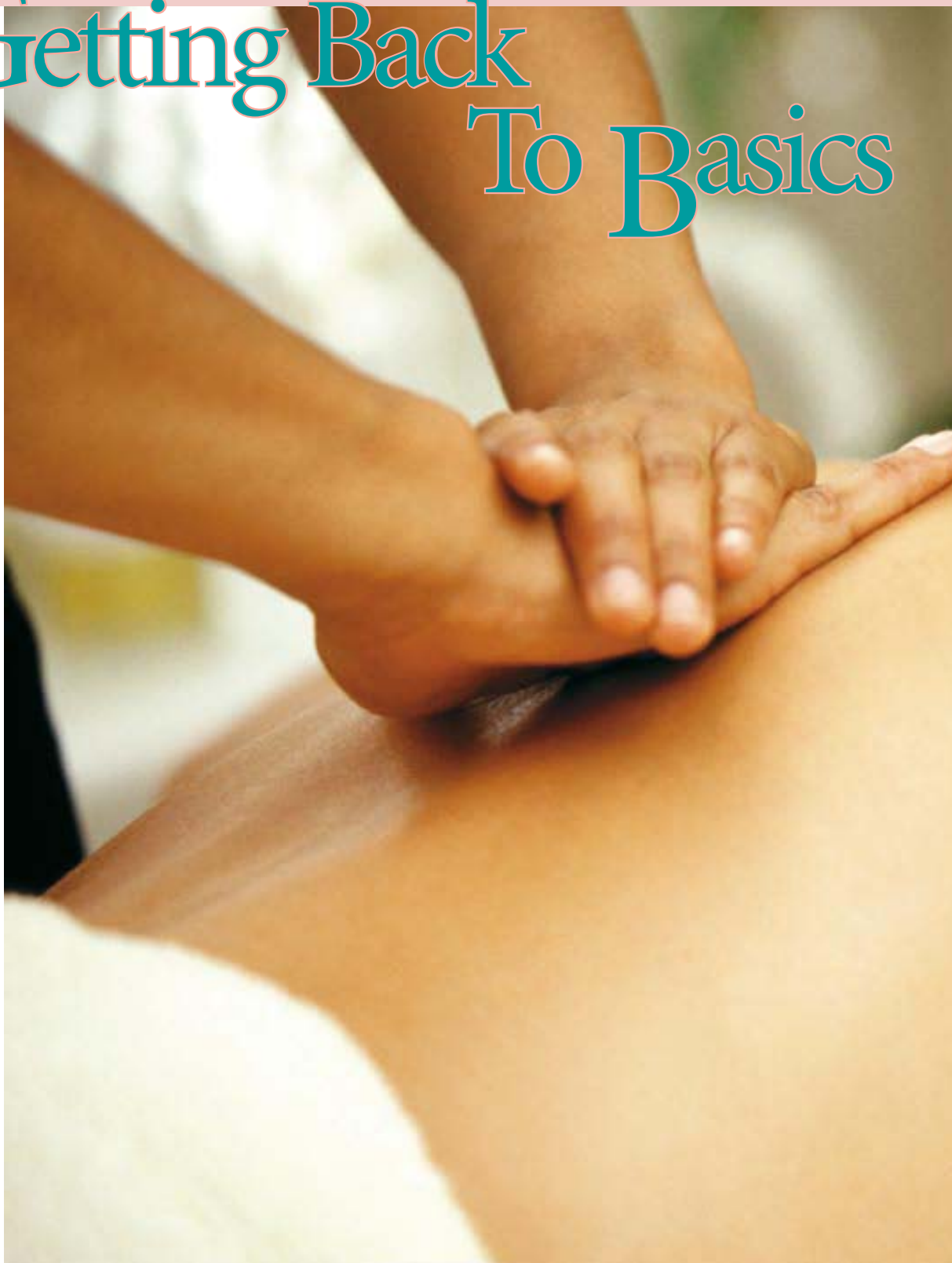



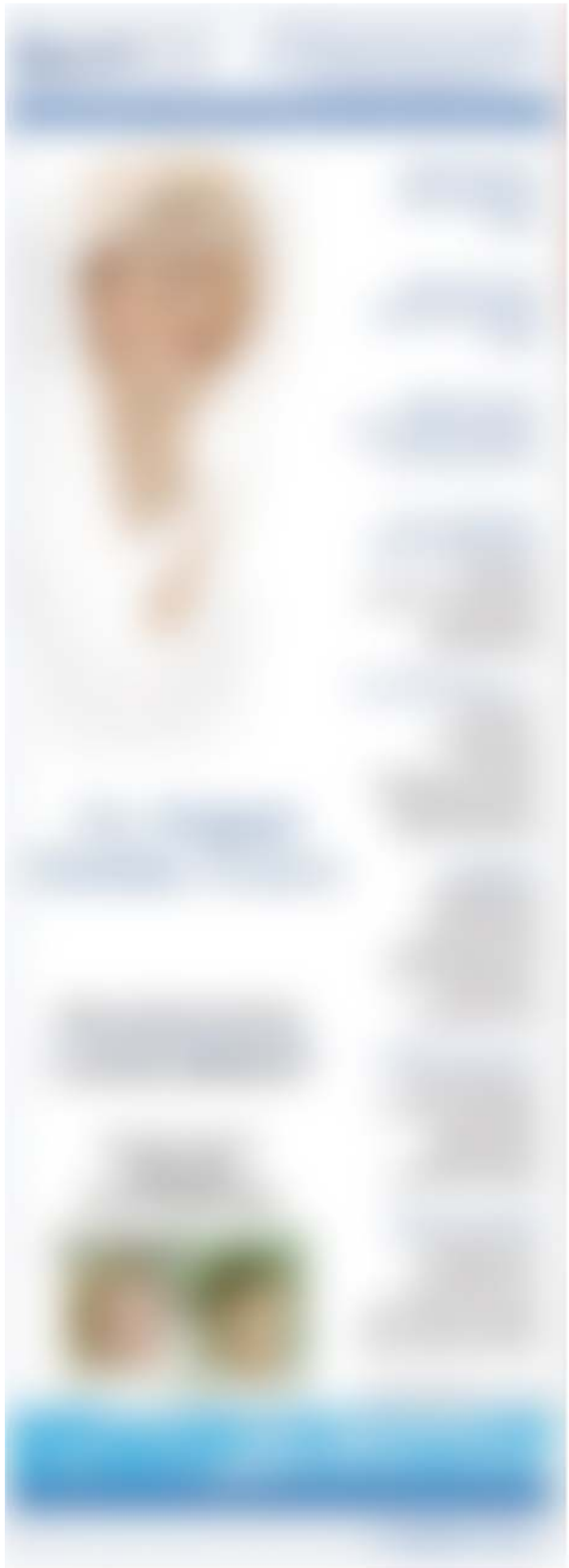
# Getting Back To Basics





*by Margaret Ancira*

**W**e are fortunate to work in an industry that is constantly pushing the envelope in research and development. From high-tech devices to high-science ingredients, the skin care industry has never offered more sophisticated options to the consumer. It is a very exciting and highly rewarding time to be a skin care professional. This rapid evolution does run some risks, however. Clients may develop unrealistic expectations based on snippets of sensationalized information they pick up in magazine articles, TV makeovers or claims made on the Internet. And skin care professionals may be seduced by the novelty of cutting edge technology and drift away from the basics that are the foundation of effective skin care. The fundamentals exist for a reason. They serve as a safeguard to both the practitioner and the client, ensuring that the skin care professional delivers the most comprehensive care and that the client receives the most satisfactory results possible. Creating a checklist of those fundamental steps will help you track the process as well as give your client the detailed attention they need to achieve optimal results.



#### №01: THE CONSULTATION

The initial consultation is an invaluable tool in building a successful relationship with your client. Let's use a client coming in for a chemical peel as an example. Introduce yourself to the client, seat the client in a well-lit area and do a visual skin analysis. Ask the client to describe their skin, what specific problems if any they have with their skin and what their goals are in improving their skin's health and appearance. A **client profile sheet is essential** and must be completed on every client. Take a thorough and concise client history noting any unusual problems, allergic conditions and use of medications or contributing stress factors.

