

Personal Impact Guide To

PERSONAL CARE

from feet to hair

PERSONAL CARE

from feet *to* hair

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http://www.ebizguides.com/guides/main_guide.php?country=3

<http://local.google.com/answers/threadview?id=415796>

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INTRODUCTION



Make-up and fashion have been my passion ever since I was a little girl. Growing up one of my favourite things to do was play dress-up in my mother's clothes. My friend's mother was the local Avon Lady (as they were called in the 1960s). One day my friend showed me her mother's make-up kit. Fascinated by all the colours and textures, we decided to try them out. With the make-up and clothes, our looks were complete! I was in heaven. At least until our mothers found out.

Over the years, my interest in personal presence expanded. What is it that makes some people stand out? Is it just make-up and clothing or is there more to it? The

search for these answers took me on a journey down many roads over the years. I became fascinated by image and perception. Following my passion, I completed the John Casablancas Professional Modeling Program, the Vancouver Community College Esthetician School Program, the John Casablancas Professional Make-up Artistry Diploma as well as the Marketing & Public Relations Program at the British Columbia Institute of Technology (BCIT). Combining all my talents and interests, I was honoured to become the first certified image professional (AICI, CIP) in Western Canada through the Association of Image Consultants International.

As the founder of Personal Impact, Image Management, I have over 25 years experience in the arena of Personal Appearance, Personal Branding and Professional Marketing. My clientele is varied and ranges from stay-at-home moms to business executives. I offer a broad range of experience and in-depth knowledge to men and women of all ages in all industries. I am committed to helping others improve their quality of life through self-awareness, personal change and affirmative growth.

In today's fast paced world, there is no second chance to make a good first impression. Even though most of us would like to be judged solely on our merit, our ability and our personality, the reality is that we are initially judged by the image we present. And this perception will affect how others react and respond to us. I have learned that anyone can have a great image and presence. With a little tweaking in one or more of the areas that represent personal image, you can make a more positive impact on others.

There are 8 special reports in this series that cover personal care, make-up, wardrobe planning, business dress, dining etiquette, communication and manners. Throughout this series, I will show you how to reach your personal and professional best in an upbeat, non-threatening manner. I hope you enjoy learning about these topics as much as I have.

WELCOME TO PERSONAL CARE FROM FEET TO HAIR

While studying as an Esthetician and working in the cosmetic industry, I had the opportunity to help thousands of men and women choose their personal care products and educate them on how to use them. Knowing what to use and how to use it can be very confusing, leaving many of us wondering if it's all necessary.

Grooming is about those little rituals you do on a daily basis. When done right it may go unnoticed. When neglected it's the first thing people are aware of.

The way you are groomed can instantly influence people's impressions about you and can make the difference between just getting by and really succeeding in both personal and professional relationships. This personal care guide will help you assess your grooming practices; find out what works, what doesn't and what to do about it. This special report covers what you need to know about Body Care, Skincare, and Hair Care.

Hands 'n Feet

NAIL BASICS

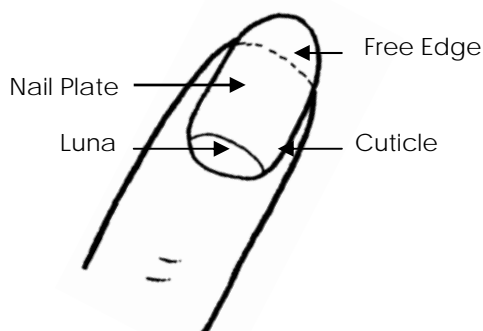
There are four basic parts to your nail: the nail plate, the nail root (matrix), the free edge and the cuticle.

Nail Plate: The whole nail from where it shows, up to the tip of the nail.

Nail Root: This is also called the matrix. When this is damaged, your nail can become deformed. The lunula, or sometimes called the half moon, is the only visible part of the matrix.

Free Edge: This is the part of the nail that extends past the tip of the finger or toe as it grows.

Cuticle: The skin around the base of the nail.



To prevent your nails from drying out, peeling, splitting, breaking, and to keep your hands and nails looking great, there are four things you can do on a regular basis:

- ☑ GUARD your hands against harsh chemicals by wearing gloves.
- ☑ PROTECT your hands with a good hand lotion.
- ☑ SMOOTH your hands by using a pumice stone on calluses.
- ☑ GROOM your hands by manicuring on a regular basis.

NAIL CARE

To be well-groomed, hands and nails need to be in good condition. This does not mean that women need to wear nail enamel, but it does mean that you manicure (groom) your nails at least once a week. Use a good hand lotion to keep your hands soft.

Manicure Supplies

Before beginning a manicure, hands must be clean and smooth. You will need these items for a successful manicure:

1. Emery boards
2. Warm water (add shampoo for suds)
3. Towel
4. Cuticle remover
5. Orangewood sticks
6. Buffer
7. Cuticle cream
8. Nail polish remover (avoid the ingredient acetone because it dries out the nail) (*Optional*)
9. Base coat (*Optional*)
10. Nail enamel (*Optional*)
11. Top coat (*Optional*)
12. Quick Dry (*Optional*)
13. Hardener (*Optional*)

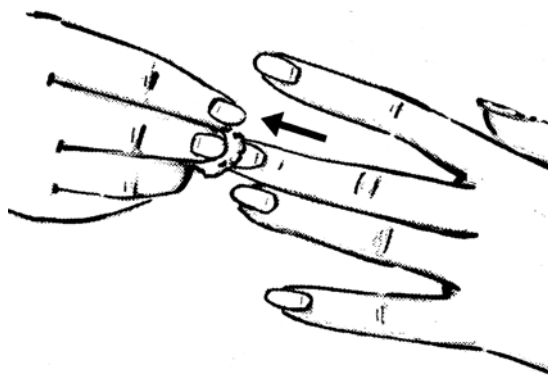
Did You Know?

Nails and hair are made of the same protein called 'keratin'.

Removing Nail Enamel

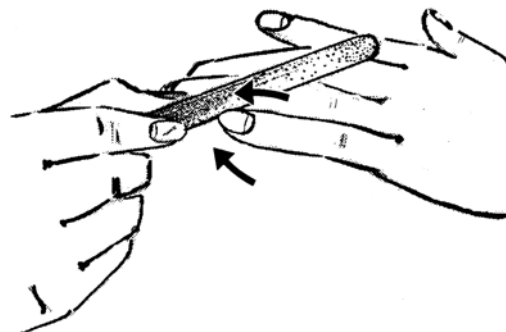
Wet a cotton pad or (small pieces of cotton wool) with a low acetone nail polish remover. Let it sit on the nail for a minute before rubbing the polish off. This will dissolve the nail colour quickly, making removal easier.

Nail enamel remover is damaging to the nail. Wash hands with soap and water immediately after use to remove the residue.



Filing

All nails should be cut and filed to the same length. File nails in one direction, towards the center of the nail. Filing the sides of the nails away will weaken the nail and cause hangnails. Leave a straight shoulder and shape just the tip of the nail. The shape you choose should be related to the shape at the base of the nail in order to look balanced. For example: if the based of your nail is curved, the shape of your nail should be curved rather than squared.



An emery board works best. A crystal file also works well. Old fashion metal files may not leave as smooth a finish and can damage the nail if used incorrectly.

Cuticles

Treat your cuticle gently. Cut them **only** if there is ragged skin or a “hangnail.” Use cuticle scissors or nippers designed for the job. You must be careful when using your cuticle instruments.

When pushing cuticles back, use a rubber tipped pusher or an orangewood stick wrapped in cotton wool to protect the cuticle. Don’t dig at the cuticle with metal tools or push the cuticle too far back.

Use cuticle massage cream or cuticle oil often. If you have a lot of hangnails or ragged skin around the cuticle, use the cream every night.

Buffing

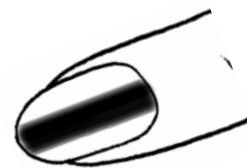
For healthy finished looking nails, both men and women can benefit from buffing the nails. Buffing stimulates circulation and helps smooth nails, removing ridges and bumps. If you don’t like nail polish, nails can be buffed to high gloss shine and give the effect of clear nail enamel.

Nail Enamel

Nail polish protects your nails. Use a clear polish if you do not like colour. To make your manicure last longer re-apply nail colour followed by top coat between manicures.

Apply nail enamel in three strokes: centre, side, side. Dip the brush before applying polish to each nail. To help your nail enamel last longer:

1. Start with a base coat (to help protect the nails and help the colour to adhere better).
2. Apply two coats of colour. Start by applying a strip of colour down the center then fill in the sides.



3. Then apply two coats of a top coat (protects the polish and keep your manicure looking great longer). Apply on the under part of the nail tip for extra protection against chipping.
4. Use a fast drying quick dry (protects nails while drying and speeds up drying time).

