



Chapter Four ~

Product Knowledge

With a wide assortment of products on the market, choosing one which will most benefit the customer becomes complex. Take the time to learn about your products and their benefits.

Introduction

This chapter takes the chemical knowledge of cosmetics you learned in the last chapter and shows you how to apply it to the many different products you will be recommending to your customers. Knowing how these products are formulated will help you decide which products are appropriate for each customer and you will be able to make recommendations confidently and persuasively.

It is important to understand how cosmetic products perform. There are four ways in which most products perform on the skin.

1. Various cosmetic products form an occlusive barrier on the surface of the skin to prevent moisture loss, allowing the skin to remain soft and supple due to its natural hydration.

Some cosmetic products perform by adding protection against harmful UV rays known to prematurely age the skin. Other products remain strictly on the surface of the skin in order to soften the top layers of dead skin cells and facilitate in their removal allowing for a more youthful appearance.

2. The second way that cosmetic products perform is to penetrate the top epidermal layer. These products help to facilitate skin hydration by introducing hydrating ingredients into the intercellular channels. When products penetrate the top epidermal layer they often have ingredients known as liposomes. These are time-release capsules from which moisture or special ingredients may slowly be released. Various products penetrate the epidermal layer to assist with deep exfoliation. These products help soften the cohesive bonds that "glue" the corneum cells together, therefore allowing the dead surface skin cells to be removed more easily.

3. The third way that products perform is to penetrate into the Pilosebaceous Orifice (hair follicle); this assists in the reduction of bacteria population. This also reduces cellular hyperkeratinization (also called hyperkeratosis), which is an overgrowth of the top layer of skin cells forming visible scales or flakes.

4. The fourth and final way that products perform is by penetrating more deeply into the epidermal tissue. This ultimately helps to improve skin hydration. This product performance also helps to reduce oxidation that results in free radical formation (certain oxygen molecules that damage DNA in the skin cells) causing the skin to look dull and tired.

Every cosmetic product requires vehicles, catalysts, additives and active ingredients.

Vehicles are known as one or more substances that "carry" the active ingredients allowing for product performance. There are two common forms of vehicles used in cosmetics. The first type is a solvent. Commonly used solvents include: purified and distilled water, or ethyl and isopropyl alcohol. The second type of vehicle is an oil. These may be either animal, vegetable, or mineral oils. Vehicles are usually the first items on the ingredient list making up the largest portion of the product formula.

Catalysts are ingredients that help bind the vehicle and active ingredients. Catalysts also improve the action of the active ingredients. There are four common forms of catalysts used in cosmetic preparations. Humectants, such as glycol and propylene glycol, are used to draw moisture from the air and hold it close to the surface of the skin giving it a more youthful appearance. Thickeners, such as gelatins and gums, may also be incorporated as catalysts in various products allowing for the active ingredients to improve their action. Emulsifiers, include waxes and fatty alcohols. Stabilizers, such as fatty acids, are also known as cosmetic catalysts.

Additives are added to the basic ingredients and each additive has a specific role in the product. These ingredients are usually found towards the end of the ingredient list and are usually present in small concentrations. They can also be known as inactive ingredients. Inactive ingredients aid by adding bulk, density, feel, texture and penetration ability to a product. Typical additives are preservatives, anti-oxidants, colourants/dyes and fragrance/perfumes.

Active ingredients determine the function(s) of the cosmetic product, and their action or aim, which provide visible results to the skin. Active ingredients are often added to the vehicle in a concentration that varies depending on the ingredient and the purpose of the product. These ingredients ideally should be listed between the first two to five items in a product's ingredient list. Active ingredients can have a variety of different properties and purposes: moisturizing, soothing, calming, antibacterial, toning, regenerating, exfoliation or astringent. Common active ingredients include plant and animal extracts, essential oils, vegetable oils, and animal oils and fats.

- *Active* has a direct effect on the skin.
- *Inactive* performs a function that *helps* the product, such as a preservative.

Other common chemical terms that you will notice on various product labels include:

- **Acids** are used to neutralize substances that are too alkaline; they also have an exfoliating action.
- **Alcohols** are colourless liquids or waxy solids made from fermented sugars. Sometimes recognized by the suffix – "ol", such as ethanol, isopropanol, etc. These ingredients are often used in perfumes, lotions and tonics, and as a strong antiseptic.
- **Amino Acids** are molecular units known as building blocks from which protein is formed.
- **Antioxidants**, also know as preservatives, prevent compounds from oxidizing (for example, rusting). They are commonly used to describe free radical neutralizers frequently used in anti-aging cosmetics.
- **Binders** are ingredients used to increase the consistency of a product; they allow the product to hold its ingredients together, preventing separation.
- **Buffers** are ingredients that resist changes in the pH balance of a product, or they help to neutralize the pH of a product.
- **Colloids** are liquid mixtures made up of small particles of insoluble materials. The product can be shaken to blend, but will have a tendency to separate again on standing.
- **Colourants** are substances that give a product its characteristic colour. They may be synthetically or naturally created.
- **Comedogenic** describes ingredients that may clog the skin's pores.
- **Dispersants** may be used to scatter particles of solid ingredients into a liquid base resulting in the creation of a suspension.
- **Emollients** may be oils or waxes used to make the skin feel smooth and pliable. They are also referred to as skin conditioners.
- **Emulsifiers** are ingredients that make it possible to mix ordinarily unmixable liquids, like oil and water, thereby avoiding separation in a cosmetic preparation.
- **Emulsions** are a mixture of oil and water made miscible through the use of an emulsifier, usually creating a milky appearance.
- **Enzyme** is a biological catalyst; either an animal or vegetable derivative. It is known to speed up the chemical reaction of a product; most often used in peels and exfoliants.

- **Esters** are organic acids combined with alcohol, which are used to soften and condition the surface of the skin.
- **Flavonoids** are active plant extractions commonly used as antioxidants.
- **Free Radicals** are atoms or molecules that are unstable because of an unpaired electron. They can cause damage to the skin by attacking and destroying healthy cells.
- **Humectants** are key ingredients that absorb moisture from the air; therefore, they can be used to increase the moisture content of the skin. They also have the ability to assist in keeping cosmetic creams from drying out.
- **Hydrophilic** is an ingredient capable of combining with or attracting water.
- **Hydrophobic** is a water fearing substance.
- **Hypoallergenic** ingredients/products are those least likely to cause allergic reactions.
- **Immiscible** are unmixable liquids such as water and oil.
- **Miscible** are ingredients that readily mix with each other such as milk and water.
- **pH**, known as "Potential Hydrogen", refers to the acidity or alkalinity of a substance.
- **Solute** is a substance that has the ability to dissolve in a solution.
- **Solvent** is liquid that readily dissolves other ingredients.
- **Surfactants** are ingredients that allow lotions, liquids, and creams to spread out quickly and evenly. They allow cosmetic products to slip across the skin and adhere easily. However, they can be highly irritating to the skin, potentially causing skin sensitivities and reactions.
- **Suspensions** are mixtures of liquid and insoluble particles that have a tendency to settle on standing.
- **Texturizers** give the product a desired feel and appearance.
- **Vehicles** are ingredients that carry active ingredients into the skin.

