



UNIT - 1

*Demonstrate
Retail Skin Care
Products*



Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to cleanse skin and apply skin care products for the purpose of retail cosmetic sales.

The unit describes the function of identifying the client's skin type and selecting and applying appropriate personal skin care products in a retail environment. It includes skin cleansing, product application and demonstration. The operator provides product advice in order to assist the customer in making a decision to purchase a product or products from a retail skin care range.

The unit involves the performance of a known procedure where some discretion and judgment is required in the selection of products, equipment, and contingency measures within commercial service time constraints.

Application of the Unit

This unit applies to a retail skin products area, which may be located in a beauty salon, spa, or other retail store. It is applicable as a discrete service or as part of a treatment plan.

Elements and Performance Criteria

1. Prepare client for skin cleansing	<p>1.1 Prepare service area, client and self according to workplace policies and procedures.</p> <p>1.2 Identify and note contraindications and advise client accordingly.</p> <p>1.3 Identify client's skin type and skin condition according to manufacturer product manual.</p>
2. Cleanse face.	<p>2.1 Identify suitable cleansing products for client skin type and for different areas of the face.</p> <p>2.2 Apply cleansing products in a prescribed sequence according to relevant legislation. Workplace policies and procedures and manufacturer instructions.</p> <p>2.3 Thoroughly cleanse client's skin and remove all make-up.</p>
3. Apply skin care products.	<p>3.1 Identify, select and demonstrate skin care products suitable for identified skin types.</p> <p>3.2 Apply and remove products in sequence according to manufacturers' product instructions, relevant legislation and workplace policies and procedures.</p>

	<p>3.3 Safely dispose of treatment waste to minimise negative environmental impacts according to workplace procedures.</p> <p>3.4 Evaluate results against client expectations and specified outcomes.</p>
4. Advise on further product use.	<p>4.1 Advise client regarding suitable home-care products and treatments from the product range.</p> <p>4.2 Explain product use and demonstrate application as required.</p> <p>4.3 Explain possible product reactions to client.</p>

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

The following skills must be assessed as part of this unit:

- technical skills to:
 - apply skin care products for the following skin types:
 - normal
 - dry
 - oily
 - combination
 - respond to contraindications and adverse effects
 - recognize the physical appearance of:
 - various skin types
 - normal skin
 - minor skin blemishes
 - inflammation arising from skin care products
- literacy skills to research and comprehend manufacturers' product information
- communication skills to provide product and application advice, along with information regarding possible product reactions to clients
- numeracy skills to:
 - select and demonstrate appropriate product quantities
 - time services according to client and workplace requirements.



Required knowledge

The following knowledge must be assessed as part of this unit:

- provision of relevant health and hygiene regulations and requirements
- relevant occupational health and safety regulations and requirements
- workplace policies and procedures in regard to selecting and applying skin care products
- anatomy and physiology of the skin as they relate to skin care products, including a simplified cross-section of the skin
- appearance of contraindications and adverse effects
- workplace product range and manufacturer instructions and data sheets
- effects and benefits of a defined range of skin care products.

Range Statement

Clients may include:	• New or regular clients with routine or special needs
	• female or male clients
	• people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
Relevant legislation and codes may include:	• federal, state or territory, and local health and hygiene regulations
	• occupational health and safety regulations
	• industry codes of practice
Workplace policies and procedures may include:	• health and hygiene
	• workplace product range and manufacturer instructions and product manuals
	• workplace time frame allocated for service
	• environmental protection practices, such as:
	• waste minimisation
	• recycling
	• reuse
	• energy efficiency, e.g. electricity saving devices and practices
	• waste disposal
	• resource management
	• water efficiency

Contraindications may include:	• bacterial, viral or fungal infections
	• acne
	• impetigo
	• lice
	• scabies
	• rashes
	• boils and carbuncles
	• sunburn
	• candidiasis
	• other visible non-normal skin
Skin type may include:	• normal
	• dry
	• oily
	• combination
Skin condition may include	• sensitive
	• dehydrated
	• damaged
	• mature
	• acne
Cleansing products must include:	• cleansers
	• toners
	• moisturisers
	• masks
	• exfoliants
	• remedial products

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What is demonstrate retail skin care products?

Demonstrating retail skin care products is an opportunity for you to provide advice to a client about the best products to suit their needs. You will often engage in a problem solving activity with the client. They will have specific concerns about their skin and you will have some of the answers for them.

A demonstration is also an extended time to have a conversation with a client about the products you represent and what these products can do for the client. You will sell the products on the benefits and at the same time solve the client's concerns.

The product demonstration may be in a store or it may be in a salon. Either way you need to be perfectly presented and be mindful of tact and confidentiality.



Section A: Prepare Client

A new client comes to you for advice on her skin. It has recently been changing and she is unsure of what products to use. What do you think she will expect you to know?

What aspects of professionalism will she be expecting from you?

Think about this as you work through this section.

Step 1 : Prepare service area and yourself (Theory & Practical)

Before beginning the skin care demonstration you will need to ensure that you are well prepared to deliver a quality service. Your presentation and preparation may have an influence on the client's decision to purchase skin care products.

