebaceous glands plays a part in the skin microbiome. Due to the high density of the sebaceous glands in the face, lipophilic microorganisms are encouraged to grow, such as *Propionibacterium* spp. and *Malassezia* spp.

### **Endogenous Host Factors**

The variability of the microbiome found on the skin is highly dependent on a number of host factors, such as location, sex, and age. Age has a particularly noticeable impact on microbial flora variability.

Foetal skin is sterile in utero, but the colonisation of skin takes place immediately after the birth of a child, either in the minutes following caesarean section birth or during vaginal delivery. The rapid changes in sebum production during puberty account for the varying levels of lipophilic bacteria in the skin microbiome during adolescent years. Ageing and the drying of the skin also directly correlates to a reduction in microorganism variability on the skin's surface.

### **Exogenous Environmental Factors**

A multitude of environmental factors can play a part in skin health and the variability of the skin microbiome, such as occupation, use of cosmetics, and clothing choice.

Humidity and temperature have been shown to have a positive impact on the quantities of bacteria on the skin in specific locations. An individual living in a high-temperature and high-humidity climate is, therefore, likely to have more significant skin microbiome diversity.

Ultraviolet light (UV) is another variable for skin microbiota, and longitudinal and latitudinal differences are likely to have an effect on a person's skin, depending on the UV exposure.

The use of cosmetics, chemical soaps, and other hygiene products can be of great detriment to the variability of the skin's microbiome. This is because they alter the skin barrier conditions and impact upon the natural processes that occur in the dermal layers. This is an important way in which a Holistic Facial is favourable to a standard facial. A Holistic Facial uses organic and natural products from the plant kingdom that help to nourish the skin, as opposed to using harmful chemical cleansers that strip away our natural oils.

## **Facial Skin Flora**

The level of hydration in the surface layer of human skin, stratum corneum, plays a fundamental role in skin health and the biophysical properties of the skin barrier. Dry skin which is poorly hydrated is highly susceptible to rapid ageing, cracking, itching, and redness. Without treatment, this can't be easily rectified. Conversely, some treatments with harsh chemicals can strip away the naturally hydrating biophysical properties of the skin and exacerbate the issue and, in doing so, can detrimentally affect the microbiome on the facial skin.

A Holistic Facial is a great way to understand where a person's skin hydration issues are coming from, what they need to know, and how they should proceed going forward. By using natural products that complement a person's skin type, a Holistic Facial will optimise skin transepidermal water loss (TEWL) and the microbial community that colonises the skin on the face.

Another beneficial feature of the holistic approach when it comes to the skin microbiome is that a Holistic Facial practitioner will augment other aspects of your life that can help to optimise facial skin flora. They may recommend and implement strategies to improve hydration and dietary habits, limit exposure to the sun during peak hours, evaluate your work-life balance, and reduce anxieties and stress. All of these factors, as aforementioned, can have varying impacts on the diversity of microorganism cultures found on the skin.

## **Skin as an Indicator of Health**

Just as a person's lifestyle, diet, and overall health affect the quality of the skin, skin can be a very useful indicator of a person's health.

Skin provides the first impression of an individual and conveys a person's physical state, in addition to their emotional and psychological wellbeing. This section will look at the different ways your skin can provide a blueprint for the components of overall health.

### ***Physical Aspect***

Observations of a person's skin are carried out throughout the entire cycle of life. A newborn baby will be examined for congenital abnormalities, birthmarks, and other visual skin features that can help identify health problems. As people get older, their skin naturally becomes rougher, dryer, and suffers from a loss of elasticity due to decline in subcutaneous fat. With regards to facial skin, age spots and discolouration is a common indicator of a person's skin health.

The nutritional make-up of an individual's diet is demonstrated through the skin. A well-balanced diet with sufficient water intake will be illustrated by excellent skin health, whereas the opposite will be shown by the presence of cracked skin, tears, infection, and other skin ailments.

From a holistic perspective, extrinsic changes will be shown through the skin. Excessive washing of the skin can lead to skin trauma, over-exposure to environmental agents (smoke, UV rays, etc.) can cause skin damage, and poor hygiene can be demonstrated through the accretion of harmful pathogens and microbes on the skin.

### ***Emotional Aspect***

There is a strong interconnection between the dermis and the psyche. Societal ideas for skin are illustrated by smooth, flawless skin, and any skin conditions can affect a person's sense of self due to the changes it can make to their body image. In extreme cases, this can lead to depression, ostracisation, and anxiety.

By observing the skin, Holistic Facial practitioners can observe any emotional wellness issues. Increased stress can worsen psoriasis, acne, and herpes. Skin cutting and self-harm can be important indicators of emotional distress. Less severe traits, such as skin-picking and hair pulling, are often indicators of stress and anxiety.

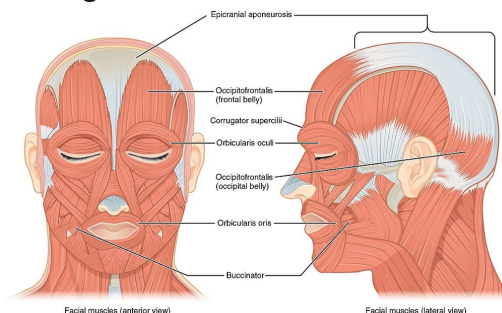
Additionally, the opposite is also true. A person with excellent skin health will likely be an indicator of robust overall health, both physically and mentally.

### ***Psychosocial Aspect***

The psychosocial aspect of skin relates to contact between individuals. Skin-to-skin contact is one of the main mechanisms of communication throughout a person's lifecycle. New-born babies are aided in the regulation of their heart rate, temperature, and breathing merely by being held. A person's sexual and intimate life can also be affected by the way skin smells and feels. Highly contagious skin conditions, such as chickenpox and scabies, can lead to social isolation and, subsequently, the psychodermatological issues.

### **The Facial Muscles**

Of course, it's not just the skin that you must be aware of when massage the face. The facial muscles beneath the skin's layers play an important part in how the skin develops over time, but it is also essential that you are aware of the facial muscles you are engaging when you massage this area.



The facial muscles are a group of approximately twenty skeletal muscles that lie under the hypodermis, the innermost layer of skin. These muscles originate from the skull bone and fascia and insert onto the skin – the only group of muscles in the body that do this. By contracting, the muscles then pull on the skin, which obviously affects the condition of the skin itself.

These muscles control facial expression such as frowning and smiling. Continuous use of these muscles help create the lines, or wrinkles, in our skin. Indeed, many of these muscles are positioned around facial openings, such as the mouth, eyes, nose and ear, and contracting these muscles even slightly changes expressions on your face. In this way, they are different to other skeletal muscles because their function is not to move joints but to move the skin. As a result, continuous use of these muscles helps to create the lines, or wrinkles, caused by related skin movement.

So, for example:

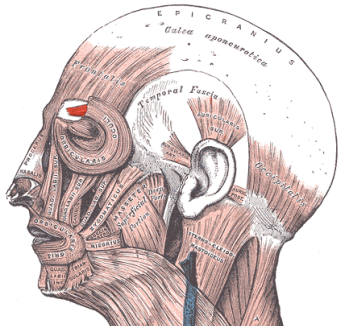
- The occipitofrontalis muscle runs vertically along your forehead and is used when you frown or raise your eyebrows.
- The orbicularis oculi enable you to close your eyelids, squint in the sun and even support the flow of tear fluid.

- The orbicularis oris, which is a series of muscles forming a circular shape around your mouth, enables you to open wide and closes your mouth as well as puckers your lips.

It's also relevant to know that the facial muscles are supplied by the two major facial nerves, with each nerve serving one side of the face. When a nerve in the face is damaged, it often prevents expressions from occurring in that same place.

The facial muscles can generally be divided into three different groups – orbital, nasal and oral.

### **Orbital**



The orbital group of facial muscles contains two muscles associated with the eye socket. The orbicularis oculi help to control the movements of the eyelids and is essential in ensuring the cornea is protected from damage. The orbicularis oculi muscle is the larger of the two muscles and surrounds the eye socket, extending into the eyelid itself.

The corrugator supercilii (pictured in red above) is located at the medial end of the eyebrow and is necessary in drawing the eyebrows together. It is the cause of wrinkles appearing on the bridge of your nose.

### **Nasal**

The three muscles in the nasal group cause both the nose itself and the skin around the nasal area to move.

- The nasalis is the largest and has two parts with opposing functions; one to flare the nostril and the other to 'close' it.
- The procerus originates from the nasal bone and pulls the eyebrows downward to produce transverse wrinkles over the nose.
- The third nasal muscle, the depressor septi nasi, runs from just above where your incisor tooth is positioned to the nasal septum, and again helps in opening the nostrils.

### **Oral**

The oral group is probably the most important of the facial muscle groups, as the muscles included here are responsible for movements of the mouth and lips. That means they play a key role in respiration, eating, drinking, and of course, all verbal communication as well as singing and whistling.

This last group contains the aforementioned orbicularis oris, which surround the opening to the oral cavity, the buccinators, which works to pull the cheek inwards against the teeth, and a number of smaller muscles that work in tandem with these two to move the lips and mouth.

When you massage facial skin, remember that you are also massaging the muscles underneath. Doing this effectively releases the tension that we hold in our muscles. Good massage unpicks the knots and stiffness that unconsciously become part of our facial landscape, relaxing the muscles and firming the skin.

### Part 3: Long-Term Client-Therapist Relationship



As with most things in life, quick fixes rarely reap lasting rewards – one-time treatments can't cure long-term issues. Holistic Facials factor into this issue. Whilst a regular facial will leave you feeling relaxed and with a natural glow to your skin, to really see the benefits you will need to make ongoing changes to your habits and daily routines. This is where a Holistic Facial therapist can help. Building a long-term relationship with your practitioner will mean that they know your skin, diet, and lifestyle as well as you do, and this is empowering. The following are some essential ways that you will benefit from building and developing a long-term relationship with your Holistic Facial therapist:

#### **Lifestyle Transformation**

A Holistic Facial therapist will help an individual recognise which aspects of their life they are unhappy with. Whether it is related to their diet, lifestyle, or emotional wellness, these changes can have varying degrees of impact on the client. Opening up to a practitioner can be liberating for a client, as they may feel it is easier to talk about certain aspects of their life to someone of a neutral perspective. When this happens, the relationship can flourish on a long-term basis, and the client will get more out of the holistic approach.

#### **Observation of Changes in Health**

A Holistic Facial is not a one-off. A practitioner will usually see their client multiple times in order to make the best decisions on how to progress the client's health. Because of this, they will see how a person's skin changes over time and will be able to identify sudden changes in the appearance of the skin. This could range from dryness from a lack of water to more serious life-threatening skin cancers, such as Kaposi sarcoma or melanoma. These changes, however subtle, could also help the practitioner identify other problems in the client's life from a whole-person perspective.

#### **Deep Personal Connections**

As alluded to in the first module, the connections made during a Holistic Facial present the opportunity to build deep personal relationships between clients and practitioners. Collaborating on health issues can be highly rewarding when it does not feel rushed or impersonal due to the limits of a one-time consultation. Holistic Facials lead to the creation of long-term goals that suit each client on an individual basis in terms of manageability, practicality, and feasibility. The longer the relationship between a client and practitioner lasts, the more accurate and individualistic these long-term goals become, which can lead to enormous benefits for the client.



## Module 3 Holistic Facial Ingredients

### Part 1: The Harm Caused by Chemicals

#### *Learning Objectives*

At the end of this module, you will:

- Understand the harm caused by the chemicals used in some skincare products
- Be familiar with the fundamental principles behind Holistic Facial ingredients
- Be able to identify the types of ingredients used in a Holistic Facial.

#### The Harm Caused by Chemicals



Chemicals are found in many cosmetic products used for skincare – and a lot of them are harmful. These synthetic chemicals contain damaging toxins that, when absorbed into your body, can be detrimental to our health in varying degrees. A key benefit of Holistic Facials is their use of organic, fair trade, and whole plant products. With this approach, chemicals that are damaging to your skin and harmful to the environment are avoided.

This section of the module addresses the most common harmful chemicals found in cosmetic skincare products and explains why they are detrimental to your health.

#### **Sodium Lauryl Sulfate (SLS)**

SLS is a highly toxic chemical that is found in a surprising number of cosmetic products, particularly shampoos. If you are using a non-organic shampoo, there is a strong likelihood that you will find this in the list of ingredients on the packaging. It is also prevalent in a number of body wash soaps, face cleansers, and acne treatment formulas. The problem with SLS is that it is a harsh skin irritant, and it can also detrimentally impact the lungs and eyes. A more significant concern is the potential for SLS to interact with other chemicals.

When this happens, carcinogens called nitrosamines can be formed, and it can also lead to respiratory and kidney problems, too.

### **Parabens**

Parabens are a series of parahydroxybenzoates that are used for their fungicidal and bactericidal properties. This bacteria-preventing preservative is used in a wide range of cosmetic products to prevent harmful microorganisms, yeast, and mould. Yet, parabens can be very dangerous to humans. They contain an oestrogen-mimicking property that, when absorbed into the skin, can increase the risk of breast cancer. Parabens are found in a lot of facial cleansers, body washes, and makeup products, and it is important to look for this before using any cosmetics on your body.

### **Propylene Glycol**

Propylene glycol is a common chemical used in skin-conditioning products in non-holistic facials. It has been known to cause hives and dermatitis in humans and can cause extreme skin irritation when used. Propylene glycol, which is found in many moisturisers and conditioners, is only needed in small concentrations to be harmful, and harmful levels can have detrimental sensitisation effects in concentrations of just two per cent.

### **Formaldehyde**

This chemical is found in many cleansers, body washes, and skincare products. Formaldehyde and formaldehyde-releasing preservatives (FRPs) have the potential to be very harmful when used by humans. They are used for their bacteria-preventing properties, but are, in fact, a deadly carcinogen that has been linked to nasal and nasopharyngeal cancer. Formaldehyde is highlighted as dangerous by the International Agency for Research on Carcinogens (IARC), and it has also been found to incite skin allergies and irritation.

### **Diethanolamine (DEA)**

DEA is a chemical commonly used to adjust the pH balance in certain beauty products. Yet, DEA can cause a whole host of problems. It has been linked to skin irritation, dryness, kidney damage and liver damage. A study performed on mice also showed that DEA could cause nerve damage in the brain and spinal cord.

### **Synthetic Colours**

Synthetic colourings are found in many products. The specific synthetic colours that should be avoided are FD&Cs. ('F' = food, and 'D&C' = drugs and cosmetics). Fortunately, these are banned in the European Union as they are termed human carcinogenics by the European Classification and Labelling department. Yet, an increasing number of people are purchasing cosmetics online, allowing products laden with FD&C to enter the global market. These synthetic colours, derived from coal tar and petroleum, are not only considered to be a carcinogenic compound but have also been linked to skin irritation, allergies and ADHD in children.

### **Fragrance**



Fragrance mixes are added to many skincare products. They often contain a variety of damaging chemicals that can be extremely detrimental to health. Both the EWG Skin Deep Database and the American Academy of Dermatology recommend that consumers use fragrance-free cosmetic products, due to the association with dermatitis, respiratory problems, and skin allergies that a lot of fragrance formulas have.

### ***Why Should Chemicals Be Avoided in Cosmetics Products***

It might seem impossible to avoid every synthetic chemical in the beauty products you buy but, when it comes to skincare, it isn't. A Holistic Facial uses only organic and plant-based products during treatment, and a practitioner will never recommend the use of products heavily laden with chemicals that can be damaging to your skin.

An important thing to remember for anyone wishing to take a holistic approach to their health and skincare is to educate yourself about what the most harmful chemicals are. A Holistic Facial practitioner will know which products are the best for unlocking the potential of the plant kingdom, and which are sustainably sourced and environmentally friendly. A benefit of developing a long-term relationship with a Holistic Facial practitioner is that you can learn from them and even develop a passion for sourcing natural products that benefit your skin and the environment around you.

## **Part 2: Environmental Harm Caused by Production**



Using synthetic chemicals is not only bad for your skin and overall health, but many chemicals used in everyday cosmetic skincare products are also hugely damaging to the environment. A key aspect of a holistic outlook concerns the interconnectivity of humans and nature, and choosing the right product is a step towards reducing your impact on climate change, biodiversity loss, and overall environmental impact.

This section of the module outlines the most damaging chemicals commonly found in non-holistic facial products and explains why they are damaging to the environment.

### **Microbeads**

A lot of the exfoliating products used in non-holistic facials contain polyethene microbeads as a scrubbing agent. Yet, these products pollute the environment heavily, especially in water bodies. Studies have shown that pieces of plastic from cosmetic products have been found in many lakes throughout the world and are gathering at an alarming rate throughout the world's oceans. This is one of the most concerning environmental problems related to cosmetic products and has the potential to have a hugely detrimental impact on aquatic biodiversity. These tiny microbeads are being consumed by fish and other water-dwelling animals, damaging their digestive tracts in the process and potentially causing death. Products containing microbeads are not just limited to exfoliating scrubs; they are also found in shampoo, toothpaste, and some soaps.

### **BHT and BHA**

Butylated hydroxyanisole (BHA) and butylated hydroxytoluene (BHT) are synthetic antioxidants commonly used as preservatives in many moisturisers, makeup products, and other skincare formulas. Yet, they can be extremely damaging to aquatic organisms and have been deemed unsafe by the Convention for the Protection of the Marine Environment of the North-East Atlantic due to its bioaccumulation tendencies and toxic properties. BHA and BHT have also been shown to be the cause of genetic mutations in some amphibian species.

### **Fragrances**

Just as the chemical concoctions used for synthetic fragrances can be harmful to our health, they can also be damaging to the environment. The ingredients used to create the formula for fragrance mixes are often harmful to marine life, and they are not broken down in the treatment of wastewater. This means that they can quickly enter the world's oceans and rivers through sewage discharge, leaving aquatic organisms vulnerable to the harmful chemicals they contain.

### **Silicones**

Silicones are a common ingredient in many anti-ageing creams used in regular facials. Their increasing usage has led to a parallel increase in their presence in the environment. The Swedish Environmental Research Institute and the Norwegian Institute for Air Research discovered that the silicones used in cosmetics have been found in many species of fish in Nordic countries due to the bioaccumulation of chemicals. This has led to a concern that silicones are being consumed higher up the food chain, meaning that there is also a risk of human consumption.