Cosmetic Preservatives

Products based on natural ingredients are often very effective, but the use of natural preservatives does not necessarily mean these products are better. It is necessary to use preservatives (i.e. parabens) in skin care products to prevent the growth of fungus and molds, thus prolonging shelf life. Plastic tubes and jars allow oxygen in, therefore making preservatives necessary.

Preservatives inhibit the growth of pathogenic disease-causing bacteria in products. Healthy skin is more resistant to microbial infection. Bacterium/pathogens can be especially harmful if the skin is inflamed (i.e. acne), irritated, cut or burned. Aged skin and the skin of people suffering from illnesses are also more susceptible to infection.

In order to be effective, the most common chemical preservatives need to make up only 1/10 of 1% of the product.

What is a Paraben? Parabens are chemicals that function as common preservatives to extend a product's shelf life by warding off bacterial growth. Parabens belong to a family of alkyl esters of p-hydroxybenzoic acid. Many researchers believe parabens contribute to the increasing incidence of breast cancer, low sperm count and other estrogen influenced medical problems in humans.

Commonly used parabens include: methylparaben, propylparabens, ethylparaben, benzylparaben, isobutylparaben, butylparaben.

Organic and natural preservatives include: rosemary extract, citrus seed extract, potassium sorbate, benzoic and sorbic acids, odium benzoate, Vitamins A, C and E.

Natural preservatives can make up to 3% of the product by volume in order to be effective. At this level, they will likely have an interaction with the skin, altering the product's effectiveness. This is acceptable only if their effect is desirable on the type of skin for which the product is made. Occasionally, there is a

natural variance in the quantity and quality of a natural preservative, so it may not have the same effectiveness at all times.

How Can We Tell If a Product is Truly Organic?

When selecting skin care, look for products that meet both the European and American National Certification standards for organic personal care products.



SOIL ASSOCIATION handles U.K. certification – This organization is the United Kingdom's leading environmental charity promoting sustainable, organic farming and championing human health.

There are three levels:

- Products comprising 100% organic ingredients
- Products made of 95% organic ingredients, allowing 5% as synthetic ingredients
- Products containing 70% to 90% organic ingredients

France relies on *ECOCERT*, an association that promotes ingredients which originate from organic farming.

The United States' certifications include *OASIS*, *NSF*, and *CERTECH*.

- *OASIS* is an association that requires 85% certified organic content in products.
- *NSF* is an association that allows manufacturers moving in an organic direction to become certified.
- *CERTECH* is an "Organic Cosmetic Certification"; a testing and auditing process that allows the labeling of natural and organic cosmetics.



Natural vs. Synthetic Products

There is a lot of discussion about Natural vs. Synthetic products, and which one is better. In our ever-changing cosmetics industry, a product that is considered to be "natural" is when the ingredients are directly extracted from a natural source. This natural source could be mineral, vegetable, animal or even human.

Some natural ingredients could be unrefined; these extracts may have unappealing colours, textures and even unpleasant odours. Some examples of these natural ingredients are aloe vera, wheat germ and soy proteins, coconut, sesame and almond oils. Some human hair-styling aids actually contain human placenta extracts.

Synthetic products are composed of ingredients that are chemically created. These ingredients are known to mimic natural products or to create ingredients not found in nature to fill a demand or need. Synthetic products can often replace natural products, which may be rare, expensive, difficult to purify, or those that have a short shelf life. Synthetics are economical to produce and the quality, quantity and uniformity are always constant. An example of a synthetic ingredient is Ascorbic Acid (Vitamin C).

Some die-hard naturalists believe the claims made by “all natural” cosmetic companies that their products truly do not contain synthetics. However, since natural extracts can have a foul smell, it is obvious that these natural products often undergo some form of synthetic alteration. For example, as human placenta has a shiny appearance and texture, it would be hard to believe it is sold in its “natural” form.

To colour, refine, or deodorize natural extracts, the ingredients must undergo some chemical procedures, yet still remain effective. Synthetics are added and combined with the natural ingredients to create products that will fulfill the company’s claims. This introduces a whole new potential category. This category is labeled as the semi-synthetic or modified natural ingredient.

With the needs and the demands of consumers constantly changing, cosmetic companies need to continually create new products to keep consumers interested and maintain the companies’ bottom lines at the same time. In many cases, there may be no natural product or ingredient that can perform to the desires of the consumers, so synthetics are added or created.

An example would be luxurious foam baths, which contain solvents of essential oils and extracts of creams and milks derived from natural fatty substances. These ingredients could never produce the desired effect of a long-lasting, silky foaming product on their own; therefore synthetics are added to the natural ingredients to create the perfect foam bath. Semi-synthetics are created to adapt the skin’s biology with physical, chemical, mechanical, and bacteriological stability.

Common Chemical Ingredients

At present, the cosmetic industry selects from more than *5,000* different ingredients. It's no wonder consumers can be perplexed. To follow is a list of familiar cosmetic ingredient categories, their related function and common ingredients used within each category as applied to cosmetic products (active drug ingredients not included).

Moisturizers function as a moisture barrier or to attract moisture from the environment. Common ingredients include:

- cetyl alcohol (fatty alcohol)
- dimethicone silicone
- isopropyl lanolate, myristate and palmitate
- lanolin oil and lanolin alcohol
- octyl dodecanol
- oleic acid (olive oil)
- panthenol (Vitamin B-complex derivative)
- stearic acid and stearyl alcohol

Preservatives and antioxidants (including vitamins) prevent product deterioration. Common ingredients include:

- trisodium and tetrasodium edetate (EDTA)
- tocopherol (Vitamin E)

Anti-microbials fight bacteria. Common ingredients include:

- butyl, propyl, ethyl and methylparabens
- DMDM hydantoin
- methylisothiazolinone
- phenoxyethanol
- quaternium-15

Thickeners and waxes are used in stick products to harden (i.e. lipsticks and blushers) and contain the following ingredients:

- candelilla, carnuba and microcrystalline waxes
- carbomer and polyethylene thickeners

Solvents are used to dilute and include the following ingredients:

- butylene glycol and propylene glycol
- cyclomethicone (volatile silicone)
- ethanol (alcohol)
- glycerin

Emulsifiers break up and refine. Common ingredients are:

- glyceryl monostearate (also a pearlescent agent)
- lauramide DEA (also a foam booster)
- polysorbates

Colour additives add colour and can be categorized as synthetic organic or inorganic pigments.

