

les nouvelles *esthétiques* & spa

AMERICAN EDITION

LNE & Spa—the magazine for skin care and spa professionals September 2014 \$7.50





DISPELLING **THE MYTHS**

> Marketing Chemical Peels to Consumers

by Danae Markland



Chemical peels have been a safe and effective method of rejuvenating the skin for decades. Unlike previous methods, the superficial peels of today are both highly effective and also quite gentle.

Some unfortunate and inaccurate portrayals in the media of the negative aftermath of having a peel, along with a general lack of knowledge and understanding, has led to unnecessary consumer fear of chemical peels.

As skin health clinicians, we can help dispel the negative myths around chemical peels through appropriate verbiage, education and support of our patients. Opening up this treatment option to patients leads to accelerated and positive outcomes.

● **DISPELLING THE MYTHS**

We have all seen or heard of episodes of popular television programs where the protagonist enters a room shrouded in a wide-brimmed hat to hide the red, raw and unattractive condition of her skin after having a peel.

This visual is enough to scare most consumers away from chemical peels for good. These types of popular cultural images are hard to overcome.

Having materials in your practice that show actual before and after images of real people you have treated with peel solutions can help set the record straight and make marketing peels to consumers successful.



Some common myths and misconceptions that consumers have about chemical peels include the following:

❌ **MYTH:** Getting a chemical peel is painful.

✅ **TRUTH:** There are some strong peeling solutions that can cause discomfort during treatment, like phenol and high percentage trichloroacetic acid (TCA), but these are rarely chosen for treatment; they are peels that are performed every few years or maybe only once in a lifetime. Superficial blended peels cause little to no stinging or tingling in the skin during and after treatment, and are safe to perform monthly.

❌ **MYTH:** A chemical peel will make my skin thin.

✅ **TRUTH:** Having a gentle, superficial blended chemical peel will remove surface buildup, hydrate the skin and give it a plumper, fuller appearance. The use of topical vitamin C, retinoids, stem cell extracts and peptide products in a treatment, as well as in a daily care regimen, will help make skin stronger and more durable. There is no risk of thinning skin when receiving a superficial peel.

❌ **MYTH:** After a peel, my skin will be red, raw and blistered.

✅ **TRUTH:** Immediately following a superficial blended peel, most people feel and look great, and can return to their normal daily activities.

❌ **MYTH:** My face gets red and stings when I apply products at home, so my skin is too sensitive for a chemical peel.

✅ **TRUTH:** There is a wide range of peels available that offer benefits for all skin types, including the most sensitive. Also, some products used at home can cause redness due to the addition of fragrances, dyes and other known irritants. A patient may think they are sensitive when they are truly just sensitized due to inappropriate product use.

● **SETTING EXPECTATIONS THROUGH EDUCATION**

A great way to introduce your clients and their friends to chemical peels is by holding an informative, but informal workshop.

Make sure the environment is welcoming and inviting. Consider offering hors d'oeuvres or a glass of wine.

Have before and after pictures available for them to look through, and brochures that explain the process and minimize concern.

Offer complimentary hand peels so attendees can feel the gentle nature of these types of peels themselves. Treating only one hand helps them see the difference that even one peel treatment can make, as the treated hand will almost always look better than the untreated hand, even right after the peel is performed.

photos: Shutterstock.com

● **TIPS TO PREPARE YOUR PATIENTS FOR THEIR PEEL AND ENSURE AN EXCELLENT OUTCOME:**

- Use of gentle daily care products recommended by the clinician prior to a peel will prepare the skin, allow for better treatment results and reduce the risk of complications. This should be recommended, but it is difficult to make it mandatory.
- If a patient is lactating or pregnant, they should consult their OB/GYN before receiving a treatment.
- The practice of going to tanning beds should be discontinued altogether due to the increased risk of skin cancer and accelerated visible aging; 2 weeks prior to a peel it is strictly prohibited, no matter what. Extended sun exposure should also be avoided.
- It is recommended that any patient using Retin-A®, Renova®, Differin®, Tazorac®, Avage®, EpiDuo™, Ziana® and high-percentage alpha hydroxy acid (AHA) and beta hydroxy acid (BHA) products avoid use for approximately 5 days prior to treatment. Patients should consult their physician before temporarily discontinuing the use of any prescription medications.