### **Dibutyl Phthalate (DBP)**

One of the many phthalates used in cosmetic skincare products, DBP is a harmful chemical that poses a risk to aquatic life when it reaches water bodies. DBP has the potential to impact upon a fish's behaviour, growth rate, and genetics, and it has been found at increasing levels in lakes and rivers throughout the planet. Anyone concerned with a holistic approach to health should take extra care to avoid purchasing products containing this harmful toxin.

### **Palm Oil**

Although palm oil is not a synthetic chemical in itself, it is a key ingredient used to make Sodium Lauryl Sulfate (SLS), and it has a considerable impact on the environment. The production of palm oil is, arguably, the single most environmentally damaging ingredient used in cosmetic products. By purchasing products that use palm oils, humans are effectively destroying the natural habitat of the orangutans and tigers that live in palm

oil tree forest. 90 per cent of palm oil trees are found in Malaysia and Indonesia, and deforestation for palm oil use is drastically affecting their forests. There are sustainably sourced palm oil products available, but they are rare. It is essential to either seek out RSPO (Roundtable on Sustainable Palm Oil) certified palm oil products, or not use palm oil at all if you want to reduce the impact of your cosmetic purchases on the environment.

### **Recycling**

On top of the direct impact that these synthetic chemicals have on the environment, many of the products that contain these compounds often come in single-use, non-recyclable packaging. Plastic containers used for beauty cosmetic packaging can have a lifespan of 450 and 1,000 years, meaning that many of the non-bio-degradable packaged products being used can be hazardous to the environment for hundreds of years to come. Products used in Holistic Facials, therefore, have a huge potential to reduce humanity's impact on the environment, especially considering how big the cosmetics industry is.

### **How to Limit Your Environmental Impact**

There are a few things you can do to limit the risk of purchasing products containing harmful chemicals for the environment:

- Go organic

The most obvious change to make is only to buy certified organic and plant-based products for your skincare regime. Holistic Facial providers will only use organic and sustainably sourced products, and they should discuss this with their clients in order to inform them of the best products to use.

- Look at the ingredients

You should always check the list of ingredients before purchasing and using a product. Now, there are a couple of online databases that make it easy to check the environmental and health impact of the chemicals found in ingredient lists. The EWG Skin Deep database, scorecard.org, and Environmental Defence chemical database are good sources of information for any chemical that you may be unsure of.

- Don't always trust labels

Many products advertise themselves as 'natural', 'organic', and/or something of a similar vein. Yet, it is often wise to scrutinise these labels in more depth to be sure that what you are purchasing is what you think it is. For example, 'natural' products may contain unsustainably sourced palm oil, and 'fragrance-free' products might just mean that they have no odour, but still contain the harmful chemical ingredients.

## **Part 3: The Advantages of Holistic Facial Ingredients and Types of Ingredients**

The Advantages of Holistic Facial Ingredients



Holistic Facials avoid any potential damage that your cosmetic purchases can have on your health on the environment by using organic, fair trade, and whole plant ingredients during treatment.

### **Organic**

There are many benefits of using organic skin care products for a Holistic Facial:

- Better for you – Organic products are far less likely to incite skin irritation and allergies. By staying clear of harmful chemicals and, instead, choosing natural products, there is far less of a risk of exposing yourself to carcinogens, damaging toxins, and hormone-altering compounds.
- Eco-friendly – Ingredients used in organic products are not only better for you, but they are also better for the environment. They don't contain damaging toxins that impact on biodiversity and habitat loss, and they are often packaged in bio-degradable, recyclable material.
- More effective – There is a natural ingredient for every ailment. Pure and organic oils are rich in the antioxidants and nutrients needed for healthy skin care and don't strip away the vital natural oils from your skin like synthetic chemicals do.

### **Fair Trade**

A Holistic Facial only uses Fairtrade products, which is beneficial for a number of reasons. The Fairtrade mark is an internationally recognised label for ethically produced goods. Products marked by the Fairtrade label mean that they are fairer on the environment, and fairer on wages for farmers, not created by firms that exploit child labour.



### **Whole Plant**

Using plant-based beauty products can deliver fantastic results for skincare. There are hundreds of thousands of plant species around the planet, many of which have properties that can be harnessed for the benefit of our health. By using natural, whole plant products on our skin, we avoid the harsh chemicals of most everyday cosmetic products (such as parabens, silicones, and sodium lauryl sulfate). Plants have been used throughout history for their cleansing and moisturising properties. Ancient Egyptians, ancient Greeks, and India's Ayurveda medicinal practices all utilise plants as health products, and Holistic Facial practitioners continue the knowledge of our ancestors by using natural and organic sources of skincare.

## **Types of Ingredients**



There are different types of ingredients used throughout a Holistic Facials. This section of the module will outline what they are, and the next module will expand on each of their benefits.

### **Carrier Oils**

A carrier oil is used to dilute essential oils, which can be very harsh on the skin if applied directly. Carrier oils “carry” them into the skin in order to limit any irritation or burning that can occur from the direct application of essential oils. There are many different types of carrier oils used in Holistic Facials, such as coconut oil, avocado oil, jojoba oil, and many more which will be discussed in the next chapter.

### **Essential Oils**

Essential oils are the compounds extracted from the plant that capture the flavour and scent, or essence, of it. They can be obtained through a variety of processes, including distillation and cold pressing. After extraction, they are typically combined with a carrier oil before application to the skin, as they can cause irritation if applied directly. Some common essential oils used in Holistic Facials are peppermint, lavender, sandalwood, tea tree, and bergamot. The benefits of these and many others will be discussed in Module 4.

### **Mask Ingredients**

Many different ingredients are used during a Holistic Facial. Each has a different purpose and use, and the practitioner will use specific ingredients for a certain skin type in order to get the desired effect. Commonly used mask ingredients for Holistic Facials include honey, avocados, aloe vera, turmeric, yoghurt, and coconut milk. The benefits of using these mask ingredients are discussed in the next chapter.

## Module 4 **Common natural ingredients**

### Part 1: Carrier Oils

#### *Learning Objectives*

At the end of this module, you will:

- Be familiar with the different types of essential oils, carrier oils, and mask ingredients
- Understand the benefits of commonly used Holistic Facial ingredients
- Be able to identify the types of ingredients used in a Holistic Facial mask.

#### **Holistic Facial Components**



As mentioned in the previous module, there are different types of ingredients used in a Holistic Facial. The main groups of ingredients are carrier oils, essential oils, and mask ingredients. This module takes an in-depth look at the commonly used ingredients in each category and explains the specific benefits of each.

#### **Carrier Oils**

Carrier oils are made from whole-plant sources and are used to dilute essential oils before application. Their organic and skin enhancing properties make them perfect for use in Holistic Facials. Yet, different oils carry different benefits and, before application, it is important to consider the following aspects:

- Skin types – Certain skin conditions will be aided by a carrier oil, while others could be exacerbated by it.
- Shelf life – Most carrier oils can be conserved for long periods of time, but that time varies depending on the oil.
- Odour – Some oils have slight odours that can alter the aroma of essential oils.
- Absorption rates – The rate of absorption into the skin varies depending on the oil.

The following is a list of carrier oils commonly used in Holistic Facials:

#### **Grapeseed Oil**

Grapeseed oil is a by-product of viticulture and is produced from the pressed seeds of grapes. It contains high quantities of vitamin E and omega chain fatty acids. It is primarily



used for its ant-oxidant, anti-inflammatory, and antimicrobial properties and is used in Holistic Facials to treat many skin complaints.

#### **Acne**

Grapeseed oil is often used to treat acne in Holistic Facials due to its antimicrobial properties. When the oil is absorbed into the skin, it fends off harmful bacteria and can keep skin clearer for longer.

#### **Skin Elasticity**

Research has shown that grapeseed oil increases the elasticity and moisture of the skin. Additionally, it aids the effectiveness of vitamin C and E already present in your skin at preserving and maintaining its healthy state.

#### **Evening out Skin Tone**

When used consistently, grapeseed oil can even out skin tone due to the presence of proanthocyanidin, a powerful antioxidant.

#### **Protection from the Sun**

The presence of antioxidants in the skin is also beneficial in protecting skin from sun damage, as they help to resist some of the potential damage from the sun's UV rays.

#### **Sweet Almond Oil**



Almond oil is produced from edible seeds of the *Prunus dulcis* tree, or almond tree, and has numerous benefits when applied topically to the skin. It is a mild oil, making it suitable for sensitive skin types, and has emollient properties – which means that it can aid the prevention of water loss.

#### **Protection from Sun Damage**

Due to the high presence of vitamin E in almond oil, it is commonly used as protection from sun damage. Vitamin E protects the skin from damage caused by the structural and chemical changes in the skin as a result of sun exposure.

#### **Moisturiser**

The emollient and soothing properties of almond oil mean that it can be used as a skin moisturiser during Holistic Facials and is also used as a gentle makeup remover during the cleansing stage.

#### **Reduces Stretch Marks**

Stretch marks in the skin, a result of inadequate hydration and dryness, can be countered by applying almond oil. When used topically, it can reduce redness, itching, and stops the spread of stretch marks.

#### **Jojoba Oil**

Jojoba is a perennial plant native to North America that grows in arid conditions and produces a nut that can be harnessed for its many healing properties. It is used both as a carrier oil or by itself and offers many benefits when used during a Holistic Facial.

#### **Regulates Sebum Production**

Jojoba oil is similar to the sebum that our bodies produce naturally. Because of this, regular application of jojoba oil sends signals to the sweat follicles that no additional sebum is needed to hydrate the skin, regulating our sebum production and helping to keep our skin moisturised and hydrated.

#### ***Antioxidative***

The presence of natural forms of vitamin E in jojoba oil aids the skin in fending off the pollutants and toxins that cause oxidative stress. Vitamin E has strong antioxidative properties and, with regular application, jojoba oil can create enormous benefits for our skin health.

#### ***Promotes Collagen Production***

Jojoba oil has the potential to encourage collagen production in the skin due to the presence of antioxidants. This is especially good for ageing skin as collagen levels decrease as your skin ages. Collagen, a protein found in skin and joints, can increase skin hydration and elasticity, reducing its dryness and potential for wrinkles in the process.

#### ***Antibacterial Properties***

There are strong antifungal and antibacterial properties in jojoba oils. When applied to the skin, research has shown that it can kill certain types of bacteria that are responsible for causing candida, salmonella, and E. coli. It's antimicrobial properties also make it a popular choice of carrier oil for treating acne.

### **Argan Oil**

Argan oil is packed with healthy fatty acids and vitamin E, making it an ideal whole plant carrier oil for Holistic Facials. It comes from the argan tree, which is grown predominantly in Morocco. The fruit from which the oil is made looks similar to an olive and provides many health benefits for the skin.

#### ***Skin Hydration***

Argan oil application creates a soft and gentle feel to the skin due to the moisturising properties of the fatty acids and vitamin E. It can also improve the elasticity of the skin when applied topically.

#### ***Treats Sunspots***

Sunspots, or hyperpigmentation, are a common side-effect of high exposure to UV rays. The high concentration of antioxidants in argan oil helps to counter this and neutralises the free radicals that cause oxidative damage to the pigment cells.

### **Avocado Oil**



Avocados are often used in healthy diets as a great source of antioxidants, fatty acids, vitamins and minerals. But their benefits are not limited to use in cooking; the oil produced from avocados also provides numerous benefits for the skin.

### ***Skin Moisturiser***

Avocado oil contains many moisturising properties – fatty acids, beta carotene, and vitamins A, D, and E. Because of this, it is often used to nourish the skin during Holistic Facials and also promotes collagen production, boosting skin elasticity.

### ***Speeds up Wound Healing***

The presence of oleic acid, linoleic acid and other fatty acids in avocado oil aids the recovery time of scars due to their wound-healing properties.

### ***Treats Psoriasis***

Psoriasis can cause red patches and scaly areas on the skin. When mixed with a vitamin B-12 cream, avocado oil has been proven to ease the symptoms of this chronic autoimmune system when applied topically.

### **Olive Oil**

Many people only know olive oil as a cooking ingredient. Yet, the skin-nourishing components of olive oil also make it perfect for use as a carrier oil in Holistic Facials.

### ***Antioxidative Properties***

There is a very high concentration of squalene in olive oil. Squalene is a powerful antioxidant that can help prevent damage from the sun and other oxidative stress-related skin ailments that are caused by UV exposure.

### ***Acne Treatment***

Olive oil has antibacterial properties that, when applied topically during a facial, can fight off harmful toxins, moisturise and hydrate the skin, and reduce the likelihood of acne.

### ***Skin Type***

People with sensitive and oily skin should avoid using olive oil topically as, in some cases, it has been shown to exacerbate certain skin conditions such as dermatitis. As with all oils, it is a good idea to sample a small amount on your forearm before using it on your face – if you don't display any abnormal reactions after a day, it can be deemed safe to use.

### **Rosehip Oil**



Rosehip, or rosehip seed, oil is a derivative of the Rosa canina bush that is grown mainly throughout South America, particularly Chile. Not to be confused with rose oil, which comes from rose petals, rosehip oil is produced by pressing the seeds and fruit of the plant, and it has many benefits for the skin.

### ***Reduces Inflammation***

Rosehip oil is high in vitamin E, polyphenols, and anthocyanin – all of which have anti-inflammatory effects. Because of this, rosehip oil is often applied topically during Holistic Facials to lessen conditions such as eczema, dermatitis, rosacea, and psoriasis.

### ***Skin Hydration***

Rosehip oil is an excellent carrier oil for those with dry skin and itchy skin as it contains many essential fatty acids, including linoleic acid, which have emollient properties that reduce water loss in the skin.

### ***Exfoliation***

The high presence of vitamin A and C in rosehip oil make it a great natural exfoliant that can help reduce a dull complexion. Vitamin A and C both aid cell regeneration and promote cell turnover in the skin.

### **Coconut Oil**

Coconut oil has several benefits when consumed orally as part of a healthy diet, but it also has many benefits when applied topically to the skin and is one of the most common choices of carrier oils by Holistic Facial Practitioners.

#### ***Protection from Harmful Microorganisms***

Perhaps its primary benefit is the antimicrobial properties that are inherent to coconut oil. The presence of medium-chain fatty acids helps the skin to fend off damaging toxins and is used for protection against acne, folliculitis, and other types of microbial skin infections. This is mainly due to the high concentration of lauric acid within the fatty acids that make up coconut oil.

#### ***Reduces Inflammation***

Coconut oil has anti-inflammatory properties and improves antioxidant status by stabilising free radicals in the body and neutralising atoms that cause inflammation. This makes it a popular carrier oil for psoriasis, dermatitis, and eczema.

#### ***Moisturiser***

Topical application of coconut oil can help the moisturisation and hydration of skin thanks to the vitamins and fatty acids that it is made up of. It can also speed up the healing of scars.

## **Part 2: Essential Oils**

There are many different essential oils used during Holistic Facials, all of which have a unique aroma and offer various health benefits. This section of the module will provide detail about the most commonly used essential oils.

Most essential oils will need to be diluted with a carrier oil first. If you are diluting essential oils with a carrier oil, it's important to follow dilution guidelines (see below). And when using the oil for a facial massage, particularly with new clients whose skin you will just be becoming familiar with, it's a good rule of thumb to not rise above a 3% dilution.

For adults:

- **2.5 percent dilution:** 15 drops essential oil per 6 teaspoons carrier oil
- **3 percent dilution:** 20 drops essential oil per 6 teaspoons carrier oil
- **5 percent dilution:** 30 drops essential oil per 6 teaspoons carrier oil
- **10 percent dilution:** 60 drops essential oil per 6 teaspoons carrier oil

For children:

- **0.5 to 1 percent dilution:** 3 to 6 drops essential oil per 6 teaspoons carrier oil.

### **Peppermint**



Peppermint oil is extracted from the *Mentha Piperita* plant and comprises vitamins A and C, omega-3 fatty acids, magnesium, calcium, copper, potassium, and iron. It has antibacterial, anti-inflammatory, and antispasmodic properties. It is also used for a variety of ailments during a Holistic Facial massage, including:

- Headache relief
- Mental focus
- Energy boost
- Relief of respiratory tract
- Muscle tension relief

### **Lemon**

When combined with a carrier oil, the lemon essential oil has numerous benefits when applied topically to the skin. It is high in antioxidants, vitamin C, and antimicrobial properties, and is commonly used for the treatment of the following concerns:

- Pain reliever
- Easing morning sickness
- Reducing anxiety and depression
- Increasing alertness
- Promotion of wound healing

### **Sandalwood**

Sandalwood comes from the *Santalum album* tree that is native to India and Indonesia. The aroma is warm and woody, and its health benefits are numerous when used as an essential oil during Holistic Massages. They include:

- Treatment of headaches
- Easing stomach-ache
- Treating inflammatory skin diseases
- Diuretic and mild stimulant

### **Lavender**



Lavender essential oil is one of the most popular oils used by Holistic Facial practitioners due to its string relaxing aroma and health benefits. It is produced by distilling the flower spikes of various lavender species, and can offer multiple benefits:

- Soothes eczema
- Eases inflammation-related skin conditions
- Promotes wound healing
- Detoxifies skin
- Reduces acne

### **Tea Tree**

Tea tree oil comes from the *Melaleuca alternifolia* tree, native to the New South Wales and Queensland regions in Australia. It has been used in traditional medicine routines by Aboriginal communities for hundreds of years, and its benefits are plentiful due to the presence of terpinen-4-ol and other antimicrobial properties. It is mainly used in Holistic Facials for:

- Promoting wound healing
- Fighting acne
- Easing skin inflammation
- Relieving psoriasis
- Relieving stress and anxiety

### **Bergamot**

Bergamot oil is produced by extracting the rinds of the *Citrus bergamia*. It has a distinctive citrusy scent and, although native to Southeast Asia, is grown throughout the world. It is often mixed with a carrier oil as a direct application can be too harsh, and it offers a variety of health benefits when used during Holistic Facials. They include:

- Treating inflammatory skin irritations
- Easing acne
- Reducing stress
- Pain reliever

## **Part 3: Mask Ingredients and Recipes**

### **Mask Ingredients**

The masks used in Holistic Facials utilise organic, whole plant ingredients that nourish and hydrate the skin, in order to improve complexion and vibrancy. There are hundreds of different combinations used for facials, and practitioners will combine certain ingredients to get the desired effect required for a specific client. The following are the most commonly used mask ingredients for Holistic Facials.

