

teen-skin<sup>®</sup>  
actives

Eve Taylor<sup>®</sup>  
LONDON  
Est. 1963



# Teen Clean Facial

## TRAINING GUIDE

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### Introduction:

Teenage skincare is becoming one of the fastest areas of growth within the skincare industry with an amazing opportunity for salons to embrace the needs of younger skin by offering great products and skin improvements.

As hormones start to take effect on the body propelling youngsters into their pubescent years, their skin will experience several changes. Sebaceous glands will start to over produce oil leading to a high shine on the skins surface, along with comedones and congestion. The occasional breakout can appear leading to some nightmare moments, with some teens prone to full bouts of pus filled inflamed blemishes.

The result of the change in the skin can lead to a number of skincare mistakes being made ranging from the use of stripping toners, harsh scrubs or just covering it over with a thick layer of foundation.

It's important that younger clients understand what good skincare means from the earliest point and for them to be armed with the tools to achieve the best, healthiest skin possible.

The Teen Clean Facial is the perfect solution for teenage skin woes and provides a spring board to see treatment room results followed by recommendation of the Teen-Skin Actives range to maintain and increase results at home.

### Indications for use:

Young clients aged 12+ experiencing oiliness, congestion, breakouts and the onset of 'teenage skin'.

### Consultation:

Whilst we should always carry out a full and thorough consultation before performing a treatment, this facial being aimed at younger clients of teenage years means the full consultation would not be appropriate to carry out in the same way. Instead, adapt the questions asked within the consultation and complete the consultation card on their behalf (as younger clients may have issues with reading/writing), ensuring it signed by them or their parent or guardian if under 16.

If the client is under 16 then it is advisable to have their parent or guardian present for both the consultation and treatment.

**Please ensure that your liability insurance covers you to treat clients under 16 years of age.**

Questions to ask would include: if they are taking any medication, if they are asthmatic, have any known allergies or known intolerances. Ask what their hobbies are and if they are experiencing any stress at school. Importantly ask what their current regime consists of and what is currently used on their skin which will allow you to create a homecare regime suitable for their needs and level of skincare understanding.

### Contra-indications:

Any standard contra-indication.

Use of Roaccutane/Isotretinoin

Use of medically prescribed topical exfoliating products.

If the client is taking one of the mentioned medications then the exfoliation stage of the treatment must be omitted.

### Products needed:

**Micellar Cleanse – Eye & Lip**

**Clear Cleanse®**

**Clearing Face Wash**

**Facial Cleansing Brush x2**

**Clearing Skin Scrub / Micro-fine Daily Exfoliant**

**Lavender Hydrosol**

**Pre-extraction Gel**

**Post-extraction Solution**

**Clearing Aromatic Serum (No.3)**

**Restoring Skin Mask / Clarifying Masque**

**Clearing Skin Lotion (Toner)**

**Clearing Spot Gel**

**Refining Eye Gel**

**Anti-shine Skin Balm**

**Seal & Protect Moisturising Lip Balm**

### Treatment time:

45 minutes.

### Treatment protocol:

As many younger teenage clients will be new to the world of skincare you may use the treatment as an opportunity to educate on product use and looking after the skin.

If the client is having their first ever salon treatment they may be apprehensive and so we recommend you talk through each stage of the treatment, explaining what you are doing and why it is beneficial for their skin; this will help to reassure them and act as a mini lesson in skincare.

1. Remove eye and lip make-up with **Micellar Cleanse – Eye & Lip** on cotton wool pads.

2. Cleanse face, neck and décolleté with **Clear Cleanse®** on dry skin. Continue to wet the hands and repeat cleansing routine. Remove product thoroughly.

3. Carry out **Skin Profiling Analysis**.

4. Cleanse for a second time using a ten pence sized amount of **Clearing Skin Wash** foamed with water, enhance the cleanse with **Facial Cleansing Brush x2** using light, upward rotating movements. Remove product thoroughly.

5. Gently exfoliate the skin by spreading a ten pence sized amount of **Clearing Skin Scrub** onto the skin and working around the face in circular motions, focusing on areas of concern.

Alternatively, if the skin is delicate dispense half a tea spoon amount of **Micro-fine Daily Exfoliant** and foam with water, working around the face in circular flowing motions. Remove exfoliant thoroughly with steam towel customised with **Lavender Hydrosol**.

6. (Optional step) If comedones are present, dispense 2-3 pumps of **Pre-extraction Gel** in a bowl and whisk with a fan brush until a foam consistency is achieved. Apply thickly to areas of congestion and steam for 4-5 minutes. Remove product from the skin and proceed with extraction technique. Upon completion of extractions, dampen a cotton disk with **Post-extraction Solution** and press on the extracted area,

7. Press 6-10 drops of **Clearing Aromatic Serum** to face, neck and décolleté and proceed with **Eve Taylor® Drainage Massage**. Upon completion, blot off any residual serum but do not remove.

8. Using a masque brush apply **Skin Restoring Mask** to the face, neck and décolleté. Customise with **Lavender Hydrosol** for additional benefits. Leave on the skin for approximately 10 minutes; remove thoroughly.

