



Unit 5

How to Improve Skin Conditions (continued)

Learning Objectives

On successful completion of this unit the candidate will be able to:

- examine benefits of facial massage
- analyse the procedure for administering a facial massage
- explore facial masks and their types

Skin Care Treatments

Facial Massage

Manual facial massage makes the skin's condition better and promotes a feeling of relaxation and stimulation. The neck, face and upper chest are the areas that are treated during a facial massage. A good massage has rhythm, continuity and the right depth, based on the client's needs and the areas receiving treatment.

A facial massage provides the following advantages to the skin:

- When dead cells on the skin are loosened and removed, the skin's condition improves as younger, fresh cells are exposed.
- Muscles get more oxygenated blood and feel relaxed. The facial appearance becomes firmer when the strength and tone of the muscles is improved.
- Improved blood circulation in the face region makes it warmer, which is relaxing for stressed muscles.
- Improved facial lymphatic drainage produces increased cellular activity and results in removal of toxins. This increases the production of sebum and keeps the skin supple and protected.
- The skin's pores relax with the increased temperature, which also helps the massage product to be absorbed.
- Sensory nerves are stimulated or soothed. This is quite relaxing for the clients—some of whom may even drift off to sleep.

Facial massage is usually carried out after four to six weeks. The skin is cleansed thoroughly before providing the facial massage. After the treatment, a face mask is applied that absorbs the excess grease on the skin. The approximate time for the facial massage is nearly twenty minutes. The facial skin may turn slightly red following the treatment because of an increase of blood circulation in the area. Some blemishes may also appear after the facial massage on the skin, which is due to the cleansing action. Advise clients preparing for a special occasion, like a wedding, to make an appointment for facial treatments at least five days in advance.



Remember:

A massage treatment is like meditation for the client and therapist both, which is why it should be a soothing and quiet time for both.

Facial Massage Movements

A facial massage comprises a series of standard movements performed over the face, neck, chest and shoulders. Facial movements are of four basic types:

- Effleurage;
- Petrissage;
- Percussion; and
- Vibration.

The depth of pressure and application speed for each of these movements may be modified based on the client's needs.

Effleurage

Effleurage is a stroking movement that is used at the beginning of a massage. This movement can be of two kinds: superficial effleurage and deep effleurage.

Superficial Effleurage

Superficial effleurage is a soft flow of pressure used at the start and at the conclusion of most treatments.

Procedure

Keep your fingers together and use your hands entirely. You may keep your thumbs closed or open to keep them out of the way. Your hands' pressure has to be kept even and light and in good contact with the skin. The hands should be relaxed and warm. The movement should not be very deep and usually does not affect the blood circulation. Each movement may be performed in a different direction. The procedure helps the muscles to relax and stimulates the nerve endings. Medium massage is introduced to the skin for a calming and soothing effect.

Deep Effleurage

Deep effleurage is a similar movement to the superficial movement, but involves more pressure. The pressure is not strong enough to make the client feel uncomfortable, yet it is sufficient to encourage relaxation of the muscles and for you to sense the tension knots.

Petrissage

Petrissage comprises a series of movements during which tissues are lifted from the underlying structures and then compressed. This movement always comes after effleurage. The four different types of petrissage include:



1. Rolling;
2. Wringing;
3. Kneading; and
4. Picking up.

Petrissage must be performed in an unhurried and rhythmic manner. The amount of pressure exerted has to be firm, yet light, to relax the aching muscles and help eliminate the exhausted muscles by removing lactic acid. This also results in removal of lymphatic acid and waste products.

Percussion

Percussion is also called tapotement and is carried out in a brisk and stimulating way with tapping movements. Finger tips are used to generate very soft tapping movements that stimulate the skin. This improves the supply of blood that provides nourishment to the skin tissues and the stimulation increases the supply of blood. Percussion is the treatment used for the loose, crepey skin around the eyes or the jaws.

Vibrations

Vibrations are produced through rapidly contracting and relaxing the therapist's arm, which results in a trembling movement. This stimulates the client's nerves and the skin. The two kinds of vibration movements are running vibrations and static vibrations. During static vibrations, the therapist places finger pads on the nerves.

The effect of the vibrations is created through the therapist's hands and arms in one position, while running vibrations in the vibratory effect are applied on the nerve path.

