

by Annet King

how  
deep is  
your  
clean?

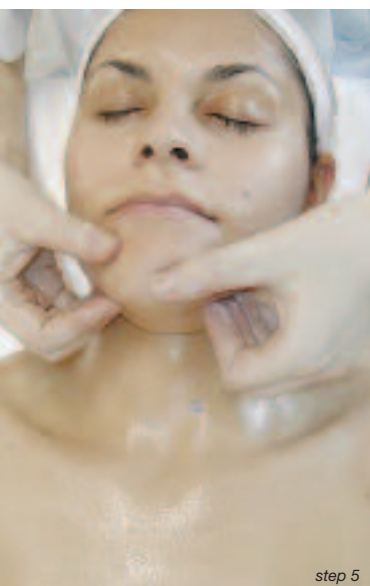
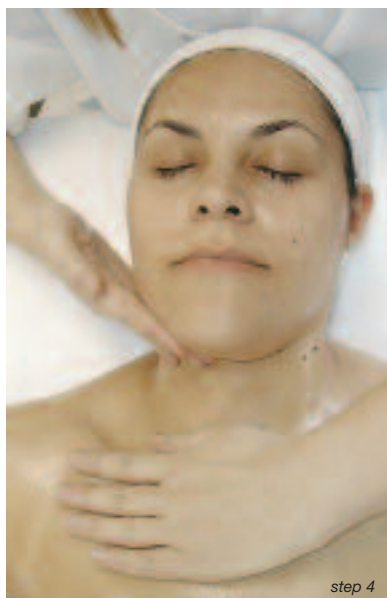
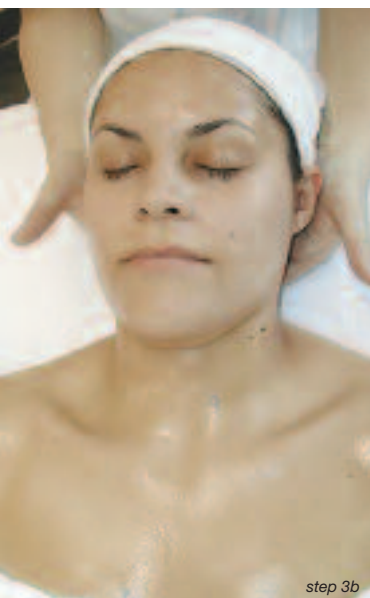
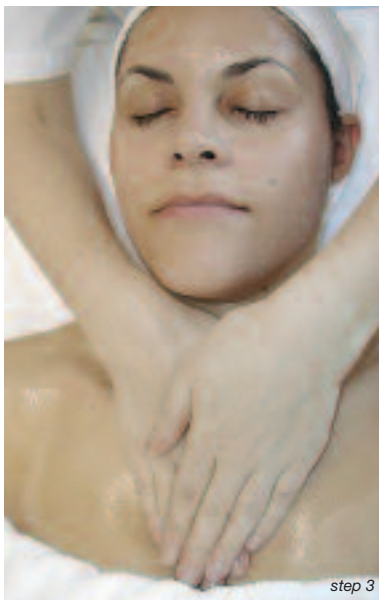
## a double-cleansing method

**m**ODERN LIFE is just rife with irony. Today, we keep our breath fresh with evil-looking strips that dissolve on the tongue. We deodorize several parts of our bodies with many different, anatomically specific deodorants, and we ward off germs with tubes of antibacterial gel we carry in our handbags. Yet—and here’s the irony—most of us are walking through the world with dirty skin.

Truly dirty. Research conducted recently at The International Dermal Institute reflects that most women only spend about 20 seconds on the process of washing the face. Consider how much time you spend on hair and makeup in the morning ... and only 20 seconds to prepare the skin for the day, or to purify and refresh it at the end of a long day’s journey.

