



Naturally Beautiful

**FACIAL
TREATMENT
PORTFOLIO**

eve-taylor.com

Creating Perfect Eve Taylor® Treatment Facials

Every time our client visits us for a facial we should be striving to create the best treatment they've ever experienced. We are in the perfect position to make a big impression and set a precedence for all their future treatments.

Rebooking's are the lifeblood of our business, so giving our clients an amazing service not only increases our chances of further bookings but also strengthens our credibility as the 'go-to' therapist in our area.

Here we discover 5 areas to consider for creating the perfect facial for our clients:

First impressions count

Always offer your client a warm welcome, greet them like it's the first time you've met and make sure they feel valued to the business.

Offer them a non-stimulating beverage to consume whilst you sit together and conduct the consultation. Listen to the clients needs and what they wish to get from their treatment so you can adapt accordingly.

Whilst they settle in, ensure you offer a full explanation of not only what will happen during the treatment, but where to place their personal belongings and where they should lie on the bed. Never assume a client automatically knows what to do.

Use a relaxing aromatherapy blend to diffuse into the treatment room and create an inviting aroma. Smell has the first impact with our clients, so a device like **Eve Taylor® Diffuser Pod** will help to entice the senses and start the relaxation effects.

General comfort

Investing in good quality equipment and ensuring it is maintained regularly will always give you confidence, no-one wants to lay on a couch that feels rickety. Go the extra mile and consider a couch that is long enough so taller clients don't have their feet dangling off the end, this adds to them feeling valued.

Make clients feel pampered with soft cotton sheets and fluffy towels, wrapping them into a cocoon will make them feel safe and secure. A heated under blanket at a gentle temperature will also add that feeling of luxury.

Placing a towel on the floor next to the couch for them to step on to after their treatment will add a nice touch and reduce cold feet from wooden or vinyl flooring.

Creating Perfect Eve Taylor® Treatment Facials

Prepared, warmed and maintained

Ensure everything is prepared ready in order of use for a seamless application. Pre-warming of products will greatly add to client comfort and offer the ultimate luxury experience.

Dampen cotton pads with water or **Rose Hydrosol** and place in the hot towel cabinet ready for when you cleanse the eyes and lips for warming soothing actions. Cleansers can be warmed in the same way or dispensed into our palms and warmed with the heat of the steamer, ready for our warming cleanse. We should always be mindful of our own body temperature, there is nothing worse than a therapist with cold hands.

Ensure the working area is always maintained so your trolley looks as immaculate at the end of the treatment as it did at the beginning. Soiled masque brushes and used towels should be hidden from view and product bottles should always be forward facing.

Expert application

Our techniques can really make or break the overall experience for the client, so ensuring we are absolutely confident with our movements will pay dividends. Take things calmly, using long slow movements will induce deeper feelings of relaxation for the client.

When applying masque to the face, avoid using small flicking actions and opt to use a two brush application technique for a relaxing and symmetrical application.

Using the **Eve Taylor® Fan Masque Brush**, you can dispense pre-warmed masque to two brushes and apply to the skin using long, slow, flowing movements which not only gives a thorough application but soothes the nerve endings of the face and relaxes the client. Other expert techniques from Eve Taylor enhance the treatment and create a wonderful experience.

Pitch perfect

Set the perfect ambiance with appropriate music playing in the background, whatever the musical genre, ensure it can be heard without being a distraction from relaxation but not faint enough it can't be heard.

Being mindful of the noise we make ourselves during the treatment is often overlooked. Mixing cleanser in our hands can make an squelchy sloppy sound, simply turning away from the client and mix slowly and gently between the palms can eradicate the unpleasant noise.

Reduce clattering of bowls and brushes by placing tissue or toweling on the trolley surface to buffer any noise. Reduce further noise by gently closing the door of the towel cabinet, so it doesn't slam and startle the client. Choose a soft close bin for quiet waste disposal.



Eve Taylor® Prescriptive Facials

Eve Taylor prescriptive facials are customised treatments tailored to address specific concerns of your client's skin.

In the first instance, we always recommend treating the skin for how it presents on the day of the treatment, and personalise the facial based on the client's skin type, concerns, goals, which are determined through thorough consultation and skin analysis. Here's how our prescriptive facials work -

Consultation and Skin Analysis: Before the facial treatment begins, conduct the Eve Taylor Consultation to assess the client's needs, this will involve asking questions about the client's skincare routine, lifestyle factors, and any specific skin concerns they have. Continue to perform Skin Profiling Analysis to assess the client's skin type, condition, hydration levels, sensitivity, and any other considerations to make.

Customised Treatment Plan: Based on the skin analysis, you will create a customised treatment plan tailored to the client's needs. This involves selecting specific skincare products to address the client's concerns, such as dryness, oiliness, congestion, sensitivity etc. The treatment plan should consider any contraindications or sensitivities the client may have.

Facial Treatment: We have 3 prescriptive facial treatments which include a combination of cleansing, exfoliation, extraction (if needed), massage, mask application, hydration, and moisturising. The differences are based on the treatment time of 30, 60 or 75 minutes, with longer treatment time allowing you to use more products for enhanced results.

The specific products and techniques used will vary depending on the client's individual needs and goals. For example, someone with congested skin may receive a treatment focused on deep cleansing and balancing the skin's oil production, while someone with dry, sensitive skin may receive a treatment focused on gentle exfoliation and intensive hydration.

Homecare Recommendations: Following the facial treatment, you will provide personalised product recommendations for homecare and explain the best routines to help the client maintain and enhance the results of their treatment.

Mini Prescriptive Facial (30 minutes)

This prescriptive facial is the perfect mini treatment for time compressed clients, for those new to Eve Taylor® products or those who have not experienced a facial before.

Skin type/condition:

This prescriptive facial will suit any skin type and condition as products used will be appropriate to the clients skin needs.

Treatment time:

30 minutes.

Treatment Description:

This mini treatment will refresh the skin with aromatic cleansers then buff away dulling skin cells. A rapidly working masque will infuse the skin with nourishment before hydrating moisturisers protect the skin. (30 minutes).

Key homecare products to recommend:

Ultra Soothing Skin Kit
Soothing Skin Kit
Balancing Skin Kit
Purifying Skin Kit

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
3. Carry out **Skin Profiling Analysis** using a magnifying lamp.
4. Cleanse for a second time applying **Cleanser** suitable for skin type and use **Facial Cleansing Brush** in light circular movements. Remove product thoroughly.
5. Apply **Micro-fine Daily Exfoliant** or **Exfoliating Scrub** and exfoliate the face using light circular movements. Remove thoroughly.
6. Apply appropriate **Masque** to face with fan brush.
7. After 10 minutes remove masque with sponges.
8. Spritz suitable **Toner** directly to the skin.
9. Apply **Refining Eye Gel** around eye area.
10. Protect the skin with suitable **Moisturiser** and **Solar Protection**.
11. Finish facial with **Seal & Protect Moisturising Lip Balm** application.
12. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Essential Prescriptive Facial (60 minutes)

The essential prescriptive facial is the solution for clients who wish to see skin improvements whilst offering a sense of wellbeing and relaxation with aromatherapy.

Skin type/condition:

This prescriptive facial will suit any skin type and condition as products used will be appropriate to the clients skin needs.

Treatment time:

60 minutes.

Treatment Description: A prescriptive facial tailored to your current skin condition to achieve the best skin possible. Aromatherapy products are selected to deeply cleanse, gently exfoliate and prepare the skin ready to absorb aromatic massage oils and luxurious facial masques. Skin is left replenished, hydrated and protected. (60 minutes).

Key homecare products to recommend:

Skin Kit for skin type
Exfoliating Scrub
Masque for skin type

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
3. Carry out **Skin Profiling Analysis** using a magnifying lamp.
4. Cleanse for a second time applying **Cleanser** suitable for skin type and use **Facial Cleansing Brush** in light circular movements. Remove product thoroughly.
5. Apply **Micro-fine Daily Exfoliant** or **Exfoliating Scrub** and exfoliate using light circular movements. Remove thoroughly.
6. (OPTIONAL STEP) Foam **Pre-extraction Gel** with a fan brush and apply to areas requiring extractions, cover eyes with cotton wool pads and steam for 5-10 minutes.
7. Remove product from skin and perform extractions. Wipe over extracted area with **Post-extraction Solution** on cotton pad.
8. Spread appropriate **Massage medium** to face, neck and décollete and proceed with massage. Blot off any residue but do not remove.
9. Apply appropriate **Masque** to face, neck and décolleté with fan brush.
10. Hand and arm massage may be given while the masque is on.
11. Remove masque with sponges or warm steam towel.
12. Spritz suitable **Toner** directly to the skin.
13. Apply **Refining Eye Gel** round eye area.
14. Protect the skin with suitable **Moisturiser** and **Solar Protection**.
15. Finish facial with **Seal & Protect Moisturising Lip Balm** application.
16. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Intensive Prescriptive Facial (75 minutes)

The intensive prescriptive facial gives enhanced results with professional use only formulations. The extended treatment time allows for a more targeted approach using a wider selection of products and techniques for visible effects.

Skin type/condition:

This prescriptive facial will suit any skin type and condition as products used will be appropriate to the clients skin needs.

Treatment time:

75 minutes.

Treatment Description:

Taking skin care one step further this treatment uses intensive exfoliants to resurface the skin leaving it smooth and soft. Using potent aromatic essential oil blends, powerful targeted serums and specialty masques customised to achieve intensive results, this treatment will leave your skin glowing. (75 minutes).

Key homecare products to recommend:

Skin Kit for skin type
Appropriate Exfoliant
Aromatic Serum

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. With 3-4 drops of **Soothing Aromatic Serum** in palms cup hands 6" above client's nose. Ask them to slowly inhale and exhale 3 times then smooth serum across decollete pressing slowly on shoulders to help release tension.
2. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
3. Cleanse face, neck and decollete with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
4. Carry out **Skin Profiling Analysis** using a magnifying lamp.
5. Cleanse for a second time applying **Cleanser** suitable for skin type using **Facial Cleansing Brush**. Remove product thoroughly.
6. Select and apply appropriate **Exfoliant** for your client's skin. Remove thoroughly with steam towel infused with **Hydrosol**.
7. Foam **Pre-extraction Gel** with a fan brush and apply to areas requiring extractions, cover eyes with cotton wool pads and steam for 5-10 minutes.
8. Remove product from skin and perform extractions. Blot extracted area with **Post-extraction Solution** on cotton pad.
9. Apply suitable **Aromatic Serum** to face, neck and decollete and proceed with **Eve Taylor® Drainage Massage**. Massage of decollete, neck and shoulders may be given using appropriate Pre-Blended Massage Oil. Blot off any residue but do not remove.
10. Apply suitable **Response Serum**.
11. Prepare client with tissues in headband, mix appropriate **Peel Off Masque** with spatula and apply to face. Apply **Soothing Masque**, **Balancing Masque**, **Purifying Masque** or **Anti-oxidant Masque** to neck and decollete with masque brush. Leave on for 10-15 minutes. (hand and arm massage or neck and shoulder massage may be given as this time).
12. Loosen Peel Off Masque around edges with fingers and peel tissues and masque downwards.
13. Remove masque from neck and decollete and any residue with warm steam towel infused with **Hydrosol**.
14. Spritz suitable **Toner** directly to the skin.
15. Apply suitable **Eye Moisturiser** around eye area.
16. Protect the skin with suitable **Moisturiser** and **Solar Protection**.
17. Finish facial with **Seal & Protect Moisturising Lip Balm** application.
18. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.