The Treatment

Step by Step Facial Massage Routine

Every movement must be performed six times, while the procedure must last for approximately 20 minutes.

1. Begin with effleurage movements using both hands simultaneously, starting at the chin and moving down any one side of the neck and going towards the shoulders. The movements should be repeated five times.
2. You must apply pressure on the chest and move towards the shoulders to work along the upper part of the back and then towards the spine.
3. After reaching the back of the neck or the spine, work upwards. Then stretch the neck gently.
4. Now begin below the chin while the base of your hands rests gently on the chin.
5. Begin working upwards over the cheeks, raising them quite firmly.
6. Use a firm lifting movement and finish on the forehead.
7. Use both hands to slide down from the forehead in the direction of the jaw line.
8. Perform petrissage movements by beginning with the chin and sliding down the side of the neck to move towards the shoulders.
9. Perform small circular movements across the chest.



10. Use circular movements and move upward on the neck's sides.
11. Making a loose fist, rotate your knuckles upwards and downwards the neck area.
12. Complete the movements at the jaw and then start alternate triangular
13. sweeping movements.
14. While supporting the client's jawline with the left hand, move your right hand towards the shoulder. Now stroke across the chest towards the other shoulder.
15. Stroking the left hand over the chest, meet the right hand on the right shoulder.
16. Bring the right hand to the jaw while the left hand remains on the shoulder.
17. Slide your left hand to the jaw.
18. Shift your right hand to the shoulder.
19. Twist and turn your fingers, starting from the index finger to the middle finger and then lift the cheeks.
20. Perform a tapping movement along the jawline.
21. Placing your thumbs at the chin's centre and your index fingers below the mandible, slide your thumbs over the chin firmly. Bringing your index fingers on the chin, place your middle finger below the mandible and form a V shape. Move along the jawline towards the ear.
22. Place the knuckles over the cheeks and chin.
23. Placing the hands upside-down, with the fingers pointing downwards, work on both sides of the face. Lift the face and join both hands over the forehead. Divide them now.
24. Raise the client's eyebrows towards the hairline with both hands.
25. Turn your hands sideways. Pull the forehead gently from the middle and smooth out the temples. End with a little pressure on the temples with the fingers.
26. Sliding the hands towards the jawline, pinch it with the forefingers and thumb.
27. Use index fingers to apply friction around the nostrils.
28. Use the index fingers to work up the nose. With the middle and index fingers, move across the forehead gently and then move downwards.
29. Perform small pinching movements down the eyebrow lengths. 29. Use your finger pads to tap the eye area gently.
30. Perform circling movements around the inner and outer eye. Use your ring finger to draw outer circles gently, and then three inner circles, finishing with a slight pressure on the temples.
31. Conclude with superficial effleurage on the shoulder region, slowing gently as you end the massage.

Remember:

It is important to use sufficient massage medium on the skin. Too little will make hands sticky and movements will not have a flow. If the medium is too much, it will run down the client's face.

After the Massage

When the facial massage is completed, use damp cotton wool to remove the massage medium completely. Apply skin toner to remove all signs of oil and ensure that the face is grease free. Proceed with additional facial treatments, such as a face mask. A moisturiser application could also be used to end the treatment in a simple manner.

Aftercare and Home Advice

Aftercare and home advice are very important to retain the benefits gained from a facial treatment. Show the client a few of the facial exercises or movements they can perform at home. All these must be performed a minimum of four times every week.



Advice on Improving Skin Condition

Clients should be advised about skincare routines and products to maintain and enhance their skin's condition.

- The eye area must be cleansed only with appropriate eye makeup remover. Both eyes should be cleansed individually, while the eye tissue gets suitable support.
- The application must be performed outwards and upwards during the cleansing procedure.
- Exfoliants should be applied twice weekly for greasy skins and once per week for all other types.
- Face mask should be applied once or twice every week, based on the skin type.
- During massage movements, the skin should not be stretched unnecessarily.
- After applying toning lotion onto damp skin, the skin should be wiped gently using upward and outward strokes.
- The moisturiser should be applied in small dots on the chin, neck, forehead and nose. It can then be spread evenly with light outward and upward movements.
- Facial exercises should be performed regularly, a minimum of four times per week, to keep facial muscles well-toned.

