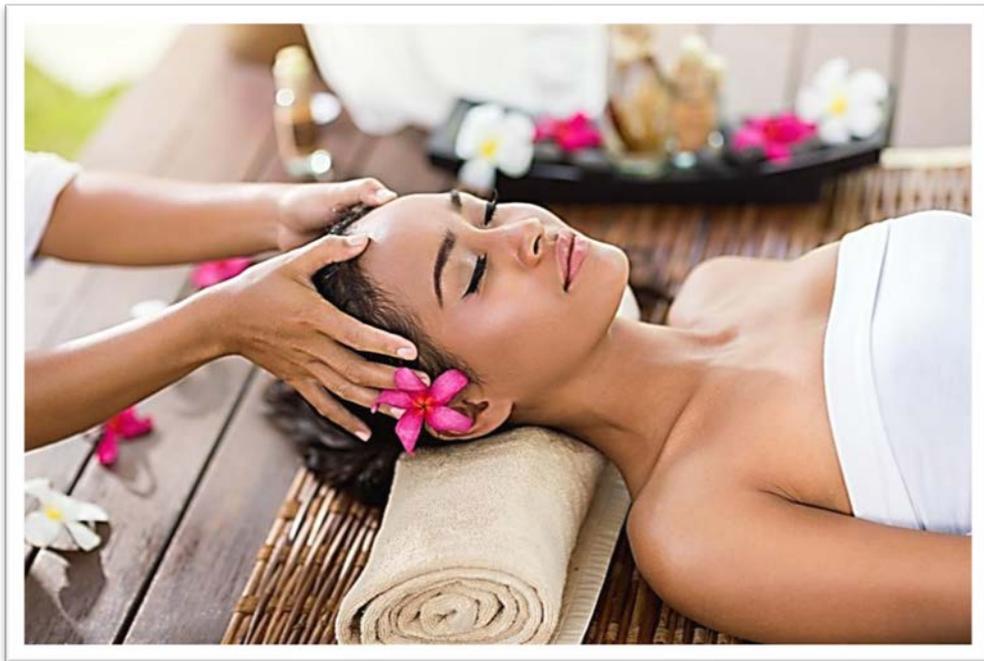




BiteSize
Beauty

Facial



Contents

Page 1	Introduction
Page 2	Contra-indications
Page 9	Preparation of the Facial Work Area
Page 11	Cleansing Products
Page 15	Toning Lotions
Page 17	Moisturisers
Page 19	Exfoliants
Page 20	Masks
Page 22	Specialist Treatment Products
Page 24	Skin Types, Conditions and Characteristics
Page 34	Facial Routine
Page 36	Facial Massage
Page 46	Contra-actions
Page 47	Aftercare Advice
Page 49	Muscles of the Head, face and Neck
Page 53	References

Cleansing Products

Cleansing is an essential part of a facial treatment and the first step to an effective homecare program.

There are many different types of cleansing agents available, you should select the appropriate cleansing agent depending on the model's skin type. Most cleansers have active ingredients that treat the skin as well as gently cleansing away any impurities. The cleanser should ideally be PH balanced.

Test your Knowledge - Answers are in Italic

List the benefits of cleansing:

- *Removes make-up, dirt and sebum and prepares the skin.*
- *Desquamates the skin.*
- *Improves circulation to the area.*
- *Prepares the skin for further treatments.*

Cream Cleanser



These cleansers have a high content of oil compared to water. This allows the product to be massaged into the skin therefore, suitable on a **dry/mature** skin type. This product is good for removing heavy or oil-based make-up.

Milk Cleanser



These cleansers have a higher proportion of water to oil which makes the consistency of the product more fluid like. Often used on **sensitive, normal, dehydrated** and **combination** skin types.

Cleansing Lotion



These cleansers are solutions of detergent in water and do not contain an oil, therefore, they are not suitable for removing make-up or for a mature skin type. They often contain antibacterial and medicated ingredients so are mainly used to cleanse and treat **young, oily, combination** and **congested** skin types.

Foaming Facial Wash or Gel



These cleansers contain a mild detergent which foams when mixed with water. They are quick to use and are suitable for people who like to use a soap-based product and water. They can be used on **most** skin types. A person wearing make-up must cleanse the skin prior to use. This is a popular product for men.

