

INDUSTRY INPUT CLEANSERS

EXPERT ADVICE ON WHAT IS TRENDING
NOW IN THE SPA INDUSTRY

QUALITY CLEANSE

“While cleansing is arguably one of the most important steps of a skin care routine, it is the technique in which you are removing the impurities that makes the largest impact.

Cleansing should be completed in the PM routine, not as part of the AM routine. The skin has encountered the most free radical exposure, build up, dirt and oil by the end of the day. These are few in comparison to what is accumulated while sleeping. By over cleansing the skin, you risk depleting the lipid barrier, stripping the skin and throwing off the natural pH causing imbalanced oil production. Time is of the essence for a proper cleanse. Make sure you are spending around three minutes on this step to establish a clean slate for the rest of your active ingredients to be layered effectively. It may sound like a long time, but you can break it up through double cleansing and using tools like silicone sonic brushes. To ensure you are getting a quality cleanse, check for a combination of ingredients including glycerin, vitamins C, B3 and B5 and chemical exfoliants like glycolic acid, malic acid, tartaric acid and salicylic acid.”

Taylor Benson, AKTIV Skincare

CUSTOMIZED CLEANING

“Cleansers are a critical part of your clients home care routine. For example, If the cleanser is too drying or stripping, they may decide that the rest of the products are “irritating,” which may not be the case.

It is important to ask your clients about their prior cleanser usage experience and preferences. Do they like a gel consistency or prefer a scrub or cleansing milk? Clients do have tactile preferences when it comes to cleansers. The goal of cleansers is of course to cleanse the skin, but also to create homeostasis and balance and when needed treat skin conditions. Keep in mind that cleansers can also be rotated depending upon the season and changes in the skin. Offering a variety of cleansing options will help allow you to customize the cleanser to the individual needs and skin concerns.”