### **Turmeric**



Although typically used as an ingredient to flavour dishes in cooking, turmeric is a potent topical when used as a face mask, and it has been used historically in Indian and Chinese medicine for many years. People who will most benefit from using a turmeric face mask are those who suffer from inflammatory skin conditions, as turmeric has strong anti-

inflammatory properties. It can be combined with oil, honey, lemon, and rice flour to make a nourishing mask mixture.

### **Tomato**

The acidic nature and presence of antioxidants and salicylic acid make tomatoes a great ingredient to use in face masks. Tomatoes are most commonly used to promote cell regeneration, brightening complexion, exfoliation, and easing acne.

### **Strawberries**

Strawberries are increasingly being used as an ingredient in natural face masks due to the high concentration of salicylic acid found within. It is mainly used for oily skin as their acidic nature helps to remove excess sebum production on the skin.

### **Papaya**



Papaya is rich in nutrients, minerals, and vitamins that are vital for maintaining optimal skin health. It is used as a mask ingredient to help hydration, detoxification, promote collagen production, and mild exfoliation. It also contains a proteolytic enzyme called papain that can remove dead skin cells, unclog pores, and remove excess sebum, making it ideal for oily skin types.

### **Avocado**

Not only is avocado oil good as a carrier oil, but the fruits of the avocado tree are also useful as face masks. Avocados are rich in vitamins A, B, K, and E, as well as omega-3 fatty acids. They are used in Holistic Facials to help moisturise the skin, heal acne, reduce inflammation, counter oily skin, and exfoliation.

### **Cinnamon**

Cinnamon has been used in Ayurvedic and Chinese medicines for centuries, and its unique and spicy aroma makes it a perfect ingredient for masks. It can be used to reduce acne, make lips fuller, remove dead skin cells, and relieve anxiety.

### **Banana**



Banana contains potassium, vitamins A, B, C and E, lectin, and amino acids, making it a powerful mask ingredient to use during Holistic Facials. Its main benefits are hydration and

moisturisation, promoting collagen production, fighting bacteria, soothing acne, and protecting skin from UV damage.

### **Honey**

Although not from a whole plant source, honey is sometimes used in Holistic Facial masks. It is important, however, to choose the right type of honey. Make sure that the selected honey for the mask is raw and unpasteurised, as they contain the healthy bacteria that makes them an effective skin nourisher. When applied topically, honey can fight, acne, psoriasis and eczema. It is also used to lighten skin and scar fading.

### **Recipes for Natural Face Masks and Cleansers**

It's a good idea to start experimenting with facials and cleansers using the different natural ingredients highlighted above. Not only will this help you to become more familiar with the different properties and effects of various ingredients, but it will also show you which facials are easier to apply and yield quicker results (which is what clients want!).

Below are a number of recipes for natural face masks and cleansers. Practice on yourself but also on willing friends and family. The more you do this, the more confident you will become in using them.

#### **RECIPE 1: Honey and Lemon Skin Brightening Facial Mask**

This simple recipe helps to tone and brighten skin. Remember, honey contains antioxidants and antibacterial properties and is therefore great at unclogging pores. It also draws moisture into the skin, leaving the skin silky soft.

The vitamin C in lemon is an antioxidant that counteracts free radicals and does a great job of evening out pigmentation without irritating it.

#### **Ingredients**

- One tablespoon raw or Manuka honey
- 1-2 drops lemon essential oil.

#### **Directions**

- Mix the above ingredients together in a small bowl.
- Apply to face and let sit for 15-20 minutes.
- Use a warm washcloth to wipe off.

Be careful to avoid direct sun exposure within 24 hours of using the mask, as lemon oil is photosensitive to the sun.

#### **RECIPE 2: Regenerating Banana Mask**

As you've already learnt, bananas are rich in various vitamins and potassium, making it a great ingredient for restoring moisture to the skin and smoothing out the rough texture of dry, parched skin. It also promotes collagen production.

Olive oil is another known antioxidant and as such can help prevent premature ageing.

However, remember that anyone with sensitive and oily skin should be careful when using olive oil topically as, in some cases, it has been shown to exacerbate certain skin conditions such as dermatitis.

#### **Ingredients**

- ½ a banana
- One teaspoon of olive oil



- One tablespoon plain live yogurt
- Five drops lemon juice.

#### **Directions**

- Mash the banana in a small bowl.
- Add one tablespoon of plain live yogurt and mix well.
- Add in five drops lemon juice and one teaspoon olive oil and mix again.
- Apply to face and neck for 20-30 minutes
- Rinse off with cool water.
- To finish, apply a moisturising oil.

#### **RECIPE 3: Avocado and Rolled Oats Facemask**

Avocado is a wonderful skin moisturiser and can also help in reducing inflammation and healing acne. Coconut oil is naturally anti-bacterial and anti-fungal and another great moisturiser.

Oats contain compounds called saponins, which are natural cleansers. This means that they can help remove the dirt and oil that clog the pores as well as being a gentle exfoliator for the skin.

#### **Ingredients**

- ½ a soft avocado
- 1 tablespoon coarsely ground rolled oats
- 1 tablespoon honey
- 1 teaspoon lemon juice
- 1 teaspoon coconut oil.

#### **Directions**

- Mash up the avocado in a small bowl.
- Add in the coarsely ground rolled oats and mix.
- Combine the lemon juice, honey and coconut oil and mix until all ingredients are evenly blended.
- Apply a few tablespoons of the mixture to face and let sit for 15-20 minutes.
- Rinse off with warm water and apply a moisturising oil.

#### **RECIPE 4: Hydrating Turmeric Face Mask for Sensitive Skin**

Turmeric has many health and beauty benefits. It's high in antioxidants that slow down cell damage and it can also help with inflammatory skin conditions, such as acne, psoriasis and eczema. Some tests have shown that this ingredient in facials can reduce wrinkles as well as uneven skin tone.

In this face mask, you'll add milk which is rich in B-vitamins, alpha hydroxy acids, calcium, and other potent antioxidants.

#### **Ingredients**

- 1 tablespoon lemon juice
- 3 tablespoons milk
- ¼ tablespoon turmeric.

#### **Directions**

- Mix all the ingredients in a bowl slowly.
- Apply the mixture to your face and leave on for 10–20 minutes. People with particularly sensitive skin may prefer the mask to be left for just 10 minutes.

- Remove with a soft, warm cloth.

### ***Mask and Moisturisers with Essential Oils***

#### **RECIPE 5: Cleansing Essential Oil Face Mask**

Like lemon juice, lemon essential oils can also help to even up skin tone and remove dead skin cells.

##### **Ingredients**

- 2 egg whites
- 1 teaspoon lemon juice
- 2 drops lemon essential oil
- 1 drop cedarwood essential oil.

##### **Directions**

- In a small bowl, whisk together the egg whites, lemon juice, and essential oils until the mixture has a frothy appearance.
- Apply the mixture evenly to your face.
- Let the mask sit for 15–20 minutes or until it's dry.
- When it's dry slowly peel it off your face.
- Rinse with warm water and apply a light moisturiser.

#### **RECIPE 6: Honey and Lavender Oil Soothing Facemask**

This is a great moisturising mask to help sunburnt or damaged skin.

##### **Ingredients:**

- 2 tsp unrefined virgin coconut oil
- 4 drops lavender essential oil
- 1 tsp raw honey.

##### **Directions:**

- Mix together coconut oil and lavender essential oil in glass jar.
- Add honey and mix all ingredients together with spoon or mask brush.
- Apply to clean skin and leave on for at least 20 minutes.
- Wash off with warm water or if skin is particularly damaged or sensitive, gently wipe with a warm, wet washcloth.

#### **RECIPE 7: Tea Tree & Lavender Essential Oil Moisturiser for Oily Skin**

This is a great moisturiser to apply daily if you suffer with oily skin. It's also a perfect moisturiser to smooth onto a client's face after their treatment if they also have shiny or oily skin.

##### **Ingredients**

- 5 tablespoons of organic aloe vera gel
- 10 drops of lavender essential oil
- 5 drops of tea tree essential oil
- 1-2 drops of cinnamon bark essential oil.

##### **Directions**

- Put the aloe vera into a small bowl.
- Add the rest of the ingredients and mix it together.
- Apply the mixture to all areas of the face.
- Any leftover mixture can be kept in an airtight container for 15 to 20 days.

## Module 5 **The Holistic Facial process- Consultation**

### **Part 1: The Consultation Process**

#### ***Learning Objectives***

At the end of this module, you will:

- Understand the Holistic Facial consultation process
- Learn why it is essential to know as much as possible about the client
- Have a clearer idea of the client questionnaires used during Holistic Facials.

#### **The Consultation Process**

The first step in the Holistic Facial process is to schedule a consultation with a practitioner. This is a stress-free process in which the skincare consultant will find out some information about the client's current status and goals in order to cater the Holistic Facial to their individual needs. It typically involves an in-depth skin analysis, in which the practitioner will determine the client's skin type and requirements.

Where a Holistic Facial consultation differs from a regular facial consultation is in its whole-person approach. It extends beyond the standard skincare analysis and looks at your lifestyle, diet, emotional wellness, and long-term goals.

This module looks further into the aspects that make up a Holistic Facial consultation, starting with the importance of making the client feel comfortable.

#### **Making the Client Comfortable**

Opening up to another person can, understandably, make a client feel vulnerable. It is essential, therefore, to make the setting, conditions, and demeanour of the consultation as relaxed and comfortable as possible.

The first step towards achieving this is the initial welcome. The first impression of the Holistic Facial practitioner sets the tone for the rest of the consultation and can have a lasting impact on the client's perception of them. Practitioners should greet their client in a warm and enthusiastic manner. Though, it is essential to maintain a professional nature, as being too informal could have the opposite desired effect and lead to the client feeling uneasy and anxious.

It might seem obvious that making a client comfortable is an integral part of the consultation, yet it can be easy to get this part of the process wrong. Offering light refreshment, maintaining a pleasant room temperature, and providing a simple tour of the location can be good ways to make your client feel at ease. It is also a common practice for practitioners to have a welcome video prepared that explains the basics of their business and the services that they offer. This video should not be too long, however, as most of the consultation should be dedicated to conversing with the client.

After the client is comfortable, the next step is to walk your client through the Holistic Facial process.

#### **Explaining the Process to the Client**

Now that the client is comfortable and relaxed, the Holistic Facial therapist can begin explaining the process to the client. The explanation should be given in a thorough and understandable manner so that the client feels confident in the services being offered. During the stage, the practitioner should explain exactly what a Holistic Facial is, how it differs from a regular facial, and what questions the client can expect to be asked. You can

take this opportunity to go through the stages of the facial, and provide more detailed information about each aspect:

- Cleansing – Washing the skin by using an organic, whole plant cleanser on the face and neck regions to remove excess dirt.
- Skin Analysis – A brightly lit and magnified lamp will help reveal any skin conditions and determine the best products to use on the individual.
- Steam – Steaming the skin prepares it for extraction by softening blackheads and whiteheads.
- Exfoliation – An organic exfoliant is used for this part of the facial, which removes damaged skin cells and allows greater absorption of any products.
- Extraction – Extraction removes whiteheads and blackheads and cleans any compressed pores.
- Massage – A facial massage can increase circulation to the facial skin and eliminate toxins by activating the lymphatic vessels. It is also a relaxant and can reduce stress and anxiety in the client.
- Masks – The mask ingredients used during Holistic Facials are all from organic and whole plant sources. Each ingredient has its own unique benefit, some of which are outlined in Module 4.

After the practitioner has walked through the facial procedure, they can go one to explain the additional benefits that come with a Holistic Facial. These include, but are not limited to, the following aspects:

- Diet – The holistic approach factors in what you consume, and it is important to explain to the client the types of questions that you will ask them about their food habits – how much fibre do they consume? How much water do they drink? What are the primary sources of fat in their diet?
- Lifestyle – Another factor that should be explained to the client is the impact that lifestyle has on their overall health. How much exercise and sleep are they getting? Do they drink or smoke?
- Mental and Emotional Wellness – A final consideration to explain to the client is the psychological aspect of a Holistic Facial. Here, practitioners can give examples of psychophysiological, primary psychiatric, and secondary psychiatric skin conditions (outlined in Module 1).

After the client has settled, and you have explained the Holistic Facial process to them, the practitioner can learn a bit more about the client. This is, perhaps, the most crucial part of the consultation process, as you will be building the foundations of a long-term client-therapist relationship which goes a long way to achieving the desired goals set out by the individual.

## **Part 2: Understanding the Client**

There are two main aspects to consider when getting to understand a client – their current status, and their health and lifestyle goals. Both are equally important and will help the practitioner make a plan in collaboration with the client in order to achieve the desired results. A Holistic Facial is not just about skincare, and many of the goals may not be reached until a substantial period of time has passed. It is, therefore, vital to understand the client and gather as much necessary information about them as possible.

## **Current Status**

Each client will have a unique status that requires an individualistic and personalised care plan. Taking a whole-person approach, the Holistic Facial practitioner should ask questions to find out information about the client's current eating habits, lifestyle, and emotional wellbeing.

As this is the first meeting, it's important not to be too personal, as this could leave the client feeling vulnerable and guarded. Questions should be asked in a careful and considered manner, allowing the client to expand on open-ended questions as much as they feel comfortable doing so. Even if the first meeting doesn't provide as much information as hoped, the initial barrier will be overcome, and trust between client and therapist will begin to grow.

As every client is unique, the information received may come at different speeds. This is a normal part of the process, and it should be conveyed to the client that they should go at their own pace, in order to maximise their comfort. The long-term relationship depends on the warmth the client feels towards the therapist, and they should take the lead on their answers with the therapist acting as a guiding reassurance.

The holistic understanding of a client is, by nature, interconnected and multi-faceted. The following four layers are often used to gain a clearer picture of the patient.

### ***Medical***

It is essential you are aware of any previous or existing medical conditions or needs that a client may have. These can be wide-ranging – pregnancy, heart defects, cancer, substantial weight loss, *etc.* – but they all provide relevant information about the best way to personalise a care plan. This can also be a cathartic experience for the patient. Oftentimes, one-time health concerns or minor conditions get overlooked by medical professionals in favour of more pressing concerns. Whilst this is understandable, it can leave the individual feeling dejected and/or forgotten. By offering a platform to discuss any conditions, no matter the scale, the client may be relieving a burden that has sat with them for a long time.

### ***Attitudes and Beliefs***

A person's attitude towards their own health is revealing on many levels. One individual may minimise the severity of a condition when conveying it to a practitioner, while another may maximise it. This is often linked to a person's own experience with health or the experience of people around them. It is susceptible to change, however, as the individual has new experiences with their healthcare.

The beliefs that an individual has towards their care is usually more set-in-stone than their general attitudes. Opinions are formed over a longer period of time and are, more often than not, the result of a traumatic and profoundly negative experience, or a clear positive experience, at a particular healthcare institution.

### ***Psychosocial***

Emotional wellness and functional capabilities within a social system, or psychosocial aspects, are vital to an enhanced understanding of a client. Unlocking the vulnerabilities and anxieties of a patient alone can lead to a dramatic augmentation of their overall health. It's also a very delicate topic, though, and there is a significant amount of skill and preparation needed to approach this aspect with the client.

### ***Communication Preferences***

This is an often-underplayed aspect of the whole patient profile, but it is a vital one. The way a client learns, interacts, and seeks out information is important for making them feel comfortable. Are they somebody who likes to have frequent verbal communication? Or do

they prefer to take the time to think about what they want to say in an email before communicating? This aspect is just another useful layer in understanding the complete, whole-person understanding of an individual.

### **Health and Lifestyle Goals**

A substantial benefit of electing for a Holistic Facial over a regular one is the ability to set and work towards long-term health and lifestyle goals. The consultation process is a big first step to achieving this.

The benefit of having long-term goals can be summed up by this quote by Pablo Picasso: *“Our goals can only be reached through the vehicle of a plan... There is no other route to success.”*

This idea is a fundamental part of Holistic Facials. Planning for the future is absolutely vital for achieving long-term goals. Taking a whole-person approach to an individual offers added benefits in this regard, too. If a client’s concern is viewed only as a single part, the long-term goal that you set out to address may dismiss, or even exacerbate, other parts of the whole system. Yet, when viewed holistically, the practitioner can account and plan for any side-effects or chain reactions that could occur from a long-term goal.

There are some key principles that should be adhered to in goal setting; these are:

- **Commitment** – It is important to gauge the client’s commitment to a goal. If they have a particularly strong reason for achieving it, they will be more determined and, consequently, more likely to succeed. Conversely, if a goal appears too overwhelming at face value, the client will be less likely to want to participate.
- **Clarity** – Clarity in goal setting is as important as the goal itself. If a practitioner is vague and ambiguous about what the client should achieve, the goal has less chance of being reached. Give precise and exact targets.
- **Complexity** – Tasks should have an optimal amount of complexity. If it is too complex the client could become overwhelmed and disinterested. If it is too easy, the client will become bored and unmotivated.
- **Challenging** – Similar to the complexity of a goal, the challenge of it should be considered carefully. The goal should be realistic, attainable, and satisfying to the client. This will increase the likelihood of it being achieved.

### **Part 3: Client Questionnaire**

In addition to the questions addressed in the previous sections of this module. It is often the case that clients are asked to complete questionnaires set by the practitioner. These can include questions across a wide range of topics, as they aim to find out information about the whole person. It should be conveyed to the client that, although completing all the questions is not mandatory, it can help to provide a holistic view of the client in order to understand their individual needs.

#### **Example Questions**

Some common questions asked during the client questionnaire can include, but are not limited to, the following:

- Do you have a daily skincare routine? If so, what is it?
- What type of skin do you consider yourself to have (*e.g.* Oily, dry, sensitive)?
- What type of climate do you live in (*e.g.* humid, arid, hot, cold)?