- Synthetic organic colours, which are derived from coal and petroleum sources and are not permitted for use around the eyes, include:
 - D&C Red No. 7 Calcium Lake (lakes are dyes that do not dissolve in water)
- Inorganic pigments, which are approved for general use in cosmetics, including the eye area, are:
 - iron oxides
 - mica (iridescent)

Hair dyes contain phenol derivatives, which act as active preservatives, and also have the ability to increase the chemical reaction of the dye. They are used in combination with other chemicals in permanent (two-step) hair dyes. One common ingredient is:

- amino phenols

pH adjusters stabilize or adjust acids and bases and include:

- ammonium hydroxide, which is used in skin peels, hair waving and straightening products
- citric acid
- triethanolamine pH adjuster, which is used mostly in transparent soap

Other Common Chemical Ingredients Include

- magnesium aluminum silicate absorbent – anti-caking agent
- silica (silicon dioxide) – absorbent, anti-caking and abrasive
- sodium lauryl sulfate – used as a detergent
- stearic acid – cleanses, used as an emulsifier
- talc (powdered magnesium silicate) – absorbent and anti-caking
- zinc stearate – used in powders to improve texture and as a lubricant

Cosmetic Claims

There are many *cosmetic claims* that you will hear in our industry. A general understanding of what those claims mean will prepare you for any consumer questions that you may experience.

Hypoallergenic – Does not mean non-allergenic. It simply means that common irritants have been removed from the product, i.e. fragrances.

Fragrance-Free – Even if the manufacturer does not include fragrances in the product, the product can still have a smell, usually from the raw material ingredients.

Preservative-Free – Be very cautious if the product claims to be preservative-free. It is almost impossible to have a product on the shelf without adding preservatives. Preservatives used in cosmetics are effective and safe in very small doses.

Dermatologist Tested – This simply means the product has been tested for irritation under the supervision of a dermatologist and the results are publicized.

Dermatologist Recommended – Based on the testing performed, dermatologists may recommend the product. This could be a very misleading term.

Non-Comedogenic – Certain ingredients known to clog pores have been eliminated in these formulations.

Oil-Free or Water-based – These two claims are often for products designed for an oilier skin. Neither of these terms mean that the product is truly non-comedogenic.

- *Oil-free* technically means that there are no oils in the product, but this does not mean that there are no fatty acids or other comedogenic ingredients.
- *Water-based* means that the main ingredient is water, which again might be mixed with some comedogenic ingredient.

Animal Testing - In general, cosmetic companies have made a legitimate effort to reduce animal testing; however, some vital testing cannot be performed without using animals. Formulas sometimes are not tested on animals, but almost all ingredients used in cosmetics have been tested on animals at one time or another.

Cleansing Products

The basic function of cleansing products is to remove makeup, surface impurities and oils; and to cleanse the skin thoroughly and gently.

Soaps and Detergent Bars

There are three basic types of soaps:

- A Floating Soap is usually white and made with little or no fragrance. After being cooked, it is whipped like cream to force air bubbles into the soap, making it lighter than water. However, because it is full of air, a floating soap will not last very long.
- A Milled Soap is made by chipping soap into very small pieces and running it between heavy metal rollers, which press the ingredients tightly together. Colour and/or fragrance is then added in an amalgamator. Next, the material is cut and shaped into bars. The more times a milled soap has been chipped and rolled, the higher the quality and lasting power.



- Hand Poured Soaps are soap products made as they were for centuries, and are still popular among smaller, boutique manufacturers. As their name suggests, the soaps are hand poured into moulds. After the soap hardens, it may be cut into its final shape. These soaps harden by air drying.
- Detergent Bars and Soapless Soaps are made without fats and oils. They make water work more efficiently and release dirt more easily.

There have been many questions raised about the appropriateness of soap as a skin cleanser. Because traditional soaps are alkaline, some authorities

maintain that soap destroys the acid mantle on the skin's surface. This leaves the skin in an alkaline state, which offers less protection against bacteria and can cause dryness, dehydration and irritations among many other symptoms. Also, soaps lose much of their effectiveness in hard water.

Other authorities maintain that cleansing with soap is very effective because it works well for a number of customers and is less expensive than higher-quality products.

If your customer is going to use soap, advise her/him to do the following:

- Rinse thoroughly to remove all traces of a soap film.
- Follow up with a toner formulated for her/his skin type.
- Use a product formulated for the delicate skin of the face.

You should also point out that, although washing with soap and water will cleanse to a certain degree, cleansing milks or creams may be more effective. That's because these products are not affected by water hardness, and are less irritating than soap.

Cold Creams/Cleansing Creams

Cleansing creams are often heavy oil-based creams designed to remove heavy or theatrical makeup. They are good for drier and more mature skins, because they will leave the skin feeling moist and supple. They remove dry, flaky skin gently.

How to Apply: Apply with fingertips, gently working in an upward, outward motion. A gentle massaging action will enhance the cleansing effect. Remove with a warm, wet facial cloth and follow with a toner.

Cleansing Milks

Cleansing Milks (cleansing lotions, emulsions), the most common form of cleanser in use today, remove makeup as well as oil, dirt and other impurities. They may have a slightly alkaline base in order to clean the skin properly and thoroughly. The customer should be provided with a follow-up toner to remove traces of the cleanser. Most companies will provide formulations for the different skin types.

How to Apply: Apply with fingertips, gently working in an upward, outward motion. Water can be used to work in the cleansing milk. Rinse off or remove with a warm, wet facial cloth and follow with a toner.

Cleansing Washes

Cleansing Washes are cream, milk or paste formulations that are used in the same manner as a soap. However, depending on the ingredients, they may or may not remove makeup. If a cleansing wash does not remove makeup, then it is commonly used in between a cleanser and toner (for those customers who use a heavier or oilier formulation of cleanser) or in the morning. They should then follow up with a toner.



Cleansing Gels

A Cleansing Gel is either a gel or clear-liquid formulation that is used in the same manner as a soap. These products typically use a synthetic detergent base to help dissolve oils, makeup and impurities on the skin. Cleansing gels can be much milder than soaps. As such, it is best for normal to oily skin types and is ideal as a body cleanser or shaving lubricant for men or women. It should be followed up with a toner.

Eye-Makeup Removers

The extensive use of eye makeup, especially waterproof products, has created a need for cleansing products specifically formulated to dissolve eye makeup from the delicate tissues around the eyes. There are many different formulations available.



- **Gel** removes regular eye makeup as well as waterproof eye makeup, if the manufacturer's directions so specify. Liquid removes regular eye makeup.
- **Cream** removes regular eye makeup as well as waterproof eye makeup, again if the manufacturer's directions so specify.
- **Pads** remove regular eye makeup as well as waterproof eye makeup, if the manufacturer's directions so specify. Pads are like a thin sheet of cotton-like fabric soaked in a liquid.