As part of your preparations, you must be familiar with relevant legislation which you will need to apply when you are treating your client. This legislation (laws) is important because it ensures the treatment is safe and protects both you and your client. Health and Hygiene legislation and Occupational Health and Safety are the main types of legislation which you will need to be familiar with. This legislation could be national, state or local. This means that legislation may be different for different States and Territories.

Learning activity A1 .1

Find out about which parts of the legislation below you would need to apply when you are preparing to demonstrate skin care products to a client. Give some examples of what you must do. Your trainer or supervisor will help you locate the relevant legislation.

Legislation	Type (National, State local)	Relationship to skin care demonstration?
Health and hygiene		Wash hands thoroughly before demonstration
Occupational Health and Safety		Safe equipment

Refer to the *Suggested answers* section at the end.

Preparing the service area

In preparing the service area for a skin care demonstration, you also need to consider your work-place procedures and policies. These may be different depending on where you work. As a general rule the service area must always be organized, clean, appealing to the eye and comfortable.

It is also essential to consider the following general points when preparing a service area.

Environment – make sure that only the necessary equipment is visible and maintain a professional and uncluttered environment.

Furniture – ensure the equipment and furniture is suitable for the cleansing treatment:

- comfortable chair or couch for clients to receive treatment positioned at the correct height for the beauty operator
- no sharp edges or torn upholstery to snag clothing or stockings
- clean chair or couch.



Preparing equipment for service

The equipment that you use for the skin care demonstration must be clean and in good condition. Equipment generally includes:

- trolley or workbench
- single use cotton balls
- single use cotton pads
- single use cotton face washers
- towels
- waste bin with lid and disposable liner
- headband or clips
- disposable wooden spatulas to dispense cosmetics
- protective covering for client.

You will also need to have the range of skin products displayed and available to use on the client.

Prepare yourself for the service

Personal presentation is important for those involved in delivering beauty services. Your aim is to persuade clients to buy skin care products. Your grooming and personal presentation will influence a client's decision to purchase a skin care product. Good personal hygiene is also very important because you work in close proximity to your clients.

Below are some general requirements for personal presentation. Your workplace may have specific policies and procedures for personal presentation. You will need to check and apply them in preparing yourself to deliver the skin care treatment.

- Be hygienic—broken skin or infections on the exposed parts of the body must be covered with a waterproof dressing to protect you and the client. If you have a cut or abrasion on your hand, disposable gloves must be worn.
- Ensure your nails are neat, clean and well maintained.
- Clothing should be in accordance with your workplace policy.
- Do not wear bangles, bracelets and rings which may injure or irritate the client. Jewellery is also an ideal place for bacteria to grow.
- Do not smoke, eat or drink while attending to clients. These activities allow close contact with the mouth, transferring micro-organisms to the hand, which can then be spread to the client.
- Wash your hands thoroughly to prevent cross infection.

- Tie back your hair if necessary.
- Ensure that you have a clean smelling breath and that you have no body odour. You will be working close to the client.

Step 2: Prepare client for service

It is important that the client feels comfortable, secure and at ease, before and during the skin care demonstration. Offer them a friendly greeting and a pleasant smile. When preparing the client, ensure you refer to workplace policies or procedures. In general:

- Make sure the client is comfortable and that your stool or chair is in the correct position.
- Place a disposable or washable covering over the client's shoulders to protect their clothing.
- Lift hair away from client's face with a headband.
- Ask if the client is wearing contact lenses and if so be careful not to let products or cotton fibre enter their eyes.
- Be cautious when the client is wearing body jewellery, for example, a nose or eyebrow ring.

One suggestion might be, to ask the client to apply the cleansing treatment around these areas themselves, or suggest they remove their body jewellery, if possible.

- Maintain the temperature in the treatment area at a comfortable level and avoid glaring lights.
- Once the client is comfortable, you are ready to commence the skin care demonstration. It is always important to let the client know what the demonstration will involve and what you will be doing.

Learning activity A2 .1

A client is arriving in 15 minutes for a skin care demonstration. Use the above checklist to help you to develop a simple checklist on what you need to do to prepare the service area and yourself for the demonstration. You need to consider:

- relevant legislation
- relevant policies and procedures in your workplace
- the skin range.

Prepare the service area for a client

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.....



Prepare yourself to provide skin care treatment to a client

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Once the client has arrived, what do you need to do to prepare them? Prepare the client for treatment.

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.....

Why is it important to prepare for the demonstration in this way?