Mask Therapy

Face masks have effects such as cleansing, nourishing, toning and refining on the skin. Based on their formulations, face masks may perform different actions on the skin. Choosing a suitable mask requires appropriate knowledge about the impact of the fundamental elements and accurate analysis of the skin. Some of the masks available in the market are already mixed, while others need mixing. Although basic elements may be bought in bulk, a good knowledge of ingredients and portions to be mixed is required.

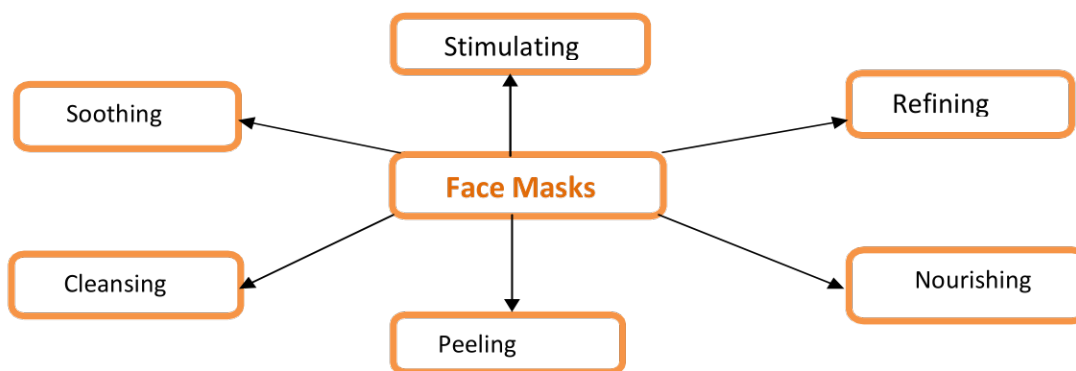


Fig .5.1

Actions of a Face Mask

Materials Needed for a Face Mask Treatment

1. Couch rolls
2. Bowls
3. Spatulas
4. Scissors
5. Skin tonic



6. Headband
7. Damp cotton wool
8. Tissues
9. Mask brush

The two main categories of masks are setting and non-setting masks:

Setting Masks	Non-Setting Masks
Thermal masks	Natural masks
Paraffin wax masks	Warm oil masks
Peel off masks	Cream masks
Clay masks	

Setting Masks

Setting masks have to be applied in a thin layer that covers all the skin. They are then given time to dry and set.

Clay Masks

Clay masks are effective in drawing out impurities in the skin and for performing deep cleansing. Therefore, they improve circulation and can be stimulating. Clay masks have to be mixed with other ingredients that turn the powder into liquid paste. These liquids are chosen to complement the mask and skin type.

- Rose water is suitable for normal, dry and mature skins.
- Orange flower water provides a stimulating tonic effect.
- Citrus dulic is good for normal and mature skins.
- Witch hazel should be used for combination and greasy skins.
- Almond oil helps to improve the skin's condition.
- Distilled water is ordinary water from which the chemicals, like calcium carbonate or magnesium bicarbonate, have been removed.
- Calamine lotion contains zinc carbonate that soothes and heals the skin.

Types of Face Mask

<i>Skin type</i>	<i>Clay powder</i>	<i>Effects on skin</i>	<i>Mixed with</i>
Normal skin	Magnesium carbonate or calamine	Refines the skin	Mixed with rose water or orange flower water
Greasy skin	Fuller's earth or sulphur (yellow powder)	Deep cleanses	Distilled water
Dry skin	Calamine or Magnesium carbonate	Soothes the skin Refines and soothes	Rose water, orange flower, few drops of vegetable oil or almond oil
Combination skin	Follow the dry/ normal for cheek area and greasy skin for T-Zone.		



Peel off Masks

Peel-off masks are made from latex, paraffin wax or gel. When the mask is applied on the skin, it starts to dry as it comes in contact with the skin. The mask is peeled off as a complete facial mould. All types of skin can be treated with gel masks. Latex masks temporarily tighten the skin and are more appropriate for mature skin. For dry skin, paraffin masks are more suitable options. They are not appropriate for highly sensitive or greasy skins due to the stimulating effect.

Thermal Masks

Thermal masks comprise various minerals. These masks become warm when they come in contact with skin and cause pores to become enlarged, thus they cleanse the skin. As the mask cools down it sets, making the pores slightly constricted. Thermal masks are appropriate for greasy skin types.