Eve Taylor® Treatment Portfolio - Skin Conditions

Our condition-based facials are a selection of treatment specifically designed to address particular skin conditions or concerns.

Unlike our prescriptive facials which offer benefits determined by the therapist on the day of the treatment, our condition-based facials are step by step protocols using set products to target specific issues and concerns.

The following condition-based treatments use set products to achieve results, however we encourage you to adapt the treatment accordingly should the clients skin require it.

Aroma Spa Signature Facial (75 minutes)

A signature facial experience for the ultimate relaxation.

Age Resist Facial (60 minutes)

An anti-ageing facial created for clients between 25-50 years of age.

Clear & Clarify Facial (60 minutes)

A deep cleansing, decorating facial for those with oil, congested or breakout prone skin.

Cryogenic Facial (60 minutes)

An advanced anti-ageing facial created for clients 50+ years of age.

Glow Facial (60 minutes)

A facial for those with dull skin, uneven tone and hyper-pigmentation issues.

Hydrate Facial (60 minutes)

A facial to intensively hydrate all skin types and conditions experiencing skin dehydration.

Luminous Lift Neck Treatment (60 minutes)

A tonifying treatment for all skin types and conditions to refresh the neck, decollete and face.

Skin Rescue Facial (60 minutes)

A facial for those with sensitive, hypersensitive, reddened or rosacea type skin.

Winter Rescue Facial (60 minutes)

A luxurious facial for all skin types and conditions to nurture skin through cold winter months.

Microdermabrasion Facial (45 minutes)

A treatment to support those offering crystal or diamond head microdermabrasion.

Eve Taylor® Aroma Spa Signature Facial (75 minutes)

The Eve Taylor® Aroma Spa Signature Facial is our luxury facial created for you to offer your clients the upmost client comfort and aromatic treatment experience.

Skin type/condition:

All skin type and conditions.

Treatment time:

75 minutes.

Treatment Description:

The Eve Taylor® Aroma Spa Signature Facial is the ultimate aromatic experience. You are wrapped and cocooned into warm comfortable security whilst pre warmed products are applied using expertly developed tactile techniques to soothe your mind whilst you drift away into the deepest feeling of relaxation. (75 minutes).

Key homecare products to recommend:

Soothing Aromatic Serum
Facial Cleansing Brush
Summer Diffuser Blend

The Aroma Spa Signature Facial focusses on 3 core elements:

Warmth - pre dispensed products gently warmed ready for application, warm steam towels for product removal along with sheets and blankets to cocoon the client for a feeling of securement and safety.

Aroma - the coveted synergy of Geranium, Eucalyptus, Cypress and Lavender essential oils creates a comforting aroma to soothe the senses and aid in deep relaxation.

Techniques - Using specialist Eve Taylor® product application and movements developed to offer a spa like experience for clients to remember.

Preparation for this treatment is key and you will need a warming device such as a towel cabinet to pre-warm products, and heat towels for product removal. You will also need suitable sheets, covers and bedding to offer a luxury feeling.

Bed set up

If a heated under blanket is available, place this onto the couch and have it warming ready for client arrival. Place a large sheet onto the bed, draping at the sides. This will be used to cover over the client and 'cocoon' them. Place a soft pillow at the head of the bed covered with a fluffy towel over it. Place a folded **Eve Taylor® Chest Towel** onto the pillow to give the bed a branded feel at client arrival (this will then be placed over the clients chest). Have a bolster cushion placed at the lower end of the bed ready to place under clients knees. Place a fluffy blanket along one side of the couch ready to finally cover over the client.

Before the client arrives, prepare the following:

x10 cotton disks dampened with water and **Micellar Cleanse Eye & Lip**, placed into towel cabinet to pre-warm.

Facial Cleansing Brush x2 placed into towel cabinet to pre-warm.

x1 **Eye Contour Masque**, dispensed into **Small Flexible Bowl** and a tissue placed over the top (do not add liquid yet).

x4 pumps of **Soothing Masque** customised with x4 drops of **Geranium Hydrosol**, dispensed into a small bowl, placed into towel cabinet to pre-warm.

x2 pumps of **Soothing face Massage Oil** dispensed into a small bowl, placed into towel cabinet to pre-warm.

x1 small jug with 15ml of **Rose Hydrosol** and 15ml of water (30ml in total) placed into towel cabinet to pre-warm.

X4 dampened towels (for product removal) placed into towel cabinet to pre-warm.

x4 **Fan Masque Brush** (2 pairs).

Aroma Diffuser Pod with x4 drops of **Summer Diffuser Blend**.

x6 pumps of **Soothing Cleanser** dispensed into small bowl (*place into towel cabinet to pre-warm directly before the client enters the treatment room to get undressed*).

x4 pumps of **Resurfacing Cream Exfoliant** dispensed into small bowl (*place into towel cabinet to pre-warm directly before the client enters the treatment room to get undressed*).

Eve Taylor® Aroma Spa Signature Facial (75 minutes)

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

Ensure the client is laid comfortably on the bed with bolster cushion under their knees (unless they request not). Wrap the client in the sheet folding one side over, followed by the other side. Fold the end of the sheet under the feet to create a cocoon or enveloped effect. Finally cover with a fluffy blanket and place chest towel over chest and lower décolleté area.

Place bonnet and head band to cover client's hair as required.

1. Begin the treatment by spritzing **Geranium Hydrosol** at arm's length into the air in a rainbow shape, allowing subtle aromatherapy to gently mist onto the clients skin and enter the olfactory system without overwhelming the senses.
2. Place your hands onto the client's shoulders. Ask them to deeply breathe in through the nose and fill the diaphragm until their stomach raises and then breathe out through the mouth, as the client exhales gently press down on the shoulders. Repeat twice. This acts as a symbolic start to the treatment.
3. Take four of the prepared cotton disks out of the towel cabinet and perform the **Eve Taylor® Eye & Lip Cleanse Technique**.
4. Take out the bowl with **Soothing Cleanser** from the towel cabinet and dispense half into the hand (return bowl back into cabinet to keep warm) and perform **Eve Taylor® Cleanse Technique**. Remove cleanser using steam towel infused with **Geranium Hydrosol**.
5. Take out the bowl with remaining **Soothing Cleanser** from the towel cabinet and dispense into the hand and spread onto the face ready for second cleanse. Take the two pre-warmed **Facial Cleansing Brush** and perform **Eve Taylor® Cleanse with Facial Cleansing Brushes Technique**. Remove cleanser with steam towel infused with **Geranium Hydrosol**.
6. Take out the bowl with **Resurfacing Cream Exfoliant** from the towel cabinet and place at the side of the client's head, continue to apply using **Eve Taylor® Fan Brush Application Technique**. (If skin is sensitive, add one pump of **Colloidal Activator** into the bowl with **Resurfacing Cream Exfoliant** to buffer and reduce exfoliant activity). Remove with steam towel infused with **Geranium Hydrosol**.
7. Dispense 10 drops of **Soothing Aromatic Serum** and apply to face, neck and décolleté. Proceed to perform **Eve Taylor® Facial Drainage Massage Technique**.
8. Take prepared jug of liquid (water and **Rose Hydrosol**) out of the towel cabinet and pour into the **Small Flexible Bowl** with pre-dispensed **Eye Contour Masque**. Stir quickly until a smooth paste is achieved. Apply immediately to closed eye area ensuring a thick and even application. Place a folded tissue over the top to adhere masque in place and ensure no running.
9. Take out the bowl with **Soothing Masque** and apply to the face (working around **Eye Contour Masque**), neck and décolleté using **Eve Taylor® Fan Brush Application Technique**.
10. Take pre-warmed **Soothing Massage Oil** out of cabinet and perform neck & shoulder massage or hand & arm massage.
11. After allowing masques to set for 10-15 minutes, remove **Eye Contour Masque** by loosening edges with fingertips and peel masque from eye area. Remove **Soothing Masque** steam towel infused with **Geranium Hydrosol**.
12. Place one hand on client shoulder and spritz **Soothing Toner** directly to the skin.
13. Apply **Refining Eye Gel** around eye area.
14. Apply **Soothing Moisture Cream** to face, neck and décolleté.
15. Protect skin with **C+Bright Priming Moisturiser SPF30**.
16. Dispense **Seal & Protect Lip Balm** using a cotton bud and apply to lips.
17. Finalise the treatment by placing your hands onto the client's shoulders and gently press down. Repeat twice increasing pressure each time.
18. Gently rouse your client if they are asleep and using a soft tone, explain the treatment has now concluded. Remove blanket and unwrap the sheet from them. Slowly raise head bed to allow client to sit up. Offer a glass of refreshing iced water infused with lemon or cucumber.
19. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Age Resist Facial (60 minutes)

The age resist facial is created for clients in their younger years concerned with intrinsic and extrinsic skin ageing. Using potent formulations clients will see a noticeable difference after one treatment, especially when combined with electrotherapy.

Skin type/condition:

Ageing and pre-maturely ageing skin. Age range 25 -50 years.

Treatment time:

60 minutes.

Treatment Description:

The age resist facial refines and resurfaces prematurely ageing skin to reveal a smooth, soft complexion. Potent antioxidants defend and protect against environmental aggressors whilst stimulating fresh new healthy tissue. Skin is left looking radiant and beautiful regardless of age. (60 minutes).

Key homecare products to recommend:

Perfect Partners - Day & Night Resurfacing Cream Exfoliant
Anti-oxidant Masque

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
3. Carry out **Skin Profiling Analysis** using a magnifying lamp
4. Cleanse for a second time using 2 pumps of **Dynamic Resurfacing Cleanser** mildly foamed with water. (Optional step) - Intensify the resurfacing action of the cleanse using blade edge of **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate' setting'. **Dynamic Hydrating Toner** may be spritzed to skin for additional moisture and effectiveness. Remove with sponges.
5. Dispense **Resurfacing Cream Exfoliant** into a bowl and apply a thin layer to face, neck and décolleté with a fan brush, leave for up to 10 minutes depending on skin sensitivity. Neck and shoulder massage may be performed during this time.
6. Remove exfoliant thoroughly with steam towel infused with **Geranium Hydrosol**.
7. Apply **Revitalising Aromatic Serum (No.5)** to face, neck and décolleté and proceed with **Eve Taylor® Drainage Massage**. Blot off any residue but do not remove.
8. Smooth 4 drops of **Oxygen Response Serum** to face, neck and décolleté.
9. Dispense entire contents of **Eye Contour Masque** sachet into a bowl and mix with 30ml of tepid water. Stir quickly until a smooth paste is achieved. Apply immediately to closed eye area ensuring a thick and even application.
10. Using a masque brush apply **Anti-oxidant Masque** to the face (working around **Eye Contour Masque**), neck and décolleté.
11. After allowing masques to set for 10-15 minutes, remove **Eye Contour Masque** by loosening edges with fingertips and peel masque from eye area. Remove **Anti-oxidant Masque** with sponges or steam towel infused with **Geranium Hydrosol**.
12. Spritz **Dynamic Hydrating Toner** directly to the skin.
13. Apply **Nourishing Eye Complex** around eye area.
14. Whilst skin is still damp with toner apply **Moisturising Day Cream SPF30** to face, neck and décolleté, a light application of **C+Bright Priming Moisturiser SPF30** may be applied to further and protect and give a healthy glow.
15. Finalise facial with application of **Seal & Protect Lip Balm**.
16. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Electrical option:

For increased absorption benefits, ionise **Oxygen Response Serum** with **Anti-oxidant Masque** into the skin for 5-10 minutes using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD + ' or galvanic machine on positive (+) polarity. Please note if using electrotherapy then this must be carried out prior to facial massage.

