



# Training materials

## Body Treatments



Co-funded by the  
Erasmus+ Programme  
of the European Union

This work was developed as joint work of partner organisations from Germany, Spain, Italy, Cyprus and Finland conducted within the project “Enhancement of VET offers in the wellness sector” (hereinafter referred to as *Skills for Wellness*, project number 2019-1-DE02-KA202-006180).

The project *Skills for Wellness* aims to equip providers of wellness services, professionals and VET institutions with the tools to evaluate and improve own and employees’ professional skills.



Confederación Española de  
Centros de Enseñanza



## Acknowledgement

We would like to thank all the learners, trainers, educators, experts, and researchers that have contributed to the development of this material.



© 2021. This work is licensed under a CC BY 4.0 license.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Agreement No 2019-1-DE02-KA202-006180



## Table of contents

INTRODUCTION .....	4
Purpose of the training materials for the wellness sector .....	4
How to use and apply the training materials for the wellness sector .....	4
Body Treatments .....	9
BODY SKIN DIAGNOSIS CARE AND BEAUTY RELATED TREATMENTS .....	9
2.1 Body Skin Diagnosis Care and Beauty Related Treatments .....	11
1. Simulation “Standard anthropometric visual-tactile diagnosis” .....	12
2. Simulation “Thermographic diagnosis” .....	19
3. Video analysis “The impedance meter-plicometry - thermographic plates” .....	36
4. Practical task “Use of thermographic plates” .....	37
5. Practical task “Treatments related to thermographic detection (treatments related to cellulite)” .....	38
6. Role play “Customer management procedures” .....	39
7. Case study “Consultancy for the purpose of anti-cellulite treatment” .....	72
BODY MASSAGE [CARE RELATED TREATMENT] .....	76
2.2 Body Massage [Care Related Treatment].....	78
1. Simulation “Connective tissue massage” .....	79
2. Case study “Connective tissue massage” .....	81
3. Video analysis “Connective tissue massage” .....	85
4. Video production “Connective tissue massage” .....	86
5. Practical task “Performing a connective tissue massage” .....	87
6. Role play “Customer management procedures” .....	88
7. Research exercise “Alternative body treatments: bio/green and technological treatments” .....	89
8. Practical task “Creation of promotional materials for a Beauty Center Spa” .....	100
BODY TREATMENTS: HYDROTHERAPY, ANTI-CELLULITE TREATMENTS, AROMATHERAPY, LIGHT THERAPY, SAUNA AND BATHS [CARE AND BEAUTY RELATED TREATMENT] .....	106
2.3 Body Treatments: Hydrotherapy, Anti-Cellulite Treatments, Aromatherapy, Light Therapy, Sauna and Baths [Care and Beauty Related Treatment].....	108
1. Practical task “Creating a work schedule” .....	109
2. Practical task “Creating a customer information file in a digital format” .....	110
3. Role play “Customer service” .....	116
4. Practical task “Customer loyalty management through circular economy activity” .....	119
5. Demonstration / simulation “Compact cellulite treatment” .....	126
6. Case study “Treatment during pregnancy and postpartum” .....	133
7. Written exercise “Health and safety measures” .....	145

8. Practical task “Recommendations for the customer” .....	149
HAIR REMOVING [BEAUTY RELATED TREATMENT] .....	155
2.4 Hair removing [Beauty Related Treatment] .....	157
1. Theoretical input “The hair structure and growth phases” .....	158
2. Written exercise “Different types of hair removing” .....	166
3. Case study “Hair removing products and follow-up treatment for a customer with skin problems” .....	167
4. Simulation “Treatment with customer – SKIN CANDY sugaring” .....	171
BODY PAINTING [BEAUTY RELATED TREATMENT] .....	173
2.5 Body painting [Beauty Related Treatment] .....	175
1. Simulation “Identifying tools and cosmetics” .....	176
2. Practical task “Selecting designs for the customer” .....	185
3. Case study “Creating the work guide for a body painting” .....	188
4. Practical task “Belly painting with hypoallergenic products” .....	193
5. Exercise “Body painting designs for a breast cancer awareness event” .....	197
6. Practical task “Create an informational website” .....	200
7. Practical task “Create a satisfaction survey” .....	201
TANNING [BEAUTY RELATED TREATMENT] .....	209
2.6 Tanning [Beauty Related Treatment] .....	211
1. Theoretical input “A short history of tanning” .....	212
2. Case study “Tanning methods and sun protection” .....	215
3. Practical task “Self-tanning and consumer products” .....	217
4. Practical task “Testing self-tanning products at home” .....	220
5. Practical task “Self-tanning products and environment” .....	221

## INTRODUCTION

This document is the result of the joint work of partner organisations from Germany, Spain, Italy, Cyprus and Finland conducted within the project “Enhancement of VET offers in the wellness sector” (hereinafter referred to as *Skills for Wellness*, Project Number 2019-1-DE02-KA202-006180). The project *Skills for Wellness* aims to equip providers of wellness services, professionals and VET institutions with the tools to evaluate and improve own and employees’ professional skills.

