



are considering. As a member of ASCP, your skin care professional's state licensing credentials and/or core training have been validated. ASCP member materials emphasize that each client's skin is as unique as the individual beneath it, and that skin type can change depending on lifestyle, medications, allergies, or diet. ASCP members agree to follow a code of ethics, which ensures that you're treated responsibly and with the utmost respect. ASCP also provides comprehensive resources that allow members to keep up with the ever-changing trends and treatments the way only a true professional can, making certain you'll receive the most up-to-date skin care therapies available. (You can find an ASCP professional in your area at www.ascpskincare.com or by calling 800-789-0411.)

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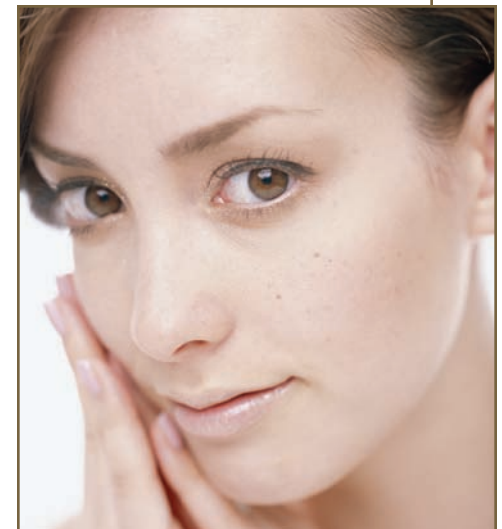
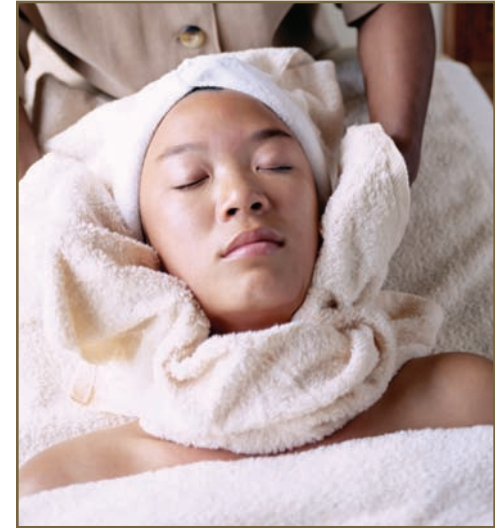
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MEMBER



Basic Facial



What is a Facial?

A facial is a professional cleansing, purifying, and beautifying treatment of the skin on the face and neck. There are several variations of facials, including mini facials, detoxifying facials, anti-aging facials, facials that highlight special ingredients, like herbs or antioxidants, moisturizing facials, pore-refining facials, aromatherapy facials, and many more. A typical facial deeply cleanses and freshens the skin by exfoliating away dead skin cells. The objective of a classic European facial is to maintain soft, unblemished, well-hydrated skin.

Who Can Benefit From a Facial?

No matter how sensitive or hard to treat your skin is, you can still benefit from a facial because any facial can be suited to fit your individual skin care needs. If you have sensitive skin, only gentle cleansing and moisturizing products will be used. If your goal is to clear up your acne, your esthetician can guide you toward a facial that will help you achieve that goal. Be sure to communicate clearly with your skin care professional exactly what you want to get out of your facial, so your therapist can do his or her best to accommodate you.



How Should I Prepare for a Facial?

Come to your facial appointment on time and as relaxed as possible. You can come to the treatment room with a clean face or allow your skin care professional to remove your makeup for you.



What Can I Expect During My Facial?

Though there are many types of facials available at spas today, a basic facial might include the following steps. Cleansing, skin analysis, exfoliation, massage, extraction of blackheads and other impurities, and application of products targeted to your skin type (dry, oily, mixed, sensitive, mature). Some facials involve light massaging of the face and neck to aid in further relaxation and to stimulate blood and oxygen flow to the skin.

What About Home Care?

When you leave a spa after a facial, your skin will most likely be glowing, fresh, and hydrated. However, if your facial included several

extractions, you might experience some redness or tenderness in the areas that were worked on. Some facials might also increase breakouts for a short period afterward, since the skin was stimulated and is now ridding itself of toxins and impurities. Keep in mind that the more facials you get, the less impurities your skin will contain, which means you will experience fewer breakouts as time goes on. Check with your esthetician to find out how to best care for your skin type after a facial. For instance, if you have dry skin, use an intensive night cream or moisturizing mask to keep up the hydrating effects of your facial.

Why Choose an Associated Skin Care Professionals Practitioner?

Your skin care treatments should be provided by a properly trained professional. Don't hesitate to ask your skin care therapist about his or her background, training, and experience—especially as it relates to the treatment you