● Explain to your clients that, after receiving a chemical peel treatment, they should not necessarily expect to “peel.” Some clients dislike the peeling process, so this can be a plus. Others really want to see shedding skin, even though we know that is not a determination of treatment efficacy.

Light flaking in a few localized areas for 3 to 5 days and residual redness for approximately 1 to 12 hr post-procedure is typical. For those patients who want to see visible exfoliation, there are different types of peels, like retinol creams, that tend to induce more flaking in most patients.

Here is how exfoliation works: Our skin sheds microscopically and continuously throughout the month, rather than in one big slough every 28 days. The accurate way of explaining this is that in some circumstances our natural cell turnover process is interrupted because of an impaired barrier function, and our stratum corneum does not shed off appropriately, even though our cells are turning over beneath the surface. In this circumstance, having a superficial chemical peel may induce more flaking than if we were desquamating correctly. Healthy skin typically has less visible exfoliation post-treatment.

Say you saw it in LNE & Spa and circle #331 on reader service card

24kt Gold Elite Skincare Line

BOTOX® - LIKE
(instant lifting) Ampoule / Serum, 5 ml

CAVIAR
(anti-aging) Ampoule / Serum, 5 ml

DNA pH BALANCE
(cell repair) Ampoule / Serum, 5 ml

WHITENING
(dark spots, sun damage) Ampoule / Serum, 5 ml

OXYGEN BOOST
(skin booster) Ampoule / Serum, 5 ml

COLLAGEN ELASTIN
(anti-wrinkles) Ampoule / Serum, 5 ml

OIL CONTROL
(oily to skin problems) Ampoule / Serum, 5 ml

Algae Peel off Masks

BIO FRANCE LAB
www.biofrancelab.com Tel. 323) 846-5933

Cartridge / Refill

● MARKETING PEELS TO YOUR CLIENTS

There are many effective sales techniques you can use to market peels to your clients. One method is to choose the words you use to advertise chemical peels carefully to minimize the fear factor.

Some patients might be more than happy to schedule a "facial peel," an "exfoliating treatment" or an "advanced resurfacing facial," but not a "chemical peel," for instance. Use names that focus on the condition being treated, as well as the end result. Some examples include "Complexion Clearing Acne Treatment," "Wrinkle Smoothing Anti-Aging Treatment" and "Calming Rosacea Treatment."

Create packages of treatments, and use social media to get the word out about the services you offer and connect with your community. Dedicate some time to setting up a Facebook business page and share it with friends, family and co-workers, encouraging them to do the same.

Use this platform to share information about the services you offer, as well as informative news and articles about chemical peels that serve to dispel the aforementioned myths.

If you are active on Twitter, cross-market your Facebook posts on this fast-moving platform to engage more followers. Hashtags can be used

to target specific groups, or they may be used in your posts to pull out keywords others might search to find your tweets, like **#chemicalpeels**, for example. Offer authentic help to your followers and reach out to those posing questions related to your practice and treatments. While videos are known to generate a lot of engagement, not everyone has the capability to shoot and edit them.

Create packages of treatments, and use social media to get the word out about the services you offer and connect with your community.

For those who do, a YouTube channel is a must. If not, you can still use YouTube to find educational content to share with your followers on other platforms. A 1 to 2 min video showing positive chemical peel outcomes from real patients may be all someone needs to see before booking their own professional treatment with you.

If you are able to give consumers a true understanding of how superficial peels work through education and dispelling some of the common myths surrounding them, your business will thrive and your patients will be thrilled with the improvement that peels can offer for every skin type and condition. ■



Danae Markland is a licensed esthetician and certified medical laser specialist. As senior director of inside sales and customer support for PCA SKIN®, Markland and her team help medical and esthetic practices grow their businesses with superior

products and education. Also an advanced educator, Markland shares her passion for skin health with fellow estheticians and medical professionals at presentations all over the world.