Simply, 20 seconds are not enough to get skin clean. And remember that our skin is actually “dirtier” than it was in our mother’s and grandmother’s time, thanks to the presence of hydrocarbons in the air (call it smog, grime, or environmental pollutants) and the advent of long-wearing, nearly indelible cosmetics, such as sunblock and waterproof makeup. Neither of these elements came into play until recently, and now they combine daily with the skin’s naturally sticky sebum secretions to form a thick, slick, waxy coating on the skin by the middle of the day. ➤





*Most women spend 20 seconds washing their faces, which is not long enough to rid the face of sticky grime and sebum.*

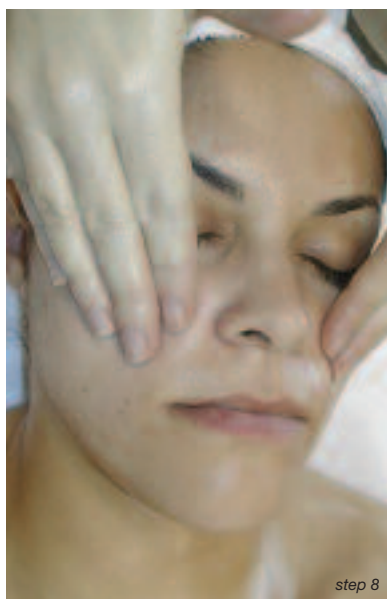
A splash of water and 20 seconds with your cleanser can't penetrate this layer of oil-based debris that coats the skin's surface. In fact, even a more thorough cleansing with a surfactant-based cleanser won't fully melt down this barrier. The sebum/smog/cosmetic barrier remains on the skin, preventing moisturizers and other skin care products from doing their work, as well as dulling the skin's appearance and contributing to congestion.

This is what leads some clients to abandon all sense of reason, and begin stripping their skin with pore-wrenching "nose strips," not to mention daubing their faces and delicate décolletage areas with cotton balls soaked in harsh astringents!

Double-cleansing, beginning with an oil-based first step, is what's needed to keep the urban warrior's skin clean. The previous generation was not entirely off-base when they used heavy, rich cold creams to remove their makeup. Unfortunately, most of those old-school formulas contained mineral oil or lanolin that left a greasy afterfeel, which could only be removed with alcohol.

But things come full circle. While mineral oil, lanolin and alcohol are still bad news for skin, oil once again has been legitimized as a star player. However, look for cleanse-prep products that contain light, plant-based oils, such as olive, rice bran, kukui nut and apricot kernel oils. A basic chemistry law is that "like attracts like"—in other words, oil attracts oil. Only oil can attract and dissolve oil debris most effectively. These plant-oils attract and encapsulate the oily sediment that has accumulated on the skin's surface. Then, when water and a surfactant-based cleanser are introduced, the encapsulated debris can be effectively washed away. It's a new technique for a new definition of "clean."

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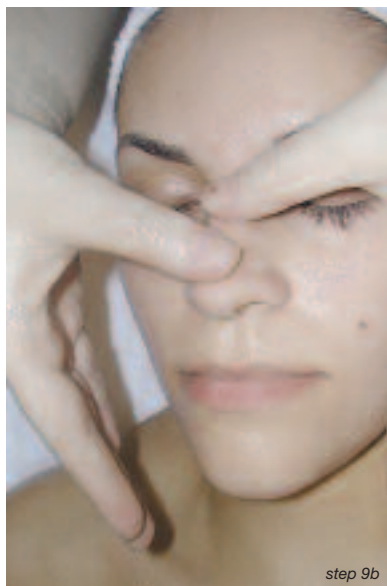