Clear & Clarify Facial (60 minutes)

This deeply clarifying facial is ideal for younger clients experiencing hormonal congestion or breakouts as well as mature clients with adult breakout concerns. Created to achieve results, this treatment can be performed manually or boosted with electrotherapy

Skin type/condition:

Congested oily skin
Skin with comedones
Breakout prone skin

Treatment time:

60 minutes.

Treatment Description:

An effective deep cleansing facial treatment targeted at those experiencing oiliness, congestion and breakouts. Professional formulations are customised to treat the skin with positive and noticeable results by offering deeply purifying clarifying properties, fighting congestion and breakouts from the inside out. (60 minutes).

Key homecare products to recommend:

Purifying Skin Kit
Resurfacing Cream Exfoliant
Clearing Aromatic Serum No.3

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
3. Carry out **Skin Profiling Analysis** using a magnifying lamp.
4. Cleanse for a second time using 2 pumps of **Purifying Wash** foamed with warm water and use **Facial Cleansing Brush x2** for an enhanced cleanse. Remove with sponges.
(Alternatively, for clients with full face congested breakouts use **Clarifying Skin Wash**, dispense a 5p sized amount and work into a foam with plenty of warm water before applying to skin and cleansing).
5. Exfoliate the skin using **Enzyme Peel Exfoliant** applied to skin in a thin layer to the skin using a damp fan brush and placed under steam for up to 10 minutes. Remove with steam towel infused with **Lavender Hydrosol**.
6. If comedone extractions are required, whisk **Pre-extraction Gel** with fan brush into a fluffy foam, apply to areas of congestion and steam for 5-10 minutes. For optimal softening and decongesting, use with the flat edge of **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD -' or galvanic desincrustation on the negative (-) polarity for 3-4 minutes. Extract comedones as necessary. Upon completion of extractions, dampen a cotton pad with **Post-extraction solution** and blot extracted area to clean and refresh the area.
7. Apply **Clearing Aromatic Serum No.3** to face, neck and décolleté and proceed with **Eve Taylor® Drainage Massage**. Blot off any residue but do not remove.
8. Smooth 4-6 drops of **Sebum Response Serum** to face, neck and décolleté.
9. If skin is experiencing breakout activity, apply **Purifying Spot Gel** to breakouts.
10. Prepare client with folded tissues tucked into headband. Dispense contents of **Clarifying Masque** sachet into a bowl and mix with 90ml of water, stir quickly until a smooth paste is achieved and apply immediately to face ensuring edges are thick and application is even avoiding eyes and lips. Allow to set for 15 minutes then remove by loosening edges with fingertips and peel masque from forehead downwards.
11. Spritz **Purifying Toner** directly to the skin.
12. Apply **Refining Eye Gel** around the eye area.
13. Apply a layer of **Purifying Moisture Lotion** in upward strokes over the face, neck and décolleté. Alternatively, mix **Purifying Moisture Lotion** with **Daily Skin Defence SPF 50** in equal parts and apply the skin.
14. Apply **Seal & Protect Moisturising Lip Balm** to the lips to soften and protect.
15. Finalise facial with application of **Seal & Protect Lip Balm**.
16. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Electrical option:

For increased absorption benefits, ionise **Sebum Response Serum** layered under **Electro Gel** or **Purifying Masque** into the skin for 5-10 minutes using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +' or galvanic machine on positive (+) polarity. Please note if using electrotherapy then this must be carried out prior to facial massage.

Cryogenic Facial (60 minutes)

The cryogenic facial is created for mature clients concerned with advanced signs of ageing such as loss of elasticity and loose skin texture.

Skin type/condition:

Mature ageing skin.
Age range 50 years+.

Treatment time:

60 minutes.

Treatment Description:

The cryogenic facial offers the ultimate in skin firming and nourishment. Professional resurfacing smoothes and refines the skin surface while expertly blended age defying formulations and speciality masques tonify the skins surface leaving skin smooth, soft and rejuvenated. (60 minutes).

Key homecare products to recommend:

Resurfacing Cream Exfoliant
Firming Serum
Nourishing Eye Complex

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contraindications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
3. Carry out **Skin Profiling Analysis** using a magnifying lamp.
4. Cleanse for a second time using 2 pumps of **Dynamic Resurfacing Cleanser** mildly foamed with water. (Optional step) - Intensify the resurfacing action of the cleanse using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate' setting'. **Dynamic Hydrating Toner** may be spritzed to skin for additional moisture. Remove with sponges.
5. Dispense **Bio Cream Exfoliant** into a bowl and apply a medium layer to face, neck and décolleté with a fan brush, leave for up to 10 minutes depending on skin sensitivity. Remove exfoliant thoroughly with steam towel infused with **Geranium Hydrosol**.
6. Apply **Rejuvenating Aromatic Serum (No.6)** to face, neck and décolleté and proceed with **Eve Taylor® Drainage Massage**. Blot off any residue but do not remove.
7. Smooth **Firming Serum** to face, neck and décolleté. Follow by applying **Timeline Response Serum** to areas of expression ageing (lines and wrinkles).
8. Dispense entire contents of **Eye Contour Masque** sachet into a bowl and mix with 30ml of **Rose Hydrosol**. Stir quickly until a smooth paste is achieved. Using a spatula apply to closed eye area ensuring a thick application.
9. Dispense entire contents of **Cryogenic Masque** sachet into a bowl and mix with 45ml of water and 45ml of **Peppermint Hydrosol**. Stir quickly until a smooth paste is achieved. Using a spatula apply to face ensuring a thick even application and allow to set for 10-15 minutes. Neck and shoulder massage or hand and arm massage may be performed during this time.
10. After 10-15 minutes, remove masque by loosening edges with finger tips and peel away from face.
11. Spritz **Dynamic Hydrating Toner** directly to the skin.
12. Apply **Nourishing Eye Complex** around eye area.
13. Whilst skin is still damp with toner apply **Moisturising Day Cream SPF30** customised with one pump of **Nourishing Serum** to face, neck and décolleté, a light application of **C+Bright Priming Moisturiser SPF30** may be applied to further protect and give a healthy glow.
14. Finalise facial with application of **Seal & Protect Lip Balm**.
15. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Electrical option:

For increased absorption benefits, ionise **Firming Serum** and **Timeline Response Serum** with **Anti-oxidant Masque** into the skin for 5-10 minutes using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +' or galvanic machine on positive (+) polarity. Please note if using electrotherapy then this must be carried out prior to facial massage.

Glow Facial (60 minutes)

The Glow Facial is designed to treat the ever growing number of clients with uneven skin tone issues. Perfect to brighten the skin before a big event, as a course of pre-wedding facials or offer as an autumn seasonal facial.

Skin type/condition:

Hyperpigmented skin. Clients with uneven skin tone. Dull, lackluster skin.

Treatment time:

60 minutes.

Treatment Description:

Illuminate dull, lackluster, pigmented skin with this brightening facial. Professional resurfacing smoothes and softens the skin ready for Vitamin C rich serums and specialty masques. Illuminating moisturiser protects and re-energizes, leaving skin flawlessly radiant, bright and glowing.
(60 minutes).

Key homecare products to recommend:

Dynamic Resurfacing Cleanser
Illuminating Serum
C+Bright Priming Moisturiser

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
3. Carry out **Skin Profiling Analysis** using a magnifying lamp.
4. Cleanse for a second time using 2 pumps of **Dynamic Resurfacing Cleanser** mildly foamed with water. (Optional step) - Intensify resurfacing cleanse using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate setting'. **Dynamic Toner** may be spritzed to skin for additional moisture and effectiveness. Remove with sponges.
5. Apply a thin layer of **Bio Cream Exfoliant** to face, neck and décolleté and leave for up to 10 minutes depending on skin sensitivity. Remove exfoliant thoroughly with warm steam towel customised with **Orange Hydrosol**.
6. Apply **Rejuvenating Aromatic Serum (No.6)** to face, neck and décolleté and proceed with **Eve Taylor® Drainage Massage**. Blot off any residue but do not remove.
7. Smooth 4-6 drops of **Pigment Response Serum** to face, neck and décolleté.
8. Prepare client with folded tissues tucked into headband. Mix entire contents of **Brightening Masque** sachet into a bowl with 45ml of tepid water and 45ml of **Orange Hydrosol**. Stir quickly until a smooth paste is achieved. Apply immediately to face ensuring edges are thick and application is even avoiding eyes and lips. Allow to set for 15 minutes. Remove by loosening edges with fingertips and peel masque from forehead downwards.
9. Smooth **Brightening Serum** over face, neck and décolleté.
10. Spritz **Soothing Toner** directly to the skin.
11. Apply **Nourishing Eye Complex** around eye area.
12. Protect the skin with **C+Bright Moisturiser SPF30**.
13. Finalise facial with **Seal & Protect Lip Balm** application.
14. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Electrical option:

For increased absorption benefits, ionise **Pigment Response Serum** (with **Anti-oxidant Masque** for conductivity and further brightening benefits) into the skin for 5-10 minutes using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD + ' or galvanic machine on positive (+) polarity. Please note if using electrotherapy then this must be carried out prior to facial massage.

Hydrate Facial (60 minutes)

The Hydrate facial is created as the perfect offering to intensively hydrate parched skin. It may be promoted as a summer treatment, pre or post holiday, or for those clients who often experience skin dehydration due to drying air conditioning in their workplace.

Skin type/condition:

All skin types and conditions.

Treatment time:

60 minutes.

Treatment Description:

Restore hydration to your skin with our ultra hydrating facial. Plumps the skin and softens fine lines with moisture infusing hydrators. Ideal for parched post-holiday skin, or to prep skin before summer getaways. (60 minutes).