### Purpose of the training materials for the wellness sector

The training resources created by all Skills for Wellness team have a modular structure and cover all relevant professional competencies as well as transversal skills for those working in the wellness sector. Those training materials are based on the occupational standards and have been created to be an extension and updating of the existing training materials in the field.

The first step was mapping and drafting occupational standards, in order to focus on professional practical skills and abilities, such as hygiene, dermatology/nutrition, facial treatments, hand and foot care, body treatment, sport and free time activities, as well as, transversal skills such as foreign languages, communication and green skills. These competencies were grouped into working areas and units, in order to build a modular path that helped the designing of the training materials for work-based learning, as well as the assessment procedures with tools for the assessment and validation of the competencies acquired in VET institutions and in a non-formal context.

The purpose of these training resources is to support:

- **employees** in the wellness sector to further develop their professional and transversal competences in order to meet the requirements of employers
- **employers** and VET programmes in wellness sector to respond to skills challenges and new trends of the wellness sector
- **learners** of VET programmes in wellness sector to prepare them with relevant skills and competencies

The approach used to build those training materials is a **work-based learning approach**, e.g. some resources can include simulations, case studies, practical tasks with use of videos, software, audio, other websites, etc.

Moreover, the attention to create relevant training materials was focused on beauty treatments, sport and fitness, leisure and recreation or therapeutic recreation but also on transversal skills like foreign languages, communication and working with customer, digital skills.

In the design of training materials, we took into account the most important issues related to the wellness sector, such as **green skills** and addressing the customers with special needs (e.g. pregnant women, elderly persons and persons with cancer diseases) to create updated and interesting resources for all those who wish to improve their skills and abilities.

### How to use and apply the training materials for the wellness sector

The training resources were developed commonly by the consortium with main contribution of experts and teachers of the vocational and educational settings (VET schools) and the supervision and contribution of the labour market, such as external experts and managerial staff of the wellness sector. The training materials are built in order to be used primarily in two settings:

- in the **vocational and educational settings** (VET programmes) carried out by VET staff (trainers / teachers)

- in companies working in the field of wellness (beauty centers, gyms, wellness spas, hotels and resorts where there is attention to the specific needs of customers)

Another way to use this material is **self-study/self-learning**: any learner (young or adult) interested in improving their competencies can freely, and free of charge download some areas or units of the training materials and begin their path of enrichment and improvement of their knowledge and skills in the wellness sector.

The structure of the training materials is the following:

**Each work area** is composed of **a number of units**.

**Each unit** is based on a **learning outcome** described as knowledge, skills, responsibility and autonomy, which are related to the performance required in the field of wellness. The learning outcome is also described by a series of demonstration indicators that help the user to understand which common practices based on real work situations are covered in the unit and at the same time required by the world of work.

To achieve the learning outcome (referring to an EQF 4 performance level according to European standards) various **training materials** have been created.

Each unit therefore contains a number **of activities** that allow the learner to achieve the learning objective of the unit. All those activities have been built to cover, in addition to the ability to act professionally, the capacity to work safely (hygiene and safety skills) and to use the most important transversal skills related to the profession (customer service and communication, green skills, ICT skills).

Finally, the **typology of materials/resources** are summarized in the first part of the description of the unit.

**Each material/activity** has an initial description or presentation that explains to the reader what the focus of the activity is and what the steps for completing the task are.

Each activity also specifies its **typology**, i.e. if the activity is individual, group or mix; **the list of materials, equipment and tools** needed to complete the activity/exercise/task and **the time needed**.

Each activity is supplemented with **the attachments**, i.e. the documents, exercises, links and all that is necessary to carry out the activity as well as the respective **solutions** if applicable.

All this training materials are meant to be used in the three contexts of learning (at school, at work or at home for self-study).

In the following guide, the learner or the trainer of the VET institutions, as well as, the employer or the employee of the wellness sector can find innovative, up-to-date training materials and resources created with a work-based learning approach, i.e. with clear work-based learning outcomes and objectives.

