

## Facial Basics

### What Exactly Is a Facial, and Is It For You?

Cathy Ulrich

"The one part of our body we see everyday is our face," says Zari Pirasteh, professional esthetician and reiki master from Colorado. "If we don't approve of what we see in the mirror, we eventually develop a dislike for ourselves. It's important that we take care of our skin, especially the skin on our face because it reflects our inner health and life." One sure way to achieve this is with professional facials.

Facials are often thought to be a luxury -- something to do while on vacation or for a special occasion. However, making monthly facials part of a regular self-care routine can help prevent the signs of aging, improve skin, reduce acne, and even improve general health.

conditions change depending on your general health, seasonal influences, and stress factors. Your esthetician may be able to see signs of stress in your skin even before you're aware of them.

#### 2. CLEANSING

The cleansing step gently removes dirt and environmental toxins. Your esthetician will choose a cleansing product based on her analysis. She will also teach you how to effectively clean your skin. Improper face washing can be the cause of many facial skin problems.

#### 3. STEAM

A gentle steam bath helps soften blackheads and open skin follicles to remove impurities embedded deep

*You are  
imperfect,  
permanently  
and inevitably  
flawed. And  
you are  
beautiful.*

-Amy Bloom

#### Office Hours and Contact

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While a facial may feel decadent, it is an important part of self-care for many.

### What is a Facial?

While variations abound, the basic facial is a process generally involving five steps:

#### 1. SKIN ANALYSIS

Your esthetician will evaluate your skin type, work with you to determine your skin care goals, and decide what products and techniques will help you best meet those objectives. Skin

within the skin. During the steam bath, your esthetician may apply an exfoliant or deeper cleansing agent to remove these embedded impurities. As part of the steam treatment, many estheticians will also perform extraction of blackheads, which clog pores and can be the cause of acne. Once these areas are

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unlogged, your skin can produce its own natural moisturizers more easily.

#### 4. MASSAGE

The muscles of the face are delicate. Many of them are attached solely to the skin of the face, so great care must be taken to avoid overstretching. A professional esthetician is trained to massage those muscles to help improve tone, relax the muscles, and increase circulation while working along muscle fibers. Facial massage can delay the appearance of wrinkles and stimulate lymphatic flow, helping the skin eliminate waste.

#### 5. FACEMASK

Your esthetician will choose a facemask for your skin type and specific condition. Specialized masks may help to hydrate, tone, or replenish collagen in the deeper layers. Others may have powerful antioxidant effects to help fight pollution, sun damage, and other environmental conditions. Your esthetician will choose a mask with the ingredients designed to meet your individual needs.

By monitoring your skin condition on a regular basis, an esthetician can spot changes in your skin before bigger problems arise. And as part of the service, your skin care professional can recommend take-home products that will help maintain optimal skin health between facials. Your practitioner will also teach you how to use them. Many product lines have regimens that need to be followed carefully, so be sure to ask questions if you're not clear about your home skin care routine.

## Facial Frequency

We replace our skin cells every 28 days or so. A monthly facial helps remove dead cells on the skin's outer surface, along with pollutants. When the face is rid of these dead cells, the skin has a much easier job of growing new ones. By nourishing the new cells with the appropriate moisturizers, we can maintain healthy, glowing skin.

In some cases, facials are required more often for best results, or you might supplement your treatments with home treatments. Discuss the optimal frequency of your facials with your skin care professional.

## Who's a Candidate?

Most estheticians recommend that women start a regular facial routine in their late 20s, although younger women can benefit, especially when acne is a problem. Teens are discovering that facials can help manage that tough acne that comes during junior high and high school. By starting early, many skin conditions such as dryness, premature wrinkles, and adult acne can be avoided or managed.

Men are learning they can benefit from a regular facial regimen, too. Men experience the same effects of aging as women, but they may be exacerbated by shaving, which damages the skin. Men may also have more of a tendency to forget sunscreen when playing sports or spending prolonged periods outside, and they're less likely to maintain a daily skin care routine. An esthetician can teach a male client the techniques to protect his skin and maintain a healthy and vital appearance.