Key homecare products to recommend:

Hydrating Serum
Refining Eye Gel
Soothing Masque

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contraindications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
3. Carry out **Skin Profiling Analysis** using a magnifying lamp.
4. Cleanse for a second time applying **Balancing Cleanser** and use **Facial Cleansing Brush** x2 for an enhanced cleanse. Remove with sponges.
5. Dispense half a teaspoon amount of **Micro-fine Daily Exfoliant** into a bowl, add water and mix into a creamy paste. Using a fan brush, apply to face, neck and décolleté and continue to massage around skin using upward circular movements for 1-2 minutes. Remove product thoroughly.
6. Continue with an application of **Balancing Aromatic Serum (No.4)** and proceed to perform **Eve Taylor® Drainage Massage**.
7. Apply a generous layer of **Hydrating Serum** to face, neck and décolleté, followed by a thin layer of **Soothing Masque**.
8. Prepare client with folded tissues tucked into headband. Mix entire contents of **Bio Masque** sachet into a bowl with 45ml of water and 45ml of **Rose Hydrosol**. Stir quickly until a smooth paste is achieved. Apply immediately to face ensuring edges are thick and application is even. Allow to set for 15 minutes. Remove by loosening edges with fingertips and peel masque from forehead downwards.
9. Smooth an additional layer of **Hydrating Serum** over face neck and décolleté area.
10. Follow with a generous spritz of **Balancing Toner**.
11. Apply **Refining Eye Gel** around eye area.
12. Continue with application of **Ultra Soothing Moisture Cream** customised with 1 pump of **Hydrating Serum**.
13. Follow with **Moisturising Solar Shield SPF25**.
14. Finalise treatment by smoothing **Seal and Protect Lip Moisturising Balm** to lips.
15. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Electrical option:

For increased absorption benefits, ionise **Hydrating Serum** layered under **Soothing Masque** into the skin for 5-10 minutes using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD + ' or galvanic machine on positive (+) polarity. Please note if using electrotherapy then this must be carried out prior to facial massage.

Luminous Lift Neck Treatment (60 minutes)

Springboard your treatment bookings with this firming neck and face treatment. Tonifying and firming formulations promote a lifting effect whilst floral waters create an uplifting aromatic client experience.

Skin type/condition:

All skin types and conditions.

Treatment time:

60 minutes.

Treatment Description:

This decadent treatment re-energises the face whilst tonifying and reviving the delicate skin of the neck and décolleté. Specialist firming formulations boost and nourish the complexion for fresh and luminous skin. (60 minutes).

Key homecare products to recommend:

Facial Cleansing Brush
Firming Serum
Replenishing Neck Cream

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove thoroughly.
3. Spread **Soothing Cleanser** customised with **Rose Hydrosol** across the face, front of neck, sides of neck and décolleté area. Using dampened **Facial Cleansing Brush** x2 work in circular motions over décolleté area and to shoulders. Continue to gently work over the throat area then gently turn the clients head to the right and thoroughly cleanse the left side of the neck up to the ear area, repeat on the other side of the neck. Continue to work up and around the face. Remove cleanser with sponges or hot towel. Dry the neck and décolleté area with chest towel and blot the face dry with tissue.
4. Dispense a teaspoon full of **Micro-fine Daily Exfoliant** into a small bowl, add **Rose Hydrosol** and mix with a fan brush until foam consistency is achieved. Apply a generous layer with fan brush to the face, front of neck, sides of neck and décolleté area then massage round with dampened hands in free flowing circular movements. Concentrate on any areas of skin build up, congestion or pigmentation. Remove with sponges or hot towel. Dry the neck and décolleté area with chest towel and blot the face dry with tissue.
5. Spread **Revitalising Face Massage Oil** to décolleté, deltoids, trapezius, neck and face. Perform Face, neck and shoulder massage. Blot off residual oil with tissue once completed.
6. Using fingertips smooth **Firming Serum** to décolleté, neck and face.
7. Mix 100ml of **Toning Mask** (from Spa Body range) with approximately 70ml of **Rose Hydrosol** and stir until an icing like consistency is achieved. Apply immediately to the décolleté and neck with a spatula using a thick application method. For client comfort place a piece of bedroll or large tissues over the top of the mask and cover with towels/blanket to keep client warm.
8. Apply (pre warmed) **Soothing Masque** customised with 4-6 drops of **Rose Hydrosol** to the face. Place pre-warmed cotton pads dampened with **Rose Hydrosol** on eye area to soothe and hydrate. Perform hand & arm massage using **Relax & Self Indulgent AromaWax Candle**.
9. After 10 minutes peel **Toning Mask** from the skin in a single piece. **Soothing Masque** may be removed from the face using hot towels or damp sponges.
10. Spritz **Soothing Toner** over face, neck and décolleté.
11. Apply **Nourishing Eye Complex** to eye area to nourish and brighten.
12. Generously apply **Replenishing Neck Cream** to décolleté and neck. Ensure the sides and back of neck are adequately moisturised.
13. Apply **Moisturising Day Cream SPF30** to face to nourish and protect.
14. Apply **Seal & Protect Moisturising Lip Balm** to lip area.
15. Finalise the treatment by spritzing **Rose Hydrosol** over client in an arch formation.
16. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Skin Rescue Facial (60 minutes)

The Skin Rescue facial is the perfect facial for clients with hypersensitive, reddened or reactive skin. Using powerful oatmeal and botanicals this facial can be customised to target treat the type of sensitivity on the skin to ensure the very best treatment outcome.

Skin type/condition:

Sensitive & hypersensitive
Reactive skin
Skin with redness
Eczema type skin

Treatment time:

60 minutes.

Treatment Description:

The Skin Rescue Facial gives instant relief to sensitive complexions. Therapeutic Oatmeal instantly soothes and calms the skin, targeting irritation, whilst botanicals support and ease redness for skin that's happy, soothed and resilient to environmental aggression. (60 minutes).

Key homecare products to recommend:

Ultra Soothing Cleanser
Ultra Soothing Moisture Cream
Soothing Aromatic Serum

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Ultra Soothing Cleanser** on dampened cotton wool pads.
2. Cleanse face, neck and décolleté with **Ultra Soothing Cleanser**. Remove product thoroughly with cool water.
3. Carry out **Skin Profiling Analysis** using a magnifying lamp.
4. Repeat cleanse with **Ultra Soothing Cleanser**. (**Facial Cleansing Brush** x2 may be used at this stage to enhance the cleanse depending on level of sensitivity).
5. Dispense 2 pumps of **Ultra Soothing Cleanser** into a small bowl and add half a teaspoon amount of **Micro-fine Daily Exfoliant**. Mix together with a fan brush until a creamy foam consistency is achieved (a few drops of water may be added). Apply with brush to face neck and décolleté and work around skin using gentle gliding movements.
6. Proceed with **Eve Taylor® Drainage Massage** by applying 10 drops of aromatic serum to face, neck and décolleté. Select **Soothing Aromatic Serum (No.1)** for sensitive skin or **Calming Aromatic Serum (No.2)** for reddened/rosacea type skin. Alternatively use **Aqua-Mass Water Dispersible Oil** for impaired eczema type skin. Once massage is complete, blot off any residual serum but do not remove.
(Optional - Cool marble stones may be incorporated into the massage for additional soothing benefits).
7. Prepare client with dampened cotton pads over the eyes and place gauze dampened with **Chamomile Hydrosol** over the face, neck and décolleté.
Mix 2 level scoops (100 grams) of **Colloidal Oatmeal Masque** with approximately 50-60ml of warm water and add 6 pumps of **Colloidal Activator**, mix until a creamy paste is achieved. With spatula apply masque over gauze in a thick even application and leave under steam for 15 minutes (the steam will keep the masque moist without increasing the temperature of the client's skin). Alternatively, apply a layer of gauze over the top of the masque and drape a warm steam towel to keep the masque moist and warm.
8. Massage the client's neck and shoulders with **Anti-Stress Body Massage Oil** to ease tension and promote deep relaxation whilst masque is working on skin.
9. Roll gauze upwards from the neck to the forehead and lift away. Gently remove residue with cool sponges.
10. Spritz **Ultra Soothing Toner** directly to the skin.
11. Apply **Refining Eye Gel** around eye area.
12. Apply **Ultra Soothing Moisture Cream** to face, neck and décolleté.
13. Protect skin with **Moisturising Solar Shield SPF25**.
14. Finalise facial with application of **Seal & Protect Lip Balm**.
15. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Electrical option:

Mix 2 pumps of **Colloidal Activator** with 4 pumps of **Soothing Masque** into a creamy gel consistency and apply to skin using a masque brush. Continue with **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD + ' setting or galvanic iontophoresis on the positive (+) polarity for approximately 3-5 minutes for part face and 10-12 minutes for full face and neck. Please note if using electro therapy then this must be carried out prior to facial massage.

Winter Rescue Facial (60 minutes)

As winter approaches so does the onset of external changes to our skin which can lead to uncomfortable issues. Combat the effects of cold wind and warm central heating with this hydrating, barrier repairing facial, created to leave your clients skin supple and protected from the harsh elements.

Skin type/condition:

Dry and dehydrated skin due to central heating
Outside workers or those exposed to the elements.

Treatment time:

60 minutes.

Treatment Description:

The Eve Taylor® Winter Rescue Facial relieves your skin from redness, irritation and dryness this season. With the cosy warmth of steam towels and nutrient rich oatmeal your skin will be left soothed, hydrated and nourished. (60 minutes).

Key homecare products to recommend:

Ultra Soothing Cleanser
Hydrating Serum
Seal & Protect Lip Balm

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove thoroughly
3. Carry out **Skin Profiling Analysis** using a magnifying lamp.
4. Cleanse for a second time applying **Ultra Soothing Cleanser** and use **Facial cleansing Brush** x2 for an enhanced cleanse. Remove with sponges.
5. Mix **Soothing Cleanser** and **Exfoliating Scrub** together, spread over face, neck and décolleté and work around in gentle circular motions, focusing on any areas of skin build up. Remove exfoliant thoroughly with a steam towel infused with **Chamomile Hydrosol**.
6. Apply **Soothing Aromatic Serum (No1)** to face, neck and décolleté and proceed with **Eve Taylor® Drainage Massage**. Blot off any residue but do not remove.
7. Prepare client with dampened cotton pads over the eyes and place gauze dampened with **Chamomile Hydrosol** over the face, neck and décolleté. Mix 2 level scoops (100 grams) of **Colloidal Oatmeal Masque** with approximately 50-60ml of warm water and add 6 pumps of **Colloidal Activator**, mix until a creamy paste is achieved. With spatula apply masque over gauze in a thick even application and leave under steam for 15 minutes (the steam will keep the masque moist without increasing the temperature of the client's skin). Alternatively, apply a layer of gauze over the top of the masque and drape a warm steam towel to keep the masque moist.
8. Perform neck and shoulder massage using the warm luxurious **Frankincense, Amber & Cedarwood Aromawax Massage Candle**, ensuring you sooth tension in the shoulder area.
9. Roll gauze upwards from the neck to the forehead and lift away. Gently massage any creamy residue into the skin for maximum benefits or gently remove residue with a warm steam towel infused with **Chamomile Hydrosol**.
10. Smooth **Hydrating Serum** on face, neck and décolleté.
11. Spritz **Ultra Soothing Toner** directly to the skin.
12. Apply **Nourishing Eye Complex** to eye area.
13. Protect the skin with **Ultra Soothing Moisture Cream** mixed with **Moisturising Solar Shield SPF25**.
14. Finish facial with application of **Seal & Protect Moisturising Lip Balm**.
15. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Microdermabrasion Facial (45 minutes)

The microdermabrasion facial uses Eve Taylor® products to enhance and compliment all microdermabrasion treatments whether crystal or diamond head.