## THE TRAINING MATERIALS

### Work Area 2: Body Treatments

- 2.1 Body skin diagnosis care and beauty related treatments
- 2.2 Body massage [care related treatment]
- 2.3 Body treatments: hydrotherapy, anti-cellulite treatments, aromatherapy, light therapy, sauna and baths [care and beauty related treatment]
- 2.4 Hair removing [Beauty Related Treatment]
- 2.5 Body painting [Beauty Related Treatment]
- 2.6 Tanning [Beauty Related Treatment]

# Body Treatments



Co-funded by the  
Erasmus+ Programme  
of the European Union





## **BODY SKIN DIAGNOSIS CARE AND BEAUTY RELATED TREATMENTS**



Co-funded by the  
Erasmus+ Programme  
of the European Union



## Body Treatments

2.1		BODY SKIN DIAGNOSIS CARE AND BEAUTY RELATED TREATMENTS	
Learning outcomes correspond to EQF			EQF 4
Learning outcome: S/he is able to analyze body skin and assess the results for treatment planning taking into account wishes and needs of customer			Demonstration indicators
Knowledge	Skills	Responsibility and autonomy	
<i>S/he is able to</i>	<i>S/he is able to</i>	<i>S/he demonstrates proven ability to</i>	<i>Based on real work situations</i>
<ul style="list-style-type: none"> <li>Describe diagnostics methods and tools necessary to select further body treatments</li> <li>Familiar with elements of anatomy (skin construction, types, characteristics, functions), dermatology, physiology, hygiene and cosmetology functional to body treatments</li> <li>List types of pathological changes on the body skin obstructing or preventing the performance of a beauty treatment</li> <li>Indicate risks associated with different types of treatments</li> <li>Identify indications and</li> </ul>	<ul style="list-style-type: none"> <li>Select diagnostics methods and tools (interview and observation, customer care) necessary to perform the skin's condition and to decide on body treatments</li> <li>Recognize various indications and contraindications on the body skin to choose and apply body treatment as well as risks associated with the treatments</li> </ul>	<ul style="list-style-type: none"> <li>Take responsibility for the completion of full body skin analysis</li> <li>Keep the boundary between the skills of the aesthetician and those of the dermatologist</li> <li>Advise the client about the reasons for the individual characteristics of skin according to the imperfections found</li> <li>Guide the customer in choosing the product, application, and treatment most suitable for the specific case</li> </ul>	<ul style="list-style-type: none"> <li>S/he fills in the customer card, using the visual and tactile and thermographic techniques to detect skin alterations and using the question technique to fill in the part dedicated to the general anamnesis</li> <li>S/he demonstrates interpersonal skills to manage the relationship with the client throughout the diagnosis time</li> <li>S/he prepares the cabin with all the necessary material to be able to perform the diagnosis</li> <li>S/he recommends the products and proposes solutions based on their cosmetological, anatomical, dermatological</li> </ul>

<p>contraindications on the body for the procedure of body treatment</p> <ul style="list-style-type: none"> <li>Recall impact of external and internal factors on condition and functioning of body skin</li> </ul>			<p>knowledge</p> <ul style="list-style-type: none"> <li>S/he is familiar with hygiene techniques and knows how to put them into practice</li> <li>S/he carries out the diagnosis on schedule and with the correct sequences</li> <li>S/he manages the unforeseen events related to the client's behavior or in reference to the complications that may arise during the diagnosis</li> </ul>
<p><b>Assessment tools</b></p>	<ul style="list-style-type: none"> <li>Observation</li> <li>Demonstration</li> <li>Case study</li> <li>Test</li> </ul>		

## 2.1 Body Skin Diagnosis Care and Beauty Related Treatments

List of materials / activities

1. Simulation “Standard anthropometric visual-tactile diagnosis”
2. Simulation “Thermographic diagnosis”
3. Video analysis “The impedance meter-plicometry - thermographic plates”
4. Practical task “The use of thermographic plates”
5. Practical task “Treatments related to thermographic detection (treatments related to cellulite)”
6. Role play “Customer management procedures”
7. Case study “Consultancy for the purpose of anti-cellulite treatment”

### Objective of the unit

At the end of this unit you will be able to fill up a body skin analysis to the treatment plan. You will perform tasks in a professional and understandable manner, also in a foreign language. You will also be able to identify body anomalies and pathological changes. You will identify body treatment tools and basic appliances/devices. Communication skills, dermatological and cosmetological bases, hygienic capacity to solve unexpected events are required.

### Transversal Skills covered

- Customer service and communication
- Management and supporting processes
- Time management
- ICT skills
- Foreign languages
- Green skills

### Hygiene and Safety skills covered

- Basic knowledge of hygiene and safety
- Equipment and tools in the wellness sector
- Disinfection of equipment and furniture, sterilisation etc.