Non-Setting Masks

Natural Masks

Natural ingredients are used to make natural masks and are rich in minerals and vitamins.

Fruit Extracts

Fruits are usually crushed into pulp and laid between gauze layers that are placed over the client's face. An example could be avocado mashed into a very smooth paste. This helps to maintain a balanced acid mantle and pH in the skin. Bananas are used for sensitive skins as they make the skin softer.

Herbal and Vegetable

Placing slices of a cucumber on the skin can be quite refreshing and calming.

Biological

- Application of natural yogurt on the skin removes the dirt from the skin, while providing protection against infections.
- Egg can be used with almond oil on dry skin, whereas lemon is suitable for oily skin.
- Honey is appropriate for use on mature or dehydrated skin as it helps in achieving a softening outcome.

Warm Oil Masks

Warm oil masks can be almond or olive oil. The oil is warmed and then gauze is soaked into it. The eyes are covered with eye-pads. The well-soaked gauze is then placed on the neck and face for approximately 10 to 20 minutes. Warm oil masks are appropriate for dehydrated or mature skins.

Cream Masks

Cream masks are pre-prepared masks that have a softening and moisturising effect on skin.

Contraindications

- Allergies – Check with the client to find out if she is aware of any allergies and avoid using known allergens.



- Claustrophobia – Setting masks should not be used on an especially nervous customer.
- Sensitive skins – Stimulating masks should not be used on clients who have very sensitive skin.

Applying the Mask

- For mask applications that are performed after a facial massage, ensure that the massage medium has been completely removed and that the skin is not greasy at all. Choose a suitable mask based on the client's skin type.
- Apply the mask as the last part of the facial treatment.
- Choose suitable ingredients for the mask. For chemical masks, it is essential to read the instructions provided by the manufacturer first.
- Before starting any treatment procedures, discuss them with the client. Explain how long the medium will be placed on the skin and how it will feel to the client. The mask is generally left on the skin for approximately 10 to 20 minutes.
- You may choose to prepare the ingredients for the mask or use pre-prepared ones.
- Start application with a sterilised spatula. Follow the specific sequence for the mask's application; which is the neck, chin, cheeks and then the forehead. Ensure that nostrils, eyebrows and the hairline are kept clear from the mask.
- The mask should be left on the skin for the recommended time. The client's skin sensitivity and comfort should be taken into account.
- Washing hands is essential.
- Eye-pads should be removed first. Mask sponges should be damp instead of being wet.
- A suitable toning lotion should be applied to the skin. Use a facial tissue to blot the skin until it becomes dry.
- Apply a suitable moisturiser on the skin.
- Provide the client a small mirror to let her check her facial skin, complexion and its general appearance.

Remember:

It is extremely important to ensure that all traces of the facial mask have been removed from all parts of the face—particularly below the chin and behind the ears.

Follow-up and Advice on Home Use

The beauty therapist should also offer follow-up advice to the client so that the long-term advantages of the treatment can be enjoyed by her.

Follow up Advice	Reason for that Advice
Leave the skin alone for twelve hours. Do not cleanse the skin that night.	Allow the skin time to relax.
Do not apply makeup for twelve hours.	Makeup can clog the skin.
Don't touch the skin.	This may make skin dirty.
Advise the client to have a facial every month.	The skin takes approximately one month to renew its layers.
Advise the client to cleanse, tone and moisturise the skin both in the morning and evening.	To keep skin pores clean and soft.
Wear a good moisturiser under the makeup.	Protect the skin from getting clogged.
Drink a lot of water and eat healthy foods with sufficient quantities of fresh fruit and vegetables.	To improve the condition of the skin.



Try not touch or squeeze spots or black heads.	This can damage your skin.
Protect your skin from the sun.	Exposure to the sun can dry out the skin.

Suggested Further Readings:

- ✓ *Makeup Face Charts: Blank Makeup Face Charts Worksheets for Makeup Lovers to Organize and Plan their Designs, (2021), By Fine Notes, Pink Stylish Press*
- ✓ *Mindset, Magic & Miracles: Universal Law to Master Your Mindset & Emotional Intelligence for Success in Life & Business, (2021), By Caroline Sanderson*