- Have you previously had any adverse reactions to any skincare products?
- What is your profession?
- What hobbies/activities do you like to do?
- Do you consider yourself to have a healthy, balanced diet? If so, why?
- Do you drink alcohol? How often?
- Do you smoke? How often?
- Do you have any current medical conditions or requirements?
- Have you previously had any medical concerns or requirements?
- Do you currently take any supplementations or medications?
- What are the main benefits you'd like to achieve from a Holistic Facial?

### **'Homework' Questionnaire**

Although some of the above questions may be asked verbally during the consultation, in certain scenarios (if the client is timid, reserved, etc.), the questionnaire may be completed in the client's own time before the next meeting. This has numerous benefits.

Firstly, the setting will be less invasive, and the client may feel less pressured, leading to more honest responses.

Additionally, it gives the practitioner the opportunity to ask the client to fill out a food diary. Many people can't remember the specific foods they have eaten over the past few weeks, and a food diary is a great way to get a clearer idea of the patient's food habits and nutrient intake.

A final benefit of this approach is that it allows the practitioner to dedicate more time to the conversation, creating and building the foundations of a long-term relationship with the client in the process.

## **Module 6 Holistic Facial process - Lifestyle**

### **Part 1: Hydration**

#### ***Learning Objectives***

At the end of this module, you will:

- Understand the benefits of looking at lifestyle during a Holistic Facial
- Be able to identify the importance of hydration, exercise, and mindfulness
- Learn why rest and sleep are an important part of a healthy lifestyle.

A Holistic Facial practitioner will provide treatments and advice taking into account a broad spectrum of lifestyle factors. The most common are hydration, exercise, natural and raw eating, mindfulness, and rest and sleep. The benefits of improving these factors will be discussed in detail in this Module.

#### **Hydration**

Water is essential for optimal bodily functioning. In fact, it makes up around 60 per cent of total body mass and is vital to every cell. Maintaining sufficient hydration throughout the day can improve moods and keep memories sharp. But the benefits don't end there.

A Holistic Facial practitioner will make sure their client is getting optimal hydration for the following reasons:

### **Maintains Optimal Body Temperature**

When a person is dehydrated, their blood vessels require a higher temperature in order to widen and facilitate the release of heat. This leads to the person remaining hotter for longer. Keeping hydrated will allow the expansion of the blood cells close to the skin and, therefore, help to maintain optimal body temperature.

### **Increases Skin Elasticity**

Dehydrated skin is tight, dry, and lacks elasticity. Drinking water can improve the elasticity of the skin, keeping it supple and reducing its susceptibility to ageing in the process.

### **Aids Cleansing**

The kidneys' function is to filter and evict waste from the blood. Water is an essential part of fuelling this process and consuming plenty of it could dramatically reduce the risk of kidney stones and urinary tract infections (UTI).

### **Aids Muscle and Joint Function**

Water is essential for lubricating joints and ensuring that the muscles receive enough nutrition. Water also aids the efficient removal of waste from the muscles, allowing the body to operate at a higher level.

### **Improves Cardiovascular Health**

When an individual is dehydrated, they have a lower volume of blood. This means that the heart has to work harder to ensure that the cells throughout the body receive a sufficient supply of blood and oxygen. Severe dehydration has the potential to harm a person's cardiovascular system and, thus, staying thoroughly hydrated throughout the day negates this risk.

### **Dry Mouth**

Having a dry mouth is more than just a lack of fluids that can cause an unpleasant taste and bad breath. It can also be a useful indicator for various health problems. Dehydration could mean that you are at an increased risk of cardiovascular problems, overheating, and irritated skin. It is a good prompt to drink more water, therefore, if a person experiences a dry mouth.

## **Part 2: Exercise**

Exercise is almost a panacea for your overall health. It has substantial benefits for your physical and mental wellbeing and is a huge anxiety reliever for many people. A Holistic Facial practitioner will, therefore, want to find out information about a client's current exercise plan, or their plan for the future. The following are some of the benefits of having a long-term plan for exercise.

### **Physical Health Benefits**

Sedentary lifestyles are often linked to health problems and reduced life expectancy. The benefits of physical health can improve every aspect of an individual's life, keeping them healthy and active for longer. The most important beneficial physical factors are outlined below:

#### ***Boosts Metabolism***



Regular exercise boosts an individual's metabolism greatly. This leads to a higher rate of calories burned and can, depending on the exercise, build and tone muscles. It is often the case that a client wants to tone their muscular definition and, if this is the case, physical exercise is a must.

### ***Aids the Lymphatic System***

The lymph system is benefitted from frequent physical activity as it promotes the movement of fluids throughout the body.

### ***Boosts Libido***

Frequent exercise increases a person's sex drive. The physical activity can make an individual feel better about how they look and provides more energy to enjoy the sexual aspect of their lifestyle.

### ***Aids Weight Loss***

An obvious but important benefit of regular physical exercise is weight loss. This often factors into the long-term goals made by the client and Holistic Facial practitioner. More calories are burned through activity than in a sedentary lifestyle, and it is important for a client to stay active as much as possible. As the body adapts to exercise and becomes more toned, the increase in muscle mass aids weight loss further – muscles consume four times as many calories as fat in its rested state.

### ***Types of Exercise***

Different types of exercise will have different effects on an individual's body, which should be factored into any long-term goals set by the practitioner. The following are the main groups of physical activity that can be factored into an exercise routine:

- Weight and resistance training

Weight training builds, tones and strengthens muscles. Lifting heavy weights through compound movements can dramatically increase muscle mass and, consequently, boost the number of calories burned. Lifting lower weights with higher repetitions is beneficial for toning muscles, providing a muscular frame that many Holistic Facial clients aim to have.

- Aerobics

Aerobic exercises are excellent for increasing stamina, managing high blood pressure, boosting circulation, and lowering triglycerides. It can also boost the production of high-density lipoproteins (HDL) proteins, sometimes referred to as "good" cholesterol as it can reduce the risk of heart disease and strokes.

- Core exercises

Exercises that strengthen the abdominal muscles provide multiple benefits to overall health. A stronger core leads to enhanced balance, coordination, strength, and posture. It can also aid and stabilise the lower back region and support internal organs. Yoga and Pilates are good examples of common core exercise regimes and are often included in lifestyle recommendations by Holistic Facial practitioners.

### **Mental Health Benefits**

The mental health benefits of exercise are just as important as the physical ones, especially in a holistic, whole-person approach to overall health. The main ways that exercise supports mental health are outlined below:

#### ***Reduces Anxiety and Depression***

Regular exercise increases the release of endorphins and "happy" chemicals in the brain, leading to enhanced mood and a calmer demeanour. Academic literature continuously and consistently highlights exercise as an effective method of countering anxiety and

depression, and brisk movements can reduce the level of stress hormones in an individual's system.

### ***Productivity and Concentration***

Both productivity and concentration are augmented with regular physical exercise. Regular movement energises the mind and body, and it is recommended to move stretch and move at regular intervals throughout the day, particularly if the individual has a sedentary lifestyle.

### ***Improved Relationships***

Exercise has a high potential to become a social experience for many people. From competitive team sports to group walks or yoga classes, many physical activities involve interacting and communicating with other people and, consequently, increase an individual's change of building and developing relationships with other people – a strong influencing factor in a person's emotional wellness.

## **Part 3: Natural, Raw Eating**

Natural, raw eating – sometimes referred to as raw foodism – is the concept of only consuming foods that are uncooked or heated at temperatures below 48°C. The concept originated in the mid-19th century when Sylvester Graham, a Presbyterian minister, promoted it as a way of dietary reform and avoiding sickness.

The predominant subset of natural, raw eating is raw veganism, which excludes foods that are derived from animals. This diet is abundant in vegetables, fruit, legumes, grains, seeds, and nuts.

### **The Benefits of Raw Food**

Throughout a Holistic Facial, raw eating is an oft-recommended diet plan for people with poor health, due to its high prevalence and variation of nutrients and cleansing properties. Natural, raw eating can help an individual in many ways. The following are the most important benefits.

#### ***Aids Weight Loss***

There are numerous scientific reports that link raw food diets to low body fat percentage. One study by the National Centre for Biotechnology Information (NCBI) found that people who practised a raw food diet in America had a seven to nine per cent lower body fat percentage than individuals who consumed a typical American diet.

#### ***Improves Digestion***

The main benefit of natural, raw eating is the high volume of both soluble and insoluble fibre sources. Soluble fibre aids the “good” bacteria that dwell in your intestines, reducing inflammation and providing nutrients to the gut. Insoluble fibres speed up digestion and reduce the likelihood of constipation and indigestion.

#### ***Improves Heart Health***

The high quantities of fruits, vegetables, nuts and seeds consumed in a raw food diet can dramatically reduce the risk of heart disease. Nuts and seeds, in particular, are beneficial for reducing LDL, or “bad” cholesterol, in the system. Reduced blood pressure has also been observed in individuals who follow a raw food diet, lowering the risk of strokes and cardiovascular problems.

#### ***Lower the Risks of Diabetes***

High fibre intake can increase insulin sensitivity and lower blood sugar levels in the system. A study that looked at vegan diets showed a 12 per cent decrease in the likelihood of developing type 2 diabetes.

### **The Risks of Raw Food**

A Holistic Facial practitioner may advise that a client limits their practice of raw, natural eating, or avoids it completely. This is because the diet can be harmful to certain groups of people. The following is a list of risks that could potentially arise if a raw food diet is practised incorrectly:

#### ***Nutritional Imbalance***

Without proper care and consideration. Raw food diets can lead to a lack of certain nutrients. The raw vegan diet, in particular, is low in vitamin B12 and can lead to increased risk of infertility, poor bone health, and anaemia. According to a study which was published in *The Journal of Nutrition*, 100 per cent of raw vegans did not consume the minimum recommended daily dose of 2.4 micrograms of vitamin B12. Low calcium and vitamin D levels have also been linked to raw foodism.

#### ***Reduced Fertility***

A survey for the *Annals of Nutrition and Metabolism* in 1999 found that 70 per cent of women who followed raw food diets experienced reduced libido and disruptions to their menstrual cycle. An increased likelihood of amenorrhea (absence of menstruation) has also been linked to raw food diets.

#### ***Increased Tooth Decay***

Raw food and, particularly, raw vegan diets can increase an individual's exposure to tooth decay. The high amount of acidic fruits within raw food diets can cause tooth enamel erosion. This means that a raw food diet must be planned carefully in order to reduce or eliminate the risks that come with it.

## **Part 4: Mindfulness**

An important aspect of Holistic Facials is the attention paid to the emotional wellness of an individual. Mindfulness techniques are often recommended by practitioners as a way of enhancing the well-being of their clients, both physically and mentally.

Mindfulness is the psychological practise of actively being in the present moment. The concept originates from Sati, a Buddhist faculty that makes up one of the Seven Factors of Enlightenment. The main way in which mindfulness is practised in modern society is through meditation, though several alternative methods exist.

### **The Benefits of Mindfulness**

#### ***Lowers Stress Levels***

The main and most cited benefit of mindfulness techniques is the reduction of stress levels. Research by the *Health Psychology* journal also demonstrated that meditation decreases the level of cortisol (a stress hormone) in the system, leaving people relaxed and less anxious.

#### ***Introspection***

Mindfulness forces an individual to confront any issues or concerns that are usually put to the back of one's mind in an attempt to avoid them, intentionally or not. By analysing the "blind spots" in our minds and confronting them in a considered manner, a person is able to eliminate or better understand a burden that has been mentally debilitating for them.

#### ***Protects the Brain***

Integrative body-mind training is a meditation technique aimed at improving mental efficiency and increasing tranquillity. Based on research from the University of Oregon, this technique can affect the chemistry of our brains, increasing the axonal density (signal connections) and myelin (protective tissue) in the anterior cingulate region of the brain.

### ***Passive Emotional Strengthening***

In addition to the benefits of being in the moment from mindfulness techniques, it also provides passive benefits throughout the day. *The Frontiers in Human Neuroscience* journal found that the amygdala region of the brain observes a change in its response to emotional stimuli after practising mindfulness techniques.

### ***Reduces Depression Risk***

Research from both the University of Leuven and the University of Michigan has demonstrated that meditation can lower the risk of depression among pregnant women and teenagers. Stress hormones can negatively impact a baby's development during pregnancy and can be hugely detrimental to the productivity levels of teenagers during critical times of their education. Practising mindfulness techniques can, therefore, reduce the potential impact of depression for certain groups of people.

### ***Supports Weight Loss***

Mindfulness techniques are often recommended by Holistic Facial practitioners to support the long-term weight loss goals that they may have developed with a client. The focus applied to the goal during meditation can help contextualise and visualise the benefits and, therefore, enhance the motivation to pursue it.

## **Part 5: Rest and Sleep**

Rest and sleep are essential to the optimal functioning of the human body. It is one of the first factors that a holistic approach to healthcare will look at and getting the optimal amount can provide numerous health benefits. The following are the most important benefits of getting a sufficient amount of rest and sleep.

### **Benefits of Rest and Sleep**

#### ***Improved Memory***

While sleeping, our bodies consolidate the information gathered throughout the day and organise it within our long-term memory. Without sleep, our chances of remembering anything that we learned during the day are significantly reduced, which is why an activity such as all night studying is not recommended – the brain needs rest to process what it has learned; a more consistent longer-term approach to learning and memorising is preferable.

#### ***Reduced Stress***

High levels of stress can be severely detrimental to the functioning of the human body. Sufficient sleep regulates and promotes the production of melatonin in our system. Melatonin is a hormone produced in the pineal glands of the brain and is strongly linked to our moods – getting a good amount of sleep is, therefore, important for alleviating stress and reducing anxiety levels.

#### ***Promotes Optimal Physical Health***

Sleep is vital for the physical health of our bodies. Without sleep, the body's ability to synthesise proteins, combat weight gain, and normalise blood pressure is significantly

diminished. Sufficient sleep should be given equal importance to exercise in a person's approach to optimal physical health.

### ***Improved Concentration***

Just as mindfulness techniques can improve concentration, so can sufficient rest and sleep. Lack of sleep is consistently linked to impaired cerebral performance and can cause a debilitating lack of concentration and a significant reduction in the ability to retain information.

### ***Increased Libido***

Testosterone is responsible for controlling sex drive. The production of testosterone happens during sleep and, therefore, sufficient rest is essential for regulating a person's libido.

### **Risks Associated with Lack of Sleep**

Just as getting sufficient sleep provides numerous benefits to overall health, lack of sleep is associated with a variety of negative impacts. Sleep deprivation can lead to:

- Lack of motivation
- Increased anxiety and depression
- Increased likelihood of illnesses and ailments
- Impaired brain function
- Lethargy and fatigue
- Dry and irritated skin.

### ***Quantity of Sleep***

For adults, sufficient levels of sleep are usually around seven to nine hours per night, but the recommended amount varies depending on certain variables, such as age, personality, lifestyle *etc.* Young children and elderly people, for example, require more sleep than teenagers and most adults.

## **Module 7 Giving Facials**

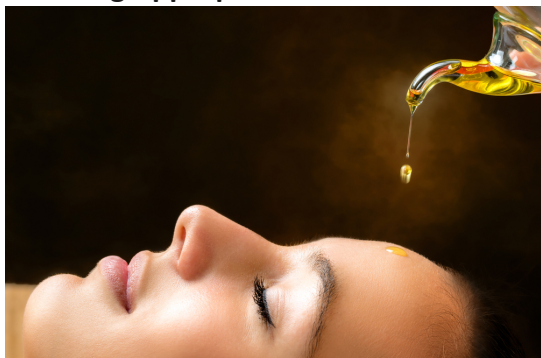
### **Part 1: Selecting Appropriate Oils**

#### ***Learning Objectives***

At the end of this module, you will:

- Have an in-depth understanding of giving facials
- Understand the correct order of different facial processes
- Be able to identify the appropriate oils to use based on skin type and long-term goals.

#### **Selecting Appropriate Oils**



Choosing the appropriate oils to use during the facial process is an important task. A client's needs are influenced by their skin type and the long-term goals they have set in

collaboration with their Holistic Facial practitioner. Using facial oil will help maintain a healthy level of moisture in the skin and delay the onset of the ageing process. Yet, different oils will provide added benefits – this section of the module will look at which oils are the most appropriate for a specific need.

### **Based on Client's Skin and Goals**

A Holistic Facial provides care for all skin types, whether the client has oily, dry, balanced, acne-prone, or ageing skin. The skin type and long-term goals of a client dictates the oil used – the following is a list of the most common skin types and the best oils to use during a Holistic Facial.

### **Dry Skin**

Having dry skin is a sign that your skin is dehydrated. Dry skin usually appears flaky and rough, and often looks dull. People with dry skin are at an increased risk of inflammation and should select a hydrating oil to counter any problems. The best oils for dry skin are high in oleic acid, which is a fatty acid that can aid moisture retention and condition the skin. The following is a selection of recommended oils for use on dry, dehydrated skin.

#### ***Sweet Almond Oil***



Almond oil is often used during Holistic Facials for its effective hydrating properties. It is a gentle oil and contains vital nutrients, particularly vitamin A, for nourishing the skin. Sweet almond oil is suitable for an individual suffering from dermatitis, inflammation, and other dry skin-related concerns.

#### ***Marula Oil***

Marula oil is obtained by extracting the nuts of the Marula tree nuts and is native to Southern Africa and Madagascar. It is an intensely hydrating oil and has a fast absorption rate. Marula oil contains a high concentration of fatty acids, which aids the retention of moisture in the skin and helps to deter skin irritations related to dehydration.

### **Acne-Prone Skin**

Many skin products on the market have a tendency to strip the natural oils from the skin due to the harsh chemical formulas that act as irritants. Natural, moisturising and antibacterial oils are the best options for this skin type, as it is important to nourish the skin to avoid breakouts. The following are the best oils to use for acne-prone skin:

#### ***Rosehip Oil***

Rosehip is renowned for its acne-fighting properties, and many Holistic Facial practitioners use it for precisely this purpose. Rosehip oil is good for hydrating the skin without

compacting or suffocating the pores. The high presence of fatty acids in rosehip oil also works to remove scars or redness that appear as a result of acne.

### ***Pomegranate Oil***

Pomegranate is a subtle, lightweight oil that is easy on the skin and provides considerable benefits for hydration and water retention. It contains anti-inflammatory and antibacterial properties that make it an excellent choice for clients suffering from acne breakouts.