Tip: If your polish job is messy or runs over the cuticle, use an orangewood stick, wrapped in cotton lightly dipped in remover, to clean around the edges. Or purchase a remover pen for this purpose.

Note: When you are in a rush, choose a more natural shade of nail colour. Application is quicker and easier.

Repairing Nail Enamel

Never wear chipped polish. Either repair it or remove it. It is better for your nail if you can learn the skill of repairing, keeping the manicure to once a week.

To repair chipped nail enamel, apply another layer of the base coat at the place where you find the chips. Then add another layer of the colour. Go over the entire nail with top coat.

Hand Care Tips

- Use cotton gloves for waxing, polishing and painting. Use rubber gloves in hot water.
- Use a hand lotion after your hands have been in water.
- Do not use a detergent for soaking nails. Use a small amount of mild shampoo in warm water for soaking nails.
- Push cuticles back gently with a towel each time you wash your hands.
- A penetrating hardener, such as 'Mavala', is usually better than a hardener that is clear polish. Hardener is used after the nail has been cleaned and filed. It is applied before nail enamel.
- Give your nails some breathing space between manicures, occasionally leaving them natural.

Did You Know?

There are wonderful products on the market that help remove rough skin such as 'Olay Thermal Pedicure.' Dr. Scholl's offers great products for this purpose as well

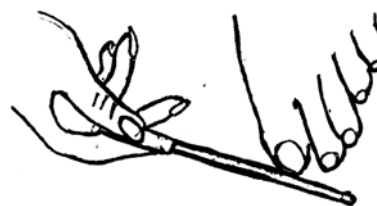
FEET CARE

Remove old polish by pressing cotton, soaked in remover, against each nail and then wipe it off.



Using a toenail clipper, clip nails straight across neat and square. Never clip nails in a rounded shape (this can lead to ingrown toenails). Avoid using scissors.

File nails until smooth, keeping a straight, squared-off shape. For a smooth, even shape, remember to file in one direction towards the center, rather than sawing back and forth.

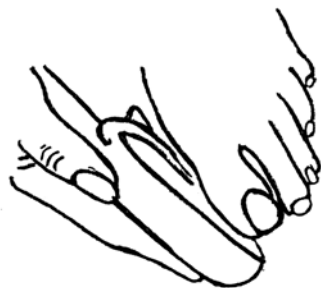


Soak feet in warm, sudsy water for five minutes to soften rough skin. (This is a good chance to close your eyes for a few moments and relax). If heels, toes or soles are dry, gently rub calluses and dry skin with a pumice stone.



Rinse feet in warm water, and towel dry.

For additional removal, apply cuticle remover to the cuticles. For best results, let it seep in for a few moments. With an orangewood stick, gently push back softened cuticles. Then run the end of the stick under nails to clean them.



Use a foot file for extra removal of calluses and dry skin. Rinse feet then towel dry.

If you wish, give your nails a buffing with a nail buffer or terry towel.

The final touch: your favourite nail polish. (For neater application, separate toes with foam separators, balls of cotton or tissue twisted between the toes.) See the next section 'Nail Care, at a Glance' for the step-by-step application process.

Lavish on your favourite foot cream or moisturizer.



NAIL CARE AT A GLANCE

Nail Care

1. Remove any old polish with nail enamel remover
2. Clip and File nails to the desired shape and length
3. Soak nails in warm soapy water, scrub gently with nail brush
4. Apply Cuticle Remover (Optional)
5. Push cuticles back using an orangewood stick wrapped with cotton

**Extra Steps for Foot Care

1. All of the above plus:
2. Use pumice stone or foot file to remove rough skin
3. Wash and dry feet a second time
4. Use toe dividers when applying nail enamel

Nail Enamel

1. Apply the base coat
2. Apply 2 coats of nail colour
3. Apply 1 or 2 coats of quick drying top coat
4. Apply Quick Dry (optional)

Did You Know?

Sand is a natural exfoliator that will help smooth away dry skin and calluses. For extra exfoliation at the beach, take a handful of damp sand and massage it over rough skin areas.

Nail Care Tips

- Massage cuticles with cuticle cream daily
- Massage hands using hand cream daily
- When filing, file both sides of the nail towards the center
- Use 3-way buffer for a polished look without polish
- Emery Boards work better than nail files

TROUBLEMAKERS

whatever ails your nails: dryness, flaking or chipping, there's always something that can be done to fix the problem.

Dry Nails

You can tell if your nails are excessively dry because they will appear whitish and may crack. People with dry nails usually have splits in their cuticle as well. The entire nail area appears dehydrated. Dry nails can be caused by over exposure to detergents or cold, windy weather. Diet also contributes to this condition. However, some people just have a predisposition to dry nails.

Suggestions

Make sure your diet contains enough vitamin A. If you're not sure how much you are eating, try taking supplements for a while and see if that helps the problem. You can prevent dry nails simply by protecting your hands from the elements: wear rubber gloves when you do housework and don't forget to use hand cream. Cracked cuticles can be helped by rubbing on cuticle cream or oil day and night.

Did You Know?

For a fingernail to completely regrow, it takes between 4 and 6 months.

Flaking & Peeling Nails

Some people's nails flake and peel more than others.

There are, however, steps that can minimize the flaking. Flaking and peeling can be symptoms of incorrect use of clippers and files. Learn to use these tools correctly. Another possible cause is from excessive strain on the nail. Dryness will also encourage separation of the nail layers.

Suggestions

Clip nails by using one side of the clipper only and work from one side of the nail to the other with small clipping motions. Always work with the nail's natural curve. Try not to clip or file the side of the nail, as this encourages chipping and peeling. File using the smoother side of a two sided emery board. Angle your stroke slightly at the tip of your nail so layers won't separate. Coating the nail with nail enamel is a great preventative treatment for peeling, splitting nails.

Discoloured Nails

Your nails may be stained or discoloured for one of several reasons: nicotine will colour your nails yellow, and some dark nail colours can leave a stain. Chemicals, paints, and even some vegetables can cause discoloration.

Suggestions

For surface stains, soak the nails in a solution of half hydrogen peroxide and half water. You can also use some lemon juice on a cotton swab (leave on nails for two to three minutes). Rinse the solution off, dry the nails, and then give them a good buffing. Buffing will remove a small amount of the nail surface, and will also leave the nails shiny.

Broken Nails

Broken nails can ruin the look of your manicure and hands. How you deal with a broken nail depends on the extent of the damage.

Suggestions

For a portion of nail that has been broken completely off, nail glue, followed by a nail wrap, polish and topcoat may work.

For the nail that has only ripped, try applying a basecoat to the nail, and then gently lay on a tiny piece of tissue over the tear. The tissue will absorb the basecoat and give strength to the imperfection. Follow as usual with colour and topcoat.

If the nail is irreparable, you have two options: you can either cut all of your nails down to size (it's hard, but sometimes you have to grin and bear it) or you can have your nail extended by artificial means.

Body Care

HYGIENE

Body care and hygiene can be traced back to the ancient Egyptians. Face-care, body-care and hair-care were very important to them. They built systems for bathing and lubricating their skin with fragrant oils, lotions and ointments. They created tools such as combs and brushes. They wore make-up and wigs.

As civilizations evolved, so did body care. Grooming materials were invented. Medicines and substances, found in the natural environment, were discovered. Today, thanks to globalization and rapid changes in technology, there are so many options it can be confusing. However, successful body care really comes down to simplicity, regularity and common sense. This section covers body-care basics.

Bathing regularly and lathering up with soap (ph level below 9 is ideal) or using body cleanser, is the first step to controlling body odour.

- Body spray and talc powders can help keep body odour under control.
- A clean body should go into clean clothes.

Just because your clothes look clean doesn't mean they are clean... Check your clothes for odour.

- If you can detect your own body odour, chances are that everyone else can too. Act quickly!
- Be careful what you eat. The odours in food ultimately come out through your pores.

Did You Know?

Armpit skin can harbour as many as 516,000 bacteria per square inch. Skin in dryer areas contains much less.

Deodorants & Antiperspirants

Deodorants neutralize bad smells by destroying bacteria-causing odour. Antiperspirants block the sweat by closing the pores. This helps stop the flow of perspiration, keeping you dry. Deodorants and antiperspirants come in many formulas such as: sticks, creams, sprays and solutions. Different situations may dictate which product to choose. If you tend to perspire a lot under the arms or commonly have perspiration stains on clothing, an antiperspirant may be more effective. Both deodorants and antiperspirants should be applied on clean skin.

FRAGRANCE FACTS

Fragrance has been used throughout history as a way to influence the mind. More recently, studies have been done to determine the effects of different scents. It has been suggested that the sense of smell is the most powerful of all five senses. Because of this, fragrance is now a big part of many consumer products we use everyday.

What does it mean? Fragrance terminology can be confusing. The following charts clarify fragrance terminology.