### Typology of materials/resources

- |                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> video analysis</li> <li><input checked="" type="checkbox"/> simulation</li> <li><input checked="" type="checkbox"/> demonstration</li> <li><input checked="" type="checkbox"/> practical task</li> <li><input checked="" type="checkbox"/> role play</li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> case study</li> <li><input type="checkbox"/> Job shadowing</li> <li><input type="checkbox"/> dialogues</li> <li><input type="checkbox"/> written exercise</li> <li><input type="checkbox"/> Other: _____</li> </ul> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Title of the material/activity	1. Simulation “Standard anthropometric visual-tactile diagnosis”
Presentation / Description of the activity steps	<p>The activity consists in simulating the management of a customer on the first appointment for which it is necessary to perform a standard diagnosis. The following steps will be carried out:</p> <p>Step 1: Receiving the customer</p> <p>Step 2: Preparing the customer for the diagnosis</p> <p>Step 3: Filling in the customer form (short interview with the customer)</p> <p>Step 4: Running the diagnosis protocol</p> <p>Step 5: Dismissing the customer: final advice (home care, subsequent treatment proposals, appointments cadences and agenda management)</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• customer card, paper / pc agenda</li> </ul> <p>Equipment:</p> <ul style="list-style-type: none"> <li>• weight scale</li> <li>• meter with stem for measuring height - circumferences</li> <li>• any equipment for the prevention of infectious diseases according to current legislation</li> </ul>
Time needed	1 hour
Attachments	Customer card: body card Paper / PC agenda
Solution of the activity	

## Customer card: body card

### CUSTOMER CARD



**NAME**

---

**SURNAME**

---

**DATE OF BIRTH**

---

**ADDRESS**

---

**CITY**

---

**MOBILE PHONE**

---

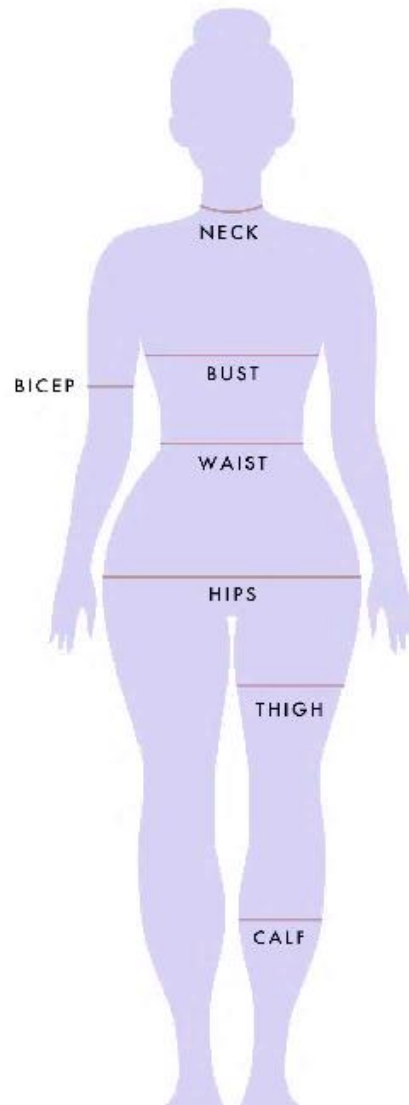
**PROFESSION**

---

## GENERAL HISTORY

WORK	<input type="checkbox"/>	SEDENTARY	<input type="checkbox"/>	NORMAL	<input type="checkbox"/>	DYNAMIC
GASTRIC DISORDERS	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		
INTESTINAL DISORDERS	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		
DIURESIS	<input type="checkbox"/>	POOR	<input type="checkbox"/>	NORMAL		
PROBLEMS OF THYROID	<input type="checkbox"/>	NO	<input type="checkbox"/>	IPO	<input type="checkbox"/>	IPER
LYMPHATIC CIRCULATION PROBLEMS	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		
BLOOD CIRCULATION PROBLEMS	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		
CRAMPS, TINGLES	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		Where?
USE OF ANTI-CONCEPTIONAL?	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		
USE OF MEDICINES?	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		Which?
MENSES	<input type="checkbox"/>	REGULAR	<input type="checkbox"/>	IRREGULAR	<input type="checkbox"/>	MENOPAUSE
SURGICAL INTERVENTIONS			<input type="checkbox"/>	NO	<input type="checkbox"/>	YES
WHICH?						
PREGNANCY	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		How many?
ALLERGIES	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		
WHICH?						
IMPORTANT DISEASES			<input type="checkbox"/>	NO	<input type="checkbox"/>	YES
WHICH?						
SMOKE	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		How many per day?
PHYSICAL ACTIVITY	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		
Which?						
WATER CONSUMPTION?	<input type="checkbox"/>	NO	<input type="checkbox"/>	YES		How many litres per week?