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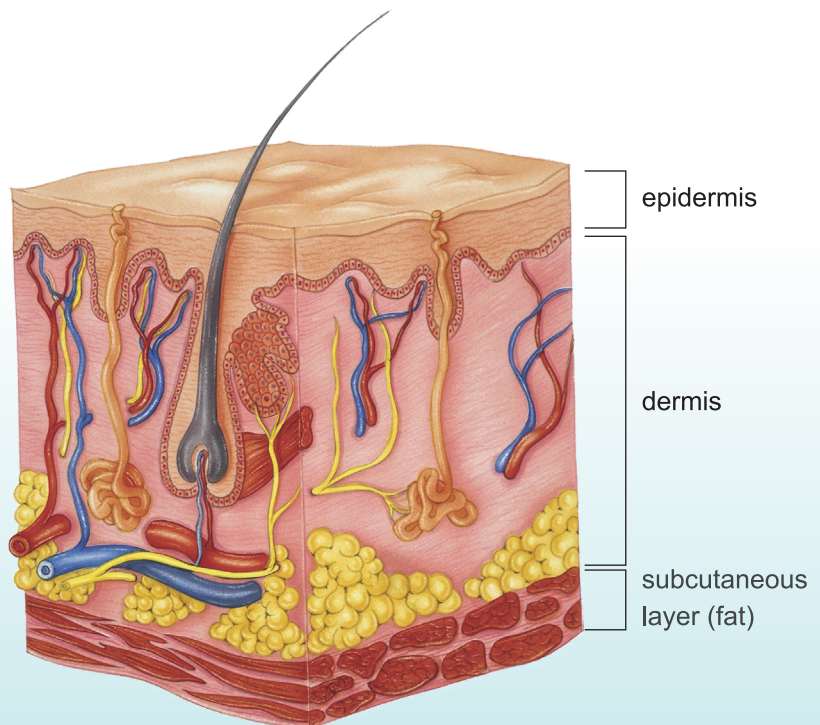
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Ask your workplace supervisor or your trainer for feedback on your responses.

Step 3: Identify client's skin care needs

A vital part of demonstrating skin care products is to identify your client's skin care requirements and the benefits of applying a skin care routine. To do this effectively it is important that you have an understanding of how the skin is made up and how it works. The skin is the largest organ of the body. It has many functions and is made up of three main layers.

- The epidermis is the surface or top layer of the skin. This is the layer that we shed continuously.
- The dermis is the layer below the epidermis. It nourishes the epidermis.



- The hypodermis (subcutaneous layer) is below the dermis and is made up of fat cells and tissue supplied by blood vessels and lymphatic system.

Talk to the client

Before you analyse your client's skin, you need to talk to the client to find out why they are having the service and what their expectations are. To do this effectively you need to collect information from the client using a range of communication skills. This will also enable you to demonstrate the benefits of the products you have selected. In discussing any existing skin care problems with the client you need to be discreet and tactful. A client would not appreciate everyone in the immediate area finding out about their skin care issues especially if they involve potentially embarrassing skin conditions.

It is important that you are able to analyze your client's skin accurately so that you can select and use the correct skin care products to achieve the best results. This will reassure the client and increase the likelihood of the sale of skin care products.

Learning Activity A3 .1

Team up with another student or colleague. Write a list of all the questions you could ask a client about their skin care routine and the products they currently use.

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.....

See *Suggested answers* at the end.

Identifying skin types

Once you have talked to your client you need to identify their skin type. The three steps of skin analysis are:

- initial observation
- visual analysis
- analysis by touch.

Initial observation

As you are talking to your client, you should observe the following: How does the skin appear?

Does the hair hang over the face and eye area? Could this be a source of problems? If the client's hair is oily it may be causing pimples where the hair is hanging. If the hair is constantly hanging in one area it may also be irritating this area.



Is the client's make-up applied too thickly? This could be causing pimples or clogging or make the skin oily. If the make-up is applied very thickly, you may have to cleanse the treatment area two to three times to remove the make-up.

Does the skin have:

- fine texture and dewiness
- translucence and radiance
- rough texture and open pores
- greasy and shiny appearance (pimples, breakouts)
- uneven colouring, such as red cheeks and brown patches
- sun damage
- fine lines,
- pronounced wrinkles and sagging?

Visual analysis

To perform an accurate visual analysis it is important to remove any make-up from the treatment area (see the next section for make-up removal).

Magnifying lamps are useful tools for conducting a visual skin analysis. They are used to observe the client's skin under bright light and to enlarge the treatment area.

If a magnifying lamp is being used, place eye pads on the client's eyes to protect them from the light of the magnifying lamp. Let the client know what you are doing as you progress with the analysis. You should then study the client's skin for any contra-indications under the light.

Analysis by touch

Before examining your client's skin, your hands should be sanitized through the use of sanitary wipes or an appropriate hand washing procedure. In analyzing skin by touch look for the following:

- Elasticity – check around the eye area for wrinkles. If the client has a lot of wrinkles or loose skin this will indicate that their skin needs more support and extra care. If you lightly pinch the skin does it go back into shape quickly?
- Moisture on the skin – check the skin to see if it feels moist or oily. If it is oily this would need to be removed before the treatment begins. If the client is prone to sweating this may also need to be removed prior to treatment.

After you have assessed your client's skin you need to identify the skin type. Many skin care manufacturers produce product manuals with information about the various skin types and their characteristics and appropriate products for those skin types. They also provide training in their product range.

Learning activity A3.2

Ask your supervisor or trainer for a manufacturer’s product manual. Look at the main sections and make a list of the information it contains. For example, product names and types.

Use the manual to find information about:

- main skin types
- characteristics of main skin types
- skin conditions associated with particular skin types

Complete the following table.

Skin types	Characteristics	Any associated information

Refer to the *Suggested answers* section at the end.

Once you have identified your client’s skin type you may be required to record the information, including any contra-indications (see Step 3 in this section) you have identified and products you may recommend. Refer to your workplace policies and procedures about what you need to record and where.

Learning Activity A3.3

Do you need to complete a client record card?