### **Oily Skin**

Using oil to fight oily skin might seem counterintuitive, but it is essential for regulating sebum production and stabilising the greasiness of the skin. The best oils for oily skin are:

### ***Grapeseed Oil***

Grapeseed oil is a natural astringent, meaning it causes the contraction of skin cells after being applied. It has drying properties that can help stabilise sebum production on facial skin, and it has antimicrobial properties that can help fight acne for clients who are prone to breakouts.

### ***Joboa Oil***

Joboa oil is a breathable and lightweight oil, making it an excellent choice for clients who have greasy skin. Additionally, the properties in jojoba oil break down the skin's sebum and stabilise sebum production, leading to healthier skin and fewer instances of acne breakouts.

### **Normal, Balanced Skin**

Having balanced skin dramatically increases resistance to acne breakouts, dryness, inflammation, and irritations arising from clogged pores. Yet, it is still important to nourish the skin to aid its moisture retention and protect it from environmental damage. People with balanced skin can choose from a greater variety of suitable oils; the most common oils used during Holistic Facials are:

### ***Coconut Oil***



Coconut oil has many health benefits for the skin. It has lots of vitamin E and vitamin K and has additional antibacterial and antifungal properties. Coconut oil is absorbed quickly into the skin and is an effective moisturiser. Cold-pressed, unrefined coconut oil is the best type to use for skincare due to its higher makeup of nutrients.

### ***Olive Oil***

Olive oil is high in vitamins A, D, E, and K, and has moisturising benefits when applied to the skin. The presence of squalene in olive oil also makes it a good choice for clients who are prone to oxidative-stress related skin concerns. A further benefit is its antibacterial and antifungal properties. It should be noted, though, that sensitive skin types should sample a

bit of oil on their skin to test for any reactions before using it, as olive oil can occasionally cause skin irritation.

### ***Jojoba Oil***

Jojoba oil has been extracted and used medicinally for centuries by Native American tribes, and for a good reason. Its main benefits are its anti-inflammatory and scar-healing effects and are also used in Holistic Facials as a moisturiser for the skin.

### **Ageing Skin**

A lot of Holistic Facial clients are concerned about the speed at which their skin is ageing. There are some oils that can naturally slow down the ageing process and provide a youthful glow to the skin. The best oils to use for ageing skin are:

#### ***Frankincense Oil***

Frankincense oil is often used by Holistic Facial practitioners for its ability to strengthen and improve the tone of the skin. It can help to lessen sunspots and age spots and can also be used for inflammatory skin concerns.

#### ***Lavender Oil***

The antioxidant properties of lavender oil make it an excellent choice for clients with the long-term goal of having more youthful skin. Lavender oil, when applied topically, can fight the free radical damage that causes ageing and aids the body's production of catalase, dismutase, and glutathione.

## **Part 2: Cleansing and Toning**

### **Cleansing**

The cleansing stage of a facial is crucial as it removes dirt, dust, and dead skin from the face. It sets up the skin for the rest of the treatment and provides an excellent canvas for the practitioner to carry out the facial in the most effective manner.

To start the cleansing process, take a small amount of the appropriately chosen organic facial cleanser and apply it in a circular motion using your fingertips to rub the mixture across the face and neck regions. This should be done in a thorough manner with firm pressure being applied, though not so firm as to make it uncomfortable for the client. Once the cleanser has been applied evenly throughout the face, it should be removed using moist cotton pads (or other suitable facial scrubs) in order to remove any excess dirt or makeup. This will also help open the pores, increase the exposure to oxygen, and prepare the face for the rest of the procedure.

Cleansers using harsh chemicals should be avoided as they can strip the skin of natural healthy oils and leave the skin more prone to inflammation and breakouts. The best cleansers are products which are natural and have moisturising and anti-inflammatory properties. Two or more cleansing sessions can be performed throughout a facial, but for people with acne-prone skin, this should be avoided.

### **Toning**





Facial toning helps to further remove any residual dirt left on the face and can restore the natural pH level of the skin. Skin is naturally acidic with a pH level between 4.5 and 5.5, if the skin's pH level goes above 6.5, though, it can leave an individual vulnerable to infections and skin problems. Toner should be applied by using cotton pads to dab the liquid evenly across the face, except the lips and eyes. This should be left for around five minutes before continuing with the facial.

Many toners are used for Holistic Facials, and it is crucial to choose one that is organic and doesn't contain any harsh chemicals. For people with oily skin, the toner should include mild exfoliating and sebum regulating properties. People with dry skin should avoid toners that contain alcohol, as this will dry the skin further. Instead, a moisturising toner with vitamin E should be used to hydrate and nourish the skin. The best toners for sensitive skin usually contain chamomile and aloe vera – plant-based ingredients that calm the skin and reduce redness and inflammation. Rosewater is another common natural toner that can be applied to all skin types. The main benefits of toners are:

***Shrinks the pores***

Toners have astringent properties that tighten the skin and remove any dirt and oil from the skin, making it harder for harmful toxins to enter the pores and cause infections and irritations.

***Restores natural pH level***

If the skin's pH level goes above the acid mantle (skin barrier), it can cause a variety of skin complaints. The acid mantle is responsible for blocking harmful bacteria and keeping the skin moisturised, and it is essential to maintain the right pH balance to keep it functioning at an optimal level.

***Full body protection***

During a facial, a toner will only be applied to the skin on the face and neck. Yet, it can be applied topically to skin across the whole body. If a client is suffering from acne on their back, chest, or shoulders, for example, a Holistic Facial practitioner could recommend that they try using a toner on the affected areas for extra cleansing and stabilising pH levels.

**Part 3: Exfoliating**



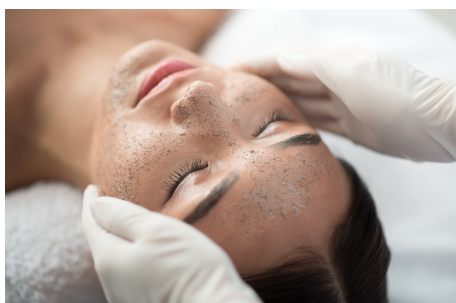
Exfoliation is the removal of dead cells from the uppermost layer of the skin. It helps to brighten the complexion of the skin and allows any oils used throughout the Holistic Facial to penetrate deeper and, consequently, work more effectively. For clients who have a long-term goal of making their skin more youthful, exfoliation is essential.

### **Mechanical Exfoliation**

To avoid using harsh chemicals, mechanical exfoliation is often carried out during Holistic Facials. This can be done with a sonic exfoliation brush or a washcloth. The mechanical exfoliation process involves the following steps:

1. Using the automated exfoliant tool, gently move the brush in circular motions across the face, being careful not to apply too much pressure, as this can damage the skin.
2. Maintain the movements in a slow and considered fashion for between four to five minutes, or until the whole face has been lightly scrubbed.
3. Once the whole face has been rubbed with the mechanical exfoliant tool, rinse it with lukewarm water.
4. Pat the face dry, as opposed to rubbing it.
5. Apply an organic moisturiser, as exfoliating can have a drying effect on the skin.

### **Natural Exfoliation Scrubs**



Some Holistic Facial practitioners may use natural exfoliation ingredients instead of a mechanical tool, due to the added benefits that the ingredients provide. The most commonly used natural exfoliants are:

#### ***Salt***

Salt is an excellent exfoliant as it is a natural antiseptic and can reduce inflammation, kill bacteria, improve circulation, and remove dead skin cells.

#### ***Sugar***

Using sugar is common in Holistic Facials due to its humectant properties – this means that it draws moisture from the surrounding areas. Sugar also contains an alpha-hydroxy acid, called, glycolic acid, that can be used to slow down the ageing process of the skin.

#### ***Coffee grounds***

The gritty consistency, coupled with the blood flow-stimulating caffeine, make coffee grounds a great natural exfoliant. For best results, the coffee grounds should be as fine as possible.

### **Oats**

Oats have a soothing quality when applied topically to the skin, and they are an excellent natural exfoliant choice for people with sensitive skin. To use as an exfoliant finely, ground oats should be added to water and mixed to make a paste.

### **Apple cider vinegar (ACV)**

ACV has a high concentration of lactic and malic acids, both of which contain exfoliating and anti-acne properties. It is also suitable for rejuvenating the skin due to the presence of alpha-hydroxy acids.

## **Part 4: Applying the Mask and Moisturising - Masks for Different Kinds of Skin**

### **Applying the Mask**



Applying the mask should always be done after prepping the skin. A mask can provide many benefits depending on the skin type, leaving a healthy and bright complexion. The mask should be applied by adhering to the following basic principles:

#### **Gather Materials**

After selecting the best natural, organic ingredients (see Module 4) based on the client's current status and long-term goals, the materials should be gathered, and the mask should be prepared.

#### **Select a Brush**

Choosing the correct implement for application is the next stage. Typically, a soft-bristle brush, tint brush, or paintbrush is used.

#### **Eye Protection**

As some masks will contain ingredients that can irritate the eyes, slices of cucumber or raw potato (or equivalent eye protection) are usually placed over the eyes.

#### **Prepare the Skin**

If not done already, the skin should be washed and prepared as per the previous steps outlined in this module.

### ***Open the Pores***

Taking a hot shower or steaming the skin with a hot towel is essential for opening the pores and maximising the benefits of the mask ingredients.

### ***Apply the Mask***

Apply the mixture to the face and set a timer. Generally, a face mask is left on for around 15 minutes before removal.

### ***Remove the Mask***

Thoroughly wipe and remove the mask mixture from the face using warm water and a cloth.

### **Moisturising**

Moisturising the skin is a vital part of a facial as it helps to restore the natural moisture to the face and reduces the risk of dry skin irritations and ageing as a result of dehydrated skin. The moisturiser should be applied with fingertips, using a circular motion with upward strokes across the whole face, except the eyes. It is important not to use too much moisturiser, as it could lead to over-clogged pores and, consequently, a variety of skin complaints. If too much has been applied, the excess moisturiser can be gently wiped off using a damp cloth.

Holistic Facial practitioners should be conscious of their client's skin type before applying any natural oils to the face. It is best to apply the moisturiser when the skin is dry. Paper towels should never be used for the application.

### **Masks for Different Kinds of Skin**

There are many holistic face masks full of natural and organic ingredients on the market that you can use. However, many Holistic Facial practitioners prefer to use their own masks so that they truly know each and every ingredient that it contains.

If this is your preferred route, here are a few simple but highly effective face mask recipes to get you started.

### ***Face Masks to Combat Wrinkles***

#### **RECIPE 1: Egg White Anti-Wrinkle Mask**

This is one of the easiest and quickest homemade masks for wrinkles. Egg white contain vitamin A which promotes wound healing and can reduce wrinkles. The whites work as a natural astringent that shrinks large skin pores and gives the skin a firmer look. They also improve collagen production in the skin to keep folds and lines away.

#### **Ingredients**

- 1 egg white
- 1 teaspoon of lemon juice
- 1 tsp of honey

#### **Directions**

- Separate the white portion of the egg from its yolk and beat the egg whites in a bowl until frothy.
- Apply to thoroughly cleaned skin using a cotton pad or fan brush.
- Leave on skin for 15-20 minutes.
- Rinse off with warm water.

#### **RECIPE 1: Aloe Vera and Vitamin E Facemask**

Aloe vera is rich in vitamins A, C, and B12, which not only work to hydrate and rejuvenate your skin but can help smoothen the fine lines that lead to wrinkles. Vitamin E is a powerful antioxidant that is often applied topically to the face to reduce inflammation and soften

skin. However, be mindful of the fact that it can act as an allergen to those with hyper-sensitive, very oily or acne-prone skin.

#### **Ingredients**

- Two tablespoons of Aloe vera gel
- Vitamin E oil

#### **Directions**

- Add the aloe vera gel to a small mixing bowl.
- Add 2 drops vitamin E oil.
- Mix well.
- Apply the mixture to the fine lines and wrinkles on the face and leave for 20-30 minutes.
- Wash off with warm water or a warm, wet cloth.

For best results, this mixture can be left on the face overnight.

#### ***Face Masks for Dry Skin***

##### **RECIPE 3: Creamy Avocado Mask for Dry Skin**

#### **Ingredients**

- ½ an avocado
- 1 teaspoon olive oil
- 1 teaspoon honey

#### **Directions**

- Puree the avocado together with the olive oil.
- When the mixture is creamy, add in the honey.
- Apply the mask to your face and leave it on for 15 to 20 minutes.
- Rinse off with warm water and pat dry.
- Apply a light moisturiser.

##### **RECIPE 4: Cucumber and Aloe Vera Hydrating Mask**

This is a great hydrating mask for parched, dry skin. As well as helping inflamed skin, aloe can be used on healthy skin to alleviate dryness. Adding cucumber's unique cooling and cleansing properties will give your skin a super-boost of hydration.

#### **Ingredients**

- 2 tablespoons of aloe vera gel
- ½ a cucumber.

#### **Recipe**

- Cut the cucumber into slices and place in a blender.
- Blend until it's a water-like mixture.
- Add 2 tablespoons of aloe vera gel and blend again until smooth.
- Apply the mixture to face and leave for at least 30 minutes.
- Rinse off with cool water and pat dry.

#### ***Face Masks for Oily Skin***

##### **RECIPE 5: Lemon and Yogurt Face Mask for Oily Skin**

Lemon is a wonderful ingredient to use to combat oily skin because the citric acid within lemons controls the skin's natural secretion of oil.

The addition of lactic acid-rich yogurt to this recipe is to cleanse and remove dead skin cells as well as the oil that can remain on the skin and cause acne to form.

Yogurt contains zinc, which can help regulate oil production and works as a mild astringent. It also carries anti-bacterial and anti-fungal properties.

#### **Ingredients**

- 2 tablespoons of lemon juice
- 2 tablespoons of natural yogurt (or Greek yogurt).

#### **Directions**

- Add the lemon juice to the yogurt and stir briskly until the mixture is well blended.
- Using a using a cotton pad or fan brush, apply to skin and leave for 5-10 minutes.
- Rinse off with warm water and apply an oil-free moisturiser.

#### **RECIPE 6: Orange Peel Mask**

Orange peel contains anti-bacterial and anti-microbial properties which make it a super ingredient for treating oily or acne-prone skin. In addition, used regularly, the antioxidants in the peel will give your face a clear and brighter appearance.

As with the yogurt in the above recipe, the lactic acid in milk can help to remove the oil-soluble impurities and dead skin cells.

#### **Ingredients**

- 2 tablespoons of powdered orange peel
- Enough milk to make a paste.

#### **Directions**

Dry the orange peels in a sunny area and then powder the dried peels to make a mask. Dry several orange skins at the same time and keep in an airtight container for 3-6 months. You then have enough powder to make regular face masks.

- Using two tablespoons of the powder, add milk and mix into a loose paste.
- Apply the mask to the face.
- Leave for 10-15 minutes and then gently rinse off.
- Apply a light moisturising oil such as grapeseed or joboba oil.

This mask will give your complexion a bright and shiny, but non-oily appearance.

#### **RECIPE 7: Turmeric Acne Mask**

Naturally antiseptic and antibacterial, turmeric and honey soothe inflamed skin and acne.

Apple cider vinegar contains acetic, citric, lactic and succinic acid, all acids which are known to kill the bacteria which causes acne.

However, it's vital that you only use the vinegar in small amounts and dilute it with water before applying to skin, as it's acidic nature may cause burns when applied directly to the skin.

#### **Ingredients**

- 1 teaspoon of organic apple cider vinegar diluted in water
- ½ teaspoon of ground turmeric
- 1 tablespoon of organic, raw honey (preferably Maunka)
- Milk.

#### **Directions**

- Using a cotton pad, swipe the diluted vinegar all over the face to thoroughly prepare the skin before adding the mask.
- Now mix the turmeric powder and the honey in a small bowl.
- Using a cotton pad, apply the mixture to the skin, taking care to avoid the eye area.
- Let the mask sit for 15–20 minutes, then rinse with warm water.

If the turmeric powder leaves a yellowish tint on the skin, use a milk-soaked cotton ball to go over stained areas.

## **Module 8 Facial Massage**

## **Part 1: Understanding Facial Massage**

### ***Learning Objectives***

At the end of this module, you will:

- Understand the meaning and benefits of facial massage
- Be familiar with the different types of facial massage and movements
- Understand facial pressure points and how to use them effectively in massage therapy
- Be aware of the various lymphatic drainage techniques and principles.

### **Understanding Facial Massage**



Facial massage is the practice of rubbing and kneading the face to vitalise its soft tissues and muscles. Most times, the hands are used for facial massage. Some spas and beauty salons, however, use a mechanical device. With the hands, it is possible to stroke, pinch, roll or squeeze the skin, depending on the technique you use.

Apply lotion or oil to make the massage more effective.

### **Benefits of Facial Massage**

#### ***It Reduces and Prevents Wrinkles***

The muscles on your face tense up during stress. With time, wrinkles form on the affected area as creases, furrows, folds or ridges. Sun exposure, poor nutrition and genetics can also lead to wrinkles. They appear on the eyebrows, forehead, cheeks and under the eyes.

Facial massage results in mental and physical relaxation. A gentle massage will relax the tight and drawn muscles. This reduces the wrinkles they form and prevents more wrinkles from forming.

Massage in a circular, upward motion to help give the face a lift.

#### ***It Reduces Anxiety***

There are various pressure points in the face connected to other organs and systems in the body. Massaging these pressure points exercises the face and makes the organs function more effectively.

Based on the findings of a study which was published in the *Biomedical Research* journal, a facial massage activates the sympathetic nervous system and leads to psychological wellbeing. In other words, it improves your mood and reduces anxiety.

#### ***It Increases Blood Circulation***

A study published in the *Medical Science Monitor* journal shows that massage enhances blood flow.

Massage applies pressure on the face. This causes new blood to flow into the area through the arteries. With increased blood flow, the face receives more oxygen and nutrients. More oxygen results in collagen production and rejuvenates the cells, leading to a youthful glow.

Massage upwards, from the jaw to the forehead, for best results.

### ***It Detoxifies the Skin***

Every day, toxins accumulate in the skin cells.

Lymphatic vessels are thin-walled vessels responsible for flushing out toxins from the skin. They depend on muscle movement to transport fluid, containing the toxins, to the circulatory system. There, the waste is flushed out of the body.