Treatment time:
45 minutes.

Treatment Description:

Get fresh bright skin with this microdermabrasion treatment to thoroughly and effectively slough away dulling skin cells. Soothing products nourish and protect to keep skin feeling soft and hydrated.

Key homecare products to recommend:

Ultra Soothing Skin Kit
Hydrating Serum
Daily Skin Defence SPF50

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Remove eye and lip make-up with **Micellar Cleanse - Eye & Lip** on cotton pads.
2. Cleanse face, neck and décolleté with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove product thoroughly.
3. Cleanse for a second time using **Purifying Wash**. Remove product thoroughly.
4. Ensure skin is completely dry using tissues.
5. Perform microdermabrasion using machine of choice and ensure all debris is removed from skin surface once complete.
6. Apply a layer of **Hydrating Serum**.
7. Apply **Soothing Masque** to face, neck and décolleté with masque brush. Remove with tepid sponges. Alternatively, prepare client with tissues in headband, mix **Bio Masque** with spatula and apply to face. Leave on for 10-15 minutes then loosen Bio Masque around edges with fingers and peel tissues and masque away from the skin.
8. Spritz **Ultra Soothing Toner** directly onto the skin.
9. Apply **Refining Eye Gel** around eye area.
10. Apply **Ultra Soothing Moisture Cream**.
11. Protect the skin with **Moisturising Solar Shield SPF25** or **Daily Skin Defence SPF50**.
12. Finish facial with application of **Seal & Protect Moisturising Lip Balm**.
13. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.



Eve Taylor® Target+ Treatments

To help you meet the needs of time compressed clients we have created a selection of 30 minute Target+ treatments.

These results focused mini treatments use key formulations in the Eve Taylor range combined with the supreme technology of the Eve Taylor Ultrasonic Micro-therapy Device for increased effects and results.

Target+ Ultrasonic Facials compliment full facial treatments and can be carried out in the weeks between treatments, this is especially beneficial when treating specific concerns such as hyper-pigmentation or problematic skin.

Target+ Ultrasonic Facials are ideal for those who don't have time for full facials and can be marketed as stand-alone treatments or lunchtime facials .

They can be combined with other services you offer such as nails, waxing or massage, allowing you to offer an all-round beauty package.

By offering shorter result focused treatments, it allows you to see more clients throughout the day which will increase your bookings whilst gives more retailing opportunities.

Target+ treatments include:

Target+ Clear (for oily, congested skin).

Target+ Eye Bright (for the eye area).

Target+ Glow (for dull skin).

Target+ Hydrate (for dehydrated skin).

Target+ Lip Smooth (for the lip area).

Target+ Resurface (for rough, ageing skin).

Target+ Soothe (for sensitive or irritated skin).

Target+ Clear (30 minutes)

Decongest the skin with this advanced targeted treatment. Perfect to offer to clients experiencing oiliness and congestion, this treatment immediately improves the skin for a fresh, clear complexion. Ideal to offer in between regular facials or as a skin boost before important events.

Skin type/condition:

Oily, congested, comedonal skin.

Contra-indications:

Pregnancy, epilepsy, clients with pacemaker or metal implants.

Treatment time:

30 minutes.

Treatment Description:

Clear oiliness and congested skin with this targeted results focused treatment. Purifying botanicals and supreme technology clarify and decongest the skin for a fresh faced complexion. (30 minutes).

Key homecare products to recommend:

Purifying Wash
Clearing Aromatic Serum
Purifying Moisture Lotion

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove thoroughly.
2. Dispense 2 pumps of **Purifying Wash** and half a teaspoon amount of **Micro-fine Daily Exfoliant** into a bowl, add a small amount of water and whisk with a fan brush until a foam consistency is achieved. Apply to the face, neck and décolleté with fan brush and work into skin with hands to cleanse.
3. With product still on skin surface, generously spritz **Purifying Toner** to ensure skin moisture.
4. Use **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate setting' and held at a 45 degree angle to remove surface cleanser in upward motions. Re-spritz skin if surface moisture evaporates and ensure excess cleanser is wiped from the blade regularly. Upon completion remove cleanser remnants from the skin thoroughly with sponges or steam towels.
5. Dispense **Pre-extraction Gel** into suitable bowl and whisk with fan brush into a fluffy foam consistency. Apply to areas of congestion in a thick 'blobbing' action.
6. Use the flat edge of **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD -' over **Pre-extraction Gel** in light upward circular motions for 5 minutes to saponify excess sebum, soften the skin and loosen impaction plugs.
7. Remove product using blade edge of **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate setting' held at a 45 degree angle. Remove any excess product thoroughly with sponges.
8. If extractions are required, use blade edge of **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate setting' held at a 45 degree angle at the side of the comedone to lift from the follicle. Upon completion of extractions, dampen a cotton pad with **Post-extraction Solution** and blot extracted area to sanitise.
9. Smooth 4 drops of **Sebum Response Serum** to face.
10. Apply a medium layer **Purifying Masque** to face, neck and décolleté with fan brush.
11. Using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +', use the flat side of the blade in gentle upward, outward movements to ionise **Purifying Masque** into the skin.
12. Upon completion remove masque thoroughly with sponges or steam towel.
13. Smooth 3 drops of **Clearing Aromatic Serum** to face.
14. Spritz **Purifying Toner** directly to the skin.
15. Apply **Purifying Moisture Lotion** to the skin followed by a light application of **C+Bright Moisturiser SPF30** to brighten and protect.
16. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Target+ Eye Bright (30 minutes)

This highly effective eye treatment conditions and refines the eye area and may be incorporated into your service menu as a stand alone treatment, or as part of a full facial treatment as an upsell for increased revenue.

Skin type/condition:

Dark circles, under eye dehydration, crepeyness.

Contra-indications:

Pregnancy, epilepsy, clients with pacemaker or metal implants.

Treatment time:

30 minutes.

Treatment Description:

Refresh and revive the delicate eye area with this brightening eye treatment. Using supreme technology and expertly created massage techniques, eyes are left soothed, brightened and revitalised. (30 minutes).

Key homecare products to recommend:

Micellar Cleanse
Firming Serum
Nourishing Eye Complex

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Dispense **Micellar Cleanse Eye & Lip** on two dampened cotton disks and place over closed eyes; thoroughly cleanse eye area of all make-up and debris one eye at a time. Repeat process for eyes with heavy make-up.
2. Dispense a small amount of **Micro-fine Daily Exfoliant** into a bowl, add water and whisk with fan brush to create a foam consistency. Ask the client to keep their eyes closed and apply a thin layer around the eye area (brow bone and lower lid area) area using a small fan brush. Ensure none of the product enters the eye.
3. Continue to gently massage product around the area for 2-3 minutes. Remove with dampened cotton disks.
4. Using ring finger, smooth 2 drops of **Oxygen Response Serum** around each eye.
5. Perform **Eve Taylor® Revitalising Eye Massage**.
6. Smooth **Firming Serum** around eye area.
7. Apply **Timeline Response Serum** to areas of expression ageing, such as character lines (crows feet).
8. Apply a medium layer of **Electro Gel** to under eye area.
9. Take **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +' and use the flat side of the blade to push **Firming Serum** and **Timeline Response Serum** into the skin.
Start at the inner corner of the under eye and work in slow, gentle outward movements to outer corner of under eye. Repeat x6 under each eye.
10. Gently remove excess **Electro Gel** from eye area.
11. Dispense contents of **Eye Contour Masque** sachet into a bowl and mix with 30ml of **Rose Hydrosol**. Stir quickly until a smooth paste is achieved. Apply immediately to closed eye area, over eyebrows and to cheek bone area, ensuring a thick and even application.
12. Massage scalp while allowing **Eye Contour Masque** to set for 7-10 minutes.
13. Peel off masque and remove any residue with water.
14. Apply eye moisturiser around eye area using ring finger. Select **Nourishing Eye Complex** for dark circles, lines and signs of ageing or **Refining Eye Gel** for irritation, puffiness or dehydration.
15. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Target+ Glow (30 minutes)

This results driven treatment focusses on giving clients bright glowing, radiant skin. Using brightening botanicals combined with ultra sonic technology you can achieve impressive results in a fraction of the time. Perfect to offer as part of a beauty package.

Skin type/condition:

Dull, lackluster
hyperpigmented skin.

Contra-indications:

Pregnancy, epilepsy,
clients with pacemaker or
metal implants.

Treatment time:

30 minutes.

Treatment Description:

Get your glow with this results focussed treatment. Professional resurfacing brightens the complexion whilst illuminating botanicals combined with supreme technology offer skin radiance and a naturally beautiful glow. (30 minutes).

Key homecare products to recommend:

Dynamic Resurfacing Cleanser
Illuminating Serum
C+Bright Priming Moisturiser SPF30

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove thoroughly.
2. Dispense 2 pumps of **Dynamic Resurfacing Cleanser** into a bowl, add a small amount of water and whisk with a fan brush until a mild creamy foam is achieved. Apply to the face, neck and décolleté with fan brush and work into skin with hands to cleanse.
3. With **Dynamic Resurfacing Cleanser** still on skin surface, generously spritz **Soothing Toner** to ensure skin moisture.
4. Use **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate setting' and held at a 45 degree angle to remove surface cleanser in upward motions. Re-spritz skin if surface moisture evaporates and ensure excess cleanser is wiped from the blade regularly. Upon completion remove cleanser remnants from the skin thoroughly with sponges or steam towels.
5. Apply **Resurfacing Cream Exfoliant** to the skin using a fan brush, the gently massage into skin with fingertips for 5 minutes. Remove thoroughly with sponges or steam towels.
6. Smooth 4-6 drops of **Pigment Response Serum** to face, neck and décolleté.
7. Apply a medium layer **Anti-oxidant Masque** to face, neck and décolleté with fan brush.
8. Using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +', use the flat side of the blade in gentle upward, outward movements to ionise **Anti-oxidant Masque** into the skin.
9. Upon completion remove masque thoroughly with sponges or steam towel.
10. Smooth **Brightening Serum** to face, neck and décolleté.
11. Spritz **Soothing Toner** directly to the skin.
12. Protect and brighten the skin with a generous application of **C+Bright Moisturiser SPF30**.
13. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Target+ Hydrate (30 minutes)

Re-hydrate your clients skin with this ultra hydrating advanced treatment. Hydrators are driven into the skin using ultrasonic technology leaving skin moist and dewy. Ideal to offer as part of a seasonal promotions or for those clients affected with dehydrated skin.

