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What's Your *Recipe*

What's your recipe for weaning clients off bad skin care habits?

by Bella Schneider, P.M.E.

Skin care professionals should begin by differentiating themselves from department stores and retailers by doing all consultations in the treatment room. The client should be laid down, skin cleansed, then analyzed through a magnifying lens. Find out what the client's concerns are. These will lead the professional to discover their habits. Every client has a goal – something they want to change about their complexion. The client can be handed a mirror and asked exactly what they like and do not like about their skin. In response, the professional can discuss causes for their skin care condition and what can be changed. Most client's habits need fine tuning because they have routines created from cosmetic samples and ingredient fads as opposed to a knowledgeable routine proper for their individual skin type.

I like to inquire about the client's home routine and then emphasize that their participation is necessary to achieve their goals. I then educate them that proper homecare is essential in conjunction with their spa treatments and explain the six major product categories needed for a proper routine. Do not be overly scientific or simplistic; I believe in a moderate approach in function of the individual client's personality. It is important to ensure that the client has at least one proper product from each of the six categories as follows: cleanse, rejuvenate, resurface, hydrate, protect, as well as eye and lip treatments. For particular issues that need correction, skin care professionals should introduce products from correct, renew, and prevent.

Next, the client's existing products and mode of application should be reviewed. I would then consult and give them tips on how to better use what they already have. For instance, I would instruct a client to use a sunscreen at least 30 minutes before sun exposure as opposed to right before leaving home. It is crucial to build the client's trust and show them how knowledgeable you are without being pushy. Next, I inject products from the missing categories into their existing routines. Over time, they may trust the professional so much that they end up entirely switching over to an entire product line.

Skin care professionals must never forget that every person is different. The client's individual habits and character need to be known in order to find out what they are and are not willing to change. Ultimately, addressing bad habits begins with building trust and showing clients expertise and results. This helps convert clients to product lines and increase retail sales.



Bella Schneider, P.M.E., leads a team of more than 200 aesthetic professionals at three premier spas. For more than 35 years, Schneider has traveled the world to bring service providers the best in aesthetic science; as a groundbreaking formulator, successful retailer, and respected educator, her mission is to help professionals enhance their practice and grow their business. Winner of the Nouvelles Esthétiques lifetime achievement Crystal Award for contributions to beauty science, Schneider hosts beginning to advance training in clinical and spa skin care as well as ethnic skin care, peels, and other new techniques at Bella Schneider Beauty's Palo Alto, Calif.-based training center.