Women

Form	Concentration	Reapply	Quality
Perfume	Most concentrated	4 – 5 hours	20 - 25% essential oils
Eau de Parfum	Concentrated	3 – 4 hours	Up to 15% essential oils
Eau de Toilette	Medium concentration	2 – 3 hours	Up to 12% essential oils
Cologne	Weaker concentration	1 – 2 hours	Up to 8% essential oils
Splash or Soft Cologne	Weak concentration	Often	Less than 5% essential oils
Body lotion / cream	Weak concentration	As needed	Varies

Men

Form	Use	Reapply
Eau de Toilette	Most concentrated	3 - 4 hours
Cologne	Concentrated	2 – 3 hours
Aftershave	Acts as astringent and antiseptic after shaving	After shaving as needed
Aftershave Balm	Protects and soothes sensitive & dry skin after shaving	After shaving as needed

The use of fragrance is considered more acceptable in some countries and regions than others. In Canada and the US, many public places are becoming 'Scent Free' in an effort to combat allergies and the overwhelming use of fragrance. When you wear fragrance, you become immune to its odour. If you can smell it on yourself 30 minutes after application, you've applied too much. Be considerate of others and appreciate that a little goes a long way. For more sparing application, try the following.

- Apply on pulse points
- Spray fragrance into the air, then walk through it
- Use body splashes or lotions that are less concentrated
- Apply less – more often

Wearing perfume, fragranced body lotion, fragranced hair styling products and fragranced deodorant all at the same time compete with each other. Exchange some for fragrance-free products.

MOUTH CARE

Although false teeth date as far back as 700 BC, modern dentistry as we know it today has been evolving since the 1700's. These days, anyone can have a great smile. However, keeping that great smile basically comes down to two things: brushing and flossing at least twice a day. To clean the mouth and help prevent bad breath, the following tips will help:

- Floss your teeth to remove trapped food and bacteria that lead to bad breath, cavities and gum disease.
- Use a smaller, soft toothbrush (to get to those hard to reach places). Replace your toothbrush as soon as the bristles show signs of wear. There are also some great electric toothbrush options available.
- Choose toothpaste based on the desired effect (fresh breath, whitening, etc.).
- Brush teeth starting at the gum, then down onto the teeth. This will massage the gums and remove plaque.
- Brush your tongue (as far back as you can reach), the inside of your cheeks and the roof of your mouth. Scrape the back of your tongue with a spoon or a tongue scraper (available at most pharmacies) to remove even more bacteria.
- If bad breath is still a problem, see your doctor or dentist. There are medical remedies for this problem.
- To keep that minty fresh breath, avoid foods like onions, garlic, coffee and alcohol.
- Carry a toothbrush and floss with you to clean after meals during the day.

For a great smile

- See your dentist twice a year for a good cleaning and check-up.
- According to Dr. Glen Joyce, some whitening toothpastes are far too abrasive on the enamel. Stick with toothpaste you like that has the National Dental Association seal of approval on the back.

- For a brighter smile, whitening products like 'Crest Whitestrips' can work wonders. Dr. Joyce believes that although over-the-counter whitening products are effective, dentists can offer even better results with custom trays made in the dental office. They are able to safely use a higher concentration of whitening agent.

For more extreme solutions, ask your dentist about various options. Anyone can have a great smile.

HAIR REMOVAL

Your body is virtually covered in hair. The practical reason for having hair is that the hair on your skin cushions you from blows and the hair on your head keeps your head warm in the wintertime and cool in the summer.

In your nose and ears, it helps keep foreign bodies from invading. Under your arms it protects your skin from friction. Your eyebrows keep sweat from running into your eyes and your eyelashes shade the eye and help keep out dust.

Men and women have been removing hair from various parts of their bodies for thousands of years. It started in the Stone Age. Men would remove facial hair making it less likely to attract lice, harder for the enemy to hang onto and easier to eat food. At first hair was removed by plucking. The earliest shaving tools were made of stone, appearing in the late Stone Age. Today there are many methods for hair removal.

Shaving

Shaving lasts from one to three days.

Shave your face in the morning when your skin is less sensitive. Wet your face then lather the skin with shave cream or gel. Leave lather on for about two to three minutes before shaving. Shave in the direction of the hair growth using a light touch. (Shaving in the opposite direction of the hair growth may cause sensitivity and is more likely to cause ingrown hairs.). Rinse with water, then towel dry. Apply aftershave or shaving balm. Then moisturize the skin to reduce irritation.

For other parts of the body, wet the skin then smooth over with a shave cream. A great alternative to shave cream is hair conditioner. It softens and allows the razor to glide easily over the skin. Shave in the opposite direction of the hair growth. Rinse with water, towel dry and then moisturize the skin to reduce irritation.

The disadvantage to shaving is that the hair gradually becomes stronger.

Did You Know?

In ancient Egypt, priests plucked every hair from their body, including their eyebrows and eyelashes.

Depilatories

Hair removal lasts for five to ten days.

The depilatory is a lotion which contains hair softening ingredients. It is applied onto the skin and allowed to penetrate for up to 10 minutes. The hair dissolves and is rinsed off with water. Finish with a freshener, aftershave, balm, soothing moisturizer or Aloe Vera to reduce irritation.

The disadvantage with this method is that the depilatory can irritate or burn the skin and removal of very coarse hair can be a challenge.

Waxing

Waxing lasts from three to six weeks. There are two kinds of wax, hot wax and cold wax.

Hot wax is warmed and applied onto the skin with a spatula in the direction of the hair growth. It is allowed to cool, and then pulled off with the fingers, in the opposite direction of the hair growth, removing the hair by the root. Finish with a soothing moisturizer or Aloe Vera to reduce irritation.

Cold wax is soft (almost liquid) and doesn't need to be heated before use. It is applied with a spatula in the direction of the hair growth. A strip of muslin is placed on top of the wax. The fabric sticks to the wax and is pulled off in the opposite direction of the hair growth, removing the hair by the root. Finish with a soothing moisturizer or Aloe Vera to reduce irritation.

Any part of the body can be waxed. With continued waxing, the hair will grow in finer and softer.

The disadvantage of waxing is a high possibility of in-grown hairs. *Regular use of an exfoliator (scrub) designed for the specific body area can help alleviate in-grown hairs.* It can also be a fairly expensive when done by a professional.

Electrical Epilation

Hair removal lasts from three to five weeks.

This electrical device pulls out the hair at its roots. It may be used on the arms, legs or bikini area. Finish with a soothing moisturizer or Aloe Vera to reduce irritation.

With continued use the hair may grow in finer and softer.

The disadvantage is that it is a much slower process than waxing, which can be painful. It also creates a high possibility of in-grown hairs. *Regular use of an exfoliator (scrub) designed for the specific body area can help alleviate in-grown hairs.*

Electrolysis

This method is said to be permanent although it would be more reasonable to expect a reduction in hair growth.

By inserting a needle into the hair follicle, an electrical current is passed through the needle destroying the root of the hair. The hair is removed with tweezers. Because hair grows at different rates it may take many treatments.

The disadvantage is that this method can be very painful and requires many treatments. It also creates a possibility of in-grown hairs. *Regular use of an exfoliator (scrub) designed for the specific body area can help alleviate in-grown hairs.*

Laser Hair Removal

Although it is said to be permanent, most agree that you can expect a 50 - 75% reduction in hair growth.

The hair follicle is damaged by a light emitted by a laser. Because hair grows in cycles, it may take several treatments.

The disadvantage is that it can be very expensive procedure. Some individuals have some discomfort.

Threading

Hair removal lasts for three to four weeks.

Hair is pulled out at its root by twisting and pulling thread across the skin. This method removes very fine to very coarse hair. With continued treatments the hair will gradually grow in finer and softer. This method is generally inexpensive and available in most urban areas.

The disadvantage is that it can be painful. It also creates a possibility of in-grown hairs. *Regular use of an exfoliator (scrub) designed for the specific body area can help alleviate in-grown hairs. Exfoliators are never used around the eye area.*

Tweezing

Hair removal lasts for three to four weeks.

Hair is pulled out by the roots with tweezers.

The disadvantage is that this is a slower method than others. It is better for smaller areas such as the eyebrows.

EYEBROWS

Popular brow shapes change over time. However eyebrows influence the expression on the face. When eyebrows are too close together or too low they can make a face appear angry or concerned. When too thin or too high they can give the face the appearance of being surprised. When properly shaped, the eyebrows will help to balance the face and accentuate the eyes. Both men and women can benefit from well groomed eyebrows.

In order to determine the ideal shape and placement of the eyebrows, we must first look to the placement of the eyes.

Ideally, eyes should be approximately the width of one eye apart from each other. This makes the face appear balanced.

