



DERMASCOPE

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Masks: a Mega-Trend

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Pearls, flowers, honey, snail slime: what do they have in common? Face masks! Throughout history, men and women have turned to face masks for cosmetic purposes. Ancient Ayurvedic wedding rituals included masks composed of mud, turmeric, roots, and flowers. Cleopatra's beauty was attributed to masks consisting of donkey's milk and honey blended with Dead Sea, mineral-rich mud. Empresses and concubines in the Tang dynasty brightened their skin using masks made of pearl powder, lotus root, ginger, and egg whites.

RESOURCES

Thousands of years later, masks are skyrocketing in popularity, thanks in large part to innovative variations emerging from the world of J- and K-Beauty. Any skin care store has a myriad of choices of beauty masks, many with surprising ingredients that might include snail slime, bee venom, or bird droppings.

RISING STARS OF SKIN CARE

Market research shows that the sheet mask market alone is expected to reach \$336 million by 2024 – almost double what it is in 2018. What is more, according to recent search engine reports, face masks are the most googled trend in the skin care market. In fact, DIY face masks are the rising stars in terms of Google searches. A few minutes on YouTube or Instagram will reveal an unending parade of videos demonstrating DIY masks.

Since aestheticians are the official experts on treatments and skin care trends, including masks, why not take advantage of the mask mega-trend to increase the efficacy of treatments, educate clients, and skyrocket bottom line revenue?

MASK MIXOLOGY IN THE TREATMENT ROOM

Be a professional mixologist, creating masking recipes in the treatment room. Take advantage of the flexibility and variety of masks to personalize facial protocols. Enzymes are a great base for building customized treatments. Powder enzymes have the best efficacy when activated with heat, such as steam.

Dehydrated, Mature Skin: Age-Blaster Masking

Mixology 101: Prepare with a microdermabrasion scrub or mandelic acid since its large molecular structure will not dam-

age skin. Mix a powder enzyme mask with oxygenating gel instead of water. This exfoliates and creates an oxygenating blanket that creates an instant glow. Refrigerate the gel ahead of time to provide clients with an extra cooling, refreshing, and soothing sensation after procedures that leave skin irritated.

Mixology 102: Layer a stem cell, growth factor, or hyaluronic serum under a sheet mask, then moisturize and apply eye care and sun protection.

Mixology 103: Blend hyaluronic acid into a gel mask to hydrate and calm dry, irritated, aging skin.

Oily Skin or Acne-Prone Skin: Mineral-Enzyme Masking

Mixology 201: Mix a powder enzyme mask with a mineral-based solution instead of water. Ideal for post-extraction, enzymes help desquamate and detoxify the skin. Adding skin-loving minerals like zinc, magnesium, and potassium relieves inflammation and redness. Plus, minerals assist in clarifying pores and balancing the pH of skin.

Mixology 202: Mix a clay mask with a mineral- or acid-based solution to detoxify the skin. Clay masks can also be blended with exfoliants such as aluminum oxide (in a microdermabrasion scrub) or even sugar.

Sensitive, Dehydrated Skin: Quench-the-Fire Masking

Mixology 301: For sensitive, dehydrated skin, blend a cream mask with hyaluronic acid. Use botanical oils like shea butter, macadamia oil, or rosewood oil to seal in moisture.

Mixology 302: Add cream to an enzyme mask, then use steam to help the mixture seep into the lipid layer of the skin. Azulene is good in soothing masks, since it is distilled from chamomile and has anti-inflammatory benefits that relieve inflamed, irritated skin.



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Dull, Hyperpigmented Skin: Get-Your-Glow-On Masking

Mixology 401: After exfoliating, create a vitamin C and E antioxidant cocktail by layering serums with a whitening mask that contains alginate.

Mixology 402: Antioxidant-enriched masks drive oxygen into the skin. This brightens dullness and strengthens the underlying pillars of collagen, plumping fine lines and minimizing other signs of skin aging.

Lines Around the Lips: Lip-Hugging Masking

Mixology 501: Apply a layer of lip cream around and on the lips. Spread thin gauze over the lip area and apply a molding mask for 15 to 20 minutes.

Mixology 502: Lip areas can also be pre-layered with concentrated serums enriched with peptides, ceramides, vitamins, and antioxidants. Hydration and nutrients are propelled into skin, plumping and smoothing lips without moisture evaporating away.

DIY DON'TS

If clients want to create their own masks at home, encourage them to be careful about making masks by themselves with ingredients they have purchased. First, there is probably very little attention to quality control when something is mixed up in a kitchen or bathroom. When masks are manufactured in a lab or warehouse, there are strict guidelines to be followed and rigorous requirements for testing for bacteria, mold, and fungus. Also, concocting DIY recipes at home usually does not take into account preservative systems, which could potentially lead to contamination that is then transferred to the skin.

DIY DOS

However, there are ways to DIY safely. For example, a client with acne-prone skin, rosacea, or inflammation can calm skin by steeping a dry sheet mask in a mineral-based solution. Provide the client with the mineral-based solution and sheet mask to combine on an as-needed basis, so there is no risk of mold or contamination by making several masks at once and storing them.

Due to the mask mega-trend, professionals have an even more important role in helping clients improve their skin, express their creativity, and pamper themselves. Homecare masks are a booming business, so provide clients with masks that contain wrinkle-reducing peptides, stable vitamin C, and multiple antioxidants to combat environmental damage and signs of aging. Encourage them to experiment with masks they have not used before. Educate them on how to implement masks as an integral and fun element of their homecare regimen. When clients are taught that professional retail products partnered with masks will even further help their skin to improve, professionals will see retail profits and client satisfaction increase.



Founder and CEO of Le Mieux Cosmetics and PurErb Herbology-based Skincare & Aromatherapy, Janel Luu has over 35 years experience in the beauty industry as an educator, researcher, and formulator. She has taught over 37,000 skin care professionals and physicians on topics ranging from anti-aging cellular technology to centuries-old Meridian techniques.

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