## BODY FORM



WEIGHT      Kg

HEIGHT      cm

BODY

CONSTITUTION

Slim

Normal

Robust



## PHYSIOMORPHOLOGICAL ANALYSIS

WATER RETENTION	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
SKIN RELAXATION	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
LOCALIZED ADIPOSITY	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
OBESITY	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
EDEMI	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
EDEMATOUS CELLULITE	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
SOFT CELLULITE	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
COMPACT CELLULITE	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
STRETCH MARKS	<input type="checkbox"/> NO	<input type="checkbox"/> YES	
Stretch mark color:	<input type="checkbox"/> Reddish	<input type="checkbox"/> White mother of pearl	
Location:	<input type="checkbox"/> Thighs	<input type="checkbox"/> Buttocks	<input type="checkbox"/> Breast
	<input type="checkbox"/> Abdomen	<input type="checkbox"/> Hips	
BREAST	Insufficient development (hypoplasia)	<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Excessive development (hyperplasia)	<input type="checkbox"/> NO	<input type="checkbox"/> YES
	Excessive volume (hypertrophy)	<input type="checkbox"/> NO	<input type="checkbox"/> YES

## Paper / Pc agenda



Company / Classroom



DAY  MONTH  YEAR

TIMETABLE	Amanda	Jennifer	Maria	Cristina				
08:30								
08:45								
09:00								
09:15								
09:30								
09:45								
10:00								
10:15								
10:30								
10:45								
11:00								
11:15								
11:30								
11:45								
12:00								
12:15								
12:30								
12:45								
13:00								
13:15								
13:30								
13:45								
14:00								

14:15									
14:30									
14:45									
15:00									
15:15									
15:30									
15:45									
16:00									
16:15									
16:30									
16:45									
17:00									
17:15									
17:30									
17:45									
18:00									
18:15									
18:30									
18:45									
19:00									

Title of the material/activity	2. Simulation “Thermographic diagnosis”
Presentation / Description of the activity steps	<p>The activity consists in simulating the customer's management in the execution of a thermographic diagnosis. The learner has to complete the following steps:</p> <p>Step 1: Receiving the customer.</p> <p>Step 2: Preparing the customer for the diagnosis.</p> <p>Step 3: Filling in the customer form (short interview with the customer).</p> <p>Step 4: Running the diagnosis protocol.</p> <p>Step 5: Dismissing the customer: final advice (home care, subsequent treatment proposals, appointments cadences and agenda management).</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• customer card, paper / pc agenda</li> </ul> <p>Equipment:</p> <ul style="list-style-type: none"> <li>• weight scale</li> <li>• meter with stem for measuring height - circumferences</li> <li>• thermographic plates</li> <li>• any equipment for the prevention of infectious diseases according to current legislation</li> </ul>
Time needed	1 hour
Attachments	<p>Customer card: body card (see Activity n. 1)</p> <p>Paper / pc agenda (see Activity n. 1)</p> <p>Body analysis methods</p> <p>Treatment of cellulite</p>
Solution of the activity	

## Body Analysis Methods

### INTRODUCTION TO BODY COMPOSITION

Body composition represents a person's actual weight.

Most people think that the weight indicated by their scales is the only indicator of well-being. Weight alone is not a sure thing about a person's health.

It is the body composition that defines the quality of a person's weight and therefore the state of health.

### EVALUATION OF THE BODY ANALYSIS

The body evaluation represents the quality of the fat and lean mass present in the human body. It is commonly expressed as a percentage of the total weight (eg 20% fat).

#### LEAN MASS

The term "LEAN MASS" represents in our body everything that consumes the calories we ingest and includes muscles, bones, organs and connective tissue. Controlling lean mass is the key to achieving ideal weight. The greater the lean mass, the faster the body burns calories at rest and during exercise and even when sleeping!! Therefore, it is very important to keep the lean mass weight constant and possibly increase it. For example, following a diet without exercise reduces lean mass.

#### BASAL METABOLISM

The weight of the lean mass determines the Basal Metabolism (BMR). The BMR represents the number of calories that our body consumes at rest throughout the day. Remember that only lean mass burns calories, fat doesn't! The higher the weight of the lean mass, the higher our metabolism (BMR) and consequently our body will also burn excess calories as quickly as possible. Regular exercise helps to achieve this goal and to increase the Basal Metabolism (BMR).

#### FAT MASS

Fat mass is the supply of calories accumulated in our body and is represented by intramuscular subcutaneous fat. Body fat exists in two basic forms: essential fat and storage fat. Contrary to popular belief, not all fat is a bad thing. Essential fat is important as a shock absorber, as a calorific reserve to climatic variations and as a protective of vital organs. For men, essential fat is between 3% and 5% and for women between 8% and 12%. The accumulated fat is built up by excesses in the diet. It is not important what you eat, but whether you eat more than necessary, because in this case the excess calories accumulate as fat.