Check off one of the following:

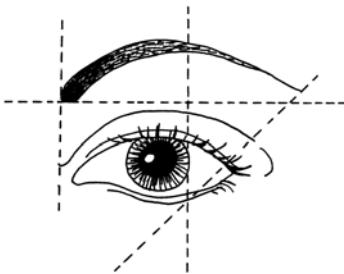
- Balanced:** My eyes are approximately one eye width apart from each other (*goal: you have horizontally balanced eye placement and many options*)
- Close Set:** My eyes are less than one eye width apart from each other (*goal: to make my eyes appear farther apart*)
- Wide Set:** My eyes are more than one width apart from each other (*Goal: to make my eyes appear closer together*)



Once you have determined the horizontal eye placement, it's time to determine how balanced your brows are in relation to your eyes and nose.

How to determine if your eyebrows are balanced

- A. Draw an imaginary *vertical* line from the edge of the nostril to the inner corner of the eye. (This exercise may be done with a straight object such as a pencil.)



- If the eyes are horizontally balanced the eyebrow is should be in-line with this imaginary vertical line.
- If the eyes are wide-set, the brow should begin slightly closer to the nose.
- If the eyes are close set, the brow should begin approximately one eye width apart.

Check off one of the following:

Balanced Eyes

- My eyebrows begin in line with the outer edge of the nose and the inner corner of the eye
 - *Suggestion: if needed, tweeze strays between brows)*

My eyebrows start closer together than described above. Brows are too close.

- *Suggestion: tweeze brows to better align*

- My eyebrows start above my eyes. Brows are too far apart.

- *Suggestion: correct with brow colour for better balance*

Wide Set Eyes

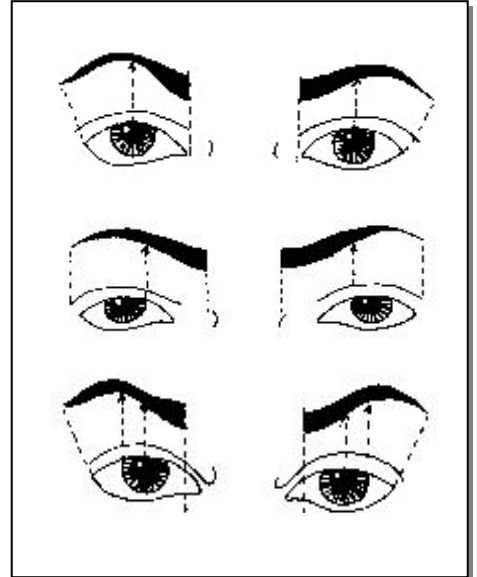
- My eyebrows start slightly closer together than described above.

- *Suggestion: if needed, tweeze strays between brows*

Close Set Eyes

- My eyebrows begin above or slightly beyond the tear duct.

- *Suggestion: if needed, tweeze strays between brows*



B. Draw an imaginary *diagonal* line from the other corner of the nostril past the outer corner of the eye. The brow should end in line with this diagonal line. Check off one of the following:

- My brows begin in line with the outer edge of the nose and the outer corner of the eye. (Balanced)

- *Suggestion: my brows do not need correcting in this area*

- The eyebrows end outside this line.

- *Suggestion: my brows need tweezing for better alignment*

- The eyebrows end short of this line.

- *Suggestion: my brows need correcting with brow colour for better balance*

- C. Draw an imaginary horizontal line below the beginning and end of the brow. It should begin and end at the same level.
- My brows begin and end at the same level. (Balanced)
 - *Suggestion: my brows do not need correcting in this are.*
 - The outside of my brow is lower than the inside of the brow.
 - *Suggestion: the outside section needs tweezing for better alignment)*
 - The inside of the brow is lower than the outside of the brow.
 - *Suggestion: remove only the strays from under the inside of the brow. If still not balanced, have brows professionally shaped then tweeze to maintain)*

The natural shape of the brow usually relates to the natural shape of the eye. For example: it would be unusual for a very round eye to have a very straight eyebrow. Generally this eye would have a more curved eyebrow. It's important to take the natural shape of the eye and eyebrow into consideration in order to achieve a groomed but still natural looking eyebrow shape.

The Arch

- A. The brow arch is located by drawing an imaginary vertical line from the outer edge of the iris. Note where the line meets the brow.
- B. Draw an imaginary line from the corner of the nostril, through the outside of the pupil of the eye. Note where the line meets the brow
- C. Look at your natural brow and eye shape. The highest point of the arch should be between these two lines.

Once you have determined your goal for your ideal eyebrow shape, tweeze, wax or thread and/or use eyebrow cosmetics for better alignment or a more polished look.

If you are unsure about the correct shape, have the eyebrows professionally shaped the first time. Then maintain the brow by tweezing one to two times per week. This is a good idea if the natural growth of each brow is very different or the brows are very thick or unruly.

4 Reasons to Shape Your Brows

- Removing the strays will make it easier to apply eye and brow colour.
- Can make the eyes, or the space above the eyes appear larger.
- Can make the eyes appear wider apart.
- Will give the face a more finished look

How to Shape the Brow

1. When tweezing, follow the natural curve of the brow. Start by removing the stray hairs below the brows. Step back and look in the mirror. Repeat these steps again. Do the eyes appear more or less balanced? If necessary, tweeze between the brows.
2. The eyebrow width should gradually taper from where the brow begins to its outer edge. Continue to shape by carefully removing hair under the brow and between the eyes one row at a time.

SUN CARE

You probably know all about the damaging effects of the sun, but the fact is that most people feel better with some colour. For those of you who insist on basking in the sun, the following sun tips may help:

- Use high SPF (Sun Protection Factor) on the first days of exposure then gradually reduce the SPF. Always use SPF 15 or higher no matter how easily you tan.
- Start off slowly. Sunbathe for shorter periods of time over the first few days. This will reduce burning and allow you to develop a more even tan.
- Sun protection should be applied at least 15 minutes before exposure to the sun to allow it to absorb into the skin.
- After swimming, pat your skin dry with a towel and then immediately reapply your sun protection.
- Try to avoid the sun between 11am & 3pm. Check the sun intensity in your region. It changes seasonally and daily.
- If you move around a lot, you will develop a more even tan.

Self-Tanning

If your tan is not deep enough or you want a head start, try a self-tanning product. You may decide that you don't need the sun for that bronzed look after all. Self-tanners do not protect your skin from UV rays. Always use sun screen no matter how tanned you look.

1. Exfoliate first, especially on areas where the skin is rough.
2. Apply the self-tanning product after a bath or shower.
3. Start with your feet and work your way up to avoid causing tan lines on your waist and behind your knees.
4. Allow 15 minutes before getting dressed. Self-tanning products need to absorb into the skin.
5. Reapply every 2 to 3 days to maintain the tan.

Skin Care

FACTS ABOUT SKIN

Skin is the largest and most active organ, playing many roles in protecting and regulating our bodies.

Our skin is comprised of three basic layers.

- The deepest layer is known as the **Hypodermis**. This layer contains fatty tissue and acts as a protective cushion while providing smoothness and contour to the body.
- The **Dermis**, which is the middle layer, is also called the “true skin”. It contains the elastin and collagen fibres which give the skin its strength and support. The Dermis also houses the blood vessels that supply the skin with oxygen and nutrients.
- The **Epidermis** is the outer layer of skin that provides a protective covering for the lower levels of the skin and our organs. Although most skin problems are seen on the epidermis, they actually start in the dermis.

There are many factors that affect the state of our skin. Some of these factors can be managed such as diet, climate and lifestyle. Whereas genetics, stress, illness and hormones can also take a toll on our skin, but are more difficult to control.

Healthy skin is slightly moist, soft and flexible. It is smooth, fine grained and free from blemishes. If you are unhappy with your skin or it has recently changed, determine if you have recently made any lifestyle changes that may influence the health of your skin.

ANALYZING YOUR SKIN

Skin is skin, from our heels to our scalp. However, the structure can be slightly different in each area of the body. The skin on our face is the most delicate and prominent. This skin deserves special consideration which we will cover in this section.

Personal Skincare Analysis

Observations:

Observe your skin in the mirror and consider how your skin is on a day to day basis.

Determine:

- What you like about it
- What you don't like about it
- How you take care of it (are you happy with your products?)
- Is your skin the same all over or is it different on the cheek area than in the T-zone? (The T-zone is the area across the forehead, down the nose to the chin)
- Has it changed recently?

Become aware of your skin!

New technology and advancements in skincare are happening daily. The first step in knowing how to take care of your skin properly is to determine your personal skin concerns.