Do you need to provide the client with any written information? Make a list of the type of information you need to record.

.....

.....

Ask your supervisor or trainer to check out your response.

Skin analysis and product recommendations are not clear when you first start. However, the more skins you look at and the more experience you have with a product, the better you will become at matching the client to the product.

Learning activity A3.4

Work with fellow students, colleagues or clients and identify their skin type. If possible choose a person with a skin that is completely different to yours. You should complete this exercise a number of times. You will need to:

- refer to relevant legislation and workplace policies
- prepare yourself, the service area and the client
- consult with the client
- analyse the skin and identify skin type

Client 1

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Client 2

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Client 3

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Client 4

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Client 5

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Discuss your analysis with your trainer or supervisor.

Step 4: Deal with Contra-indications (Theory)

Part of the skin analysis procedure also involves identifying any contra-indications before you begin the demonstration. These are existing skin conditions or problems. Sometimes you won't be able to do any demonstration on the client. But this happens rarely. More likely will be the situation where you need to alter the demonstration or product recommendations.

Contra-indications or untreatable conditions are conditions which prevent a treatment being performed. For example if the client has scabies, an infectious disease of the skin, you

cannot do any treatments on this highly contagious condition until it has cleared. Treatments must not be conducted where contagious diseases are present or there is evidence of infection (redness, pus, tenderness and swelling). Refer your client to a medical practitioner.

General contra-indications to lash and brow treatments include:

- Bacterial, viral or fungal infections such as:
 - Herpes, warts – viral infections
 - Impetigo (also known as ‘school sores’), styles and erysipelas – bacterial infections
 - Candidiasis (also known as thrush) – fungal infection
- Micro – organism infections such as scabies and pediculosis (Lice)
- Boils and carbuncles
- bruising or swelling in the treatment area
- cuts and abrasions in the treatment area
- recent scars in the treatment area
- skin with a loss of tactile sensation in the treatment area
- any non-normal skin such as windburn, sunburn in the treatment area
- psoriasis and eczema in the immediate area
- any rashes in the area

Precautions or treatable conditions mean that you need to change the service to accommodate the client’s condition. For example if a client tells you she has a history of reacting to eye makeup then you need to be careful about the eye products that you recommend. You may want to give her a sample she can try at home to see if there is any reaction.

If you cannot proceed with a treatment you need to tactfully explain to a client why you cannot. Explain that you would be happy to see her again once the condition has cleared, and that you look forward to her coming back. It is important to note that it is only on a rare occasion that you cannot proceed with a skin care demonstration.

Learning activity A4 .1

Pair up with another student or a colleague. Imagine you are a beauty consultant in a large department store. A woman approaches the counter and asks you to demonstrate a basic skin care routine to her. You notice she is somewhat hesitant and anxious and she has acne. Discuss the following with a partner and make some notes.

What information do you need to collect from the client? Why?

.....

.....

What communication skills would you use to communicate with the client?

.....

.....

What information would you give the customer?

.....

.....

Refer to the *Suggested answers* section at the end.

Your Checklist:

To review this section you should complete the following checklist. You can also ask another student or a client to provide feedback, get them to use the third party column.

Task	Yes, I can do this	Third party feedback	No, requires more practice
I can set up a work area for a skin care demonstration			
I can prepare a client for a skin care demonstration			
I can state at least eight questions I need to ask a client to find out what she is doing now			
I know what to look for when doing a visual analysis			
I know what to feel for when doing an analysis by touch			
I know the contraindications to a skin care demonstration			
I know my workplace or training place procedures for recording information about my client's skin			

UV radiation or exposure to the sun causes about 90% of premature ageing of the skin.

<http://dermatology.about.com/cs/beauty/a/wrinklecause.htm>

Section B: Cleanse face and apply skin care products (Theory & Practical)

Your client is considering changing her skin care routine and spending money on new products. What do you think she will want to know about the products?

What will she want to know about the products?

What are the features and benefits of the products you are recommending?

Step 1: Cleanse face

In the previous section you looked at identifying your client's skin type.

Having established this, you are now in a position to advise your client on suitable products for different areas of the face. For example, the eye area is prone to dryness, fine lines, dark circles, discoloration and puffiness; therefore a specific product formulation is required.

A basic skin program may include products such as:

- cleansing treatment
- skin toner
- moisturizer
- special care products, for example, mask, exfoliator and eye cream.

Always refer to the product manual or other specific product knowledge information to help you to select the most appropriate products and to inform the client of the features and benefits of specific cleansing products. Always keep the information simple and encourage the client to ask questions about the product, its application and expected results.

Cleansing preparations

Skin cleansing is essential in promoting and enhancing a healthy complexion and is a key part of any skin care routine. There are various cleansing preparations to choose from, but their benefits are all similar. A cleanser will remove both oil-soluble and water-soluble substances, depending on its formulation. Oil is capable of dissolving grease and water and will usually dissolve other substances, therefore a cleanser is a combination of both oil and water. Oil and water do not combine if you simply mix them, so an emulsion is added to give a cleanser stability and to enable the oil and water to mix. Emulsions can also determine the consistency of a cleanser. Various cleansing preparations are available to consultants, with formulations designed to suit the different skin types.