Next, educate the client as to what products and treatments you recommend and why, how they work, possible reactions and what these products and treatments can realistically accomplish for their condition. You can quickly alleviate any unrealistically high expectations through education. Often the skin care professional is to blame for the unrealistic expectation because the client hasn't been properly educated. When clients

## EDUCATE THE CLIENT AS TO WHAT PRODUCTS AND TREATMENTS YOU RECOMMEND AND WHY

hear the word "peel" they expect a bona fide sloughing of skin to occur. Some treatments are deceiving because they work at a cellular level and will not necessarily induce visible peeling. They will, however, create a tighter and firmer complexion and appearance. To help ensure that the client will experience peeling of dead surface layers of skin, the skin must be pre-treated with an appropriate home care regimen prior to the professional peel treatments.

#### №02: THE ANALYSIS

If available, analyze the client's skin under a Wood's Lamp or a 5-diopter magnification lamp. Note skin type and conditions (acne, melasma, hyperpigmentation, hypopigmentation, keratoses, asphyxiation, excessive dryness, etc.) on a client profile form. It can help reveal skin conditions not visible to the naked eye. It is also a good idea to take a "before" photograph during this initial consultation to serve as a recorded history of the patient's skin and as a reminder to the client of their skin's condition prior to treatments.

Based on your findings during the analysis and the client profile sheet, customize a program for your client explaining openly what can be accomplished with peels, how many treatments are recommended and the length of time it might take to achieve the best possible results. Be sure to explain that results are individual and the success of a program varies with each person. The expectations of the client must be realistic in order

## CUSTOMIZE A PROGRAM FOR YOUR CLIENT EXPLAINING OPENLY WHAT CAN BE ACCOMPLISHED

to achieve satisfaction. Answer all questions as clearly as possible, if you do not know an answer, do not guess. If necessary, inform your client you will seek an answer to their question and get back to them.