Step 1

My skin concerns for the Face are:

Concern	✓	Concern	✓	Concern	✓	Concern	✓
Breakouts		Dry		Wrinkles / Lines		Skin tone	
Oily		Flaky		Loss of firmness		Red / blotchy	
Too much shine		Tight		Age Spots		Itchy	
Acne		Rough		Age prevention		Allergic	
		Scaly		1 st signs of aging		Sensitive	
						Sun damage	
						Dull	
						Extremely Pale	

My skin concerns around the Eyes are:

Concern	✓	Concern	✓	Concern	✓	Concern	✓
Expression lines		Dark circles		Dry			
Loss of firmness		Puffy					
Age Prevention							
1 st signs of aging							

Step 2

Check off the categories most like your skin:

Symptom	✓	1	✓	2	✓	3	✓	4
Oily shine		All over most of the time		T-zone (only)		Rarely		None
Blemishes or clogged pores		Usually or sometimes All over		Usually or Sometimes Mostly -T-zone		Very few or rarely		Rarely or None
Feels tight & dry		Never		Never or cheeks (only)		Rarely		Often All over
Obvious, large or enlarged pores		Mostly all over		Mostly in T-zone		Very few in a small area		None
Very small or invisible pores		Very few or none		Very few or mostly in cheek area		Pores are slightly visible and healthy		Mostly all over
Skin Type →→		Oily		Combination		Normal		Dry

The column with the most check marks ✓ will indicate your skin type.

Dry Skin

Dry Skin appears fine with small or invisible pores and may appear translucent. It can look dull, flakey and rough. Skin can feel taught, chapped, parched and itchy.

There are two types of dry skin:

Lack of natural skin oil (Sebum): In this case, oil may be sparse due to genetic factors. Washing with soap and water strips oil from face and upsets the natural protective layer which Sebum provides. This skin needs to be kept *well* nourished and protected.

Suggestions

- No soap and water, unless formulated for facial skin and is super-fatted
- No alcohol astringents. Use alcohol free freshener or mild toner
- Remove makeup with a water soluble or cream cleanser
- Moisturize morning and night
- Use a bath oil in the tub
- Use cream or water-based cosmetics. Do not use oil free.
- Occasionally use a mask or scrub.

Lack of Moisture (water): If skin feels dry, it doesn't always mean you have a dry skin type. Dehydrated skin is considered a skin condition and can occur on any skin type. Symptoms can be similar to dry skin. The skin may feel tight and dry, appear crepy or flake off. *Note:* Skin can be oily and dehydrated. Use hydrating products formulated for your skin type.

Suggestions

- For suggestions, see skin conditions (page 33)

Oily Skin

If your skin has enlarged pores and visible oil, it means you have oily skin. Oily skin has over-active sebaceous glands (oil glands), which produce additional oil causing skin to break out easily.

Oily skin tends to have a thicker appearance with course or enlarged pores all over. It appears to have an oily shine most of the day and may be clogged with pimples and blackheads. Nervous tension, hormone problems etc., can cause glands to secrete globs of oil rather than an even flow. This can create a breakout problem. It may or may not be accompanied by acne. Avoid over-stimulation by treating skin gently.

Did You Know?

A healthy diet will help your body to fight off the bacteria more successfully and therefore should be a party of any good skin care regimen.

If flaky, the flakes tend to stick to the skin and appear yellow. The flaking is not to be confused with dry skin.

If pores are enlarged but not clogged and there is no obvious oil, it may be a sign that skin was oily at one time.

Suggestions

- ☑ Meticulous skin care is essential. Keep skin clean and free of excess oiliness.
- ☑ If break outs are a problem, handle skin with care to avoid scarring. Instead of stripping the skin, choose products that are gentle and help modify the sebaceous gland activity. If the skin is flaky or breaking out, do not over stimulate the skin with a lot of scrubbing and hot water.
- ☑ Choose a cleanser and toner suited for oily or problem skin. Normal cleansing plus a toner should be sufficient for oily skin.
- ☑ Because products suited to this skin can be very dehydrating, a daytime moisturizer suited to an oily skin is still required.
- ☑ Choose products that are non-comedogenic.
- ☑ A night cream is not always needed.
- ☑ Keep hair away from face as much as possible.
- ☑ Weekly facials help remove pore deposits and tighten pores.
- ☑ Look for skincare and make-up products that indicate they are oil free and /or oil absorbing.
- ☑ A deep cleansing mask and a gentle exfoliator should be used on a regular basis. If the skin has acne, an exfoliator should not be used as it can cause scarring.

Combination Skin

Most people have a combination skin type. Combination skin means that the skin on the forehead, nose and chin (T-zone) is oilier than the cheek area. Since there are different degrees of combination skin, the term combination usually refers to a more extreme combination skin where the skin is *abnormally* dry in some areas and *abnormally* oily in other areas.

The T-zone area may have enlarged pores, an oily shine and/ or breakout often. The cheeks may feel comfortable and only break out occasionally (normal) or the cheeks may feel tight, dry and breakout very seldom (dry).

Some products are made specifically for combination skin. If the skin differences are not too extreme, products for normal to dry, normal to oily or normal / combination skin may be used. For a very oily T-zone there are products made for oily / combination skin.

Suggestions

- Extreme Combination Skin: Treat the oily parts as you would oily skin, and treat the dry parts as you would dry skin. This is in cases of extreme contrast.
 1. Treat T-Zone as you would oily skin.
 2. Treat cheeks, jawbone, and outer edge of forehead as dry.

- In cases of less severity: Treat the skin area that is the problem. (i.e. if you have a slightly oily T-zone, and the rest of the face is normal use a “normal combination” system)

SUGGESTIONS FOR SKIN CONDITIONS

Although one of your goals in selecting skincare products is to choose products that will help to balance and normalize your skin, sometimes your skin can have problems that aren't associated with your skin type. These problems are called skin conditions. Before choosing your skincare products, it's important to determine if you have any skin conditions. The concerns indicated in the Skin Concerns checklist on (page 27) can often be symptoms of a skin condition.

Skin conditions can occur with any skin type and may or may not be temporary. They can be caused by internal or external factors such as diet, environment, smoking, health problems, medications, allergies, hormones or what you put on your skin.

Dehydrated Skin

Dehydrated skin is sometimes confused with dry skin. (See page 30) Sometimes, it's referred to as water dry as apposed to oil dry. Dehydrated skin is caused by lack of water in the skin. Dead surface cells should flake off naturally at the end of their cycle. The healthy cells underneath should be high in moisture content. With ageing, hormone deficiency and other factors such as over-sunning, etc. the natural moisture is depleted, the cells lose their vitality and become dehydrated.

There are many symptoms of dehydration. Sometimes, skin feels tight and dry and may appear flaky. However, using products that add oil to the skin can cause breakouts. This is the most obvious sign of dehydration. A simple way to tell if your skin is dehydrated is by gently pulling the cheek skin in an upward direction with the finger tips. Dehydrated skin will show superficial lines, which appear and disappear when the cheek is gently pulled up. For those with extremely dehydrated skin the lines will appear when smiling or showing other facial expressions.

Dehydrated skin is very common and can occur with any skin type. It is not uncommon for oily skin to be dehydrated.

Suggestions

Skin with this condition needs more water. Prevent surface drying by coating the skin with a moisturizer to prevent evaporation. Water based products that are hydrating are recommended for this skin condition. **Note:** Although drinking lots of water each day will help, it may not completely solve the problem.

Acne

This skin condition is caused by excess stimulation of the oil glands. It can easily become inflamed and infected.

Although it is believed that acne is caused by a hormonal imbalance, other factors can irritate it such as stress, using cosmetics in the wrong formulas and improper cosmetic removal such as going to bed with cosmetics on the face. Heredity can also play a role for various individuals.

Suggestions

Anyone with this condition should consult a physician, as the problem is usually internal rather than external. In cases of severe acne, consult a dermatologist. Do not experiment with solutions on your own.

For minor problems try steaming your face (vapour tent) once a week. Heat a pot of water until it is steaming, then remove it from the heat source. After cleansing your face, put a towel over your head and around the bowl, creating a “tent.” Keep the face about 12”+ above the steam for up to seven minutes (oily), five minutes (normal), and three minutes (dry). This will help to draw out the impurities. Then mask, tone & moisturize. Never exfoliate skin if you have an acne breakout as it can spread bacteria leading to even more breakouts.

Sensitive Skin

Sensitive skin is easily irritated and can appear red, rough, scaly, and enflamed. It can also be puffy and swollen. Sensitive skin can be caused by both internal and external factors that lower the skin’s tolerance.

Did You Know?
The first mention of soap was on clay tablets in 2500 BC.

Suggestions

A consultation with a physician may help pinpoint the cause of the sensitivity. Using the right products can sooth and relieve the skin while reinforcing the skin’s resistance by hydrating and protecting it from irritating factors.

Stick to a basic skincare program introducing new products one at a time. Use caution when choosing skincare products such as masks, serums and exfoliators, which can irritate the skin causing even more sensitivity.