Facial Bar



These are used as an alternative to soap as they are milder and less likely to dry the skin out. These are suitable for **normal, combination** and **oily** skin types. A person wearing make-up must cleanse the skin prior to use.

Eye Make-Up Remover



Designed to remove eye make-up. There is an oily based product designed to remove waterproof and oil-based eye make-up and a non-oily based product designed for sensitive eyes and people who wear false eyelashes.

Exfoliants

Exfoliants are abrasive, cleansing products that are used to remove dead skin cells. Exfoliation is performed after the cleanse and tone stage of the facial.

The benefits of using an exfoliant:

- Removes dead skin cells and brightens the skins appearance.
- Refines and revitalizes the skins texture.
- Encourages cellular renewal by stimulating the circulation.
- Prepares the skin and allows for deeper penetration of further products.

Facial Scrubs

Facial scrubs can be used on **most skin types**; however, they should be avoided on a pustular or sensitive skin.

Scrubs contain round spherical shaped granules which glide over the surface of the skin removing dead skin cells.

The main ingredients found in scrubs are pumice, oatmeal or corn cob meal. Some natural product brands also contain beads of essential oils that melt into the skin when massaged.

Application Steps

1. After the cleansing stage, lightly spray the skin with a toner or apply water with your fingertips.
2. Warm the scrub in your hand. Gently massage it over the face and neck area for 1-2 minutes using circular movements. Concentrate on congested or dry areas.
3. Remove with warm water and sponges. Ensure there is no scrub left on the face.
4. Tone the skin ready for the next stage of the facial.

Facial Massage

Facial massage is the most enjoyable and luxurious part of the facial treatment. A massage/moisturising cream is used to perform the massage. The following movements are used:

Effleurage

This is a long stroking movement that is performed at the beginning and end of every massage sequence and to link massage movements.



Benefits of Effleurage:

- Soothes the nerves.
- Increases blood and lymphatic circulation.
- Warms and relaxes the muscles.

Petrissage

These movements are firmer than effleurage and are intermittent. The rhythmic movements involve lifting or pressing the tissues away or against the underlying structures.



Benefits of Petrissage:

- Breaks down tension nodules within the muscle fibres.
- Improves muscle tone.
- Improves blood and lymphatic circulation.

Tapotment

Tapotment, also known as percussion, is performed in a brisk stimulating manner. These movements are used over fleshy areas and not over bone or areas of sensitivity.



Benefits of Tapotment:

- Increases blood circulation and erythema due to the stimulating action.
- Improves muscle tone.
- Stimulates the sensory nerve endings.

Frictions

Frictions, also known as scissoring, are small movements which are applied by opening the index and middle fingers of each hand and performing a criss-cross action over a localised area.



Benefits of Frictions:

- Helps break down scar tissue and adhesions.
- Helps to loosen comedones and dead skin cells in congested areas.
- Relieves tension.

Vibrations

Vibrations stimulate the nervous system. The therapist contracts and relaxes the muscles of his/ her forearm producing a vibrating trembling movement. This movement provides stimulation for more sensitive skins.



Benefits of Vibrations:

- Gently stimulates the skin.
- Induces a feeling of well-being.
- Provides a soothing effect on the nerves.

Facial Massage Routine - Step by Step Movements



1. Effleurage around the Shoulders

Begin at the chin, slide down the neck out across the pectoral muscles around the deltoid, across the trapezius, up to the base of the skull.

Repeat 6 times.



2. Thumb Kneading to the Trapezius

Use the pads of the thumbs, massage along the trapezius towards the spine using small deep circular movements.

Repeat 6 times.



3. Finger Kneading to the Trapezius

Use the pads of the fingers, massage around the shoulders and along the trapezius using small deep circular movements.

Repeat 6 times.



4. Vibrations up the Back of the Neck

Cup the neck in the hands and perform vibration movements from the base of the neck to the occipital bone.

Repeat 3 times.

Discover more secrets of the Beauty World with our easy to follow Bitesize Beauty Guides and Video Tutorials

Facial



Lashes & Brows



Make-up



Manicure



Anatomy & Physiology



Pedicure