Lack of muscle movement slows down the lymphatic vessels, increases waste build-up and can lead to breakouts on the face.

Facial massage increases muscle movement and stimulates the lymphatic vessels, reducing puffiness.

### **Facial Massage Manipulations**



Facial massage manipulations are movements used when massaging. Each movement achieves a different result.

#### ***Petrissage***

Petrissage is a kneading movement used to activate facial tissues and activate sluggish skin. It involves rolling, squeezing and pinching.

Petrissage is usually applied on fleshier parts of the face. To perform petrissage on the cheeks:

- Place the cheek between the thumb and fingers
- Lift the skin away from the cheekbone
- Apply firm and gentle pressure while kneading

#### ***Tapotement***

Tapotement, also known as percussion, involves using stimulating movements to tone the skin. It includes tapping, patting, beating, hacking and pounding. Tapotement is done in fast, light motions. Use both hands alternatively and keep your wrists loose.

Tapotement awakens sluggish skin and gives the face a healthy glow.

#### ***Effleurage***

Effleurage manipulation involves soft, stroking movements. It uses the fingertips or palms and is rhythmic.

Apply pressure in the direction of the lymphatic flow. You should perform effleurage at the beginning and the end of a massage.

#### ***Friction***

Facial friction massage involves deep rubbing movements with the palm, thumb pads and fingers. Light, circular motions are used to stimulate structures under the skin and improve blood circulation.

Friction massage is used to treat scar tissues. Scar tissues are made of collagen fibres that are not aligned properly. Friction breaks down and realigns the collagen fibres. This treats the affected area.



Forms of friction are chucking, rolling and wringing.

## Types of Facial Massage

Different clients need different types of massage, depending on their skin and ailment. Here are four basic types of facial massage.

### **Remedial Massage**

Remedial massage is done to relieve pain and stiffness in a particular area. It rejuvenates dull and lifeless skin. It is also used to repair damaged muscles, tendons and ligaments.

To perform remedial massage:

- Examine the cause and symptoms of the problem.
- Look at the problem area in relation to the whole body.
- Pick massage movements that will soothe the nerves and increase blood circulation to the affected area.

Remedial massage sometimes employs myofascial release to repair the body.

### **Lymphatic Drainage Massage**

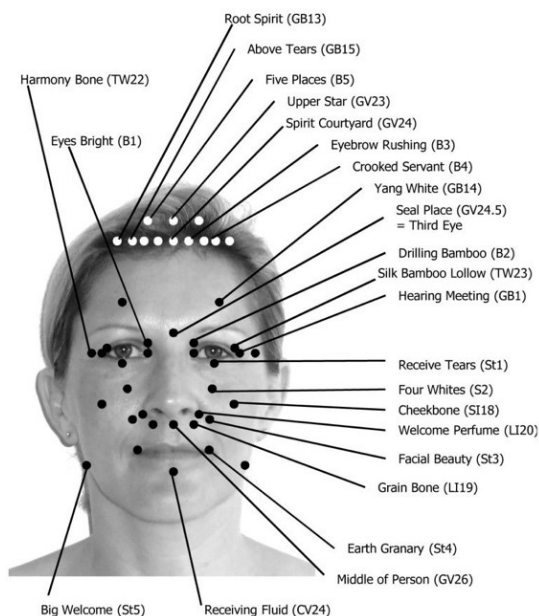
A lymphatic drainage massage is a mild massage that stimulates the movement of the lymph fluid in the lymphatic vessels. It helps improve the immune system and removes waste from the cells. It also reduces puffiness.

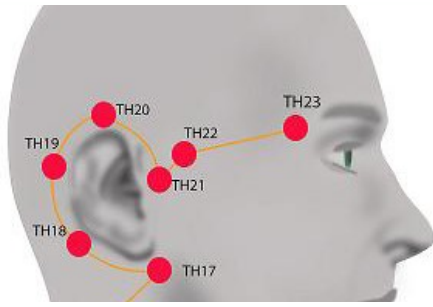
### **Pressure Point Massage**

Pressure point massage is the process of applying pressure on specific points in the face to relieve pain and symptoms of sickness felt in the body. It involves using a pressure and release mechanism on the point.

Pressure point massage also called trigger point massage, improves circulation and energy flow. Acupressure, shiatsu and aromatherapy are derivatives of this massage.

## Part 2: Facial Pressure Points





Pressure points are specific points on the body and face that are sensitive to pressure. They are connected to specific channels or meridian pathways where energy flows in the body. The channels are interconnected, and each of them is linked to an organ in the body. Applying pressure to these points results in relief from pain in the organs to which they are connected.

The pressure points located on the face can benefit related areas of the body but have also been used to help with anything from congestion and headaches to mild pain, fevers and fatigue.

Pressing and massaging these points also stimulates circulation and triggers muscle fibres and facial nerves to boost collagen production, which can help revitalise and firm up tired or wrinkled skin.

The specific points that you will be working on have different names and sometimes a few names each! Because they are used in traditional Chinese medicine techniques, they often have a Chinese name, an English translation and a Chinese acupuncture numbering system. The latter numbering system relates to all the points that lie on the meridian pathways and which, as we mentioned before, are typically named after an organ of the body. Therefore, you may see pressure points such as St1 or LI19, which stand respectively for the first point on the stomach (St) meridian path and the 19th point on the large intestine (LI) meridian. To make things a little more confusing, not all the points on a meridian relate directly to the specific organ the meridian is named after. This is important for you to know, as you may be wondering whether you are causing some kinds of change in specific internal organs when you press or massage the facial pressure point. In general, you are not. What you are doing is balancing energy pathways throughout the body including the face.

Don't get too hung up on what each name stands for. It's much more important to be able to accurately locate the points and manipulate them effectively.

Generally, when using facial pressure points, it is suggested that you both press and massage back and forth with one or two fingers. Do this gently but firmly for at least 30 seconds (or a count of three) to activate the area.

If you find you are leaving any sort of mark on the skin, then you are applying pressure too strongly.

### **How to Find Pressure Points on the Face**

It will be necessary as part of your ongoing learning as a Holistic Facial practitioner to continually practice finding and massaging each point as highlighted in the above diagram. Continual practice will help you to perfect your technique.

Happily, some of the most common pressure points are easy to locate because they are situated where there are "dips" between bones and muscles. Two easy points to find are Welcome Perfume (LI20), the slight depressions at the side of the nostrils, and Middle of Person (GV26), which is the point located directly under the nose.

When you're looking for the pressure points on a client's face, remember that as individuals, we are all unique – physically as much as anything else – and so a client's facial bone structure and therefore their hidden dips and gaps (i.e. pressure points) between bone and ligament may be positioned a little differently than on your own face.

The first two videos accompanying this module help you to locate the most common pressure points and show you how to use them in a facial massage.

But first, let's look at all of the pressure points to be found in the facial area.

### **Pressure Points on the Forehead**

There are nine pressure points on the forehead.

1. Eyebrow rushing (B3)
2. Crooked servant (B4)
3. Five places (B5)
4. Root spirit (GB13)
5. Yang white (GB14)
6. Above tears (GB15)
7. Upper star (GV23)
8. Spirit courtyard (GV24)
9. Third eye (GV24.5)

#### ***Third Eye Point (GV24.5)***



The third eye point also called sealed place, is located between the eyebrows, where the bridge of the nose meets the forehead. It is at the governing vessel (GV) meridian and is connected to the pituitary gland and reproductive system.

Massaging this area calms the mind, improves memory, increases mental clarity and relieves stress.

#### ***Yang White Point (GB14)***

The yang white point is located above the eyebrows and is at the gall bladder (GB) meridian. Massage this area (right) to relieve a headache or treat eye problems like redness, swelling, itching and twitching.

#### ***Spirit Courtyard (GV24)***

Spirit courtyard is located at the top of the forehead, in the middle. It is part of the governing vessel meridian and can be massaged for various clinical purposes:

- Nose bleed and nasal discharge
- Frontal headache
- Sinusitis
- Dizziness

- Epilepsy
- Psychological ailments like depression, fear, anxiety and panic attacks.

### **Pressure Points Around the Eye**

There are six pressure points around the eye.

1. Bright eyes (B1)
2. Drilling bamboo (B2)
3. Hearing meeting (GB1)
4. Receive tears (St1)
5. Harmony bone (TH22)
6. Silk bamboo hollow (TH23)

#### ***Bright Eyes (B1)***

Bright eyes is located between the nose and eyes. It is beside the inner part of the eyes, close to the nose. It is part of the urinary bladder meridian and is at a point where the channels for the bladder, gall bladder, small intestines and stomach meet.

Massage B1 to relieve symptoms of external eye disorders. Examples are blurry vision, swelling, itching and twitching.

#### ***Drilling Bamboo (B2)***

Also part of the urinary bladder meridian, drilling bamboo is located where the nose is connected to the ridge of the eyebrows. It is between the inner part of the eyebrow and the nose.

Applying pressure on this point wakes the eye up. It is used to relieve sinus headache, congestion and eye strain.

### **Pressure Points around the Nose and Cheeks**

There are six pressure points around the nose and cheeks

1. Middle of person (GV26)
2. Grain bone (LI19)
3. Welcome perfume (LI20)
4. Four whites (S2)
5. Cheekbone (SI18)
6. Facial beauty (St3)

#### ***Welcome Perfume (LI20)***



This is located at the sides of the nostrils. It is part of the larger intestine meridian.

It is used to treat sinus congestion and pain behind the cheeks. Regular massage of this point helps prevent respiratory disease. To massage the welcome perfume point:

- Use two fingers to press these points. Press both sides down at the same time.
- Apply pressure for a minute and release.
- After a few seconds, repeat the massage.

### ***Facial Beauty (St3)***

The facial beauty pressure point is at the base of the cheekbone, directly below the eye. It is part of the stomach meridian.

Massaging it releases pressure from the sinuses and relieves pain around the cheeks or in the mouth.

### ***Middle of Person (GV26)***

Also known as philtrum, this point is located directly under the nose. Massage it to treat allergies and congestion or to prevent sneezing. Apply pressure inward and upwards against the base of the nose.

### ***Four Whites (S2)***

Four whites pressure point is located about half an inch below the eyes. Massage it to reduce acne and blemishes.

### **Pressure Points Around the Lips and Jaw**

There are 3 pressure points around the mouth and jaw.

1. Receiving fluid (CV24)
2. Earth granary (St4)
3. Big welcome (St5)

### ***Receiving Fluid (CV24)***

The receiving fluid, also called sauce receptacle, is located at the chin directly under the lips. It is at the end of the conception vessel meridian. It is also the meeting point for the governing vessel, small intestine and stomach channels.

Massage it to treat dental pain, speech issues and facial pain.

### **Pressure Points Around the Ear**

1. Auditory convergence (GB2)
2. Valley lead (GB8)
3. Windscreen (TH17)
4. Ear gate (TH21)
5. Auditory palace (SI19)

### ***Ear Gate (GB2)***

The ear gate is a pressure point located directly in front of the ear lobe. It is part of the triple heater meridian. Massaging it relieves pressure around the ears and jaw. It is used to treat earache, tinnitus and upper jaw toothache.

### ***Auditory Convergence (GB2)***

Auditory convergence, also called confluence or reunion of hearing, can be found where the top of the ear joins the side of the face. Applying pressure on it relieves earache and toothache.

### Part 3: Lymphatic Drainage Techniques



Lymphatic drainage enables the body to filter out toxins and regenerate tissues quickly. This maintains the immune system.

There are two types of lymphatic drainage used to treat swelling on the face.

#### **Manual Lymphatic Drainage**

Manual lymphatic drainage (MLD) uses hand movement and sequences to move fluid through the lymphatic system. It decongests the swollen area of the face to an area that is draining properly.

First, the unaffected area is massaged. This opens up the lymphatic vessels in that area. The fluid in the swollen section moves into the unaffected area and is transported out. Then a gentle, rhythmic motion is applied to the swollen area to encourage lymphatic flow.

MLD breaks down hardened tissues in problem areas. It is usually used for the treatment of ailments like lymphedema and to encourage lymphatic flow after surgery. MLD should be performed by a certified therapist.

Various lymphatic drainage techniques are used for MLD. They used general principles, which will be explained later on. The techniques are:

- Foldi
- Leduc
- Vodder
- Casley-Smith

#### ***Vodder***

Vodder is the first widely used lymphatic drainage technique. It was developed in 1932 by Dr Emil Vodder and his wife, Estril Vodder. It creates a pumping effect on the tissues. This leads to quick decongestion.

Vodder uses four motions to stretch the skin, depending on the part of the body. The technique relieves pain, aids in the removal of toxins from the body and soothes the client.

#### ***Foldi***

This is a derivative of the Vodder technique. It uses circular strokes to stimulate lymph flow. It focuses on thrust and relaxation.

#### **Lymphatic Drainage Principles**

Principles of lymphatic drainage are ways the lymph massage should be conducted.

Adhering to them makes the massage more effective. It ensures the lymph fluid moves efficiently through the vessels.

#### ***Use Diaphragmatic Breathing***

Let the client do some deep diaphragmatic breathing exercises at the beginning and end of massage therapy. Deep, systematic breathing opens up the lymphatic pathway.

### ***Massage the Skin***

Lymphatic vessels aren't only located under the skin. They can be found at the outer layers of the skin. When massaging, stretch the skin to stimulate the lymph capillaries. This will open up the lymph to more fluid from the surrounding tissues. It will also facilitate the quick movement of the fluid.



### ***Massage Lightly***

Lymphatic massage does not require deep pressure. Apply half to one ounce of pressure per square inch at the beginning of the massage. As the therapy progresses, increase the pressure till it is eight ounces per square inch or less.

Note that you should always vary the pressure, based on the response of the underlying tissue.

### ***Use Slow, Measured Movements***

This depends on the quantity of fluid in the tissue. The more the fluid, the slower your massage strokes should be.

Lymph flow is slower than blood flow. Your massage speed should match the lymph. When you feel a tissue change, you can massage faster.

### ***Massage in the Correct Direction***

Massaging in the right direction is crucial to lymph massage. It ensures that the fluid is drained, instead of building up in the tissues surrounding the lymph node.

Start near the node. Push the lymph fluid to the node. Once that path has been cleared, move further away and repeat the massage movement. This enables the fluid to move without accumulating in one place.

### ***Use Slow, Rhythmic Movements***

When conducting lymph massage, use the right rhythm and repetition for the best results. Massage a specific area for a minute or more. Repeat the strokes using the same pressure, speed and direction until there is a change in the tissue.

Using appropriate rhythm ensures the parasympathetic nervous system is activated and the client relaxes.

When lymphatic drainage massage is performed the proper way, the benefits are much greater.

## Module 9 Client Care

### Part 1: The Structure of a Session

#### *Learning Objectives*

At the end of this module, you will:

- Know how to give your clients wholesome and holistic care
- Understand what a holistic facial session entails
- Understand what is involved in the long-term treatment of clients
- Be aware of the ethics, confidentiality and responsibilities you have towards your client.

#### **The Structure of a Session**



Holistic facials go beyond the treatment of the client's face. You treat the whole person by checking their diet, skincare routine, lifestyle and psychological well-being. You check the skin goals of your client and work towards it by providing the best skin treatment routine possible.

Before you begin a session, you must have consulted with the client and given them a questionnaire. Use the answers provided to determine how a session will be handled. Create a peaceful and enabling environment for the client's well-being.

There are ten processes involved in a complete session:

1. Preparation procedure
2. Facial cleansing
3. Exfoliation
4. Extraction
5. Toning
6. Massage
7. Hydration
8. Moisturising
9. Sun protection
10. After-treatment consultation.

#### **Preparation Procedure**

To have a successful session, prepare yourself, the client and the environment.

Make sure you're properly dressed. All jewellery should be removed and hair tied back. Wash your hands before starting and have great personal hygiene too.

Put together all the materials and products that meet the unique needs of the client. Next, ask the client to remove any jewellery. Then, let them change into a salon gown and a head wrap. The headwrap will protect their hair and ensure it doesn't get in the way of the treatment.



Once they are done, place them in the proper position on the treatment bed. Make sure the materials and towels are all positioned properly. Put cotton pads on the client's eyes, put on soft music and fragrance, and let them relax.

### **Facial Cleansing**

This involves using a cleanser to remove dirt, extra oil, makeup, excess natural secretion and impurities from the skin.

There are several types of facial cleansing. To get the best results, deep cleanse at the beginning of the session and always consider your client's skin type.

#### ***Oil Cleanse***

Massage an oil cleansing product into the face.

Soak a face towel with hot water. The water should be hot to the touch but not hot enough to burn. Place the towel on the client's face and leave it to cool. Repeat the towel application process twice.

Wipe off the leftover oil and water from the face.

#### ***Steaming***

Wash the client's face to remove all make-up. Heat water till it's hot. The water doesn't have to boil as this can burn the client's face.

Add oil and other steaming ingredients to the water. Wrap a towel around the client's head and direct them to place their head over the water. Steam for 10 to 20 minutes, then wash and rinse the face.

A steaming machine can also be used for this process.

#### ***Double Cleanse***

Double cleansing is a two-step process to ensure that all the impurities are effectively removed from the face.

The first step involves using a cleansing oil or micellar water to rub off makeup, sunscreen and dirt from the face. The second step involves using a water-based cleanser to remove any extra dirt and impurities in the pores of the skin.

#### ***Cleansing Products***

- Cleansing oil
- Cleansing water
- Cleansing milk
- Cleansing lotion
- Cleansing cream
- Soapless cleansers
- Complexion cleansing bars
- Eye makeup removers

### **Exfoliation**



There are three types - physical or mechanical exfoliation, chemical exfoliation and enzymatic exfoliation.

### ***Mechanical Exfoliation***

It is used in a short session.

Use an abrasive substance, like a scrub or a mask, to rub off dead skin cells from the surface of the skin.

You can also do dry brushing. Dry brushing has the added advantage of stimulating the skin and improving circulation. Be careful when dry brushing the face, to avoid injury. Do not use hard brushes and do not dry brush sensitive skin.

### ***Chemical Exfoliation***

Chemical exfoliation is the use of peels that contain alpha hydroxy acid (AHA), beta-hydroxy acid (BHA) or polyhydroxy acid (PHA) on the skin. They break down the outermost layer of the skin to reveal new skin inside.