Ellen Clark, Control Corrective

FRESH & BALANCED

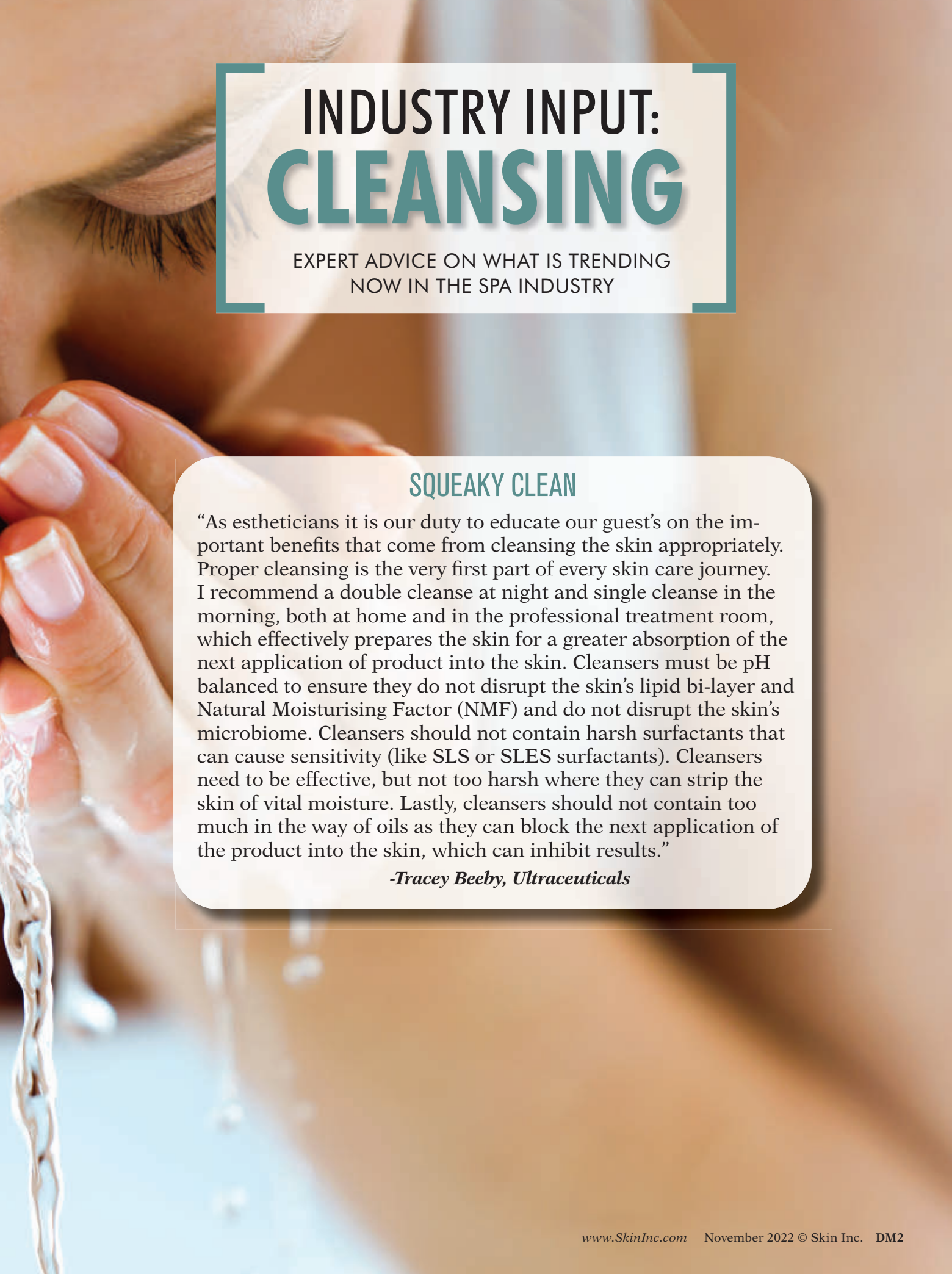
“Cleansing is the first step in any effective skin care regimen – skin should be clean of any makeup, dirt, debris, and sunscreen before using serums, moisturizers, and treatments that feed nutrients and other functional ingredients into the skin. Even if you don’t wear makeup, pollution and environmental factors clog pores, creating a barrier between your skin and the products you put on top of it, so you should still be cleansing both at morning and at night. Consider cleansing a way to give yourself a clean canvas to work on. You’ll want to look for cleansers with mild surfactants. A lot are coconut-derived now. Make sure the cleanser is non-irritating to the skin and doesn’t strip it of its natural oils. A good cleanser should leave skin balanced, and at the right pH level so as to not cause dehydration. Skin should feel comfortable after you wash it, not tight.”

-Joan Sutton, 707 Flora

PRODUCT GUIDELINES

“The key to healthy skin starts with proper cleansing. In fact, it is the most important step in any skin care routine. Many times when skin is problematic such as acne, the client has the tendency to over cleanse and this can be counterproductive, even harmful. Understanding that we have as many as 2,800 openings (pores) per square inch of skin, in many areas, it is imperative that these openings be clean and free from bacteria. Water is what flushes in and out of skin. Therefore, it makes sense to choose a water-based cleanser to assist in removing dirt and excess oil from the pores and top layers of our skin. Lastly, estheticians need to be sure the cleanser they use is pH balanced (4.5-5.5) Using products that mimic skins’ own natural pH balance ensures the skin stays healthy and free from bacteria.”

-Gina Marie McGuire, GINAMARIE Products



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SQUEAKY CLEAN

“As estheticians it is our duty to educate our guest’s on the important benefits that come from cleansing the skin appropriately. Proper cleansing is the very first part of every skin care journey. I recommend a double cleanse at night and single cleanse in the morning, both at home and in the professional treatment room, which effectively prepares the skin for a greater absorption of the next application of product into the skin. Cleansers must be pH balanced to ensure they do not disrupt the skin’s lipid bi-layer and Natural Moisturising Factor (NMF) and do not disrupt the skin’s microbiome. Cleansers should not contain harsh surfactants that can cause sensitivity (like SLS or SLES surfactants). Cleansers need to be effective, but not too harsh where they can strip the skin of vital moisture. Lastly, cleansers should not contain too much in the way of oils as they can block the next application of the product into the skin, which can inhibit results.”

-Tracey Beeby, Ultraceuticals