Whatever cleanser is chosen, it should:

- cleanse the skin effectively and without irritation
- remove all traces of make-up and grease
- feel pleasant to use
- be easy to remove
- be pH balanced.

Learning activity B1.1

Look at the product range information used in your workplace or training place. Make a list of the different types of cleansers available. Next to each cleanser write down what skin type each one would suit and some of the major active ingredients that will benefit the skin type it is designed for. In the last column make a note of the benefits of each type of cleanser. Use a manufacturer's product manual to help you with this task.

Cleanser Type	Skin type and ingredients	Benefits

Refer to the *Suggested answers* section at the end.

Learning activity B1.2

Use the information you gathered about each client in **Learning activity A2.3**. For each client:

- identify an appropriate skin cleansing product
- give reasons for your choice.

Client	Appropriate skin cleansing products	Reason/s
1.		
2.		
3.		
4.		
5.		

Discuss your responses with your trainer or supervisor to check that you have selected appropriate products.

Manufacturers will normally provide step-by-step instructions on how to apply their products. It is important that you follow these instructions in order to get the best results for the client.

Preparation of the skin

It is important to explain to the client the reasons for cleansing the skin, as they need to continue the process at home. If they are not made aware of the importance of skin cleansing, then the results of any other product/treatment will not match their expectations.

Depending on the workplace environment where you are performing the skin care demonstration, facilities such as running water may not be readily available. In these cases it would be usual to limit the demonstration of cleansers to 'wipe off' products.

Before removing any make-up and commencing cleansing, check that you have:

- selected the correct products according to skin type, condition and manufacturer's guidelines.
- consulted the client and explained your choice of product.
- identified whether you are required to record any information about the treatment.
- prepared the service area, client and yourself for the demonstration

Cleansing procedure

Cleansing procedures will be affected by the manufacturer's instructions, the type of cleanser used, the facilities available and the environment in which the demonstration is taking place. The following is one example of a cleansing procedure.

Eye makeup and lipstick removal

- Using two dampened cotton pads, apply eye make-up remover cream or lotion.
- Place pads onto eyelids and allow to sit for 30 to 60 seconds.
- Apply eye makeup remover on a third dampened cotton pad and place on the lips. Allow to sit for a minute while removing the eye make-up.
- Support the client's head and wipe the eye pad gently down the lashes (being careful not to apply too much pressure).
- Fold pad in half and wipe through lash from outer corner inwards. Repeat until make-up is removed.
- Place hand on the corner of the mouth and with the other sweep pad over the lips. Turn pad over and sweep over the lips in the other direction. If there is any excess, repeat these steps with a fresh pad soaked in remover.



Cleanser application procedure

- With damp hands, wet the client's face.
- Place an amount of cleanser about the size of a ten cent piece into the palm of the hand and add a little water. Rub hands together gently to mix and warm.
- Mould hands to mandible (jaw) and stroke alternately four times.
- Circle with fingers on cheeks, inward towards the nose.
- Alternate circles on flare of the nose, slide up bridge of nose.
- Stroke forehead alternatively, touching the nose.
- Make small circles on forehead, down to temples.
- Make figure 8s on temples, down hairline, inwards towards the flare of the nose, slide cosmetic fingers up bridge of the nose.
- Slide fingers gently over eyelids from inside to outside, and under eyes, through the eyebrows, under the eyes three times.
- Using middle finger, slide finger over top lip six times and through mandible depression six times.
- Slide hands down neck, interlock fingers and pull upwards along mandible six times.
- Slide down to left shoulder and stroke one hand after the other around the décolletage and up throat to right side.
- Mould mandible with right and left hands.
- Slide to temple, pressure lightly and lift hands off.

Removal of cleansing product

On completion of the cleansing sequence the client should be free from tension, relaxed and starting to unwind.

The cleansing preparation is thoroughly but gently removed to avoid over stimulation of the skin.

- With two damp cotton wool squares, clean décolletage and throat first, one hand after the other from the left to right.
- Slide through the mandible right then left.
- Slide up forehead, gently stroking all over forehead.
- Dispose of cotton wool squares and get new ones.
- Place on forehead with left hand, slide gently over left eyelid, left cheek, left side of mouth to outside of face. Place left hand on forehead.
- Repeat step 4 on right side.

- Turn over cotton wool squares.
- Hold left side of mouth and wipe through with right hand, fold square and repeat with opposite hand.
- Slide to temple, pause with slight pressure and lift off.
- Dispose of cotton wool squares.
- Place tissue over face and blot.

Learning activity B1.3

Select a cleansing product and locate the relevant manufacturer's product manual. Compare the cleansing procedure with the above example. Make some notes on any differences you can see.

Why do you think not all cleansers are applied in the same way?

Why is important to follow the manufacturer's instructions when applying and removing cleanser?

.....

.....

Discuss your findings with your trainer or supervisor as they may be able to provide further information.

Step 2: Apply skin care products (Theory & Practical)

Following demonstration of cleansing products on the skin, a number of other skin care products will need to be demonstrated to complete the skin care routine and to show clients the benefits of purchasing and using these products together.