*For a deep clean, use a cleanser specifically for your client's skin type.*

### Double-cleansing routine

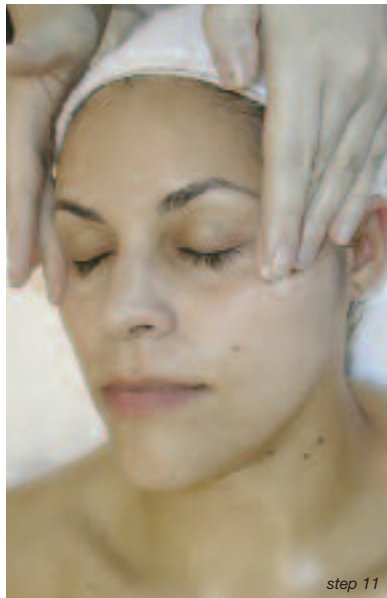
1. Remove eye and lip makeup with a water-soluble eye makeup remover, or for stubborn makeup, use an oil-based cleansing oil if it is suitable for the eye area.
2. Dispense an adequate amount of a water-soluble, oil-based cleanser into the hands and spread evenly between both palms. Apply the cleanser to the sternum and spread up and out across the chest to the shoulders, behind the shoulders, the neck, and continue up to the face.
3. Begin by cleansing between the breasts, where an accumulation of oil, sweat, and dead skin cells tend to accumulate. Continue up the sternum, across the chest toward the shoulders, slide behind the shoulders and use fingertips to circle behind and up the back of the neck. These movements will concentrate on areas that are often neglected when a client cleanses at home.
4. With long sweeping strokes, roll and pat across the neck and décolleté areas. This is also a great movement to help drain lymphatic fluid.
5. Moving to the chin, alternate thumbs over the chin. This movement will allow the skin therapist to feel congestion and to encourage the loosening of micro-comedones. Separate hands and thumb circle across both sides of the jaw line. The jaw line is an area that tends to break out during times of stress.
6. Once the jaw line is thoroughly cleansed, continue to the ears. Cleanse in front of the ears, inside and behind, where shampoo, makeup, cleanser residue, and hair product accumulation can build up and cause breakouts.
7. Slide back to the mouth and thumb stroke above the upper lip to the corner, then below the lip. This movement will collect lipstick and lip liner debris that settle around the lip line.

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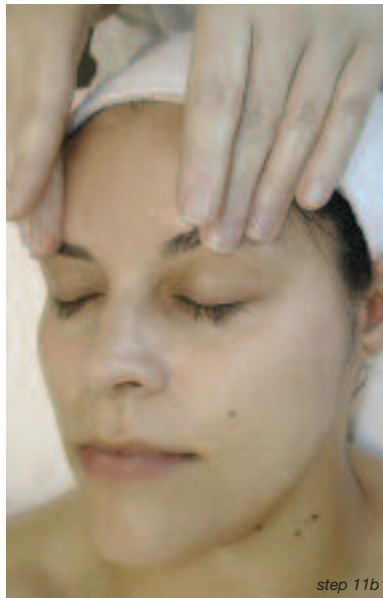




step 10



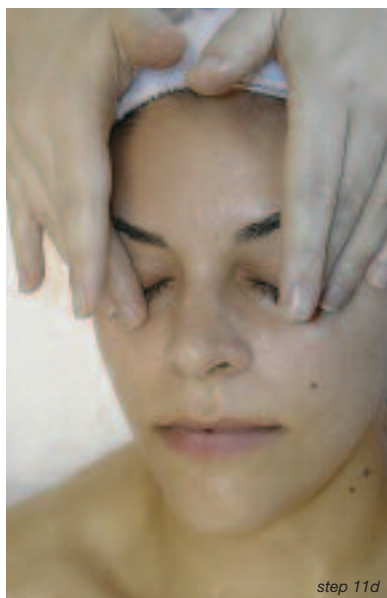
step 11



step 11b



step 11c



step 11d



step 12



step 12b

8. Moving upward into the inner cheek, make circles with the fingertips, and cleanse away concealer and blush. The therapist will also feel heat in this area if sensitivity is present.

9. Cross thumbs over the nostrils, and make small circles up the nose. This will loosen blackheads and help prepare this area for extractions.

10. Perform finger frictions in outward circles on the entire forehead, concentrating around the hairline. The hairline is also an area that is usually neglected in at-home cleansing routines.

11. From the temples, stroke under the eyes toward the inside corners of the eyes, then up to the eyebrows and on top of the eyebrows. Slide back around and under the eyes, over the lower eyelids and back under the eyes to the inside corners of the eyes. With light fingertips, gently slide out over the eyelids with fingers brushing the eyelashes. This movement is particularly effective at dissolving stubborn, waterproof eye makeup debris.

12. To emulsify the oil-based cleanser, dip hands in warm water and position warm steam over the client and repeat the step-by-step routine. Remove with a sponge cloth, steam towel or damp sponges or warm water. Continue with a second cleanse, this time use a cleanser suitable for the client's skin concerns. ■

**Annet King**, CIDESCO and CIBTAC-certified, has been a skin care therapist, day spa operations manager, author, guest speaker, industry consultant, educator and distributor. She is the worldwide training and development manager for the International Dermal Institute. Her responsibilities include overseeing the vast IDI teaching staff around the globe, as well as developing the curriculum taught in all of the 40 countries where IDI is located. To reach her, please call 1-(888) 29-CLASS.