Alternatively, for especially congested skins, dispense the entire packet of **Clarifying Masque** into a bowl and mix with 90ml of tepid water until an icing like consistency is achieved, apply thickly using a spatula and allow to set for 10 minutes before removing from the skin.

9. Dampen cotton disks with **Clearing Skin Lotion** (Toner) and wipe over the skin.

10. Apply **Clearing Spot Gel** to any pustular or popular breakouts.

11. Apply a thin layer of **Refining Eye Gel** around eye area.

12. Apply **Anti-shine Skin Balm** to the skin to hydrate and mattify, followed by application of **Seal & Protect Lip Balm** to the lip area.

13. Complete Eve Taylor® **Skin Profiling Recommendation Sheet** and spend a few moments coaching on the importance of good skin care and consistency of application.

#### **Treatment course:**

The Eve Taylor® Teen Clean Facial has been created to give skin improvement and to act as a springboard for younger teenage clients to depart on their skincare journey. As budgets for younger clients may be more limited than adults, we recommend that they visit for treatments every 4 weeks, however if their budget allows and their skin continues to be congested and breakout prone then treatments every 2 weeks would be recommended.

### Homecare products and advice:

At the end of the first treatment, meet the client in the retail area and complete the **Eve Taylor® Skin Profiling Recommendation Sheet**.

As younger teenage clients may not have used skincare before this is the ideal opportunity for you to educate them on the importance of a consistent homecare regime and recommend products suitable to their budget and level of understanding. If their parent is present then include them with the advice you share as they will help to re-iterate to their son/daughter if they forget what advice has been given. Often teenagers seek advice from their parents and so this can serve as education for them as well as their offspring.

Products to recommend:

#### **Teen-Skin Actives Skincare Kit**

This kit includes **Clearing Skin Wash**, **Clearing Skin Lotion** (toner), **Clearing Spot Gel** and **Anti-shine Skin Balm** and makes the perfect daily regime to get younger clients started.

#### **Clearing Skin Scrub**

This mild non-aggressive exfoliant may should be use 1-2 times per week and will help to slough away dead skin cells and ease congestion to reveal brighter, fresher skin. May be mixed into **Clearing Skin Wash** for a gentler exfoliation.

#### **Facial Cleansing Brush**

This soft, pliable brush is perfect to ensure a thorough cleanse and more effective than using fingers alone. Made from 100% sustainable rubber this long lasting brush is gentle enough for a skin prone to sensitivity.

Advice to offer teenage clients could include -

#### **Do's:**

- Cleanse thoroughly but gently twice a day - morning and evening.
- Always use lukewarm/tepid water and never hot.
- Thoroughly remove make-up every night.
- Exfoliate 1-2 times per week.
- Clean make-up brushes every week and wipe phone screens every day.
- Moisturise daily and use non-aggressive anti-inflammatory products on breakouts.

#### **Don't's:**

- Over washing will only make the skin overcompensate and create more oil.
- Over exfoliating or scrubbing too hard will only irritate the skin and create sensitivity, blackheads & breakouts can't be scrubbed away.
- Applying make-up thicker and heavier will only make skin issues worse.
- Squeezing spots/breakouts will cause discomfort and possible scarring.

### Marketing the Eve Taylor® Teen Clean Facial:

We can promote this facial initially through adult clients who have teenage sons/daughters and can refer them for facials, homecare and advice. As trust and rapport is already built with the client, they are then likely to bring along their offspring for treatments to see results.

Use the Teen Clean Facial POS A4 poster available from the professional area of the website to display in-salon and draw attention to the service, along with the social media visual to promote through both Facebook and/or Instagram to reach further audiences which don't visit the salon as regularly. The Teen Clean Facial can also be added to the treatment/service menu using the below suggested description.

### Treatment description:

*"Created specifically for teenagers, the Teen Clean Facial deeply cleanses the and exfoliates, unblocking the pores and clearing the skin. A refreshing masque soothes and reduce redness, calming breakouts and invigorating problematic skin before mattifying balm leaves the face looking fresh, clear and squeaky clean."*

### Suggested treatment price:

We realise everyone has different overheads and prices differ geographically, so we encourage you to work out your own costings and profit margin to set your treatment price accordingly.

For those that would like to keep in line with the average price of an Eve Taylor® Teen Clean Facial, we recommend you charge **£25.00**.

### Point of sale (POS) and Social media:

To assist your promotion of the Teen Clean Facial we have created marketing material for both your salon and social media platforms:

### Teen Clean Facial

Available in both A4 poster size to print locally and display, and as square social media visuals to use on Facebook, Twitter etc.

The downloadable A4 POS material can be found in the professional area of the Eve Taylor® website and social media material can be shared directly from [www.facebook.com/evetaylorlondon](https://www.facebook.com/evetaylorlondon)

### Promotional suggestions:

Encourage clients to book courses of treatments rather than individual facials by incentivising them. Selling a course of treatments will ensure that your client is returning regularly and allows you more retailing opportunities to increase your profit margin.

It also gives you more credibility as a therapist as your client will be achieving maximum results and seeing visible improvements from the course.

**Suggestion 1:** Pay for 5 Teen Clean Facials, get 6th free.

**Suggestion 2:** Book and pay for a course of 6 Teen Clean Facials and receive the **Teen-Skin Actives Skin Kit** FREE.