Skin type/condition:

All skin types and conditions.

Contra-indications:

Pregnancy, epilepsy, clients with pacemaker or metal implants.

Treatment time:

30 minutes.

Treatment Description:

Quench thirsty skin with this ultra hydrating mini treatment. Supreme technology pushes hydrators into deeper skin layers for maximum moisture levels. Skin is left feeling hydrated, soft and supple. (30 minutes).

Key homecare products to recommend:

Balancing Cleanser
Hydrating Serum
Soothing Masque

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove thoroughly.
2. Dispense 2 pumps of **Balancing Cleanser** and half a teaspoon amount of **Micro-fine Daily Exfoliant** into a bowl, add a small amount of water and mix with a fan brush until a mild creamy foam is achieved. Apply to the face, neck and décolleté with fan brush and work into skin with hands to cleanse.
3. With product still on skin, generously spritz **Balancing Toner** to ensure skin surface maintains moisture levels.
4. Use **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate setting' and held at a 45 degree angle to remove surface cleanser in upward motions. Re-spritz skin if surface moisture evaporates and ensure excess cleanser is wiped from the blade regularly. Upon completion remove cleanser remnants from the skin thoroughly with sponges or steam towels.
5. Smooth **Hydrating Serum** to face, neck and décolleté.
6. Apply **Soothing Masque** customised with **Rose Hydrosol** to face, neck and décolleté with fan brush.
7. Using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +', use the flat side of the blade in gentle upward, outward movements to ionise **Soothing Masque** into the skin.
8. Upon completion remove masque thoroughly with sponges or steam towel.
9. Smooth a second application of **Hydrating Serum** to face, neck and décolleté.
10. Spritz **Balancing Toner** directly to the skin.
11. Apply **Balancing Moisture Cream** to face, neck and décolleté.
12. Protect and brighten the skin with a generous application of **C+Bright Moisturiser SPF30**.
13. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Target+ Lip Smooth (30 minutes)

This effective lip treatment is ideal to offer as a stand alone service or as upsell to a full facial. It's the perfect treatment to offer to non-facial clients or those who visit for 'beauty' treatments and can be offered as part of a 'Lashes, Lips & Nails' package.

Skin type/condition:

All skin types and conditions.

Contra-indications:

Pregnancy, epilepsy, clients with pacemaker or metal implants.

Treatment time:

30 minutes.

Treatment Description:

Make sure your lips are kissable with this conditioning treatment. Hydrating serums and ultrasonic technology soften and moisturise the lips leaving them silky smooth and nourished, your loved one won't be able to resist! (30 minutes).

Key homecare products to recommend:

Hydrating Serum
Seal & Protect Moisturising Lip Balm

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Cleanse lips using **Micellar Cleanse - Eye & Lip** on damp cotton disks.
2. Dispense a small amount of **Micro-fine Daily Exfoliant** into a bowl, add **Rose Hydrosol** and whisk with fan brush to create a foam consistency. Using a fan brush apply to the lip area.
3. Using ring finger, continue to gently massage product around the area for 2-3 minutes. Remove with dampened cotton disks or sponges and blot dry with tissue.
4. Apply a thin layer of **Hydrating Serum** to the lips.
5. Apply **Time-line Response Serum** above the top lip to any vertical lines.
6. Apply a thin layer of **Anti-oxidant Masque** to lips with fan brush and take **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +' and use the flat side of the blade to push **Anti-oxidant Masque** into lips. Start at the left hand corner of the top lip and work the flat side of the blade over the lip to the right hand side x10. Repeat on the left hand corner of the bottom lip x10.
7. Remove any excess product with damp cotton disk or sponge.
8. Apply a thin layer of **Seal & Protect Moisturising Lip Balm** and perform **Eve Taylor® Energising Lip Massage**.
9. Mix half of the **Lip Contour Masque** sachet with 15ml of **Rose Hydrolat** (for those with very dry/dehydrated lips) or **Peppermint Hydrosol** (for those wanting fuller lip appearance) into a paste consistency and apply generously to closed lip area with a spatula.
10. Whilst masque is on lips, perform shoulder pressing movement to encourage relaxation.
11. Allow masque to set for 5 minutes before peeling away. Wipe any residue away with a sponge.
12. Finalise treatment with a application of **Seal & Protect Moisturising Lip Balm** to soften, smooth and protect.
13. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations

Target+ Resurface (30 minutes)

This age defying resurfacing treatment offers your clients smooth fresh skin in minutes. Powerful professional exfoliants combine with ultrasonic technology for a renewed complexion and visible brightness. Ideal to be combined with other services on your menu as part of a 'package'.

Skin type/condition:

Ageing, rough or tired skin.

Contra-indications:

Pregnancy, epilepsy, clients with pacemaker or metal implants.

Treatment time:

30 minutes.

Treatment Description:

Defy the hands of time with this professional resurfacing treatment. Potent formulations and supreme technology work hand in hand to slough away dulling skin cells revealing a bright, youthful complexion. (30 minutes).

Key homecare products to recommend:

Dynamic Resurfacing Cleanser
Resurfacing Cream Exfoliant
Hydrating Serum

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Cleanse face with **Clear Cleanse®** on dry skin. Wet hands and repeat cleansing routine. Remove thoroughly.
2. Dispense 2 pumps of **Dynamic Resurfacing Cleanser** into a bowl, add a small amount of water and whisk with a fan brush until a mild creamy foam is achieved. Apply to the face, neck and décolleté with fan brush and work into skin with hands to cleanse.
3. With **Dynamic Resurfacing Cleanser** still on skin surface, generously spritz **Dynamic Hydrating Toner** to ensure skin maintains moisture on surface.
4. Use **Eve Taylor® Ultrasonic Micro-therapy Device** on 'exfoliate setting' and held at a 45 degree angle to remove surface cleanser in upward motions. Re-spritz skin if surface moisture evaporates and ensure excess cleanser is wiped from the blade regularly. Upon completion remove cleanser remnants from the skin thoroughly with sponges or steam towels.
5. Dampen cotton pad with **Orange Hydrosol** and wipe over skin to 'degrease' for maximum resurfacing actions.
6. Dispense **Bio Cream Exfoliant** into a bowl and apply a medium layer to face, neck and décolleté with a fan brush, leave on skin for 5 minutes whilst using **Facial Cleansing Brush x2** to work around the face to enhance exfoliating actions. Remove exfoliant thoroughly with sponges or steam towel.
7. Smooth **Oxygen Response Serum** to face, neck and décolleté.
8. Apply a thin layer of **Soothing Masque** customised with **Geranium Hydrosol** to face, neck and décolleté.
9. Using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +', use the flat side of the blade in gentle upward, outward movements to ionise **Soothing Masque** into the skin.
10. Upon completion remove masque thoroughly with sponges or steam towel.
11. Spritz **Dynamic Hydrating Toner** directly to the skin.
12. Protect the skin with a generous application of **Moisturising Day Cream SPF30**.
13. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.

Target+ Soothe (30 minutes)

Soothe sensitive, reddened skin with this advanced treatment. Botanicals are infused into the skin with ultrasonic technology to calm and condition. Ideal to offer as a targeted rescue treatment for times of redness flare ups or sensitivity.

Skin type/condition:

Sensitive, reddened skin.

Contra-indications:

Pregnancy, epilepsy, clients with pacemaker or metal implants.

Treatment time:

30 minutes.

Treatment Description:

Soothe sensitive, reddened skin with this advanced treatment. Powerful oatmeal and botanicals are infused into the skin with ultrasonic technology to calm and condition for skin that feels relieved and rescued. (30 minutes).

Key homecare products to recommend:

Ultra Soothing Cleanser
Soothing Masque
Ultra Soothing Moisture Cream

After completing the **Eve Taylor® Consultation Card** to ensure you have considered all client information, potential contra-indications and adaptations, you may proceed with the facial.

1. Perform initial cleanse using **Ultra Soothing Cleanser** to remove superficial debris. Remove thoroughly.
2. Continue to perform second cleanse using **Ultra Soothing Cleanser** using slower, more relaxing movements. Remove thoroughly using cool damp cotton disks.
3. Smooth **Hydrating Serum** to face, neck and décolleté.
4. Dispense 4 pumps of **Soothing Masque** and 2 pumps of **Colloidal Activator** into a bowl, mix together into a creamy gel consistency. Apply a generous layer to face, neck and décolleté using fan brush.
5. Using **Eve Taylor® Ultrasonic Micro-therapy Device** on 'PAD +', use the flat side of the blade in gentle upward, outward movements to ionise **Soothing Masque** & **Colloidal Activator** mixture into the skin.
6. Upon completion remove thoroughly with cool damp cotton disks.
7. Prepare client with folded tissues tucked into headband. Dispense contents of **Bio Masque** sachet into a bowl and mix with 45ml of water and 45ml of **Chamomile Hydrosol**, stir quickly until a smooth paste is achieved and apply immediately to face ensuring edges are thick and application is even avoiding eyes and lips.
8. Whilst masque is setting, perform a relaxing scalp massage or hand & arm massage to aid client relaxation.
9. Once **Bio Masque** has set for 10 minutes, remove by loosening edges with fingertips and peel masque from forehead downwards. Remove any residue using cool damp cotton disks.
10. Spritz **Ultra Soothing Toner** directly to skin.
11. Apply **Ultra Soothing Moisture Cream** to face, neck and décolleté.
12. Protect and brighten the skin with a generous application of **C+Bright Moisturiser SPF30**.
13. Complete **Eve Taylor® Skin Profiling Recommendation Sheet** for home care recommendations.



Naturally Beautiful Techniques & Treatments

In this section we discover a comprehensive selection of naturally beautiful facial techniques and treatments by Eve Taylor[®] allowing you to stand out to your clients

Our sensorial techniques and treatments will make your clients feel relaxed and revitalised whilst allowing you to target their concerns for skin that's radiant and glowing.

Eve Taylor® Techniques

Eve Taylor® Eye & Lip Cleanse

Prepare:

Dampen 3 sets of eye pads with water and apply **Micellar Cleanse - Eye & Lip** (x 6 pads in total). Pre-warm in towel cabinet if available for client comfort.

1. Place eye pads on closed eyes from the outer corner.
2. Press inner and outer corners of eye with index and ring fingers.
3. Pinch eyebrow from inner corner to outer corner over pad using index finger and thumb.
4. Press under eye socket from inner corner to outer corner using ring finger.
5. Use index, middle and ring fingers over each pad to pressure and release x3 on the lashes.
6. Leave pads in place to allow product to break down make-up debris.
7. Place 2nd set of pads at outer corner of mouth and hold.
8. Wipe bottom lip from left to right with first pad and then top lip with second pad from right to left.
9. Fold pads in half and repeat. Dispose of pads.
10. Brace forehead with left hand, use right hand to sweep pad inwards towards the nose and up over eyebrow to outer corner of eye.
11. Fold eye pad in half on the back of other hand, then sweep down the lashes from inner to outer corner of eye (repeat as necessary).
12. Wipe over eye lid from inner corner working outwards.
13. Fold pad in half again (into quarter) and sweep under the lashes, close to lash line from outer corner inwards to inner corner and press lightly at the temple area.
14. Repeat to the other eye using right hand to brace forehead and left hand to cleanse eye.
15. Gently press on temples.