#### BODY WATER

Body water is the amount of water contained in the human body. Man has an amount of between 50% and 60%. Women, on the other hand, between 45% and 60%.

### CONTROL OF BODY COMPOSITION

This analysis is becoming one of the most important methods for diagnosing and treating obesity and monitoring the health and well-being of our body.

#### OBESITY

Obesity is a disease. One in four people is in some way subject to a more or less high degree of obesity. On several occasions the Ministries of Healthcare in many countries have not failed to emphasize that obesity, defined as excessive accumulation of fat, presents a serious danger to our psychophysical well-being.

### DIAGNOSTIC TREATMENT

Body composition analysis is the most effective method for diagnosing and treating obesity such as excess and accumulation of fat.

The man who has from 25% to 30% of fat mass is clearly overweight and is at the limit because over 30% is considered clinically obese.

On the other hand, the woman who has 30% to 35% of fat mass is overweight and is at the limit because above 35% is considered clinically obese. Therefore, the analysis of body composition provides important data for people who want to maintain a good level of health and helps to achieve and maintain their ideal body composition.

#### HEALTH PROGRAM

Body composition analysis greatly influences all activities related to well-being, health, aesthetics and fitness. It is now considered a routine examination even in preventive medicine. Using body composition, all health and wellness operators can set up programs aimed at achieving goals.

For example, an excellent health program is one that manages to effectively combine appropriate nutrition with physical exercise. Body composition is used as a reliable reference for establishing results and documenting progress.

For example, a nutritional or diet program without adequate exercise will result in a weight loss of 50% fat mass and 50% lean mass (muscle). In fact, after a diet the scale will show a reduction in weight but the percentage of fat mass will be the same or even higher. Only regular physical activity combined with a healthy diet will be able to reduce the percentage of fat while maintaining the weight of the lean mass at the expense of the weight of the fat mass.

#### BIA Bioimpedance Analyzer

Measure body fat, lean mass, water, basal metabolic rate in seconds.

Measure your body fat percentage with 1% accuracy.

Why the analysis of body composition?

The analysis of the body composition allows the quantification of its major components: lean mass, fat mass, water. Although weight-height tables are widely used to define the degree of overweight based on age and physical structure, they are still unable to provide information on the qualitative composition of body weight. These tables have been formulated on statistical data of the average weight for which mortality is lower, without considering the causes of death or the quality of life before death. It may happen that a subject has a much higher weight than that suggested by the tables, but that the quantity of his fat is very low.

Excess weight is represented by muscle mass. According to the tables of the Metropolitan Insurance Life Company (1983) a subject (for example a competitive athlete) with a heavy bone structure of 21 years, 188 cm tall, weight 115.7 kg. Should weigh from 78 to 89.4 kg. An athlete according to these standards he is overweight and should reduce his weight by 26.3 kg to reach the upper value of the desirable weight range. By calculating the Quetelet index or BMI, a value of 32.77 is obtained, ie obesity. According to this criterion, our sportsman could not practice competitive activity but should rather follow a diet to eliminate excess weight. But the athlete, given as an example, has 12.7% of adipose tissue, therefore lower than the average values found in non-competitive subjects of the same age, despite the greater weight. This example demonstrates how it is necessary to use evaluation criteria other than weight-height tables or BMI to define the nutritional status of a subject.

Electrolipography or body composition analysis with impedancemetry, in the current state of knowledge, is the most complete non-invasive investigation available and the most advisable for a thorough and correct evaluation. The major structural components of the body are muscle mass, adipose tissue and bones. There are marked differences in body composition due to sex. Man is taller

and heavier. In proportion to your weight to more muscle mass and less body fat than the woman. This diversity is due to various reasons, above all of a hormonal nature.

The adipose tissue is divided into two main deposits. The first, defined as essential, is found in the bone marrow, heart, lungs, liver, spleen, kidneys, intestines, muscles, tissues rich in lipids such as S.N.C. This fat is necessary for the performance of physiological functions. The second, or storage fat, is an energy reserve. It includes the fat that protects the various internal organs from trauma and the subcutaneous one. Although its distribution is similar in males (12%) and females (15%), the amount of essential fat in women is 4 times greater. It is more than likely that the additional essential fat is biologically important for pregnancy and other hormone - related functions.