Toners

Toners are a key part of a typical skin care routine. They remove excess cleanser and dirt from the skin and prepare the skin for moisturizing and make-up. They also have a cooling effect on the skin. A toning lotion can be applied with a damp cotton wool pad to remove any remaining cleanser. The skin should then be dried by blotting gently with a split tissue.

Learning activity B2.1

Find some information on other skin care products which you can demonstrate to your clients. You will need to refer to manufacturer's instructions. Complete the table below. An example has been provided for you.



Skin care product	Types available	Suitable skin types and conditions	Application
Toners	Fresheners or lotions	Dry, delicate, sensitive and mature skins	Apply with damp cotton wool pad
	Tonics	Normal and combination skins	Dry skin by blotting gently with split tissue
	Astringents	Oily skins and skins with mild acne	

Refer to the *Suggested answers* section at the end.

Some workplaces will require you to record information about a client's treatment and products recommended on a client record card. You will need to check your workplace policies and procedures to find out what information you need to record and how.

Learning activity B2.2

With a fellow student or colleague review your list of clients from **Learning Activity A2.3**. Select a toner, day moisturizer and evening moisturizer for each client. Also select one special product that you would recommend that would specifically benefit their skin (e.g. a mask). Record your recommendations below:

Client	Product recommendations	Benefits
1.		
2.		
3.		
4.		
5.		

Discuss your responses with your trainer or supervisor to check that you have selected appropriate products.

Learning Activity B2.3

Putting it all together. Pair up with a student or colleague who you have not worked on before. You are going to do a skin care demonstration from the beginning. This includes preparing the service area, the client and yourself, cleaning the skin and making recommendations for a skin care routine. Ask the student or colleague to fill out the following as you work.

Was the service area and the operator prepared correctly?

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Did you as the client feel comfortable and confident?

.....

.....

Consulting the client

What information was collected from you as the client?

What information did the operator give to the client? What communication strategies did the operator use? How could the operator improve on this?

.....

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Evaluation

Were you satisfied with the products selected for you? Why/why not? Were you satisfied with the outcome? Why/why not?

What could the operator do to improve on this?

.....

.....

Was any information recorded about the demonstration? Do you know what was recorded?

.....

.....

Discuss your responses to the above points with your trainer or supervisor to ensure you have followed and applied the correct procedure.

Your Checklist:

To review this section you should complete the following checklist. You can also ask another student or a client to provide feedback, get them to use the third party column.

TASK	Yes, I can do this	Third party feedback	No, requires more practice
I know how to choose a cleanser that is suitable for my client's skin.			
I know how to complete a professional skin cleanse.			
I know the types of toners that are available and what is suitable for each skin type.			
I know the types of day moisturizers that are available and what is suitable for each skin type.			
I know the types of evening moisturizers that are available and what is suitable for each skin type.			
I know the types of special products that are available and what is suitable for each skin type.			
I can make suitable recommendations to my client.			

The Australian cosmetic and toiletries industry has domestic sales of approximately

A\$5 billion per annum

<http://www.austrade.gov.au/Cosmetics-and-Toiletries-overview/default.aspx>

Section C: Advise on further product use (Theory & Practical)

This section deals with following up with the client after the skin care demonstration. It involves providing the client with advice on suitable skin care products for their skin type and condition to use at home along with easy to follow instructions on product use.

There is one step to *Advise on further product use* are:

Step 1: Advise client on suitable products

Imagine you are a client who has just had a skin care demonstration. What information about the products would you expect?

What information about how to use the products would you expect?

Consider how you will meet these expectations as you work through this final section.

Step 1: Advise client on suitable products

For the client to improve her skin she will need to follow your skin care recommendations. You will also want to maximise the opportunities for sale of the skin care products you have demonstrated. To do this you should offer the client advice on a suitable skin care program to follow at home.

This should include:

- Suitable products to use at home based on skin type identified and any contra-indications.
- The benefits of using these products.
- Describing the results they should eventually obtain.

The way in which you provide this advice will depend on your workplace procedures. It may be enough to provide verbal information about the above points or to jot down the names of recommended products and any other relevant information on a product card. Many professional skin care companies provide product brochures, recommendation cards and samples.

At the same time you need to apply effective communication strategies. For example a client may be unsure or undecided about whether to buy the products you recommend. You need to be able to negotiate with the client without appearing to be too pushy. Another client may tell you they can't afford to buy the products. What would you do in this situation?

Learning activity C1.1

Find out about the workplace procedures you need to follow when providing follow-up advice on product use to your clients.

How are you required to provide product recommendations? What information is available to provide to the client?

Are samples available for the client to trial some of the products? What do you do with the client information you have recorded?

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Ask your workplace supervisor or trainer to provide feedback on your answers.

Explaining product use

As well as advising the client on specific skin care products that they can use at home, it is important that the client is clear and confident about how to use the product to achieve the best results. Encourage the client to ask questions about the product/s you have recommended. Spend some time taking the client through any written instructions which accompany the product. If there are any areas that the client is still not sure about, offer to demonstrate the procedure again as required.

An important part of explaining product use to clients is to make sure that clients are made aware of any possible adverse effects which products may have on their skin. The ingredients in some skin care products may trigger allergic reactions such as dermatitis or eczema.