Aging Skin

Unfortunately, this is one skin condition that we all have to deal with eventually. As your skin ages it becomes thinner, looser and loses elasticity. Your complexion becomes paler and duller and gradually produces age spots, lines and wrinkles. As we continue to age the wrinkles deepen, our skin loses its spring and begins to sag. *A great example of this is 'pillow lines.' Those lines you find on your face in the morning when you wake up. For those of you over 40, you probably remember when those lines disappeared shortly after you got up. Now that I am in my mid 40s, I think of them as 'pillow dents.' They are more prominent and take much longer to disappear. I am sure some of you can relate to this.*

The skin regenerates itself every 21 to 28 days. When this process slows down our skin starts to age. Aging is caused by chronological age, environmental elements, lifestyle, diet, use of harsh chemicals and the general state of your health.

Suggestions

Luckily, skincare technology has come a long way over the past few decades. *And in my opinion it really does make a difference!*

Because there are many stages in the aging process, one product doesn't fit all. The first step is to determine your goal. In other words, if you are in your late 20s or early 30s your concern will likely be the 1st signs of aging and how to continue looking young. If you are in your 50s your goal will likely be to have younger looking skin and to prevent future aging. There are many reputable skincare lines that offer products to treat the concerns of each stage of the aging process. Choose products based on your particular goal as checked off in the 'Skin Concerns' checklist on (page 27). Most anti-aging skincare products indicate on the label which stage of aging they treat. It's important to choose the product appropriate for your skin condition.

Sallow Skin

Sallow skin has an unhealthy yellow or greenish cast. This may be hereditary or could be due to a fading tan, liver problems or not enough exercise.

Suggestions

Revive with make-up, outdoor exercise, a healthy diet and stimulating facial masks. If the condition is chronic, get a medical check-up. Sometimes the skin of a smoker will take on a yellowish cast. Again, facial masks will help.

Palled Skin

Palled skin is extremely pale skin that often appears pasty white in colour. This skin has very little pigment, and often doesn't tan. Blood pressure can be a contributing factor.

Suggestions

Make-up and masques will help. Use a slant board for 10 minutes or more when tired, with your head lower than your feet. This will get the blood out of the legs and into the head/face. Exercise and facial massages will also improve this condition.

Rosacea

This red, oily and inflamed skin disorder usually affects women and men between the ages of 30 and 60. It is believed that something causes the blood vessels to swell causing flushing and redness. The skin appears rosy in colour with broken capillaries. The skin is very inflamed and red bumps sometime fill with pus. Although flare-ups may be worsened by poor digestion, alcohol, spicy foods, heat, sun or cold, it is not believed that they are the cause of this condition.

Suggestions

Consult your doctor for medical remedies. Use skincare products that calm the skin.

Florid Skin

This skin is not just pink, but red. Check your blood pressure to see if it is a contributing factor. Too much sun or cold may cause a delicate skin to have broken capillaries and appear florid.

Did You Know?

The skin on the palm of the hand does not have the ability to tan.

Suggestions

Do not use stimulating masques on this skin (as it will activate more blood to the surface of the skin). A soothing mask is better; use a cream, oatmeal, or honey one. Use protective creams when exposed to weather. If you have this skin condition, you have enough circulation, so avoid any products that stimulate it further.

Age Spots, Dark Spots & Uneven Tone

Age spots or uneven skin tone can be caused by sun exposure. These dark spots can darken over time becoming a nuisance.

Suggestions

There are many great whitening products out on the market that will help dark spots gradually fade. These products work deep in the skin inhibiting the production of melanin (the pigment that darkens the skin). Over time, spots fade and the complexion clears.

WHY SHOULD I USE SKINCARE PRODUCTS?

You may not realize the importance of skincare if your skin is currently flawless – no wrinkles, no dryness, and no blemishes. But skin does age, therefore it is very important to start a good skincare routine early in life.

All skincare products should be applied and removed in an out and upward motion. There are 5 basic steps to skincare: Cleansing, Toning, Protection, Exfoliating and Treatment.

Eye make-up Remover

Eyes can be very sensitive. The skin around the eye area is very thin and delicate. Eye make-up removers are made to dissolve eye make-up without damaging or drying the eye area.

They come in various formulas: Pads, liquids and creams. Some are non-oily, some are more concentrated. They should be ophthalmologically tested and safe for contact lens wearers.

Skin Cleanser

Many soaps have high PH levels which can strip the skin of its natural moisture and protective film called the 'acid mantle' or 'hydrolipidic' film. This causes dryness and leaves the skin vulnerable to bacteria and the elements.

Cleansers protect the skin while gently cleansing away make-up and impurities. Because there are many different skin types, there are different cleansers. It is important to use an appropriate cleanser for your skin type.

Soaps and Foaming Formulas need water for activation and rinsing. Use cool and warm water temperatures rather than hot and cold.

Note: Only use soaps that are formulated for your skin type. Most soaps purchased in the stores have too high an alkaline content and will strip the essential oils from your skin.

Lotions and Cream Cleansers are applied without water. Depending on the brand, some may be rinsed off with water or removed with a tissue. Remove cleansers thoroughly, your face should not look greasy after.

Pore Cleansers are good for oily skin or skin with acne. They break down upon contact with the skin, and penetrate the pores to clean out dirt.

Toner

Toners can be compared to the rinse cycle when doing laundry. They remove the last traces of the cleanser and prepare the skin for the products used after. They bring the skin back to its normal pH level, if it has been disturbed. Some are formulated to stimulate circulation in the skin.

Cleansers can remove the acid mantle, making the skin more susceptible to bacterial infection. After you have cleansed your face it takes 3-6 hours for your body's pH level to get back to its normal protective balance. A toner quickly brings the pH levels back in balance.

Toners can also be soothing, hydrating, active, brightening or matifying. They can be alcohol free or contain alcohol.

Fresheners, Astringents and Toniques are all names for Toners. The difference is that they tend to be labeled differently for each skin type.

Dry Skin Usually termed fresheners or toners. These have little or no alcohol content so as not to dry the skin.

Oily Skin Usually termed astringents. These help remove excess oil and are usually slightly antiseptic.

Did You Know?

After being in the sun it's a good idea to moisturize your skin with after-sun moisturizers for extra hydration.

Protection Cream / Moisturizer

Protection cream and moisturizers cover the skin with a thin protective 'veil.' They help the skin retain its natural moisture as well as put water (moisture) into it. Creams with SPF will also help protect the skin from sun exposure. Because moisturizers stay close to the surface of the skin, they protect the skin from cosmetics and also provide a good base for cosmetic application. Some protection creams have special ingredients that will help alleviate or control skin conditions.

Moisturizers should be used in the morning after cleansing and toning the skin. Choose your protection product based on your skin type.

Oily Skin Protection creams for oily skin are usually oil free with ingredients that help matify, absorb oil and protect the skin. They usually have hydrating ingredients which add moisture to the skin.

Dry Skin Protection cream for dry skin may be water or oil based. These creams help reduce dryness and usually have hydrating properties which add water to the skin.

Combination

Skin These protection creams are usually water based and often oil free. They work to balance different zones of the skin. They usually have hydrating ingredients which moisturize the skin.

Normal

Skin Protection cream for normal skin is usually water based although they may contain oil. They protect, help hold moisture in and may also hydrate the skin.

Tip: Let the moisturizer absorb for 10 - 15 minutes before applying make-up. For more hydration, apply cream right after you cleanse the face while it's still damp.

Treatment Creams

Because the skin regenerates itself while we sleep, most treatment creams are made to be used at night. Night creams penetrate the skin and are formulated for different purposes. Some night creams repair the skin, while others reinforce the skin to help slow down the aging process. Some night creams soften and nourish the skin, making the cells soft and supple. Don't wait for signs of aging before you start to lubricate your skin.

Treatment night creams will likely not be needed for youthful, oily or blemished skin. For this skin, substitute a light moisturizer without SPF or if recommended by a doctor use a medicated lotion. For young, normal skin use a light protection hydrating cream without SPF.

Use treatment creams after cleansing and toning.

How much cream to use? Cream should absorb into the skin within 20 minutes. Blot off any excess product after 20 minutes and use less the next time you apply.

During the night, the skin naturally restores its own coating of oils and natural pH.

Serums

Serums are extremely concentrated ingredients that address specific skin concerns like wrinkles, lack of firmness, blemishes, excess oiliness, dehydration and low circulation. They are formulated to absorb quickly and deeply to give the skin a boost.

When using serums keep in mind that they only address the issues indicated on the packaging; do not use a serum to replace a moisturizer. Serums are to be used under your regular moisturizer or treatment cream and typically should not be used in or around the eye area, as the skin is so much thinner. (e.g. cleanse and apply: toner, eye cream, serum, moisturizer / or night cream)

Eye Creams

The skin around the eye area is very thin and delicate. The eyes themselves can be very sensitive. Eye creams are made specifically for the eye area. Some eye creams work to correct, prevent or reduce the signs of aging. Others work to reduce eye fatigue, dark circles and puffiness.

