

skin analysis with face mapping

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Welcome to Dermalogica's unique approach to skin analysis, designed to help you connect with your clients and truly understand their skin.

Face Mapping skin analysis builds a lasting relationship based on warmth, knowledge and trust. A thorough and accurate skin analysis provides us with vital information about how to treat a client's skin safely. Further, exploring the skin will also give us clues that can help us build them a personalised treatment plan that will work!

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when do I map?

Face Mapping skin analysis should feature in every service offered. Whether recommending retail products or giving a full skin treatment this is a great opportunity to have a conversation about your client's skin.

This collaborative and educational interaction allows the professional skin therapist to showcase their expertise while helping their client better understand their skin.

in the treatment room

During skin treatments perform Face Mapping after the first cleanse. This allows you to confirm your treatment choices and help shape your post treatment recommendations.

in a retail scenario

Offer Face Mapping to ensure effective at-home regimen recommendations.

as a virtual service

Offer Face Mapping to stay connected with clients. Seasonal skin checkups build long term connection and loyalty.



implement

what you have learnt by practicing consultation and Face Mapping skin analysis on friends, family or partners.

extend



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reconnect



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skin analysis

the process

Always complete a thorough consultation to understand client's goals, concerns and lifestyle which could influence their skin condition. Ideally double cleanse the skin prior to Face Mapping to ensure accurate analysis.



how do I map?

Either start analysing the area of skin that is your client's priority or start from your client's forehead and work your way down.

Look for changes to skin texture and temperature. Notice whether the skin feels oily or rough, or has evidence of changes to colour, elasticity and volume.

It is important to communicate as you look at the client's skin. This is a great opportunity to provide enlightening education about their skin.

Remember what you see so that you can record it on your client's Skin Fitness Plan.

use a
magnifier



observe,
touch and
feel



work
methodically



ask
questions
and **educate**

skin analysis

what should you look for?

There's a difference between a skin type and a skin condition. Whilst you are born with a skin type, such as combination, dry, oily or sensitive, skin conditions are acquired due to lifestyle and health reasons.

Skin conditions vary throughout life, and may include any of the following:

- Dehydration
- Oiliness, congestion or breakouts
- Redness or sensitisation
- Premature ageing
- Hyperpigmentation

Always focus on what the client is most concerned about before providing advice about any supplementary concerns that could support their overall skin health.

quick tip!

The key below outlines the specific skin conditions and changes often seen on the skin. Review the descriptions for more insight into how they look or feel for better identification. Annotate these on the Face Map in the client's Skin Fitness Plan for record keeping and monitoring skin changes or improvements.



breakout activity

Subsurface bumps which can be red and inflamed.



sensitivity/redness

Inflamed or irritated skin that can appear flushed and feel warm.



dehydration

Very fine lines and a crêpey appearance with dry patches.



pigmentation

Irregular, discoloured patches or spots.



comedones

small bumps such as blackheads or whiteheads.



oiliness

Shiny, coarse, thick, dull skin. Often large pores.



deep lines

Large wrinkles caused by extrinsic intrinsic ageing and facial expressions



fine lines

Small wrinkles, typically around the eyes and mouth



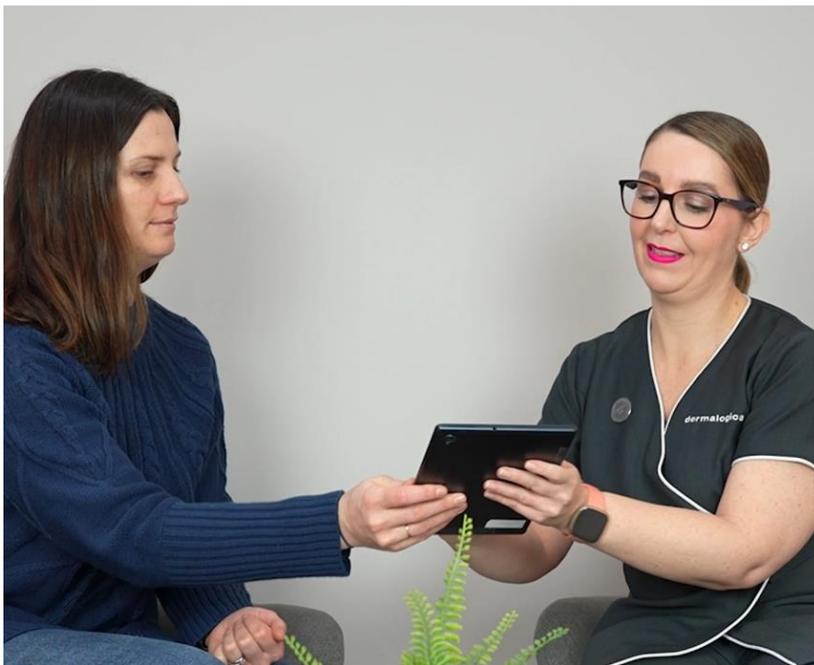
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Small white bumps, typically around eyes and cheeks.

get skin results

skin fitness plan

- Select products that address the client's priority skin concern.
- Provide a comprehensive at-home regimen with clear advice on how to use each product.
- Support recommendations with educational advice with PRO tips that maximise results.
- Always recommend future treatment suggestions and encourage clients to secure their next booking.



re-book

The skin is a living organ that constantly responds to internal and external changes. Explain this to your client and offer to coach them toward their best skin. Recommend that they visit you at least four times a year, or whenever their skin behaves abnormally, and send a personal note to follow up! While building your client's Skin Fitness Plan, let them know which treatments are best for their lifestyle and skin goals.

follow up

Face Mapping is the start of a journey together towards your client's healthiest skin. Check on them post-service to ensure they are seeing results.