How to Apply: Apply a small amount to the eye area, moving outwards from the nose across the upper lid and inward towards the nose under the lower lid. Tissue off gently, or remove with a cotton pad and follow with your usual cleansing routine.

Facial Scrubs

Facial Scrubs (cleansing scrubs, cleansing grains) are products that are to be used occasionally according to the customer's skin type. Tiny granules suspended in a paste form will help to exfoliate (remove dead skin cells) from the skin's surface. Facial scrubs are not recommended for very mature, sensitive or acne-prone skin. A synthetically produced granule is perfectly spherical and much more gentle on the skin than a natural type of grain (usually a crushed nut shell and/or seed) which will have sharp edges.

How to Apply: Apply to damp skin in a gentle circular motion. Rinse off with warm water, using a wet facial cloth or cleansing sponge.

Toners

A toner's function is to remove any oil, dirt, makeup and excess cleanser after the skin has been cleansed, and to restore the skin's natural pH balance. Some toners have ingredients that leave the skin feeling stimulated and refreshed. The use of a toner will enable the skin to benefit more from any following treatment, usually a moisturizer. To maintain proper pH balance, the customer should choose a cleanser and toner from the same brand since these are designed to work best together as they maintain the skin's pH level.

The toner will also help to stimulate blood circulation as it tightens the pores and minimizes oil breakdown.



The different types of toners are as follows:

- Fresheners are usually the weakest formulation and have little or no alcohol. They are formulated for very dry, dry, dry-to-normal, mature and sensitive skin types.
- Toners are usually a medium strength, with little alcohol or no alcohol. They are formulated for dry, dry-to-normal, normal, mature and sensitive skin types.
- Astringents are usually the strongest formulation, and they usually contain alcohol. They are formulated for normal, normal-to-oily, oily and acne-prone skin types.

How to Apply: Apply to a cotton pad and smooth upwards and outwards over face and throat. Repeat the process until the cotton pad shows no trace of dirt or makeup and let dry naturally. Do this twice a day, after cleansing. If a facial mask or scrub has been used, follow with a toner. Do not apply near the eyes or over the lips.

Moisturizing Products

Moisturizers

Because our skin is affected by so many environmental changes, extremes in weather, central heating, air conditioning, sun exposure, etc., we need to keep it moist and protected. All skin types need a moisturizer of one kind or another and the formulations available are numerous.

Dehydration is the most common condition that requires the use of a moisturizer. Dehydration results from the evaporation of moisture from the skin's surface when the skin is exposed to chemicals (i.e.: chlorine) or extremes in temperature, climate, sun and aging. Moisturizers add moisture to the surface layers of the skin and leave a protective film to seal in that moisture and prevent any further loss.

Moisturizers are commonly used after the skin has been cleansed and toned. Moisturizers work in three ways:

- They immediately add water to the skin.
- They form a barrier on the skin, which slows the evaporation of water from deep in the skin.
- It adds ingredients to the skin that can help improve the skin's condition.
- Moisturizing Lotions are lighter, more fluid emulsions, best suited for normal-to-oily, oily and acne-prone skin types. Those with combination skin can use a lotion during the warmer, more humid months. Lotions typically have a lower concentration of moisturizing ingredients than creams, and their effectiveness varies considerably. Therefore, care should be taken to read the manufacturer's description before recommending the appropriate product for your customer's skin type.
- Moisturizing Creams have a more enriched formulation, so they are best for normal, combination, dry, very dry and mature skin types. They may contain more oil and moisturizing ingredients than lotions. When choosing the best product, remember that normal/combo skin may need less moisture than a very dry or mature skin. Therefore, care should be taken to read the manufacturer's description before recommending the appropriate product for your customer's skin type.
- Moisturizing Night Creams are usually richer, more concentrated formulas created for specific skin types. A night cream often contains special ingredients that help to rejuvenate and/or repair damaged skin cells while the body is resting.

- Skin Enhancer Products (creams, lotions, serums) are usually used during the day and can be applied before or after a regular moisturizer, or on its own, depending on the skin type and manufacturer's directions.
- Nourishing Creams are meant for dry, very dry and mature skins that lack oils. As oil production slows down with age, there is less natural lubrication for the skin's surface. Nourishing creams can contain specialized ingredients that help to lubricate and soften the skin, and leave a protective film.
- Wrinkle Creams are meant to work by diminishing the length, width and depth of the line and by giving the skin a firmer, smoother appearance. Because the formulations of most wrinkle creams are very rich, they are best for normal-to-dry, dry, very dry and mature skin types. As in the case of many skin enhancer products, there is much debate over the functions and benefits of wrinkle creams. It is commonly known that all good moisturizing products temporarily diminish the appearance of fine lines. Some products however claim more long-term benefits to the skin, but these can cross the line from cosmetic to drug products.
- Most Firming Creams are meant to give the elasticity of the skin more tone and improved contour. Because the formulation of most firming creams is very rich, they are best for normal-to-dry, dry, very dry and mature skin types.

Depending on their purpose, these products can work with the skin cells in the underlying layers of the epidermis or possibly at an even deeper level. The main subject of debate is whether these products can penetrate deeply enough to make a difference on living skin cells. If the manufacturer claims that they do, then the product is considered to be a drug, not a cosmetic. In Canada, cosmetic products are not allowed to claim to reduce or prevent aging, or make any reference to action at the cellular level.

On the other hand, those products that hydrate the skin, promote elasticity or resilience, leaving the skin looking more radiant, feeling smoother and softer, are allowed.

Special Treatment Products

Eye Creams

The eye area is the first to show signs of aging because the skin in this area is very thin and has few oil glands. Eye creams are available in many forms including gel, cream, oil, serum and stick formulations. The oilier and younger the skin, the lighter the formulation should be.

These creams are the only products that should be applied around the eyes, since the use of heavier, richer moisturizers and night creams could result in swelling, irritation, watering, whiteheads and redness.

Eye Creams should be applied with the third finger (ring finger) under the eyes toward the nose and outward over the eyelids toward the temples. Using light tapping motions along the bone surrounding the eye area is best for applying the cream; going too close to the eye may result in puffiness.

Unless the formula (usually a gel) is designed for daytime use, use an eye cream only at night, because the richness of the formula could cause eye makeup to fade or crease.

Eyelash Conditioners

Many women wear two or three coats of drying mascara during the day and some will even wear it to bed at night. If we condition our scalp hair, why not condition the eyelashes? Eyelash conditioners are available in cream, gel and liquid forms to lubricate the lashes, keep them soft and strengthen them. Many of today's mascaras now contain conditioners and no longer leave the lashes in a brittle condition. Even so, after removing all eye makeup, a small amount of eyelash conditioner should be brushed onto the lashes (a brush is usually included with the eyelash conditioner, very much like a mascara brush).

Advise your customer to use only a little of the product, because any excess will end up on the skin, which could lead to puffiness.