If the client chooses to proceed with a program have them commence with a sample set of home care products, making

sure to include detailed instructions. Home care is highly recommended 10 to 14 days prior to a treatment to prepare the skin. Explain the home care regimen to the client, emphasizing the importance of using sunblocks during the series of peeling treatments. Also, stress the need to discontinue the use of all other home care products that may hinder the final outcome. Let them know you are available if they experience any problems or have any questions. This initial consultation should be limited to 45 minutes. Schedule the first peel treatment for two weeks after they have primed their skin with the home care products. Maximum results are ensured with proper advance preparation of the skin.

### №3: CONSENT FORM

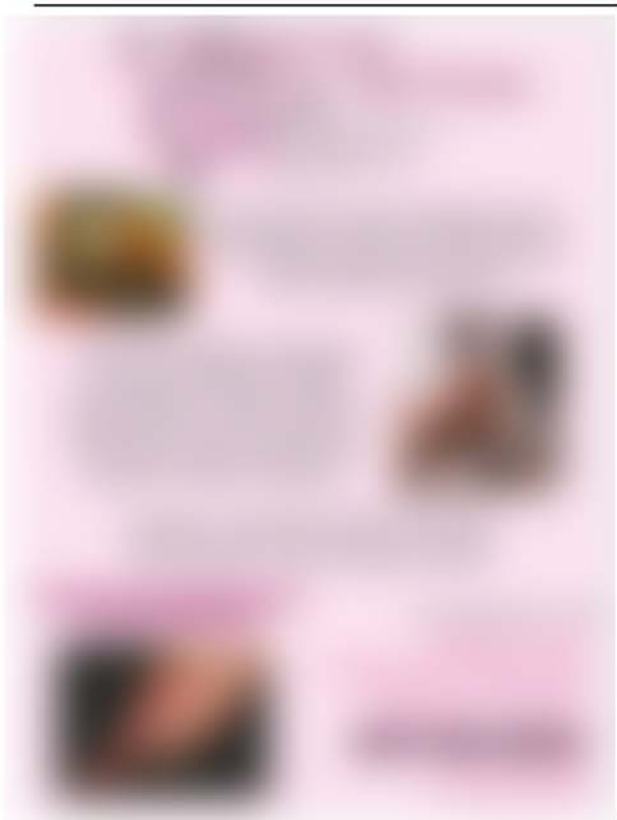
It is imperative that the client signs a consent form **prior to the first peeling procedure**. The client should be aware that there are no guarantees and should sign a consent form that clearly states several treatments may be required to achieve the desired results. A well-written consent form does not offer guarantees, and quickly positions the aesthetician in a more credible light.

Be sure to date and have the client initial the consent form **prior to all treatments**. An oral agreement to treatments is not sufficient for your protection. It is advisable to give the client a copy of their signed and dated consent form. Use the client treatment log to record each step of the treatment. It is most effective to schedule the client's next appointment before they leave in order to avoid delays or missed opportunities. Call the client the following day for any comments or reactions they may have experienced and note the date and time you called on the client profile for your files.

### №4: THE TREATMENT

At the first scheduled peel appointment; ask your client how the home care products have been working. Note on the client profile any unusual changes that may have occurred with their skin since the last visit. Explain what is going to transpire during the peel treatment and what possible reactions they may feel. Make every effort to allay any nervousness or fears they may have related to the procedure.

Administer the procedure with a customized peel treatment that you determined as appropriate for the skin of that particular client. Also, determine the length of time for their treatment according to skin type, ethnicity, and solar damage. Watch for unusual reactions such as excessive redness, ery-





thema, or blanching. During and throughout the procedure, be sure to have the client tell you how the procedure feels as it occurs. Apply post-peel moisturizing product to soothe and calm the skin. Document all data on a client treatment log, including number of layers, any visible reactions and comments made by the client.

Inform the client that dryness, flakiness, and a possible breakout would be considered normal reactions and emphasize that they are not to pick their skin when and if it begins to flake or peel. Application of a moisturizing sunblock is recommended. Ask the client to call you if they experience any unusual irritations or reactions such as blistering, swelling, or redness. Home care may be resumed immediately, having the client follow the instructions provided. It is recommended to refrain from applying make-up the day of the treatment to allow time for the skin to stabilize to its normal pH naturally. Immediately following a peel, the pH of the skin is quite low. If make-up is applied too soon afterwards, it is possible that foundation make-up will curdle. If the client feels they must apply make-up, allow approximately 15 minutes for the pH of the skin to stabilize before application.

By following these few but very vital fundamentals, you will have taken the first steps toward a successful and lucrative relationship with your client. Being thorough and providing the personal attention to detail that is often overlooked will help gain your client's trust and increase their comfort level. Your professionalism will keep them coming back... and you will both profit.

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*Margaret Ancira, founder and president of Physician's Choice of Arizona, is a licensed aesthetician and a chemical peel educator. Ancira is a regular featured speaker at medical symposia around the globe. She is the innovator of chemical peel formulations used to treat a variety of skin conditions including acne, eczema, rosacea, hyperpigmentation and sun damage. Physician's Choice professional treatments and PCA SKIN Clinical Care Products are used in select clinical practices in 60 countries.*