### ***Enzymatic Exfoliation***

This is the use of natural sources like fruits to break down the keratin in the skin. It works like chemical exfoliation, but it is a gentler, safer and longer process.

### **Extraction**

Extraction is the process of removing pimples or blackheads from the skin with special equipment. Go through this process if the client has stubborn blackheads and pimples.

### **Toning**

Toning evens out the skin reduces discolouration and spots and tighten skin pores after cleansing it. Toning products come in different forms; including astringent based toners, washes and serums.

### **Massage**

Depending on the client's goals, massage to

- Improve blood circulation
- Improve skin texture and colour
- Stimulate the lymphatic system
- Activate the muscles and nerve endings

### **Hydration**

Hydration is the process of adding moisture to dehydrated skin. Dehydrated skin is caused by lack of water. Use hydrating masks and creams to treat the skin condition and align with the client's skin goals.

## **Moisturising**

Moisturising is the process of reducing dryness, flakiness and itching in dry skin. Dry skin is caused by lack of oil.

There are various moisturisers. Apply treatment based on the client's skin goals.

## **Sun Protection**

This involves using sunblock to absorb or reflect the ultraviolet rays of the sun. Sun protection reduces the risk of skin cancer and minimises sun damage on the skin.

The sunscreen product can be a lotion, gel, foam, spray or cream.

## **After-Treatment Consultation**

At the end of the treatment, give the client some advice to extend the durability or lifespan of the facial session. You can provide a skincare regimen and a list of skincare products that will benefit the client's skin type and enable them to achieve their goals.

Here are some of the advice you should give:

- Drink lots of water (about two litres).
- Do not apply makeup for up to six hours after the session. This will reduce the efficacy of the treatment.
- Avoid direct sunlight for up to 12 hours after each treatment.
- Do not go to a tanning salon or apply perfumed products for up to 48 hours after treatment.
- Do not exfoliate for three days after.

## **Facial products**

On the market there are many products available, and which ones you choose is up to you and your budget.

For a basic facial you will need a range of products that cover all the basic skin types. With each skin type you will need a:

- Cleanser
- Toner
- Scrub
- Face Oil
- Mask
- Serum (see below)
- Moisturiser
- Eye Cream or Gel

You will need a massage medium (oil or cream), again different one for each skin type.

Some additional products you may want to include in your facial are an exfoliator (facial peel or scrub) eye cream, neck cream, skin serum.

These products can be added to make the facial more luxurious. Always refer to manufactures instructions for the use of all your beauty products, as method of use can vary.

A good knowledge of the products you use is essential, as not only does it give a client confidence in you, but it will also help you to retail these products to your client.

### **Products equipment needed:**

- Facial products-eye make-up remover, cleanser, toner, facial scrub, massage medium / Oil, moisturiser-extra products eye cream/gel, serum, neck cream (optional)
- Steamer / Hot Cloths for face compress
- Tissues
- Towels and blankets
- Couch and equipment table
- Couch roll
- Light with magnifier (if required)
- Damp cotton wool and cotton buds
- Headband
- Bowls
- Client record card/ sheet
- Aftercare sheet
- Mask brush (optional)
- Waste bin

**Eye make-up Remover-** this is made to remove eye make-up from the eye area. It can be a cream, lotion or gel.

These can be divided in to:

Oil based- for the removal of waterproof eye make-up.

Water based- for removal of normal eye make-up and people with sensitive eyes, contact lens wearers or people wearing individual lashes.

Method of eye make-up removal-

- Gently hold the eye.
- Remove any mascara by smooth gentle downward movements
- Then use circular movements to remove rest of eye make-up
- Always use a different piece of cotton wool for each eye.

### **Cleansers**

These products are applied at the beginning of the facial and are used to remove any dirt or make-up.

Benefits of cleansing-

- Removal of make-up, dirt, sebum and pollution from surface of the skin.
- Improves circulation
- Aids cell renewal- desquamation

Cleansing method-

- Apply cleanser with finger tips to face- small dots to forehead, nose, cheeks, chin, neck and décolletage.
- Using light upward strokes apply cleanser all over face, neck and décolletage.
- Remove with damp cotton wool or sponges/mitts with warm water.

Cleansers are available in different formulations.

- Creams- suitable for dry skin types
- Milks- suitable for combination skin types
- Lotions- suitable for combination or oily skin types
- Gels
- Facial washes
- Facial bars

Always refer to manufacturer's instruction for correct skin type and use.

### **Toners**

This is a liquid applied after cleansing; it removes any traces of cleanser, left over dirt or make-up. It can have a mild tightening affect on the pores.

Method of application is mainly with damp cotton wool but some toners can be sprayed onto the face.

Once you have applied the toner, always blot with a tissue to prevent evaporation as this is thought to dehydrate the skin.

Some toners contain astringents and these tend to be used on people with oily or acne skins. Toners that contain alcohol are not suitable for dry or sensitive skins.

### **Moisturisers**

These restore the skins natural balance by re-hydrating and protecting. Their formulation depends on the skin type they are intended for.

Moisturising cream- this is a rich cream and is more suited to dry or mature skins.

Moisturising milk- this is less greasy and has contains a higher water content so is more suited to normal, combination, sensitive or de-hydrated skins.

Moisturising lotion- this often contains ingredients to help reduce sebum and is often suited to oily or young skin.

Some manufacturers often have a day and night moisturiser.

Day moisturiser often contains SPF and anti-oxidants.

Night moisturiser tends to be richer.

### **Exfoliants**

These are often used after cleansing and are either a facial scrub or peel. They improve the skin by:

- Removing dead skin cells
- Appearance of the skin is brighter
- Skin's surface appears smoother
- Allows deeper absorption of products applied to the skin

### **Facial scrub**

This contains fine granules which scrub/remove the dead skin cells. Depending on the product, what the granules are made of varies, the rounder the granule the gentler it is on the skin. Some scrubs use fruit or nut stones and they can scratch the skin or irritate sensitive skin. Always read manufacturer's instructions of which skin type the scrub is suitable for.

### **Method of application**

1. Apply small amount of scrub onto the face, dot on forehead, nose, cheeks and chin.
2. Gently massage the scrub all over the face, using small circular movements.
3. Remove with sponges and warm water. (always check manufacturer's instructions)

### **Facial peel**

These are a cream like product applied to the skin like a mask, and then removed by gently rubbing it off with your finger tips. The action of rubbing off the peel results in the removal of dead skin cells. Some peels contain AHA, which is a fruit acid. This fruit acid causes a chemical reaction which gently dissolves dead skin cells.

### **Steaming (optional) or Hot Facial Compress**

This is a very good method of warming the skin prior to extracting comedones and/or facial massage. Steaming opens the pores, thus making extraction easier, also relaxes the skin and muscles prior to massage.

### **Contra-indications to steam:**

- Skin with a lot of broken capillaries
- Acne rosacea and vulgaris
- Burns/sunburn
- Claustrophobia
- Nervous clients

### **Method**

1. Fill steamer with water.
2. Switch on 5-10 minutes before it is needed, allowing for the water to boil and produce the steam.
3. When you are ready to steam apply cotton wool pads to the eyes.
4. Then position the clients head, often slightly to one side, but facing the steamer. (Turn the steamer off while you position the client).
5. Always explain to the client what it will feel like.
6. Once you have checked the distance of the steamer from the clients face (from 30-45cm) you can turn the steamer back on.
7. Check that the steam is hitting the client directly in the centre of their face.
8. Do not leave the client while the steamer is on; always check how they are feeling and how their skin is reacting to the steam. If there is any discomfort then stop the treatment, if the skin becomes too hot then apply a cool compress.

9. Steam the skin for about 10-20 minutes, depending on skin type. (10 mins for dry skin, 15 mins for combination skin, 20 mins for oily skin).
10. At the end of the treatment time turn off the steamer and safely move it away from the client.
11. Blot the skin with a tissue.
12. Extraction can take place and or massage routine.

Some steamers also produce ozone; this is produced by steam passing over UV light, the steam becomes ionised and looks cloudy.

Ozone is used as it has bactericidal and germicidal qualities. It also has a healing and drying affect on the skin. Oily, congested or acne skin types benefit from ozone, but some think that ozone could cause cancer, so may not want to use it. If you do use ozone then always make sure it is in a well ventilated room and only for short periods.

#### Precautions when using a steamer

- Before use always check wires, plugs and switches
- Never over fill water container- only fill up to guide line
- When heating up steamer prior to facial always have the nozzle pointing away from you and your client
- Use a towel to protect your hand when moving the steamer after use.
- Always read and follow manufacturer's instructions before use

#### Warm towels

Another method of warming the skin is warm towels and is suitable for clients who find steaming uncomfortable.

#### Method

1. A towel is placed in hot water, leaving a bit free for the therapist to hold.
2. Squeeze out excess water and apply to the skin in a horseshoe shape, leaving a gap for the nostrils allowing the client to breathe.

#### Extractions

Once you have warmed the skin you may extract any comedones from the skin. Before you start to extract you may need additional equipment.

- Anti-septic wipes- in case of bleeding
- Comedone extractor (optional)

For comedone extraction you would use either a comedone extractor or wrap index fingers in tissue. Then gently apply pressure around the comedone and the blockage will be squeezed out. Do not apply too much pressure as this can cause bruising or broken capillaries.

If using a comedone extractor, always sterilise before and after extraction.

#### Facial Massage with a Facial Oil as discussed previously

Massage is a relaxing and therapeutic addition to your facial routine. It not only relaxes your client but benefits their skin too by:

- Increasing blood circulation- which helps removal of waste, cell renewal and improves muscle tone.
- Encouraging deeper absorption of the massage medium.
- Sensory nerve endings being soothed or stimulated depending on the massage technique.
- Aiding desquamation (removal of dead skin cells)
- **Serums**

Serums can add a really luxurious and performance driven feel to your facial. You can find all sorts of wonderful serums, for example: Peptides, Natural plant based Serums with super green or berry extracts. Unless you have had product training to use stronger and more potent serums, stick with the natural plant based nutritional serums for the face.

Apply with light tapotement

### **Eye Gel**

Tap a small amount of eye cream or gel around the orbital cavity, not too near the eye. Stay on the bone.

### **Moisturiser**

Select and appropriate moisturiser to finish off the facial



## The Facial Routine

When you have completed the client consultation you are ready to start the facial treatment. First you would ask your client to remove their upper body clothing and jewellery, and then get your client to lie on the couch and cover them with towels and/or blankets, making sure they are comfortable and warm enough. Then you would put a head band on their head to protect their hair from facial products.

Wash your hands and begin the facial routine, always explain to the client what is going to happen during their facial treatment, so they know what to expect.

### Step-by step facial routine:

1. **Remove eye makeup** with suitable eye makeup remover- soak cotton wool with remover and gently remove eye makeup, using small circular movement.
2. Using a suitable cleanser complete a **double cleanse**, this is to remove any dirt or makeup so enabling you to see the skin and complete a thorough skin analysis.
3. Now do a thorough **skin analysis**- this is when you look at the client's skin to determine their skin type. Once you have determined their skin type, note it down on their client card, and carry on with the facial.
4. **Exfoliate** the skin-using either a scrub or a peel.
5. Steam - 10-20 minutes. Or **Hot Compress** for a few minutes
6. **Extraction** – if necessary.
7. **Tone** and blot the skin.
8. Apply oil or massage cream to the face, neck and shoulders and then complete the **massage routine** for 10 minutes
9. Apply **Mask** and leave for 10-15 minutes
10. **Remove** with hot cloth towels
11. Mist with a **toner**
12. Apply **Serum**
13. Apply **eye gel**
14. Apply **Moisturiser and Face Oil**
15. **SPF**

### Massage routine

A facial massage generally takes about 20 minutes. Routines may vary and you can adapt or change the following routine if you wish. Just remember to start and finish with effleurage movements.

1. Apply oil to client's face, neck and shoulders with simple and gentle effleurage movements.

2. With deeper effleurage movement start at the chest and move around the shoulders, up the back of the neck. Repeat 3 times.
3. Then move gently up the neck with stroking movements. Starting one side of the neck and moving to the other. Repeat 3 times.
4. Draining effleurage along the jaw line stopping at the ears. (One finger above and another below the jaw bone). Repeat 3 times.
5. Sweeping effleurage around the mouth. Repeat 3 times.
6. Sinus drainage from the corner of the nose sweeping out. Repeat 3 times.
7. Circular movements around the eyes using the ring finger repeat 3 times and finish with gentle pressure to the temples at the side of the head.
8. Pinching movements along the eyebrow. Repeat 3 times.
9. Using gentle vibrations press and release in three movements from the eyebrows to the hair line.
10. Using tapotement movements gently tap the forehead. Repeat 3 times.
11. Now apply continuous stroking movements to the forehead. Repeat 3 times.
12. Gently move back to the chest and using a knuckling movement over the chest, around the shoulders and up the back of the neck. Repeat 3 times.
13. Using thumbs apply deep circular frictions to shoulders and up the back of the neck.
14. Repeat effleurage as in step 2.
15. Finish by using gentle stroking movements to the forehead and apply gentle pressure to the temples.

**When you have finished the massage remove any excess oil or cream with damp cotton wool pads moistened with toner.**

Now you apply the mask, which mask you use depends on the skin type and how long you leave the mask on. Always read manufacturer's instructions.

You can use:

Cream or Gel Masks, Clay Masks, Sheet Masks, Home Made Masks. Apply with fingertips or a brush.

Some masks go straight over the oil to nourish and moisturise. The clay tend to be more purifying and detoxifying. Gel and Creams can be soothing and firming.

#### General method of application of the mask

1. Prepare mask for application.
2. Using a mask brush, spatula or fingers apply the mask to neck, chin nose and forehead. (You may use two different masks if the client has combination skin i.e. - mask for oily skin on the T-zone and mask for dry skin on neck and cheeks).
3. Try to apply mask evenly, and not too thickly, as this can make removal difficult as well as a waste of product.
4. Always keep mask away from lips, nostrils, eyes and eyebrows.
5. Applying damp cotton wool pads to the eyes has a soothing and relaxing effect, always check if your client is comfortable. If they are cold add another blanket or if they are too hot then remove a blanket.

6. Leave the mask on for the recommended time, usually between 10-20 minutes.
7. Wash your hands.
8. When the time is up remove the eye pads and then remove the masks with sponges or cotton wool pads soaked in warm water. Make sure you squeeze out most of the water, so you do not have water running into client's eyes, nose, and mouth or down the back of their neck.
9. Once the mask has been removed then tone the skin with appropriate toner, blot the skin with a tissue.
10. Now apply the correct moisturiser for the client's skin type. You may also wish to add eye cream and or neck cream.
11. To apply the moisturiser: remove product from jar and place it on the back of your hand, using the other hand place dots of moisturiser on the neck, chin, cheeks and forehead.
12. Gently blend in using light, upward stroking movements.

The facial is now finished, so you should:

- Remove the head band
- Gently help the client to a sitting position
- Give the client a mirror or show them to a mirror, so they can see their skin and they can adjust their hair. Always explain that their skin look its best the next day.
- Record the results and products used while your client is getting dressed.
- Then give you client after care advise.

### Aftercare

After care advice is important part of the facial as it helps your client to gain the maximum benefit from their facial. Try to allow time after a facial to give aftercare advice to your client. If timing is tight then you can give advice during the cleansing and mask removal procedure. You can then give your client an aftercare sheet which will give her the advice you have talked about, as well as any products you have used and or recommend.

Your aftercare sheet should contain the following advice; but allow space for additional information which would be specific to your client.

- Try to avoid applying make-up for 8-10 hours after; if possible, if make-up must be worn then light make-up such as tinted moisturiser, mascara and lip-gloss may be used.
- Avoid touching the skin i.e. picking or squeezing pimples for 6-8 hours
- No depilation (hair removal) should take place after a facial, nor should any heat treatments, as this can over stimulate the skin and cause an allergic reaction. (this includes use of a sun bed)

- Provide advice on the correct skin care routine- cleanse, tone moisturise. Explain to your client how to look after their specific skin type and how to treat any problem areas they may have.
- Explain the products you have used and recommend ones suitable for use at home.
- If your client has a specific problem then you can give a treatment plan-allowing for timing intervals and cost. You can offer a course of treatments at a discounted price.
- Explain about contra-actions that may occur, though they are unlikely. If your client does have an allergic reaction i.e. they develop a rash, irritation or itching occurs, and then remove the product from the skin with damp cotton wool. Explain that if this happens when the client is at home they should inform you before their next treatment. So you can write it on their client card and avoid that product next time.

## Part 2: The Structure of Long-Term Treatment



While short-term facial treatments involve one to three sessions, long-term treatment looks at the goals of the clients and work towards achieving it within a set time.

To achieve successful long-term treatment, use chemical or enzymatic exfoliation until skin problems have been reversed. Also, add the following activities for the complete wellness of the client:

### **Diet**

The proper diet can give your client a clear and glowing skin. Because diet works from the inside out, it has longer-lasting results.

Work with the client to note any food they are allergic to. Also, recommend the following:

#### ***Water***

Water cleanses from the inside out. The recommended daily water intake is two litres (six to eight glasses). However, your clients' needs differ, depending on their activity level. A client who sits in the office all day will need less water than one who exercises a lot or walks around all day.

#### ***Fruits and vegetables***

They help clear up the skin. For example, tomatoes have antioxidant properties. Work with the client to create a timetable that will incorporate fruits and vegetables into their diet.

#### ***Carbohydrates with a proper glycaemic index***

Carbohydrates with a high glycaemic index aren't so good for us. Examples are white bread and white rice. On the other hand, carbohydrates with low glycaemic index, like beans and nuts, are good. Encourage the client to eat complex carbohydrates with low glycaemic index. They should also avoid sugar and processed food.

#### ***Eating a balanced diet***

While it's good to eat fruits and vegetables, a balanced diet containing enough protein and healthy fats, organic dairy products and good carbs will bring about optimal skin performance.

#### ***Intensely detoxifying the skin with diet***

Changing your diet and eating good food for skin health will detoxify the skin, but sometimes a client needs quick detoxification. Detoxification methods like juicing will achieve results, but it should not last longer than a few weeks. After juicing, gradually introduce solid foods.

### **Exercise**

Exercise tones the muscles, which form a foundation for the skin. Exercise also reduces and reverses ageing. A study has proven that exercise improves the thickness of the dermis layer of the skin and reverses ageing.