Clients with sensitive skin which may be thin with broken capillaries, irritated or flaking, may be more prone to product reactions. Clearly explain that because of the sensitivity of their particular skin type some skin problems may occur. Reassure the client that there is a wide range of hypo- allergenic skin care products on the market to cater for sensitive skin.

It may be possible to give the client a sample of a product prior to purchase to ensure that there are no unforeseen problems. Suggest that the client test the product/s first and stop using it if there are any reactions.

Cosmetic houses often supply small samples of products for clients to test on their skin for reactions and to see if they like their products.

Learning activity C1.2

In **Learning Activities A2.3, B1.2 and B2.3** you worked through product recommendations for five different clients. Now you need to complete their consultation by recommending home care products for them and listing the type of information you would give them to take home.

Product/s recommended	Reason	Product information
Client 1		
Client 2		
Client 3		
Client 4		
Client 5		

Discuss your choice of products and the reasons you recommended them with your trainer or supervisor.

Your Checklist:

To review this section you should complete the following checklist. You can also ask another student or a client to provide feedback, get them to use the third party column.

TASK	Yes, I can do this	Third party feedback	No, requires more practice
I know what skin care information is provided by the salon or training place's product range for the client to take home.			
I know how to provide the information to the client.			
I know what information to provide to the client about using the products at home.			
I can talk confidently about the features and benefits of one skin care range.			

*Last year, \$44.2 million worth of male cosmetics was sold in Australia.
The figure does not reflect the increasing number of men's salon
bookings for beauty treatments such as facials and waxing.
<http://www.news.com.au/couriermail/story/0,24177313-23272,00.html>*



Suggested Answers

Learning activity A1.1

Legislation	Type	How does it relate?
Health and Hygiene	State	<p>Clean equipment</p> <p>Personal hygiene eg cover cuts with waterproof dressing and gloves</p> <p>Disposable materials such as cotton balls to reduce cross infection</p> <p>Fresh towels for each client</p> <p>Dispose of used materials immediately after use.</p>
Occupational health and safety	State	<p>Safe equipment at the right height to protect you from strain.</p> <p>Safe service area. For example no electrical wires across the floor where people walk.</p> <p>Any electrical cords are tested and tagged.</p>

Learning activity A2.1

Service area

- Environment is safe and uncluttered
- The room is at the correct temperature
- The area smells pleasant
- Suitable furniture and equipment
- Equipment is clean and in good condition
- The skin range is available for you to use
- You have a selection of disposable materials to use on the client
- You have disposable gloves available if you need them
- You have a range of wooden, disposable spatulas to use to get product out of jars.

Yourself

- High standard of personal hygiene including clothing, hands, hair and skin
- Your breath smells pleasant

- Your hands are washed
- Any cuts are covered
- You have no body odour.

Client

- Client is comfortable
- Protective covering is used
- Hair is protected
- Any face piercings are removed
- You have found out if the client is wearing contact lenses.

Why it is important to prepare

- To present a professional and confident attitude to the client
- To allow you to focus on the client and their needs.

Learning activity A3.1

- How do you currently care for your skin in the **morning**?
- How do you currently care for your skin in the **evening**?
- Are there any products you use **occasionally**, for example, a mask?
- Are you on any **medications** to assist with the acne?
- Have you ever **reacted** to skin care products?
- Do you have any **allergies**?
- How does your skin **feel** after using your products?
- What do you **like** about your current routine?
- What **don't** you like about your current routine?
- What is your most important **goal** for your skin?
- Are you looking for a **basic** routine or would you like me to include recommendations for additional products like exfoliators and masks?
- Does the client protect her skin from the **sun**? If so how?

This client has acne so you will need to explain how this will influence the products you can use. This may include using some products in the interim to help clear up the skin and then changing the routine to a maintenance stage.

Learning activity A3.2

Manufacturers' product manuals contain information about:



- features of skin care products
- suitability of products to skin types
- application and use of products
- warnings about potential reactions and action to take
- skin types and features
- ingredients.

The following is an example only.

Skin types	Characteristics	Any associated information
Oily skin	enlarged pores pimples and breakouts easily develop excessive sebum some clogging of pores may also be evident, prone to comedones, pustules (acne)	Skin can be oily and flaky if client has been trying to dry out the oil.
Dry skin	tight pores skin is generally dry and without lustre skin looks dry and flaky wrinkles appear easily.	
Normal skin	even in colour clear complexion sebum and moisture levels balanced no enlarged follicles good elasticity.	
Combination/ oily skin	normal skin on cheeks, eye area and the throat excessive oil on the T-zone affected by climatic conditions prone to comedones, pustules (acne) shiny appearance in the T-zone greasy to touch imbalance in sebaceous secretions coarse texture can be dehydrated.	