Neck and Décolleté Creams

The skin in the neck, throat and upper chest (décolleté) area is thin and has poor muscle support, which encourages the development of lines and loss of contour. Therefore, we show signs of aging here much faster than elsewhere. In addition, lack of good posture, weight loss, dieting and illness can all affect the elasticity of skin.

Using a neck cream aids this area by firming the tissues, softening the appearance of lines and improving the texture of the skin. Neck creams should be used at night and will often be formulated with a gel base to help make the skin appear and feel slightly tighter and more toned.

These creams should be applied according to the manufacturer's directions. Note that the neck is often overlooked during the cleansing, toning and moisturizing steps and this often leads to early signs of aging in this area.

Lip Balms

The skin on the lips is very thin and has no natural lubrication, so exposure to extreme environmental conditions (including hot summers and cold winters) can cause the lips to dry out, chap and even crack. Licking the lips only aggravates the problem, so lip balms and creams are available to lubricate and protect the lip area. Lip balms can be worn under lipstick or alone and should always be applied before going to bed at night. Many lip balms now include sunscreen and state "SPF" to help reduce damage to the sensitive lip tissue.

Serums

A serum contains ingredients that are thought to be highly effective skin moisturizers. These products are meant to be applied in the morning and/or at night after cleansing and toning, since the formulation allows the skin to benefit from whatever type of treatment follows. In other words, the performance of the following treatment (i.e.: moisturizer) will be escalated by the serum's use.



Many serums contain liposomes, which are carriers of ingredients, and since liposomes penetrate completely, these ingredients are carried into the skin.

Some serums are meant to be applied on special occasions only, or when the skin has that "morning after the night before" look. These serums give the skin an immediate glow and tightness, which leaves it smooth and supple.

Masks

Masks were originally developed centuries ago by European cosmeticians who applied various natural muds to the face and body of their clients. Today, masks are preparations applied to the face, throat and body, excluding the eye area. Many use synthetic ingredients, and some continue the ancient tradition of using natural materials, including muds. Their functions include cleansing, toning, exfoliating, brightening, firming, tightening, stimulating, refining, refreshing and moisturizing. Since there is no one mask that will do all this at once, there are many types of masks available including: mineral masks, medicated masks, moisturizing masks, herbal masks, clay masks, gel masks and refresher masks.

The function of a mask will vary according to its ingredients and formulation. A common characteristic of almost all masks is its loss of water (one of the mask's main ingredients), which permits the mask to dry or set and to fulfil its purpose.

There are three common formulations of masks:

- Cream Masks are meant to moisturize the skin. They will either dry, set or absorb into the upper layers of the epidermis (any excess would be removed with damp sponges or tissue off). The skin will feel very soft, supple and moist. As well, there may be a stimulating function that results in the skin producing some of its own moisture.



- Paste Masks (most often made of clay) are meant to absorb and/or remove excess oils, impurities and dead surface cells, resulting in a smoother, drier, more velvety feeling skin. The mask will either dry and set (after which the mask is rinsed off) or be left for a period of time to be rinsed off or removed with a damp sponge. Clay produces a healing action that is beneficial in reducing any skin inflammation. Because paste masks dry or set, a sense of tightening and stimulation may occur. Sometimes, a paste mask will contain some type of abrasive ingredient which acts as a scrub as it is applied and removed. Paste masks are ideal for oilier and combination skin types. However, they are considered too harsh for drier, mature and more sensitive skin types.

- Gel Masks, because of their ingredients and their action, can be nourishing, tightening, refreshing, stimulating, toning, firming, hydrating and refining. While on, any perspiration is trapped beneath the skin so it doesn't evaporate and is forced into the upper layers of

the epidermis where it will plump up fine lines.

There are two types of gel masks: a Peel-Off Mask which is applied, left to dry, and then slowly removed by peeling, usually in one piece; and a Jelly Mask which doesn't dry or set. The mask is removed before it dries because its active ingredients are most beneficial to the skin in this state. Although gel masks do not absorb or remove oil, impurities or dead surface cells, they are very calming and soothing to the skin.

How to Apply: Apply mask over face and throat in an upward, outward motion. Avoid hairline, mouth and eye areas. Leave on about 10 minutes (or according to manufacturer's directions), then remove with a warm damp facial cloth or sponge.

Acne Products

Customers with acne require products with specialized ingredients and formulations made for their particular needs. They need products to remove oil and to control bacteria, both of which contribute to the formation of acne. When you recommend acne products for your customers, make sure what you suggest doesn't conflict with their doctors' suggestions. If you are in doubt, ensure they speak to a pharmacist or their health care provider.

Cleansers and toners for acne-prone skins are available from many cosmetics companies. To minimize oil breakdown and bacteria contamination, there is usually a higher percentage of alcohol in this type of toner. Recommend that your customer who has sensitive, acne-prone skin use a milder toner. Moisturizers will usually be very light, and oil-free. Masks for acneic skins will usually be a paste, clay or mud type, often containing sulphur, which has a drying effect on oil secretions and helps to dissolve the top layer of cells on the surface of the skin.

There are also concealers, foundations and powders available for acneic skins that may be referred to as "medicated" because they contain ingredients to blot excess oil and to disinfect the skin. Most of these products will contain no oil and/or be water-based.

Treatment products for acne will use a combination of sulphur and resorcinol, salicylic acid or benzoyl peroxide. These ingredients have peeling properties that help to remove the top layer of cells from the surface of the skin, thereby lessening the tendency towards blackhead formation.

Often the most effective way to manage mild to moderate acne is to follow a regimen of cleansing and treating with products formulated for the control of acne. For severe acne, most products are available from pharmacists and doctors by prescription.

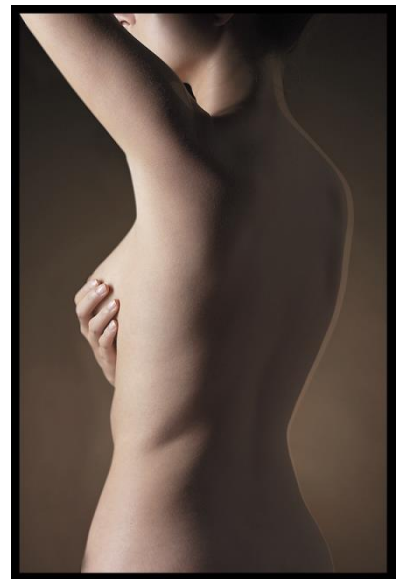
Body Care

Body Milks

The skin on the body is as subject to dehydration and dryness as the skin on the face, especially since we have fewer oil glands on our body than on our face. Exposure to sun, central heating and air conditioning, and a tendency to take many long, hot baths and/or showers can all contribute to skin dryness and dehydration and, in more extreme cases, itching, scaling and redness. Many cosmetics companies make body milks that are soothing and moisturizing. Also, most fragrance manufacturers produce body milks that complement the customer's favourite fragrance.