Repeat steps 9-14 with third set of eye pads, this is especially beneficial for clients who wear heavy eye make-up.

Please view training video in the professional area of the website under **'Techniques'** for demonstration of this technique.

Eve Taylor® Cleanse

Prepare:

Pre-warm suitable **cleanser** by dispensing into a small bowl and placing into hot towel cabinet or warming device.

1. Dispense **cleanser** into hands and spread between palms
2. Begin the cleanse by pressing both hands onto décolleté, side of neck, chin and forehead, sides of face.
3. Slide down and work the cleanser over the décolleté, up the neck, across the chin, across the upper lip, sweep up the sides of the nose, across the forehead and back down. Ensure the cleanser is spread in all areas.
4. Work cleanser around the décolleté and up the neck using circular motions. Work around jawline and sweep over upper lip area using scissor movements. Sweep around the jaw, cheek and forehead with both hands.
5. Sweep hands around perimeter of face in alternating clockwise and anti-clockwise movements
6. Using both hands work in circular movements on one side of the face around cheek area. Move both hands round to other cheek area.
7. Repeat sweeping of hands around perimeter of face in alternating clockwise and anti-clockwise movements.
8. Sweep up the nose and place one hand on forehead, perform small circles at one side of the nose with other hand then repeat on other side of the nose.
9. Slide up and perform circle motions on forehead, moving down to the temple area with small circles and finishing with light pressure.
10. Emulsify **cleanser** with water if required.
11. Remove cleanser thoroughly using sponges, mitts or hot towels.

Please view training video in the professional area of the website under **'Techniques'** for demonstration of this technique.

Eve Taylor® Techniques

Eve Taylor® Cleanse with Facial Cleansing Brushes

Prepare:

Pre-warm suitable **Cleanser** by dispensing into a small bowl and placing into hot towel cabinet or warming device.

Place x2 **Facial Cleansing Brush** into hot towel cabinet to pre-warm.

1. Dispense **Cleanser** into hands and spread between palms, continue to apply to face by pressing both hands onto décolleté, side of neck, chin and forehead, sides of face, repeat pressing on chin and forehead finalising on both sides of face.
2. Take x2 **Facial Cleansing Brush** and dip into hot water to further warm and moisten bristles, ensure excess water is shaken out to avoid dripping on client.
3. Using x2 **Facial Cleansing Brush** in light circular, spinning/rotating motions, cleanse décolleté across to shoulder area and up neck. Continue to work across jaw area, alternating each brush from one side to the other.
4. Move your body so you are working from the side. Move one **Facial Cleansing Brush** around the perimeter of the face in a clock wise movement and the other in an anti-clockwise movement so the brushes cross over each other, then repeat alternating the movements.
5. Move your body to the other side of the bed and repeat.
6. Sweep up the face with one **Facial Cleansing Brush** and keep it stationary at the temple, use other to spin/rotate up the side of the nose, across forehead and press at temple, repeat with other **Facial Cleansing Brush**, (repeat as necessary if required).
7. Perform circular motions across forehead.
8. Sweep down to jaw and perform circular motions.
9. Sweep around the perimeter of the face one more time using clockwise and anti-clockwise motions.
10. Finalise by gently pressing x2 **Facial Cleansing Brush** at temples.
11. Remove **Cleanser** using sponges, mitts or hot towels.

Please view training video in the professional area of the website under **'Techniques'** for demonstration of this technique.

Eve Taylor® Fan Masque Brush Application

Prepare:

Pre-warm suitable **Exfoliant** or **Masque** by dispensing into a small bowl and placing into hot towel cabinet or warming device.

1. Place bowl of **Exfoliant** or **Masque** at the side of the client and load both fan masque brushes with product and place at centre of neck.
2. Sweep out and across to shoulder area, twist brushes and work up neck, twist brushes and out across jaw.
3. Hold one brush in place at side of jaw and reload second brush with product from bowl. Add product to stationary brush to reload and continue to sweep out across jaw so both brushes are at outer corners of jaw.
4. Work both brushes up cheeks and sides of nose to centre of forehead, twist brushes and work across forehead to temples, twist brushes and work down across upper cheek area and repeat up sides of nose to centre of forehead.
5. Repeat reloading of brushes as necessary ensuring one brush remain stationary whilst second brush reloads and continue to work around all areas of face to ensure adequate application.

Please view training video in the professional area of the website under **'Techniques'** for demonstration of this technique.

Eve Taylor[®] Techniques

Revitalising Eye Massage

1. Temple circles with fingertips x 6.
2. Using ring fingers sweep from temples under eyes to inner socket, pause on the natural indentation on inner eye socket and sweep over brows back to temples x 6.
3. Starting at left temple, roll pat across brows and back to temple, roll pat at outer corner of eye, sweep ring finger across lower lid from inner to outer. Repeat entire movement x 6.
4. Repeat x 6 on right eye.
5. With fingers on temples, sweep ring fingers under eyes to inner socket, press on inner socket with ring, middle and finally index fingers and sweep over brows to temples x 6.
6. Glide thumbs lightly along lower eye socket and pump x 10, another natural indentation is felt on the eye socket.
7. Thumb lift over Corrugator muscle across brows to temples x 6.
8. Spread fingertips above brows and perform stationary circles x 6. Repeat the movement in centre of forehead x 6, Repeat the movement at hairline x 6.
9. Alternate palm stroking over centre of forehead x 6.
10. Temple circles with fingertips x 6.

Please view training video in the professional area of the website under **'Techniques'** for demonstration of this technique.

Energising Lip Massage

1. Using both index fingers and thumbs, press over and under the lips and slide over Orbicularis Oris in an outward movement towards the Buccinator. Repeat this movement x 6 progressively increasing pressure each time.
2. Using cushioned finger tips of both index fingers, press under the centre of the bottom lip and hold for 5 seconds, repeat above the top lip.
3. Using both index fingers, simultaneously press the corners of the mouth and hold for 5 seconds. Repeat x 6.
4. Using index and middle fingers of both hands, press below the mouth and drain outwards and upwards, flicking upwards towards Buccinator x 6.

Please view training video in the professional area of the website under **'Techniques'** for demonstration of this technique.

Eve Taylor® Facial Drainage Massage Technique

The Eve Taylor® facial drainage massage is a world renowned technique created by Eve herself in 1960's as part of her wider 'Clinical Aromatherapy' treatment of the entire body.

The technique has been taught globally and adopted by learning institutes as the gold standard technique for facial drainage massage.

The drainage massage offers the therapist an additional massage option for treating their clients skin, we would never select a single cleanser to use on all skins and so learning additional massage skills is vital for the professional therapists array of techniques.

The technique is non-stimulating and unlike slip and glide style massage which stimulates the skin, the drainage movements are incredibly gentle making it perfect for all skin types and conditions; especially beneficial for skin that requires light pressure such as those with reddened or a breakout prone skin.

The Eve Taylor® facial drainage massage technique offers many benefits:

- **Non-stimulating action makes it perfect for all skin types and conditions.**
- **Increases lymphatic drainage and aids in removal of toxins and waste.**
- **Skin tone is improved, radiance is increased and skin puffiness is reduced.**
- **Works hand-in-hand with Eve Taylor® aromatic serums.**
- **Relaxes the client and gives a sense of wellbeing.**

Did you know? Massage and human touch releases a cascade of "feelgood" hormones such as Dopamine, Endorphin, Serotonin and Oxytocin. These hormones help to reduce stress and are vital for our wellbeing.

Eve Taylor® Facial Drainage Massage Technique



Dispense 6-10 drops of Aromatic Serum into palm, with fingertips of other hand apply to forehead, cheeks and chin. Smooth remaining Aromatic Serum across neck and decolette and smooth across face.



1. With cupped hands 6" above nose ask client to inhale deeply 3 times through their nose.



2. Begin with thumbs between brows; use a press and release motion to hairline x 6.



3. Slide alternating thumbs over the same area x 6.



4. Thumb press and release across forehead to temples and glide to front of ear in 3 rows x 3.



5. Using the Pollicis muscles of the thumb glide across forehead, past temples to front of ear x 6.



6a. Resting thumbs lightly on forehead, glide index and middle fingers out across upper cheek across maxilla and zygomatic to top of ear x 6.



6b. Glide out below cheek to base of ear x 6.



7. Glide index and middle fingers from chin, along jaw bone to angle of mandible x 6.

(Alternate movement **5** and **7** x 6).



8a. Cupping hands, gently scoop from chin along jaw bone to angle of mandible.



8b. Straighten fingers and gently glide down sternocleidomastoid muscle to the clavicle.



8c. Glide across clavicle and across to deltoid.



8d. Firmly press palms on deltoid and shoulder joint pushing downwards towards the floor x3.



8e. Rotate palms cupping top of shoulder and gently push away from you towards client's feet x3.



8f. Slide fingertips across upper trapezius to occipital ridge, break contact with client and repeat movements **8a** - **8f** x 6.



9. Finalise by cupping hands over ears, hold for count of 6 and slowly release hands away.

Treatment Pricing

How much should I charge for an Eve Taylor® Treatment?

We are asked how much to charge for treatments almost daily and it is quite difficult to give a definitive answer. As the cost of houses and the cost of living vary from region to region throughout the UK so do the cost of beauty treatments. The price may vary from £20.00 for an express treatment and up to £75.00 for a treatment lasting 75 minutes. It is a great idea to do some homework and find out what is being charged for treatments by your competition as you will need to be competitively priced. Purely charging what other businesses are charging does not make good business sense. How do you know if that business is even making a profit or loss? Whilst you may not think you are a business person if you are working for yourself, you are.

There are 5 main considerations you need to take into account when deciding how much to charge for your treatments:

Cost of products. We have a Cost Modeller on a spreadsheet that automatically calculates how much each product use will cost once you have entered the price which you paid for it. Remember to add VAT on the trade price, it is currently charged at 20%. This is a great tool to use but some of us may be more liberal when it comes to product usage so bear in mind it's an average number. The Cost Modeller can be found within the Professional area of the website under 'Cost Modeller'.

Skill and experience. We gain experience over time and this proves to be beneficial when treating clients skin issues. Over the time we are in the industry we will invest and update our skillset with CPD and learning new things. This should always be considered when setting pricing as our education costs us money and so if we are armed with more knowledge then we can better treat our clients needs. If you feel your knowledge, skill and experience enhance your service then consider this with your pricing.

Cost of overheads. When you created your business plan for your business this information will already been calculated. All business expenses have to be taken into account including rent, all forms of insurance, professional memberships, laundry, lighting, utilities, heating, depreciation of equipment, uniforms, advertising, office supplies, (petrol, car insurance, car tax, if mobile). Once you have a final monthly figure of expenditure it can be divided down by the number of hours open in a month and then further divide it down until you are left with an hourly figure.