### The Bioelectric Impedance

Among the non-invasive techniques, the evaluation of body composition by impedancemetry appears to be the most recent and certainly the one on which international research will be focused in the immediate future. Impedance analysis uses an electrical signal applied to the body, which records a series of physical parameters (resistance and reactance) dependent on the water content (intra - extra - transcellular) and the ions present in it. These parameters express the different behavior of biological structures; in fact, while intra and extra cellular fluids behave as conductors, cell membranes act as capacitive elements (condensers).

The bioelectrical impedance therefore determines the amount of water in the body and indirectly the percentages of distribution between lean tissue and adipose tissue, since lean tissue contains almost all the water and electrolytes of the body, while adipose tissue is considered practically anhydrous compartment. Thanks to a sophisticated computerized device that uses this principle, the BIA type impedance meter, an analysis of body composition is obtained in a few seconds. The method differs from the plicometric technique for the speed of the investigation and for the possibility of evaluating the total body water otherwise not investigable. With the impedance meter it is not necessary to "manipulate" the patient like psychometry, but it turns out to be a more technological analysis, since it uses an electronic device equipped with a microprocessor capable of operating autonomously anywhere.

Look this video about the Bioelectrical Impedance Analysis (BIA):

<https://www.youtube.com/watch?v=vTcUS3qCLSU> (Bioelectrical Impedance Analysis)

<https://www.youtube.com/watch?v=047IML9ndPo> (BIA Explainer Video – Bodystat)

How does it work

The disposable electrodes (available as spare parts) are applied to the right wrist and ankle. The cable is connected to the electrodes and to the socket located on the back of the device. The tool generates a harmless low-intensity electric current that passes through the body. The device measures how much resistance (bio-resistance) the body has offered to the current. To conduct a test, simply enter the sex, age, height and weight of the subject. These data and the bioresistance value are used to determine the percentage of body fat.

Main features

The impedance meter for body composition analysis contains all the following functions in a single device: Calculates all the most important data for body composition. It measures bioresistance, body fat percentage, body fat weight and lean mass, basal metabolic rate (BMR) and total body water (TBW). It can also provide personalized data for losing or gaining weight.

Print results

The device is equipped with a built-in printer. This eliminates the hassle of connecting the external printer and allows for multiple copies of the results to be delivered to the subject or kept on file. The printout includes the desirable weight values and any excess kilos or to buy. This data can be modified and customized by the operator based on the customer's objectives. The data obtained have an average error of 1% with a probability factor of 0.97 with respect to the hydrostatic weighing which is the reference method.

Subject Preparation: To ensure a reliable result, the subject must meet the following conditions before performing the test:

- Have not drunk alcohol for 24 hours
- Has not undergone physical exertion in the previous 2 hours
- You have not eaten for 3/4 hours or liquids in the previous 2 hours
- You are not pregnant (contraindication)
- You are not a pacemaker (contraindication Alcohol and physical effort can cause dehydration.
- Avoid the period of menstruation

In this case, the test may be distorted as the fat values may be excessively high. It is therefore better to carry out the analysis before training. Ingestion of food before the test can affect body weight even if not in a very significant way.

Electrode placement

The subject must be supine. The hands and feet must not touch any part of the body. The subject should be relaxed and should keep their hands at least 15 cm. from the body with the palm facing down. The ankle and the right hand must be bare also the legs must be spread apart and 15 - 20 cm apart. so that it does not touch the groin area. The electrodes are positioned on the ankle and on the wrist, always on the right side.

#### OTHER METHODS TO MEASURE BODY FAT

Plicometry

Plicometry is based on measuring the thickness of the subcutaneous adipose tissue with an instrument called a plicometer (or malachistometer). These measurements are related to body fat percentage using regression equations. The assumption on which this method is based is that there is a relationship between the amount of subcutaneous fat and the total body fat. Therefore, by measuring the thickness of the adipose panniculus in some areas, it is possible to calculate the total body quantity. This method requires expertise and a lot of experience on the part of the operator.

One of the major limitations is the severe variability in plica measurement between different operators, since the technique of each varies, even if very experienced.

Other possible errors and limitations of this method are:

- The type of caliber used (the most reliable are the Harpenden [English] and the Lange [American])
- The measurement site and the validity of the regression equations used for correlation
- Operator errors and variability between different operators
- It is unwelcome to the subject who has to undress and be stapled in several areas
- It is difficult to perform on large obese people or when the subcutaneous is particularly adherent

For more information, watch the following video:

[https://www.youtube.com/watch?v=iswCHPi\\_OGs](https://www.youtube.com/watch?v=iswCHPi_OGs) (How to perform a 7-site skinfold body fat measurement on a female)

Thermography



It is a thermo-detector, which allows you to evaluate the thermal aspects of cellulite and at the same time measure the circumference of the legs or thigh.