Body milk is applied following a bath, shower or swim while the skin is still moist. The body milk helps seal in moisture. It often performs better if the skin has been buffed (exfoliated) with a loofah sponge first.

Body creams are used the same way as body milks, but they are thicker and have a richer consistency. They are especially beneficial for the tougher and drier skin on the knees and elbows, and for those customers who have extremely dry skin.



Hand Lotions and Creams

Hand lotions and creams are used for the prevention and treatment of the rough and dry skin of the hands which is frequently caused by repeated contact with water and soaps and/or detergents. Hand lotions and creams may have ingredients with a melting point higher than normal body temperature, which explains the relatively dry and non-greasy feeling which is imparted. After use, hand lotions and creams "vanish" when rubbed into the skin because they deposit a relatively dry film on the hands and the rapidity of water evaporation contributes to the completely "rubbed in" feeling.

Foot Products



Many people have jobs that require them to be on their feet all day long. This results in the build-up of calluses for protection. There are special peeling products available to slough off dead cells, leaving the soles of the feet feeling soft and smooth. Foot creams and lotions are also available to moisturize the dry and rough soles of the feet. Also, many foot creams and lotions contain stimulating properties, like mint, which leave the feet feeling tingly. Many foot creams and lotions contain deodorizing properties or antiperspirants.

Skin Lighteners/Bleaching Creams

These products have been formulated to function in several ways. The skin can be lightened by:

- The application of an opacifying or covering agent on the skin's surface.
- The reduction of formation of pigment that continually occurs.
- The bleaching of relatively fixed pigment (spotting).

To create the effect of a lighter or more even complexion, products are designed to produce a masking effect and must be present on the skin constantly. Products containing active ingredients are formulated to reduce normal pigmentation or to bleach discoloration. In this case, a gradual lightening of the skin takes place and remains lighter unless the applications are discontinued and new pigment is allowed to form. Products like these are normally considered to be drug products, not cosmetics.

Ultraviolet light stimulates the action of the skin's oxidizing enzyme, so the inclusion of a sunscreen agent in skin lighteners and bleaching creams is necessary to make them more effective.

There are also bleaching creams available to bleach hair. These creams come in various strengths depending on the darkness and durability of the hair being bleached. Facial hair tends to need a weaker formula than body hair, which is thicker and more durable.

Barrier Creams

Because of daily contact with potential skin irritants, there is a growing interest in the necessity for skin emollients which, in addition to promoting a rehydration of the skin, act as protectors. These products offer protection against many domestic and industrial materials that can cause irritation.

Barrier creams fall into two categories:

- Water-Repellent creams and lotions deposit films that act as barriers to water and water-soluble agents having skin-irritating properties.
- Oil-Repellent creams and lotions deposit films that act as barriers to oil and oil-soluble irritants.

Depilatories

Depilatories are preparations used for the temporary removal of superfluous hair.

Chemical depilatories soften and dissolve the hair at the surface of the skin. Because they contain potentially irritating chemicals, depilatories should always be used following a patch test on the inner arm near the elbow. A depilatory is used by applying a portion of the product to the necessary area, leaving it on for the time suggested by the manufacturer, then rinsing it off.

- Wax Depilatories (also called epilatories) remove the entire hair. A wax comes in two basic forms:
- Soft Wax is applied in a thin layer to the necessary area, a thin cloth or strip (that has wax already pre-applied) is applied over the wax, then the cloth/strip is rapidly peeled off, pulling the hair with it.
- Hard Wax is applied in a thick layer to the necessary area, left to harden, and then the piece of wax is quickly pulled off pulling the hair with it.

Both types of wax should be applied in the direction of the hair growth and removed in the opposite direction.

Deodorants and Antiperspirants

A deodorant is an agent that masks, neutralizes or destroys disagreeable odours without suppressing the amount of perspiration. These products are classified as cosmetic products.

An antiperspirant reduces or eliminates perspiration by its astringent action (the skin surrounding the pores swells, thereby temporarily closing the pores) and minimizes the development of odour. Some customers may experience irritation from antiperspirants due to the astringent qualities of the product. Antiperspirant products are classified as drug products.

Deodorants and antiperspirants are available in cream, roll-on, stick, gel, spray and liquid forms.



Cellulite Treatments



Cellulite treatments are a matter of concern and an area of much controversy. Beauty experts say that cellulite is a collection of fat and liquid waste deposits in the subcutaneous layers of the skin. It may look like lumps under the skin when slightly squeezed and is usually abundant on women only in the thighs, hips and buttock areas.

Beauty experts feel that poor diet, a lack of exercise, stress, poor circulation and even illness are causes for the formation of cellulite. Doctors claim that cellulite is simply regular fatty deposits. Regardless of what cellulite really is, women recognize it and realize it is difficult to treat. There are various products available to help improve this condition.

The functions of a cellulite treatment are to tighten the skin, to improve and stimulate blood circulation and to promote the elimination of toxins. Most cellulite treatments are meant to be vigorously massaged into the affected areas, or to be applied after the skin has been massaged. Treatments are available in several formulations such as gels, creams, fluids and serums. To be effective, a cellulite treatment must be used daily until the container is empty (this usually is enough for three to four weeks). It may take more than one series of treatments before there is noticeable improvement.

Microdermabrasion

Skin Care Systems that provide salon results are now available to customers in the retail environment. One of the most popular asked about treatment is "Microdermabrasion". For years, this has only been available in the spa/salon environment. Today our customers can receive the benefits of microdermabrasion with their own home skin care regimens.

Microdermabrasion is a popular non-surgical procedure that leaves the skin flawless; fine lines are diminished and uneven pigmentation due to sun damaged is minimized. Microdermabrasion is also known as the number one skin care treatment to combat aging, minimize wrinkles, or ease acne scars.

If we consider what the word means, it also helps to explain it to a customer. *Micro* refers to microscopic aluminum oxide crystals used to create friction. *Abrasion/Friction* is what happens when two surfaces (your skin and the crystals) come into contact and rub against each other with resistance. *Derma* simply means your skin is the surface being eroded by friction. This technique is now very effective.

It is the friction from the microdermabrasion crystals rubbing on the surface of the skin that aids in the removal of the layer of dead and damaged skin cells. Not only does it eliminate the dead surface skin cells, but it also helps to promote the development of healthy new skin cells. Skin naturally reacts positively, by strengthening itself as a form of protection against this slightly aggressive treatment.

By stimulating the natural collagen and elastin in the skin, the skin gets stronger, it begins to thicken, stretching over the surface of the face/neck/decollaté/backs of hands, so these areas appear tighter and younger looking. This action helps minimize the appearance of fine lines and wrinkles.