Hourly rate of pay. Next you have to take into account how much you want to pay yourself or staff per hour. Don't forget to include allowances for holidays, public holidays and possible sick days.

Profit Margin. Next you need to add at least 10-20% on to the total to achieve return of investment. If this all sounds too complicated it really isn't but you can seek free help and advice from a variety of sources especially on the internet these days. Try any of these websites below: <http://www.smallbusiness.co.uk/>
<http://www.startupdonut.co.uk/>
<https://www.gov.uk/business>

Average cost of an Eve Taylor® Treatment

If you are still unsure of what to charge, we have set an average price of 80p per minute for all treatments:

30 minute treatment = £24.00

60 minute treatment = £48.00

75 minute treatment = £60.00

These are average prices and we do strongly recommend you follow the advice above to ensure your pricing is appropriate to you and your business.

Treatment Pricing

Our digital business tools have been created to support you and enable you to run a successful and profitable business.

Cost per use calculator

This excel spreadsheet based document is the essential resource for your business costings. It displays the cost per use for all professional sized products, and how many uses you will get from each bottle/tub (when using our recommended amount of product).

Treatment costs are displayed for each step in the treatment with a total and a suggested RRP for each treatment.

A section for retail products shows all RRP's and the physical profit you make when recommending homecare to your clients.

For those of you who use an EPOS system and use barcodes, we have a tab assigned with all retail barcodes, SKU's and RRP's.

A section also shows the cost per use for all retail products so you can advise your clients on how long their homecare can potentially last.

You can download this excel spreadsheet resource from the business tools dropdown menu in the trade website, under 'cost per use calculator'.

Eve Taylor® Professional Skincare Cost Per Use Calculator						
The product cost per use is automatically calculated based on our suggested amount used, in the Cost per use column. Should you use more / less product than we suggest, please adjust the amount used in column E.				Product dispensing key: Skincare pumps - approx. 3.0ml per full pump Massage oil pumps - approx. 1.5ml per full pump Treatments/lotions - approx. 0.5ml per pump Skincare pumps - approx. 0.5ml		
	Size ml's	Suggested amount to use	Suggested no/pumps	Potential uses per product	Product Cost (inc VAT)	Cost per use (inc VAT)
ULTRA-SOOTHING						
Ultra Soothing Cleanser 250ml	250	3 Pumps	4.5	56	£8.80	£0.16
Ultra Soothing Cleanser 500ml	500	3 Pumps	4.5	112	£17.60	£0.16
Ultra Soothing Toner 250ml	250	6 spritzes	2	126	£8.80	£0.07
Ultra Soothing Toner 500ml	500	6 spritzes	2	252	£17.60	£0.07
Ultra Soothing Moisture Cream 250ml	250	3 Pump	4.5	56	£11.00	£0.20
SOOTHING						
Soothing Cleanser 250ml	250	3 Pumps	4.5	56	£7.80	£0.14
Soothing Cleanser 500ml	500	3 Pumps	4.5	112	£15.60	£0.14
Soothing Toner 250ml	250	6 spritzes	2	126	£7.80	£0.06
Soothing Toner 500ml	500	6 spritzes	2	252	£15.60	£0.06
Soothing Moisture Lotion 250ml	250	3 Pump	4.5	56	£7.80	£0.14
Soothing Moisture Lotion 500ml	500	3 Pump	4.5	112	£15.60	£0.14
Soothing Moisture Cream 250ml	250	3 Pump	4.5	56	£10.60	£0.19
Soothing Moisture Cream 500ml	500	3 Pump	4.5	112	£21.20	£0.19
Soothing Moisture 250ml	250	6 Pumps	9	78	£16.00	£0.21
BALANCING						
Balancing Cleanser 250ml	250	3 Pumps	4.5	56	£9.40	£0.17
Balancing Cleanser 500ml	500	3 Pumps	4.5	112	£18.80	£0.17
Balancing Toner 250ml	250	6 spritzes	2	126	£9.40	£0.07
Balancing Toner 500ml	500	6 spritzes	2	252	£18.80	£0.07
Balancing Moisture Lotion 250ml	250	3 Pump	4.5	56	£9.40	£0.17
Balancing Moisture Lotion 500ml	500	3 Pump	4.5	112	£18.80	£0.17
Balancing Moisture Cream 250ml	250	3 Pump	4.5	56	£11.00	£0.20
Balancing Moisture Cream 500ml	500	3 Pump	4.5	112	£22.00	£0.20
Balancing Moisture 250ml	250	6 Pumps	9	78	£18.00	£0.23
REPAIRING						
Repairing Wash 250ml	250	3 Pumps	4.5	56	£6.40	£0.11
Repairing Wash 500ml	500	3 Pumps	4.5	112	£12.80	£0.11
Repairing Toner 250ml	250	6 spritzes	2	126	£6.40	£0.05
Repairing Toner 500ml	500	6 spritzes	2	252	£12.80	£0.05
Repairing Moisture Lotion 250ml	250	3 Pump	4.5	56	£6.40	£0.11
Repairing Moisture Lotion 500ml	500	3 Pump	4.5	112	£12.80	£0.11
Repairing Moisture Cream 250ml	250	3 Pump	4.5	56	£8.00	£0.14
Repairing Moisture Cream 500ml	500	3 Pump	4.5	112	£16.00	£0.14
Repairing Moisture 250ml	250	6 Pumps	9	78	£10.00	£0.13

Eve Taylor® Professional Skincare				Eve Taylor® Professional Skincare			
PRODUCT NAME	CODE	SIZE	RRP	PRODUCT NAME	CODE	SIZE	RRP
Ultra Soothing Cleanser	400-SC250	250ml	£8.80	Cleanser Replenishing Cream	400-RC250	250ml	£15.50
Ultra Soothing Cleanser	400-SC500	500ml	£17.60	Cleanser Replenishing Toner	400-RT250	250ml	£10.10
Ultra Soothing Toner	400-ST250	250ml	£8.80	Replenishing Cream Enriched with Vitamins	400-RC250	250ml	£15.50
Ultra Soothing Toner	400-ST500	500ml	£17.60	Replenishing Cream Enriched with Vitamins	400-RC500	500ml	£31.00
Ultra Soothing Moisture Cream	400-MC250	250ml	£11.00	Replenishing Cream Enriched with Vitamins	400-RC500	500ml	£31.00
Ultra Soothing Moisture Cream	400-MC500	500ml	£22.00	Replenishing Cream Enriched with Vitamins	400-RC500	500ml	£31.00
SOOTHING				SOOTHING			
Soothing Cleanser	400-SC250	250ml	£7.80	Soothing Cleanser	400-SC250	250ml	£7.80
Soothing Cleanser	400-SC500	500ml	£15.60	Soothing Cleanser	400-SC500	500ml	£15.60
Soothing Toner	400-ST250	250ml	£7.80	Soothing Toner	400-ST250	250ml	£7.80
Soothing Toner	400-ST500	500ml	£15.60	Soothing Toner	400-ST500	500ml	£15.60
Soothing Moisture Lotion	400-ML250	250ml	£7.80	Soothing Moisture Lotion	400-ML250	250ml	£7.80
Soothing Moisture Lotion	400-ML500	500ml	£15.60	Soothing Moisture Lotion	400-ML500	500ml	£15.60
Soothing Moisture Cream	400-MC250	250ml	£10.60	Soothing Moisture Cream	400-MC250	250ml	£10.60
Soothing Moisture Cream	400-MC500	500ml	£21.20	Soothing Moisture Cream	400-MC500	500ml	£21.20
Soothing Moisture 250ml	400-M250	250ml	£16.00	Soothing Moisture 250ml	400-M250	250ml	£16.00
Soothing Moisture 500ml	400-M500	500ml	£32.00	Soothing Moisture 500ml	400-M500	500ml	£32.00
BALANCING				BALANCING			
Balancing Cleanser	400-BC250	250ml	£9.40	Balancing Cleanser	400-BC250	250ml	£9.40
Balancing Cleanser	400-BC500	500ml	£18.80	Balancing Cleanser	400-BC500	500ml	£18.80
Balancing Toner	400-BT250	250ml	£9.40	Balancing Toner	400-BT250	250ml	£9.40
Balancing Toner	400-BT500	500ml	£18.80	Balancing Toner	400-BT500	500ml	£18.80
Balancing Moisture Lotion	400-BML250	250ml	£9.40	Balancing Moisture Lotion	400-BML250	250ml	£9.40
Balancing Moisture Lotion	400-BML500	500ml	£18.80	Balancing Moisture Lotion	400-BML500	500ml	£18.80
Balancing Moisture Cream	400-BMC250	250ml	£11.00	Balancing Moisture Cream	400-BMC250	250ml	£11.00
Balancing Moisture Cream	400-BMC500	500ml	£22.00	Balancing Moisture Cream	400-BMC500	500ml	£22.00
Balancing Moisture 250ml	400-BM250	250ml	£16.00	Balancing Moisture 250ml	400-BM250	250ml	£16.00
Balancing Moisture 500ml	400-BM500	500ml	£32.00	Balancing Moisture 500ml	400-BM500	500ml	£32.00
REPAIRING				REPAIRING			
Repairing Wash	400-RW250	250ml	£6.40	Repairing Wash	400-RW250	250ml	£6.40
Repairing Wash	400-RW500	500ml	£12.80	Repairing Wash	400-RW500	500ml	£12.80
Repairing Toner	400-RT250	250ml	£6.40	Repairing Toner	400-RT250	250ml	£6.40
Repairing Toner	400-RT500	500ml	£12.80	Repairing Toner	400-RT500	500ml	£12.80
Repairing Moisture Lotion	400-RML250	250ml	£6.40	Repairing Moisture Lotion	400-RML250	250ml	£6.40
Repairing Moisture Lotion	400-RML500	500ml	£12.80	Repairing Moisture Lotion	400-RML500	500ml	£12.80
Repairing Moisture Cream	400-RMC250	250ml	£8.00	Repairing Moisture Cream	400-RMC250	250ml	£8.00
Repairing Moisture Cream	400-RMC500	500ml	£16.00	Repairing Moisture Cream	400-RMC500	500ml	£16.00
Repairing Moisture 250ml	400-RM250	250ml	£10.00	Repairing Moisture 250ml	400-RM250	250ml	£10.00
Repairing Moisture 500ml	400-RM500	500ml	£20.00	Repairing Moisture 500ml	400-RM500	500ml	£20.00

All trade prices are subject to VAT charged at 20%. We reserve the right to change prices without notice.

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Trade Pricelists

Our trade pricelist can be viewed and downloaded to refer to when preparing your orders. All prices displayed in the trade pricelist are subject to VAT at 20% as set out by UK law.

Retail Pricelist

We also retail pricelists for skincare, spa body therapy, and essential oils which you can download and print to display in salon, give to clients. These display the RRP which is the price the client pays.

You can download our pricelists from the business tools dropdown menu in the trade website, under 'pricelists'.



Click this QR code to view our price lists.
(Ensure you log in as trade).