Furthermore, exercise lengthens telomeres. A telomere is a cap on the chromosomes that controls ageing. Short telomeres are associated with age while longer ones are associated with youth.

Take the client through some basic exercise routines or recommend exercises to boost skin health.

### **Sleep**

Find out about the client's sleeping pattern and length. This includes if they have enough sleep for the day, their sleeping conditions and environment, and even the sheets they use.

### **Mental and Emotional Well-being**

Examine the client's mental and emotional health. You can introduce yoga or refer them to psychological treatment if need be.

## **Part 3: How You Should Treat Your Clients**



According to the National Occupational Standards (NOS), UK, there are ways to treat your clients when providing facial skincare treatment.

### ***Conducive Environment***

Create a conducive environment for the client. Your environment should be warm and clean. The bed should be comfortable. You can use music and fragrance to make it peaceful.

### ***Personal Presentation***

Present yourself in a professional manner. Have a positive attitude towards your client. Smile, be polite and make sure you communicate professionally.

Always state the needs of the client clearly and in good language. Arrive on time and be organised. Dress according to the industry's standard of appearance. Finally, aim to make the client comfortable.

### ***Positioning***

Make sure you and the client are properly positioned during the treatment procedure. With this, you can deliver an effective service to the client.

### ***Understand the Client's Treatment Needs***

Each client has unique areas of concern. During the consultation process, take note of what each client needs. Be on the lookout for certain skin conditions like dry patches, blemishes and bruises.

Also, listen carefully to the client's beauty and skin goals. Ask several questions and provide answers to the client so that you can come to a mutual agreement on what the client needs and how to go about it.

### ***Adapt Treatment to Client's Needs***

Make sure every aspect of the treatment takes care of the client's needs. This includes the products, equipment, tools and techniques. Every procedure should be tailored to the client's skin type and improve their skin condition.

Not doing so could lead to skin irritation, injuries and a worsened skin condition.

### ***Contra-Indications and Contra-Actions***

Contraindications are conditions that will not allow a certain treatment procedure or product to be effective while contra-actions occur when the client's skin reacts to treatment or procedures. Take note of both before and after a session and make sure you find a way to work around it.

### ***Client Record***

After each session, keep a detailed record of the client. It enables you to understand how the client responds to treatment.

Here are the records you should keep:

- Days/date
- Objectives of treatment
- Type of treatment
- Products used
- Techniques use
- Outcome
- Changes in the client's skin, so far

### ***Client Satisfaction***

Your ultimate aim is to satisfy the client. The client is your customer and can provide referral via word of mouth if they're satisfied with your treatment. When clients are satisfied with results, they become repeat customers.

Thus, make sure each session completely satisfies the client.

## **Part 4: Ethics, Confidentiality and Responsibilities towards Your Client**



There are several standards of service required when providing facial treatment to a client. The NOS has provided details on the ethics, confidentiality and responsibilities therapists have towards clients during facial skincare treatment.

## **Performance Criteria**

These are the requirements when providing treatment to a client.

- Ensure that you meet all health and safety requirements.
- Make sure you meet the legal and organisational requirements.
- Keep client information confidential.
- Provide a clean and suitable environment for the client.
- Your position, working tools and treatment methods should provide maximum results for the client.
- Use methods that reduce cross-infection.
- Dispose of waste.
- Complete a session within the best commercial time.
- Follow the manufacturer's guidelines on all equipment and products.
- During a consultation, conduct a skin analysis to know the client's skin type and condition, find out the client's goals and determine a treatment plan.
- Find out about various contra-indications and contra-actions and take appropriate action.
- Get a signed parental or guardian consent form for a minor, and make sure a parent or guardian is present during the treatment of minors under 16.
- Make sure the client signs a consent form before treatment commences.
- All the products, equipment and treatment methods should suit the client's skin type and condition, be according to the agreed treatment plan and be to the satisfaction of the client.
- Provide advice and recommendations to the client to help achieve skincare goals.
- Maintain a detailed and complete record of the client's condition and treatment.

## **Knowledge Requirements**

You should know the following as a holistic facial therapist.

- Know all the health, safety, legal and organisational requirements for facial skin-care treatment.
- Know all the hygiene requirements for you, your client and the environment, and why it is important to maintain cleanliness and proper hygiene.
- Know the cleaning, safety and working methods that are appropriate for facial skin care.
- Understand the importance of satisfying your client and communicating professionally.
- Know the legal requirements for treating minors and obtaining a consent form from the client.
- Know the legal importance of maintaining client confidentiality by storing and protecting your client's data.
- Know the contraindications that will affect treatment and the contraindications that will need a medical referral.
- Recognise different skin types and conditions and how to select products and equipment for them.
- Have vast knowledge of the different skincare products, treatment, massage techniques, and skin and muscle tone.

## **Various Regulations and Acts on Health and Safety**



1. The Manual Handling Operations Regulations
2. The Environmental Protection Act
3. The Electricity at Work Regulations
4. The Control of Substances Hazardous to Health Regulations (COSHH)
5. The Regulatory Reform (Fire Safety) Order
6. The Management of Health and Safety at Work Regulations
7. Health and Safety at Work Act
8. The Health and Safety (Information for Employees) Regulations
9. The Health and Safety (First Aid) Regulations
10. The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations

#### **Recommended Health and Safety Working Practices**

- Each treatment room should have constant running water supply and a sink.
- The temperature in the treatment room should be between 16 and 20 degrees.
- Lighting for the treatment room should be bright and clear.
- Each treatment room should have adequate ventilation with a proper window put in place.
- The environment should be kept clean, the tools should be sanitised, and appropriate waste disposal methods followed.
- Do not eat food or take drinks in the treatment room. Also, do not take drugs, alcohol, intoxicating substances, or smoke in the work environment.
- Document and report all accidents.

#### **Recommended Environmental Working Practices**

- Manage energy, water and waste.
- Prevent pollution and use low chemical paint.
- Use organic, allergy-free, environmentally friendly and eco-friendly products.
- Practice carbon reduction in the facial treatment environment.

## **Module 10 Setting up your business**

### **Part 1: Premises and Treatment Room**

#### ***Learning Objectives***

At the end of this module, you will:

- Learn the different aspects of setting up a holistic facial business
- Understand how to attract clients online and offline

- Learn how to manage costs while setting up your business.

## **Premises and Treatment Room**

There are several things to work towards when setting up a holistic facials business. You'll need to think about your business name, venue and money, which includes revenue/income and expenditure.

We've divided the major aspects of setting up a business into four parts.

### **Premises**

Getting a place to treat clients is essential for every holistic therapist. Consider the cost, your capital and business goals when choosing a good place to set up your business.

#### ***Your Home***

If you are on a tight budget, own a home and live in an accessible area, consider using your home to treat clients. Make sure your home is sizable, and you have a spare room to convert into a therapy room.

Recoat the walls with white paint, add calming pictures and decorations, and incorporate a workstation at one end of the room. Also, furnish the place with a good treatment bed and appropriate equipment.

If you have more space, convert it into a reception, office and toilet for your business. This helps you have more control over the premises and saves you transportation and rental costs. Remember to separate business bills from personal bills. Always have a receipt of all business transactions for tax purposes.

#### ***Renting***

If you want to use a room in the city centre or you don't own a home, renting might be a better option. Rent at complementary therapy centres, sports centres or yoga centres. Your premises should not be in a very low-income area or very high-income area. Premises in low-income areas might attract more customers, but the therapies are much cheaper. Premises in high-income areas will attract more footfalls, but the expenses are higher. When choosing a room to rent, use a flexible or fixed contract. With a fixed contract, you can rent the room at a certain time every day or pay a monthly fee. It is fixed and legally binding. A flexible contract has different options. For example, some contracts allow you to book only when you have a session.

#### ***Other Options***

Aside from paying for a premise, you can decide to offer home services or office visits until you have gotten a place. This will work for clients who prefer home service, are elderly or immobile.

## **Treatment Room**

Some room rentals have a treatment room furnished with a good therapy bed and suitable equipment. Rent this kind of room to reduce costs. You will need to purchase necessary tools and products like oils, lotions and towels.

Buy a few general products since you're setting up your business. After a consultation, and you're sure the client will come for the first session, buy specific products tailored to the client's skin type and goals.

Don't pinch pennies and buy cheap products or tools. Always buy good products for the best returns.

## **Part 2: Finding Clients Online and Offline**

### Finding Clients Online

Finding clients involves putting yourself out there and using various online platforms.

#### **Social Media**

Social media is a great way to attract people who require facial services. Each social media platform offers a different way of approaching it and marketing your business.

##### **Facebook**

As the social media platform with the largest number of users, Facebook caters to all demographics, groups and ages. Open a Facebook page to post your services and engage with potential customers. Join a Facebook group to meet prospective clients and networks.

##### **Instagram**

Instagram is a visual platform. To use the social media site effectively, find out how to use the hashtags. Use them to find where your potential clients hang out and convert them to leads.

##### **Twitter**

Find out where and when your prospects hang out on Twitter. Engage them in conversations and direct them to your services.

##### **YouTube**

Create some massage videos or holistic facials teaching videos. You can use this to attract clients or as an extra source of income to your therapy business.

There are other social media platforms you can explore and use to market your services.

Pick one to three social media platforms and concentrate on them till you begin to get leads.

#### **Website**

Your website is your online office address. It gives you an online presence and helps you to promote your business. For every brand awareness campaign online, point people to your website. Here, they will get a better idea of the services you offer and what they can gain from doing business with you.

Make sure your website is professional and has the proper search engine optimisation (SEO) to boost Google ranking. For SEO, consider keyword placement, visibility, link building, mobile-friendliness and content. Pick keywords related to your business such as holistic facials, facial therapy, face massage, facial skincare, skin treatment and London Facials (if your business is located in London, for example).

The website content and landing pages should have informative, engaging and relevant content. Optimise your homepage and "About" page to get people to book appointments or come in for a consultation. Ensure that prospects can easily contact you from all your web pages. You should incorporate a contact form, your official email address and phone number into the website design.

You can build your website yourself or pay a company to build it for you.

#### **Blogging**

While blogging is competitive, it can establish you as an authority in the facials skincare niche and boost your search engine rankings. You can also use it to create multiple sources of income. This includes linking to products you sell or being an affiliate marketer of facials equipment and tools.

Post regularly. Have a posting schedule and stick to it. Make sure each blog post has a strong “Call to Action” that will convert target readers to paying customers. You can increase traffic to your blog through social media.

### **Guest Posting**

If having a website and blog is too much of a hassle, create a landing page and guest posts or write articles for others. Submit articles to health-related websites, magazines and journals. Also, guest post on blogs with complementary businesses to attract customers. This strategy can be used by website owners and bloggers too.

### **Finding Clients Offline**

Finding clients online might take some time before you see rewards. However, you can quickly earn income by searching for clients offline. Here are the steps to take:

#### ***Advertise***

To get clients from your local area, try to get showcased in the local news or advertise on local newspapers. Remember that space equals money when it comes to such advertisements. The more space you want, the higher you pay.

Make sure you utilise your space properly by adding your logo to create visual appeal and catchy words of text to attract potential customers. The text should include your address, phone number and any current deals or discounts you have.

#### ***Promotional Events***

Participate in local community events to create brand awareness, build a reputation and attract new clients.

These events are usually arranged by schools, charities, churches, community groups or hospices. They often occur in the summer and are held in large areas like parks, school grounds and gardens.

Offer five to 10 minutes taster therapies at the event and hand out fliers with special offers you have. To reduce costs, make sure the event is free and offers space and equipment with help to set up.

You can take pictures to use for your website or fliers. As time goes on, organise events and promote your business.

#### ***Word of Mouth***

Word of mouth is one of the fastest ways to increase your client base. Put yourself out there and network. Talk to friends and family about your business. They might know people who are interested in getting a holistic facial.

Once you’ve conducted a few sessions and have satisfied clients, ask for referrals and testimonials to add to your website. You might get a new client that way.

#### ***Discounts***

One way to get business quickly is to offer discounts, deals and giveaways with a catch. This will help build your skills and get you started. When done the right way, discounts can bring in more customers or bulk deals. Offer extra discounts for the following:

- Customers book a block session or long-term treatment
- Customers recommend friends who pay for a session or buy a product
- Customers give testimonials

#### ***Fliers***

Using fliers is a key marketing strategy for your business. The secret to getting this right is distributing the fliers where prospective customers are. Give out fliers at health centres, gyms and yoga centres. You can also give people who ask about your business.

To reduce costs, design your fliers, buy high-quality paper from the supermarket for a few pounds and print them yourself.

### ***Business Cards***

Business cards provide information about your practice. Give them to prospective clients who are eager to get your contact information. You can also design them in such a way that the appointment schedule of the client is written on the other side of the card.

Choose between printing your cards and outsourcing the design and printing. To reduce costs, print a few at a time because you might make some changes as the business grows.

## **Part 3: Other Business Considerations**

Some of the other business considerations you should have are:

- Business plan
- Managing your finances (income and expenditure)
- Mentorship
- Insurance

### **Putting Together a Business Plan**

Some people think you should only write a business plan when you want a loan.

Do you build a house without creating an architectural plan first?

A business plan is the architectural plan of your practice. It is a blueprint that gives you an overview of every aspect of your business so that you can build all the areas simultaneously. A business plan helps you decipher costs, the going rates for treatment, how many facials you can sell within a given period, and your competition. Here are other key things to add to your business plan:

#### ***Type of Business***

Decide if you're going to open an independent practice or become part of a franchise.

For a franchise, you have to pay more money upfront, but the name is already well-known, which helps in marketing. Furthermore, you have a proven model, structure and resources to build your business.

If you want an independent practice, choose a good business name. You can add your personal name to it or pick a more creative brand name. Make sure your business name has not been registered by another company, so you won't have to change it later on.

#### ***Target Area/Group Research***

Choose your target area and group, and research them to decide if you picked the right elements for your business. The ACORN classification will give you comprehensive consumer details of any area in the UK like population, social factors, demographic data and consumer behaviour.

To research competitors in your area, type in your location + business in the Google search bar (for example, holistic facial therapists in Bristol) and you'll get results.

#### ***USP***

A Unique Selling Point (USP) defines your business. Look for a USP that sets you apart from your competition.

#### ***SWOT Analysis***

SWOT is the acronym for strengths, weaknesses, opportunities and threats. When you know your strengths and opportunities, you can create a great marketing strategy for your business and mitigate your weaknesses and threats.

Here is what to find out:

*Strengths* – What are the top strengths of your business, and how can you utilise them?

What advantages do you have over the competition?

*Weaknesses* – What are the top weaknesses of your business, and how can you reduce them? What advantage does the competition have over you?

*Opportunities* – What are the current trends you can use to make more profit in your business?

*Threats* – What outside factors could cause detriments or negative effects on your business?

### **PEST Analysis**

PEST analysis gives you an overview of your business. It stands for political, economic, social and technological.

*Political* – This involves legal considerations for your business. It includes:

- Legal requirements
- Laws
- Regulations that impact facial skincare therapy

*Economic* – This has to do with monetary considerations. It includes:

- Insurance
- Taxes
- Employment and unemployment
- Income
- Expenditure
- Interest rate
- Consumer spending behaviour

*Social* – This has to do with your target customers. It includes:

- Customer interests
- Lifestyle
- Buying trends
- Demand
- Media

*Technological* – This involves the technological demands of your business. It includes:

- Innovations
- Products
- Equipment
- Tools that affect facial skincare treatment

### **Insurance**

Although insurance is part of the economic aspect of PEST analysis, it needs to be treated separately because of its importance. Depending on the kind of insurance you get, it can cover personal incidents or those claiming personal damages. Consider the following when getting insurance:

- Product liability
- Public liability
- Professional indemnity
- Working premises
- Accidental loss or damage to property

- Accidental loss or damage to business stock

## **FINAL ASSESSMENT:**

### Final Assessment Facial Practitioner

- 1) Who is responsible for Health & Safety?
- 2) What measures would you take to protect yourself and your client from Covid-19
- 3) How do you, as a therapist, need to abide by GDPR data protection?
- 4) Name 5 professional ethics that must be adhered to.
- 5) Name 2 bacterial infections and 2 viruses
- 6) What are the functions of the skin?
- 7) Please show 8 images of skin conditions that would restrict facial treatment
- 8) Name 5 contra indications to a facial
- 9) What is a comedone and milia and acne ?
- 10) What is tapotement, effleurage and petrissage?
- 11) Why is it important to fill in a consultation card?
- 12) Identify the differences between, Normal, Oily, Mature, Combination and Sensitive Skin
- 13) Name different types of facial masks that you may choose to apply

- 14) Research and discuss different types of facial oils for facial massage
- 15) What happens to skin as we get older
- 16) Why is an Holistic approach to facials so important
- 17) What are serums used for
- 18) What is desquamation
- 19) How long is a full skin cycle
- 20) What are acupressure points



## Anatomy and Physiology

1. The outermost layer of skin on your body is called what?
2. What is the name of the substance that gives skin and hair its pigment?
3. The bone of the face that forms the lower jaw is called?
4. Name the 3 layers of the skin
5. Which muscle....a) forms most of the cheek, b) runs upwards from the upper lip, c) forms the chin?
6. What is the main muscle involved in chewing?
7. What is the largest organ in the body?
8. How many bones does the human body have?
9. The innermost part of the bones contains what?
10. The bone forming the back of the skull is called?
11. The position of the corrugator is where and what is its action.
12. The muscle that surrounds the eye is called?
13. The Muscle surrounding the mouth is called?
14. What are the functions of the skin?
15. Name three types of muscles.
16. Please name all the bones of the face
17. Why does skin age?
18. Describe the function of the lymphatic system.
19. What are the 3 types of blood cells and what are their function
20. Define: Arteries, Veins and Capillaries

## Case Studies

**Please complete 4 Case Studies.**

We will send you a separate consultation form in a Word document which you can print off and use.

Please carry out **4 individual Facials** and write up for discussion with your tutor.

Once you have completed your case studies and all coursework, please submit them to your tutor. Your work will then go for verification [anna@theschooloffinetuning.com](mailto:anna@theschooloffinetuning.com)

Once everything has been approved,

Your Tutor will then contact you to complete your qualification.