In order to accommodate customers in their homes, the key product may be available in the form of a cream, lotion or even a sponge containing some aluminum oxide crystals. These products allow you to apply the embedded crystals directly onto the skin. You then control the pressure of the friction process, which allows you to control the results as well. Customers are safely removing a layer of dead surface skin cells in the convenience of their own homes. It is very affordable, often only takes three to five minutes every two weeks. Some customers will see results after the first application; others may require more applications before they will see and feel the desired results. A treatment kit will often allow for six applications.

Most microdermabrasion kits contain four products - a pre-wash facial cleanser, a soothing or relief gel/lotion, a restorative serum and a protection day cream with a minimal SPF 15. The skin will also be ultra sensitive to sunlight and it is recommended to avoid UV rays of any kind (natural sun / tanning beds).

Alpha Hydroxy Acid (AHA) Products

There are many AHA products on the market today. Their basic function is to improve the skin's appearance by helping to slough off dead surface skin and expose younger-looking, more radiant skin. Often there is a dramatic reduction in the appearance of fine lines and a major increase in firmness and moisture retention. AHA products sold at retail must contain no more than 10% total AHA ingredients. Products used in professional settings can use 20% or more.

Sun Protection Products

These are one of our best defences against the essentially irreversible photo-aging effects of the sun. Photo-aging is aging signs (wrinkles, brown spots) not caused by aging at all, but by sun exposure.

Sun protection products are also your best defence against sunburn and the risk of skin cancer. The Canadian Dermatology Association and The Skin Cancer Foundation conduct research and communications to help stop the most malignancy - skin cancer. These foundations grant their seal of approval to sun products - with an SPF of 15 or greater - that meet stringent criteria for safety, efficacy and waterproof or water-resistant claims. Products with a higher SPF are designed to allow us to stay in the sun longer, but skin irritation can increase, depending on the formula.

How to Apply: Apply sun protection products 15 to 20 minutes before sun exposure on clean skin (after toning/before moisturizing). Use a generous amount and apply evenly. Application should be repeated after swimming or heavy perspiration. Some waterproof sunscreens require less frequent application under these circumstances, but the manufacturer's instructions must be followed closely.

Sun protection products are classed as drug products or natural health products in Canada. These products must be approved by Health Canada and require very stringent quality control in their manufacture.

Features and Benefits

When selling any cosmetic product and/or cosmetic accessory, one of the cosmetician's best sales tools is to know the features and benefits of each product.

At the end of each chapter that deals with specific cosmetic products, there will be a section describing the features and benefits of those products for your quick and easy reference. Be sure to refer to those sections regularly because they will be one of your best selling aids whatever the circumstance in which you are working.

By knowing these specifics and being able to explain them to a customer you are demonstrating:

- The need your customer will have for the product.
- Your knowledge of and confidence in the product.
- Your understanding of the customer's concerns and questions.
- Your recognition of possible objections to products and your ability to answer and overcome them.

A *feature* is a physical characteristic of the product that enhances the product's saleability.

The physical characteristic of the product is the differential advantage between products (e.g.: one product offers quality; another product offers quality along with an easy-to-use pump bottle).

A *benefit* of a product is exactly that. It is how a product benefits the customer. What is the advantage to your customer for using this product? Why would they want to use it?

You can familiarize yourself with the features and benefits of specific product lines by using the products, reading product knowledge and brochures, and discussing the various products with your co-workers.

Within cosmetic lines you will often find that the features of the products within a line will usually be consistent and the benefits will complement each other. If a product line features an attractive slick packaging system, it will usually keep that theme throughout its line, since that packaging is a "selling feature". If a product line benefits a customer by being inexpensive, this will usually be consistent throughout the line.

The following is a list of "generic" features and benefits described under loose product categorizations. This list will help you specify many product features and benefits when you are talking in terms of individual product lines.

Cleansing Products

Soaps and Detergent Bars

- F Soaps are available in a variety of forms; hard or soft-milled, hand poured and translucent.
- F Detergent bars contain no soap and in general are milder than soap bars.
- B Soaps are easy to use and are generally less expensive than other cleansers.
- B Hard-milled soaps tend to last longer than soft milled and hand poured soaps because the air and moisture content has been reduced.

Cold Creams

- F Cold creams have a high oil content, a thicker texture and a richer formulation than other cleansers.
- B They remove heavier or theatrical makeup. They also lubricate the skin and are preferred by some customers with dry skin.

Cleansing Milks

- F Cleansing milks are an oil-in-water emulsion.
- B They remove makeup easily and leave the skin feeling soft. They are less irritating to sensitive skins than soap.

Cleansing Washes

- F Cleansing washes are cream or milk-like in formulation. They have a foaming action and are to be used with water, like soap.
- B Cleansing washes are easy to use and leave the skin feeling clean. After washing with a cleansing wash, the skin feels soft, unlike the action of some soaps that leave the skin feeling tight.



Cleansing Gels

- F When used with water, cleansing gels have a foaming action on the skin.
- B Many men, customers with oily skins and people who prefer a “clean” feeling will benefit from the foaming action of this product. Cleansing gels can also be used as a body cleanser or a shaving product.

Facial Scrubs

- F Facial scrubs contain abrasive ingredients. Some contain granules that are spherical in shape.
- B Facial scrubs remove dead skin cells on the surface of the skin. After use, the skin will feel softer, visible flaking will be removed, moisturizing products will be more effective and makeup can be applied more evenly. Scrubs containing spherical-shaped granules will not irritate the skin.

Toners

- F Toners are composed of water, plant extracts and may or may not contain alcohol. They may have an acidic pH.
- B Toners leave the skin feeling refreshed, restore the skin’s acid mantle after cleansing and allow for easier application of moisturizing products. Toners without alcohol have less tendency to irritate sensitive and/or dry skins.

Eye Makeup Removers

- F Eye makeup removers are specifically formulated to be used around the sensitive eye area. They are available in different formulations: cream, gel, lotion, oil.
- B Eye makeup removers are not irritating to this delicate area. They dissolve eye makeup and mascara easily, so there is no reason to rub, tug or stretch the skin.

Moisturizing Products

Moisturizers

- F All moisturizers put moisture into the skin.
- B Moisturizers also contain ingredients that produce a barrier on the skin. This protective film helps seal in the skin's own moisture and protects the skin from the environment. They may also include ingredients that help improve the skin's condition.

Moisturizing Lotions

- F Moisturizing lotions are lighter and more fluid emulsions. Some are oil-free.
- B Moisturizing lotions feel less heavy and greasy, especially to customers with normal-to-oily skin, or when used on hot, humid days. They are absorbed quickly and easily. They allow for easier makeup application and protect the skin from the environment.

Moisturizing Creams

- F Moisturizing creams have a heavier, richer formulation than moisturizing lotions. They contain nourishing ingredients.
- B Moisturizing creams provide better protection in cold weather. They are more lubricating than lotions and are therefore preferred by customers with normal-to-dry, dry and mature skin types. They allow for easier makeup application and protect the skin from the environment.