## Facials For All

For both sexes and all ages, feeling better and looking better boost

self-confidence. People are living longer, healthier lives, and they're learning that skin care is an important part of a regular routine.

While diet, water consumption, stress management, exercise, sun screen, and overall wellness contribute to healthy skin, professional treatments go a long way toward stimulating, balancing, and toning your complexion.

Monthly facials can be a key component in maintaining optimal skin health. "When we have glowing, healthy skin, we're also showing the world our inner glow," Pirasteh says. "We care about ourselves, and our face proves it."



Men can greatly benefit from facials, as daily shaving can exacerbate skin conditions.

# What is LED Therapy?

Carrie Patrick

LED therapy is a skin care treatment that uses light-emitting diodes (LEDs) of various colors, normally red, blue, and infrared, to maintain healthy skin. LEDs produce a low-powered glowing light, which is positioned to shine onto the face or other area being treated. No heat is produced by the LEDs, and it should not be confused with laser therapy.

The skin benefits of different colors of LED light have been identified through a broad array of studies. The most often cited study is the Whelan study, published in 2001 by NASA's Marshall Space Flight Center, which found that LED light helped speed up wound healing.

Red light is most often used for general skin improvement and to reduce the visible signs of aging. Blue light has been shown to destroy acne bacteria. Infrared light may have beneficial effects on the skin's natural supply of collagen and elastin, which are responsible for maintaining skin firmness and

resilience. A series of regular treatments will provide the best results.

## WHAT CAN I EXPECT?

No special preparation is necessary. Simply arrive to your appointment on time, relax, and enjoy the treatment. Your skin care professional will cleanse your skin and may also apply a serum or other facial products to enhance the benefits of your session, depending on your goals and the range of treatments offered.

The LED device will be positioned on your skin, or up to a few inches away. Your eyes will be covered so that the light does not bother you. Relax and rest while the glow of the LEDs bathes your skin.

Typically, no sensation is felt. Some people may feel a slight tingling, or see flashes in their vision temporarily as a result of having a light source close to their face. Keeping your eyes closed and covered during the treatment will help

avoid this.



LED therapy can help maintain healthy skin.

## 3 Skin Care Considerations

"Before raiding the pantry for an at-home skin care recipe, remember that many ingredients in their natural state are neither safe nor effective for skin," says Ellen Clark, a licensed esthetician and founder of Control Corrective Skincare Systems ([www.controlcorrective.com](http://www.controlcorrective.com)). And even the safest ingredient may prompt an allergic reaction. Clark urges do-it-yourselfers to consider the following before formulating at home:

1. Perform a patch test. Before experimenting on your skin, you should ideally see an esthetician for a complete skin analysis and personalized recommendations for appropriate at-home skin care. At the very least, perform a patch test by putting a small amount of the product on your neck just behind your ear; wait until you're sure it has not caused any adverse reactions.

2. Natural isn't always skin-friendly. Many ingredients must be formulated for skin and are not safe in their natural state. For example, if left on too long, natural acids found in citrus can cause burns and irritation.

3. Professional skin care is the best recipe. Adopt a professional regimen that is specifically formulated for your skin type. And don't forget to visit your esthetician regularly!

*Joy is the best  
makeup.*

-Anne Lamott

Hello again! It's hard to believe that it's already October. Thank you to my friends and all my new clients for your support since the opening of Bloom Skin Care Studio this past August. I feel really blessed!

It's been a labor of love to create a safe and calming sacred space for my clients to take a moment to feel nurtured and even pampered. It's in those quiet moments that we reconnect with our souls. We feel grounded and lightened at the same time. Ready to go back out and face the world.

I hope you will join me in the studio. From now until Thanksgiving and while supplies last I am offering a beautiful Pumpkin and Vanilla Mask Facial for just \$65.00! The vitamins A and C in the pumpkin along with the Vitamin B in the Vanilla will refresh and rejuvenate your skin. It's the Great Pumpkin Facial!

Let's get in touch.

Warm regards,

Lyna Mancuso

Esthetician and Owner

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MEMBER