Eye Creams come in cream, gel and oil formulas and should be used sparingly, with a very light touch.

Exfoliators

Other terms for exfoliator are “Scrubs & Peels.” Exfoliation is an important part of any skin care routine. Exfoliators work by sloughing or dissolving the dead skin layer. They help other skincare products work better by allowing them to absorb into the skin more efficiently. They also create a smoother surface for make-up application.

Most skincare lines have an exfoliation product in some form. For dry or sensitive skin types, limit use to once a week. Oilier skin types can use an exfoliator up to three times per week. If skin becomes irritated or if acne is present, discontinue use of the product. Consult your esthetician or doctor before continuing. Always follow the instructions on the product packaging.

Note: Not all exfoliators are equal. Some products are gentler than others.

Did You Know?

In warmer weather it's important to drink lots of water to keep your skin hydrated.

Masques

Masques are to be used as an intensive specialty treatment. There are many different formulas and each are made for a specific purpose. Choose your masque based on your skin concerns or your skin conditions.

Masques are to be applied after cleansing. Spread liberally on the skin avoiding the eye area (unless formulated for use around the eyes). Leave it on the skin for the time-frame specified on the packaging (usually between 5 and 30 minutes). Then rinse. Tone the skin after rinsing then follow through with the rest of your skincare products. *Note: some hydration masques are not rinsed with toner prior to applying other products. See product packaging for best results.*

Examples of Masques

Deep Cleansing or Clay Masques -	Removes blackheads, white heads and dirt
Hydrating Masques -	Boosts the water content in the skin
Nourishing Masques -	Adds vitamins and oils to the skin
Radiance Masques –	Stimulates circulation; makes the skin appear more radiant
Detoxifying Masques-	Detoxifies and adds oxygen to the skin

SKIN CARE AT A GLANCE

Once you have determined your skin type, conditions and have an understanding of your skin concerns, find products and stick to a routine that suits your skin. Most women's skincare systems contain the following products.

1	Eye Make-up Remover	Night (if needed)
2	Cleanser	Morning and night
3	Toner	Morning and night
4	Treatment Products	Night and / or morning (if needed) (face / eyes)
5	Protection / Moisture	Morning (and night in place of treatment product)
6	Exfoliator	1-2 times per week (oily & combination) 1 time per week (dry & normal) Check skin conditions for suitability
7	Masque	1-2 times per week (choose masque based on your skin concerns)

Men's skin is stronger and has a more resilient acid mantle. Men's skin care systems may substitute or label products differently. Men's systems typically contain the following products.

1	Cleanser	Morning and night
2	Shave	Morning (as needed)
3	Aftershave or Balm	Optional
4	Treatment Products	Night and / or morning (if needed) (face / eyes)
5	Protection / Moisture	Morning (and night in place of treatment product)
6	Exfoliator	1-2 times per week (oily & combination) 1 time per week (dry & normal) Check skin conditions for suitability
7	Masque	1-2 times per week (choose masque based on your skin concerns)

Application Tips

Touching the Skin

Use a feather-light touch! Never push, pull, scrunch or drag the skin. Apply creams lightly in an upward and outward motion.

Eye Creams

Apply a **very small** amount of eye cream on the orbital bone (the bone around the eye socket). Pat away from nose above the eyelid. Pat towards the nose underneath the eye. If you hold your elbows high and use your ring finger to apply creams, it is easier to achieve the necessary feather-light touch.



Note: Do not apply eye cream on the lid or too close to the eye. The blinking action causes the muscles around the eye to work like a spiral and will draw the eye cream towards the eye. If applied too close to the eye, it may work its way into the eye causing sensitivity and puffiness. Never pull the skin around the eyes.

Hygiene

Personal hygiene is essential, and so is hygiene for your equipment.

- Keep brushes, applicators, spatulas, etc., clean.
- When you put your fingers directly into pots or jars, bacteria can be transferred easily from your fingers to the product. This can cause bacteria to grow in your product, causing the product to go bad. Nasty infections can result when using rancid products. Wash hands carefully before using your products in order to keep them clean. Or use plastic spatulas or Q-tips instead.
- Use a clean towel and washcloth.

Hair Care

OUR CROWNING GLORY

Hair on the head grows faster than any other area. Scalp hair generally grows at a rate of about 1/2" per month. Hair growth is influenced by factors such as heredity, diet, health, nerves, age, race and gender, hormones, time of the year, nourishment and location of the hair. Hair grows faster in summer and in daylight, when properly nourished by the blood stream.

Hair grows in small pits in the skin called follicles. Over time hair falls out and is replaced by new hair growth. You normally lose about 75 hairs each day as the follicles attached to the hair wither. The follicles then rest for three to four months before they grow new hair.

What makes hair curl? The shape of the individual hair varies. Straight hairs are usually round; wavy hairs are oval; curly and kinky hairs are flat.



Hair growth rate is not affected by cutting, shaving or application of oils or ointments. Nothing done to the hair externally will affect its growth rate.

Did You Know?

Blondes usually have more hair – about 140,000 hairs on their heads. Redheads have the fewest at about 100,000 hairs.

HAIR TRAITS

The miracle fibre called hair can be washed, waved, straightened, coloured, brushed, combed or teased and still survive. However by using the proper products and methods you can help your hair do more than just survive. No matter what is in fashion, the look isn't complete without a great hair style in great condition. To know what products to use, start with your hair's personality traits.

Analyze your hair to determine its traits.

Types	✓	
<i>Oily</i>		Feels sticky, heavy and looks plastered down when not washed regularly.
<i>Dry</i>		Lacks luster; may be brittle, fly away and more prone to static
<i>Normal</i>		Healthy; neither oily or dry
Textures	✓	
<i>Fine</i>		Thin and limp; generally won't hold a style very well
<i>Course</i>		Thick and tends to look uncontrolled
<i>Medium</i>		Not overly course or overly fine. Easy to set and stays styled
Qualities	✓	
<i>Natural</i>		Just that... no chemical changes
<i>Colour Treated</i>		Permanent or semi-permanent hair colour, bleaching or highlights
<i>Chemically Treated</i>		Permanently curled or straightened with chemicals (perm)

There are millions of hair care products out there. Now that you have analyzed your hair's personality traits you have the information you need to make shopping easier. Choose your hair care products based on your hair type, texture and quality. The following information will guide you through hair care products and processes.

Shampoo

There are shampoos formulated for every kind of hair. Choose the one most suited to yours. Although hair structure cannot be changed by the shampoo, it may contain ingredients that clean and rinse differently, temporarily altering the texture and manageability. Here are some of the most common shampoos:

Types of Shampoo

- Dandruff
- Anti-fade
- Conditioning
- Protein
- Colouring
- Body Building
- Straightening
- For colour treated hair

Hair should be shampooed as often as necessary to maintain optimum cleanliness. The frequency of shampooing can be determined by your hair's traits, how dirty it gets from day to day activities and the hair styling products used. This will vary considerably between individuals. Some people need to shampoo each day, while others may only need to wash their hair twice a week.

Procedure

1. Thoroughly wet hair in warm (not hot) water
2. Spread a small amount of shampoo on both palms
3. Apply to hair at scalp
4. Massage head thoroughly with the pads of finger tips (not your nails)
5. Rinse
6. Rinse
7. Rinse!

Did You Know?

Pigments give the hair its color. When we age, hair receives fewer pigments and turns gray or white.

Conditioner

Hair is damaged by chemical treatments, including shampooing and should be conditioned. The type of conditioner to use is determined by the health, type, texture and quality of the hair.

Types of conditioners:

- Cream rinse
- After rinse
- Instant conditioner
- Leave in treatment conditioner
- Deep conditioner

Procedure:

1. This varies from product to product. Follow manufacturer's directions.

Dreaded Dandruff

Dandruff is an embarrassing problem that for some just won't go away. Dandruff shampoos come in a variety of different formulas with different active ingredients. If you have already tried one without success, try one with a different active ingredient. You may find it works.

If dandruff is accompanied by a rash, redness, scaly or itchy patches it may be a skin disorder like seborrhea, psoriasis or be an allergic reaction to an ingredient in your shampoo or other hair products. A dermatologist may be able to help pin-point the problem and make a recommendation.

Did You Know?

Over 50% of men by age 50 have male pattern hair loss. Approximately 40% of women experience hereditary hair loss by the time they reach menopause.

