

# confident consultations

The purpose of a consultation is to:

- **Isolate clients' skin goals**
- **Identify indications**
- **Establish contraindications**

By using listening and questioning skills along with close investigation of the consultation card we can learn more about our clients. This ensures we are offering the right advice and providing safe and effective treatment



## question

- **Tell** me about your skin
- **Explain** your skincare goal to me
- **Describe** how your skin is currently behaving

## listen

Pick up on anything the client says that alerts you to a potential trigger or influencing factor. Ask more questions and allow the client to expand

## act

Make informed and accurate choices that help to steer your advice and professional practice. Whether that's through hands-on services, retail product or lifestyle tips.

## culturally intelligent consultation

By becoming culturally intelligent you can offer impactful levels of connection with diverse clients.

## how do you do this?

- Communicate effectively
- Suspend judgement
- Be client aware
- Create a space of comfort

## implement

To hone your skills, perform consultations on three clients. Ascertain the main triggers to the skin concerns

## extend



click to explore

## reconnect



click to explore

# breakout prone skin

## did you know?

Research by the British Skin Foundation found that:

**95%**

of acne sufferers say it impacts their daily life

**63%**

experience lower self confidence

Stress slows up wound healing by up to 40%. Breakouts take longer to repair in adults leading to Post Inflammatory Hyperpigmentation and scars.



Acne is most common in girls between the ages of 14-17 and boys between the ages of 16-19.



14-17



16-19



**80%** of cases of adult acne occur in women and are linked to hormone changes.

### what causes or aggravates breakouts?

- Stress
- Hormones
- Medication
- Environment
- Hereditary
- Friction or picking
- Cosmetics/make-up
- Diet



### advice



Double cleanse



Use non-comedogenic products. Try oil-free, light-weight or medicated products

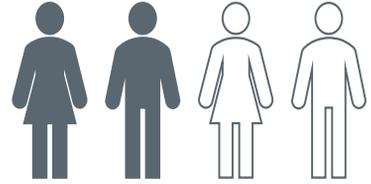


Use mineral based make-up

# sensitised skin

## did you know?

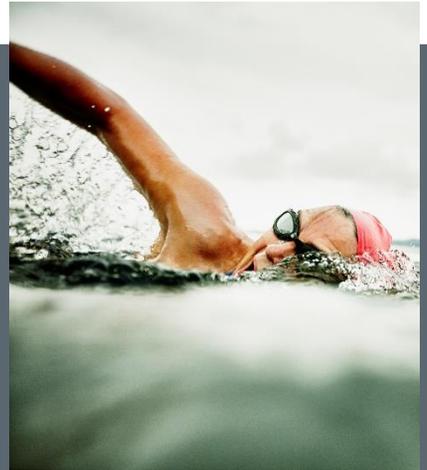
**Nearly half** of clients perceive their skin as being 'sensitive'. Higher rates of allergy are found in skins that are inherently more sensitive



**sensitive** skin is genetic

# VS

**sensitised** skin is acquired due to lifestyle and environment



### common sensitivity triggers

- Soap
- Artificial fragrance
- Over exfoliation
- Pollution
- Anything!



### signs of sensitivity

#### signs:

Redness, swelling or hives

#### symptoms:

Heat, itching, irritation, stinging or tightness

### Use the LESS RULE

Less **heat**



Less **product**



Less **friction**



Less **time**



# ageing skin

did you know?

**30+**

you lose 1% of collagen after age 30



## signs of ageing

- Fine lines
- Hyperpigmentation
- Wrinkles
- Uneven texture
- Sensitivity
- Elastosis

## causes of ageing

### intrinsic

- Genetics
- Hormones
- Slower metabolism

### extrinsic

- Lifestyle
- Stress
- Climate/environment

## advice



Use a minimum of SPF 15 daily



Increase exfoliation and hydration



Look for vitamins, peptides and bio-energising botanicals