Moisturizing Night Creams

- F Moisturizing night creams have a heavier, richer emulsion than day creams. They contain nourishing ingredients.
- B Moisturizing night creams penetrate better than their lighter counterparts. They have better corrective action in terms of moisturizing the skin.

Nourishing Creams

- F Nourishing creams are rich emulsions, often water-in-oil.
- B They lubricate dry skin.

Wrinkle Creams

- F Wrinkle creams have a rich texture. They may contain ingredients such as collagen or elastin.
- B They lubricate dry skins. They reduce the appearance of lines and wrinkles.

Firming Creams

- F Firming creams contain ingredients that have tightening action.
- B Firming creams help to firm and tone the skin.

Special Treatment Products

Eye Creams

- F Eye creams contain ingredients that have been specifically formulated for the sensitive eye area.
- B Eye creams are designed to be non-irritating to the delicate eye area. Gel formulas are used in the morning under makeup because they feel refreshing and reduce puffiness. Creams are used at night because they smooth and lubricate the delicate tissues.

Eyelash Conditioners

- F Eyelash conditioners contain proteins and moisturizers. They are available in cream, gel or liquid form.
- B Eyelash conditioners repair the damage caused by waterproof or drying mascaras. Some also help to strengthen the lashes. The lashes feel soft and supple after using a conditioner.

Neck and Décolleté Creams

- F Neck and décolleté creams, are made in a cream or gel formulation. They may contain astringent ingredients.
- B These creams tighten and improve the texture of the neck, throat and décolleté.

Serums

- F A serum contains ingredients that are thought to be highly effective skin moisturizers. These products may contain ingredients such as liposomes.
- B Because of their active ingredients the use of serums can improve the skin's appearance. Liposomes carry the active ingredients contained in a serum deeper into the skin where they can be most effective.

Facial Masks

- F Facial masks are available in different formulations: cream, paste and gels. Cream masks contain moisturizers. Paste masks have absorbent ingredients, such as clay, or abrasive ingredients. Gel masks contain a gel or jelly-like substance.
- B Cream masks provide moisture and leave the skin feeling soft. Paste masks absorb excess oils and remove dead skin cells leaving a more refined skin texture. Gel masks have a firming and hydrating action on the skin.

Acne Products

- F Acne products contain astringent ingredients and most contain medicated ingredients to promote healing of blemishes.
- B Some acne products absorb excess oils

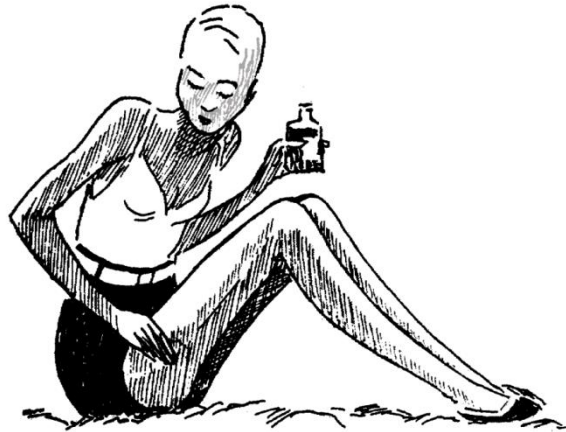
Body Care

Body Milks

- F Body milks have an oil-in-water formula and contain moisturizing ingredients.
- B Body milks help to leave the skin feeling moist and soft.

Body Creams

- F Body creams offer a richer formulation and thicker texture than body milks.
- B Body creams provide lubrication and more protection to the skin. They have a better softening action on problem areas such as elbows and knees.



Hand Creams and Lotions

- F Hand creams and lotions have oil-in-water formulations.
- B Using hand creams and lotions will leave the skin feeling soft and moist. These products are absorbed quickly and protect against external elements.

Foot Products

- F Some foot products have sloughing ingredients. Others have moisturizing and deodorizing or antiperspirant ingredients.
- B Foot products help to reduce callus build-up on the soles of the feet. They soften and can prevent odour formation or wetness.

Skin Lighteners

- F Some skin lighteners contain covering agents. Others have ingredients that bleach the skin. They usually contain sunscreens.
- B Covering agents mask the appearance of the discoloration. Bleaching agents lighten the stain. Sunscreens protect against sun damage and prevent the darkening of the existing pigmentation.

Bleaching Creams

- F Bleaching creams contain lightening agents such as peroxide.
- B Bleaching creams are used to make the hair lighter in colour and, therefore, less obvious.

Barrier Creams

- F Barrier creams contain lubricants. Water-repellent creams protect against water and water-soluble agents while oil-repellent creams protect against oil and oil-soluble agents.
- B Barrier creams can protect skin from the drying effects of harsh detergents or other irritants.

Chemical Depilatories

- F Chemical depilatories feature chemicals that soften and dissolve the hair at the surface of the skin.
- B Chemical depilatories are easy to use and leave the skin feeling soft and smooth.

Wax Depilatories

- F Wax depilatories remove the entire hair.
- B Since the new hair takes three to four weeks to grow in after using a wax depilatory, regrowth is finer and softer, and skin feels smooth.

Deodorants and Antiperspirants

- F Deodorants have ingredients that mask odour and help prevent the build-up of bacteria in the underarm area. An antiperspirant has an astringent action that slows production of sweat from the sweat glands.
- B Deodorants help prevent body odour, while antiperspirants prevent odour and reduce wetness.

Cellulite Treatments

- F Cellulite treatments contain ingredients that stimulate blood circulation and have a firming action.
- B Toxins are reduced, lessening the appearance of the cellulite. The skin's texture is improved. Some customers notice a loss of inches.

Learning Check

True or False

1. Sleeping in your makeup causes skin to age at twice the rate it normally would.
False. It's not recommended for general skin health and cleanliness, but it doesn't accelerate aging and certainly can't be quantified.
2. Most "aging" of the skin is due to sun damage.
True. Wrinkles, brown spots, sagging, enlarged pores and roughness occur mostly on skin that has been over-exposed to the sun. They are the result of photo-aging, not chronological aging.
3. Products with natural ingredients are better for the skin than those using synthetic ingredients.
False. Each decision regarding ingredient benefits needs to be made individually based on effectiveness, safety, availability, shelf life, etc. Remember, natural materials - such as mushrooms, snake venom, certain plant and flower materials - can be toxic too!

Review Questions

1. How would you explain the method of application of facial skin care products to a customer?
2. What is the purpose of AHA products and how do they differ from the use of a mask or moisturizer?
3. What are the functions, features and benefits of skin fresheners/toners and why are they imperative to use after cleansing and masking?
4. What advice do you give a customer who uses soap?
5. What sunscreen application tips and techniques would you provide to a client?
6. Would you recommend a facial scrub or a smooth clay-based mask for a client with acne?