HAIRSTYLES

An ideal hairstyle draws attention to positive features and away from less desirable features. When choosing a hairstyle you should consider the following:

- Hair Traits – condition, texture, thickness, manageability
- Shape of face
- Profile and ears
- Head size in comparison to body size
- Shape of neck, upper back and shoulders
- Time available to spend on maintaining your hairstyle

Feature	Illusion Needed	Style Suggestions
Large Head	Make head appear smaller to balance with body size	<ul style="list-style-type: none"> ▪ Style hair toward face ▪ Keep height and width to a minimum
Small Head	Make head appear larger to balance with body size	<ul style="list-style-type: none"> ▪ Increase height and width. ▪ Style away from face
Wide Face	Slimmer Face	<ul style="list-style-type: none"> ▪ Increase height and length ▪ Sideburns – for men ▪ Off center or side part ▪ Side to side height difference ▪ Longer styles ▪ Straight or softly layered at cheeks and jaw line ▪ Longer at sides
Long Face	Shorter face	<ul style="list-style-type: none"> ▪ Increase width ▪ Minimize height ▪ Fullness around cheeks ▪ Bangs or fringe ▪ Off center or side part
Low Forehead	Lengthen and open forehead	<ul style="list-style-type: none"> ▪ No bangs ▪ Styled away from face ▪ Part hair to the side with short uneven fringe
High Forehead	Shorten forehead	<ul style="list-style-type: none"> ▪ Fringe or bangs

Large or Long Nose	De-emphasize nose	<ul style="list-style-type: none"> ▪ Minimize height ▪ Forward movement ▪ Minimize forehead fullness ▪ Fullness at cheeks ▪ Off center or side part ▪ Medium short hair at crown and nape ▪ Style hair toward face
Receding Chin	Balance chin	<ul style="list-style-type: none"> ▪ Minimize volume at crown ▪ Maximum volume at nape
Protruding Chin	De-emphasize chin	<ul style="list-style-type: none"> ▪ Off center or side part ▪ Forward movement to hair ▪ Close at crown and nape
Long Neck	Shorten neck	<ul style="list-style-type: none"> ▪ Minimize length ▪ Cover neck with hair ▪ Medium to longer styles ▪ Fullness at bottom
Short Neck	Lengthen neck	<ul style="list-style-type: none"> ▪ Maximize length ▪ Height at crown short ▪ Close to neck
Dowager's hump	Create straighter profile	<ul style="list-style-type: none"> ▪ Longer style at back ▪ Fullness at back

Did You Know?

The sun is hard on the hair's outer layer and can leave it dry and parched. Use an in-depth treatment or deep conditioner to help protect hair and combat damage.

STYLING TECHNIQUES

Throughout history hair styles have continuously changed. Even when you think of the past 30 years, styles have gone from afros in the late 70's to big hair in the 80's to layered and straight hair in the 90's and into this millennium. And now waves and fuller styles are making a comeback. Who knows what's next? Just as the popular hairstyles change and evolve over time, so do the tools used to create these styles. Here's a look at some of the tools you can use for your do.

Equipment Terms to Learn

Blow dryer – gun type, variable temperature and air flow (great for quick drying any style)

Diffuser – nozzle attached to blow dryer (creates soft curls and fuller styles)

Curling iron – thermostatically controlled, swivel cord (for curls and ringlets)

Flat iron – thermostatically controlled (flattens, straightens and smoothes the hair)

Crimping iron – thermostatically controlled (bends the hair making it appear kinky)

Hot brush – thermostatically controlled, swivel cord (for waves and fuller styles)

Hot rollers – smooth magnetic, sponge or Velcro, avoid bristle (for fuller curls and waves)

Hair dryer – hood type, variable temperature (dries set hairstyles)

Combs – professional quality (avoid metal)

Brushes – professional quality (avoid metal)

Did You Know?

Hair growth usually speeds up in the summer. Be sure to check for unwanted hair growth and strays more often.

Note: Always ask your stylist for recommendations regarding the appropriate equipment to maintain your hair style.

Caution: Any electrical device can be extremely damaging to hair if used improperly. Never hold direct heat on hair for an extended period of time. Negative ionic blow dryers are said to be less damaging, decrease frizz and decrease drying time.

There are many techniques to create great hair styles. The following are just a few:

Wash n' Wear

This technique is one of the easiest, most versatile and most misunderstood methods of handling hair. After washing, the hair is left undisturbed until dry. When dry, the hair is rearranged to give fullness.

Blow Drying

With proper equipment and directions, this technique can be used in a number of ways. For example: blow dry front of hair and leave back to dry naturally.

Wet settings with rollers

This technique is not as popular as either wash n' wear or blow drying because of the time involved. Today's hairstyles are geared towards quicker maintenance. Some hairstyles and hair types, however, can only be achieved and/or maintained with this technique.

Did You Know?

Hair is approximately 0.1 millimetres in diameter.

There are a number of styling aids available to give more body or to achieve special effects. Some of these products include mousse, gels, wax, setting lotions and hair sprays. Always ask your stylist for directions and advice for maintaining your hairstyle.

HAIR COLOUR 101

Whether we like it or not, the colour of our hair influences what others think of us. We associate hair colour with everything from age to personality to lifestyle. Think about it. Over a lifetime the same person may change their hair colour several times. In your youth you may experiment with colour to exert your individuality or use highlights for a sun-kissed look. As you age, you may use colour for more dimension, to appear more serious or more youthful. Luckily, hair colour is one of the easiest ways to transform your appearance. There are several formulas, some more permanent than others:

Product Types

Temporary:

Temporary colour coats the hair and lasts until the next shampoo when it washes out. It works well for highlighting grey and darkening hair. It does not lighten the hair; change the condition or the structure of the hair.

Semi Permanent:

Semi-permanent means that the colour will wash out gradually, usually after about 4-6 shampoos. It comes in various formulas such as Henna, shampoo-in and cream. It highlights grey and darkens colour but does not lighten hair colour.

Permanent:

Permanent colour can lighten or darken hair. It absorbs deeply into the hair altering the structure and condition of the hair. Although it may fade slightly over time it will last until the hair is cut off. In order to keep the colour looking natural over time, colour will need to be reapplied as it grows to cover up the roots.

Did You Know?

You can protect your hair from bleaching caused by chlorine, salt water and the sun by covering up or rinsing hair after swimming. There are some great shampoos on the market such as 'Ultraswim' that help remove the chlorine.

Highlights:

In order to lighten the hair the structure of the hair needs to be altered. This will permanently change the condition of the hair until it is cut off. By using a toner (colour) highlights can be made to appear very natural or very contrasting. The nice thing about highlights compared to permanent colour is that they tend to appear more natural as they grow out.

Low Lights:

Low lights are a subtle way of covering grey or adding dimension to the hair with very little obvious re-growth. It is applied in the same way as highlights by covering strands of hair with permanent or semi-permanent hair colour.

Shampoo-in:

Shampoo-in formulas come in semi-permanent or permanent formulas. They are easy to use formulas for at-home hair colour. They tend to fade faster than permanent cream formulas.

Grecian Formula:

Grecian formula is said to work with the hair's natural chemistry to bring out a natural looking colour. The product is applied on a regular basis and the colour changes over time. "This isn't a product that I have personally experienced."

SUGGESTED READING

Maximum Style **Perry Garfinkel, Brian Chichester / Men's Health**

Everyone's Guide to Fragrance **Patricia Blakely**



Training and Resources:

Personal One on One Coaching & Consulting

Seminars & Workshops

Focused Consulting & Coaching

Colour Analysis

Make-up

Personal Style Analysis

Wardrobe Planning

Business Casual Wardrobe Evaluation

Shopping Strategy and Excursion

Etiquette

Publications Available Through Our Website

Bushido Business

Image Power

Formal Dining for informal People

Minding Your Manners Everyday Matters

Presence & Poise the Communication Factor

Upwardly Mobile Clothing for Upwardly Mobile Men

Upwardly Mobile Clothing for Upwardly Mobile Women

Wardrobe Wizardry Working Magic in Your Closet

Personal Care from Feet to Hair

Masterful Make-up in Minutes

Image Matters Newsletter (Complimentary)

Kimberly Law Profile:

Kimberly Law, AICI CIP is a Certified Image & Etiquette Consultant and principal of Personal Impact International founded in 1999. She is an author, speaker and works with companies, men and women helping them refine their look from head to toe and enhance professional communication, increasing confidence and personal effectiveness. In other words... she does extreme makeovers without taking extreme measures, to help her clients look and act their very best, always!

Kimberly has demonstrated her expertise across Canada through local and national media such as: Global Television News, Vancouver; CityTV Breakfast Television and News, Vancouver; VTV Breakfast, Vancouver; and has been interviewed on CKWX and CKNW, Vancouver as an Image Expert. Her achievements have been written about in publications such as The Burnaby Now, Vancouver Sun, Edmonton Journal and the Financial Post. She is one of one fewer than **200 consultants, world-wide** and the first in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI) (www.aici.org). She served as AICI's International President 2011-2013 and currently serves as AICI Immediate Past-President. She is also a Founding Director for the Institute of Image Training and Testing International (www.iitti.org).

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