Combination/ dry skin	normal T-zone, slightly oily in summer drier cheeks, eye and throat area insufficient sebaceous output can be dehydrated affected by climatic conditions.	
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Learning activity B1.1

Cleansers	Skin Type and ingredients	Benefits
Cleansing milk	Used for all skin types. Usually oil in water emulsion with a relatively high amount of water to oil, making it quite fluid in texture.	Easy to use and to spread onto face. Easy to remove. Suitable to a wide range of skin types. *see below for additional benefits.
Cleansing creams	Good for very dry and sensitive skins as it is very comforting and soothing. Not for use on oily skins. Good for removal of heavy make-up. These products have a higher amount of oil to water, the emulsion is thicker in texture and has a richer feel. The high oil content allows the product to be massaged without dragging on the skin.	Easy to handle. Good to use for removal of heavy make-up. Does not dry out the skin. *see below for additional benefits
Cleansing lotions	It can be used for combination/oily, oily or acne skins, but is not suitable for mature combination/oily skin. This is a solution of detergent in water. It does not usually contain oil, and therefore is not suitable for removing make-up. Medicated ingredients may be added to this cleansing formulation, for use on oily, congested or acne skins	Good for oily and acne skin, but be careful that they are not too drying. *see below for additional benefits



Cleansers	Skin Type and ingredients	Benefits
Foaming cleanser	Used on most skin types except dry skin. This cleanser usually contains mild detergents that foam when mixed with water. Additional ingredients are selected for all skin types.	Foaming cleansers are quick and convenient to use, are very popular with clients who have been using soap, and who like the foaming action when cleaning the face. *see below for additional benefits
Cleansing bar	They are used on oily to normal skin, and are not suitable for sensitive skin. Soap is considered to be too dry and unsuitable to use on the skin, because it disrupts the pH of the skin, and the skin can be left feeling tight and dry, sometimes itchy. Cleansing bars are milder than soap and are formulated to have a pH of 5.5 - 5.6, so they are not as likely to dry the skin out	Easy to use. Only suitable if the pH is around 5.5. *see below for additional benefits
Eye make-up removers. Formulations are usually milks, lotions, creams or gels.	For all skin types. The eye area and the skin around it, is a lot more delicate than the skin on the rest of the face. It can be easily irritated and puff up if oil-based products are used around the eyes (for example, cleansers that have been formulated for the face and not the eyes). To remove eye make-up you should use products specifically designed for the eyes. Eye make-up removers cleanse the eyelid and lashes and help to emulsify make-up. They usually have treatment benefits as well, and condition the lashes and soothe tired eyes.	Products formulated especially for this delicate skin and to remove make up. Lotions are used on all skin types and are more suitable for contact lens wearers. Gels and creams are best for heavier or waterproof make-up. *see below for additional benefits

*Additional Benefits

- Gentle exfoliation of dead skin cells from the stratum corneum, exposing younger cells and improving the skin's appearance.

- Removal of make-up, dirt and pollutants from the skin's surface, reducing the possibility of blemishes and skin irritations.
- Removal of excess sweat and sebum from the skin's surface, reducing congestion of the skin and the subsequent formation of comedones and pustules.
- Prepares the skin for further treatment.

Learning activity B2.1

Skin care product	Types available	Suitable skin types and conditions	Application
Moisturisers	Day	<ul style="list-style-type: none"> • Protects skin from dehydration and helps maintain moisture balance. Some have sun protection. These are preferred. Suitable for all skin types depending on formulation. 	Apply after cleanser and before any make up. Apply after make-up is removed.
	Evening	<ul style="list-style-type: none"> • Protects skin from dehydration and helps maintain moisture balance. Usually richer or more active products designed to work on skin overnight. Suitable for all skin types depending on formulation. 	Applied after make-up is removed.
	Special effect (e.g. Serum)	<ul style="list-style-type: none"> • Formulation of product will be specific for the type of benefit you are aiming for. 	Often serums are applied before evening moisturizers but check manufacturer's instruction.



Skin care product	Types available	Suitable skin types and conditions	Application
Exfoliants or “scrubs”	Types that rely on physical action. Products that contain rough or slightly abrasive ingredients. Types that rely on Enzymatic or chemical action. These products rely on a chemical action to gently dissolve dead skin cells.	Used to encourage the removal of dead skin cells. Used gently on young skins. Generally recommended for sensitive, older and dryer skin types.	Stress that the client should never rub these products into the skin as they will cause damage. Gentle circles on dry sections of the skin will achieve the result they want. Follow manufacturer’s instructions carefully.
Masks	Drying or absorbent masks Masks that add moisture and/or oil to the skin.	Used on oily skin types to absorb oil and impurities from the skin. Used on older or dryer skin types. Adds moisture and oil to the top layers of the skin.	See manufacturer’s instructions. Generally applied all over the face but not the eye area. See manufacturer’s instructions. Generally applied all over the face and neck but not the eye area.
Eye creams	All are moisturizing.	Suitable for all skin types depending on formulation.	Apply to the delicate skin around the eyes. Be careful not to apply near eyelashes as these products may cause puffy eyelids.

Suggested Resources

The following references may provide you with additional information and ideas as you progress through this unit. *The websites listed were last accessed in June 2010.*

Books

Simms, J (2006) *A Practical Guide to Beauty Therapy for NVQ Level 2*, United Kingdom, Nelson Thornes.

Videos

Harrigan, J & Suderman, R (2006) *The Integumentary System*, Bendigo, Video Education Australia. Video Education Australasia (2006) *Customer Service*, Bendigo, Video Education Australia.

Professional Associations

Advanced Association of Beauty Therapists - www.aabth.com.au

Association of Professional Aestheticians of Australia - www.apaa.com.au

Professional Fingernail Association - www.apfanails.com.au