Through the plates of micro crystals, each one of a different color in relation to the different temperatures of the surrounding environment, it is possible to have a detailed reading of the type of cellulite to be treated.

- LIGHT BLUE for winter use
- GREEN for intermediate use
- YELLOW for use in hot environments

Stages of cellulite

- 1st stage cellulite: complete absence of stains, no variation in texture and softness of the fabric
- 2nd stage: faded spots, alteration of the microcirculation, slightly rough skin surface
- 3rd stage: leopard skin spots (numerous hypothermic spots with defined margins) skin softness less elasticity
- 4th stage: black-hole spots (blue or green spots surrounded by black and brown areas) hypothermic areas

It is essential not to expose yourself to sunlight for the previous 24 hours.

Contact thermography allows you to differentiate the various stages of cellulite and also to identify the hidden one by dividing it from the fat.

For more information on Thermography, watch the following video:

<https://www.youtube.com/watch?v=FSnB6dsGxCM> (Contact thermography)

## Treatments of cellulite

### CELLULITE IN VARIOUS AGE GROUPS

Let's see in detail what are the moments in life when cellulite increases:

- In the pre-menstrual phase, blood circulation tends to slow down creating an ideal situation for water retention. In fact, you feel more "swollen" due to the accumulation of fluids. Furthermore, in the presence of an irregular menstrual cycle, the situation is even worse as the body does not regulate the natural elimination of toxins from the body.
- In pregnancy, cellulite can appear or accentuate if it is already present. As you gain weight, in fact, the adipose tissue also increases, the bulk of the belly hinders the natural blood microcirculation, especially on the thighs, and the ongoing hormonal storm upsets the natural metabolism.
- As a result of drastic weight decreases, cellulite gets worse. Often, when you suffer from this blemish, the first thing you do is go on a strict diet. Nothing more wrong. Muscle loss due to rapid and excessive weight loss makes adipose tissue even more evident.

### Menopause and cellulite

As we have seen, in every evolutionary phase of a woman, cellulite can present itself, evolve and even get worse. Menopause is also not a time to be underestimated. Major hormonal and physiological changes have a strong relevance in this period of life.

Menopause causes a change and decrease in the hormones naturally produced by the body. By producing less estrogen, however, there is less water retention and an improvement in blood circulation, which could better restore the appearance of the skin. Unfortunately, there is usually a growth in appetite with consequent weight gain, which can lead to an accumulation of adipose tissue that is difficult to eliminate.

In menopause it is therefore recommended to follow a diet that stimulates diuresis, rich in vitamins and to devote oneself to constant physical activity, as well as increasing the supply of water to the body.

#### CELLULITE AT 30 YEARS

Much depends on the age of onset (which, due to hormonal influences, often coincides with adolescence), but the cellulite of a thirty-year-old is not infrequently still relatively "young", that is of the first stage (edematous), characterized by typical orange peel and slight ripples. More often, however, it is of the adipose type, that is cellulite hot to the touch, compact and associated with overweight, even slight, which manifests itself with the typical "mattress" skin on the thighs, buttocks, abdomen, hips. The positive side: on a biological level, the skin of a thirty-year-old is still firm and, consequently, capable of attenuating the orange peel for an optical / containing effect.

#### CELLULITE AT 40 YEARS

From the age of 40 onwards, cellulite, especially if not treated properly at a younger age, can easily be fibrous, an advanced stage characterized by small subcutaneous granules and hardening of the tissues and by cold skin that aches to the touch. The appearance is a mattress-like skin with clearly visible nodules on the thighs, abdomen, hips and often also on the arms. The physiological hormonal decline (which affects the genesis and progression of cellulite) and chrono-aging, in particular the slowing of the activity of the fibroblasts that produce collagen, elastic fibers and hyaluronic acid, also contribute to highlighting the imperfection even more: tensor and "containment" effect of the skin, the "holes" of the fibrous tissues are even more evident.

#### CELLULITE AT 50 - 60 YEARS

After menopause, the orange peel tends to transform into the so-called "laxity cellulite", where the imperfection tends to visibly exacerbate due to the sliding of the skin and subcutaneous tissues

downwards and the marked thinning and loss of elasticity of the tissues . A process that is aggravated if the muscles are underdeveloped and leave room for fat cells, infiltrated with water, to build "their nest".

#### CARDS OF ANTI-CELLULITE TREATMENTS

##### **Detoxifying and purifying treatment with mud**

###### Material

- single use for the customer
- strips

###### products

- tergentis booster spray
- relaxing synergy on the dorsal area and on the solar plexus
- lymphovital synergy on discharge points (lymphatic ganglia)
- purifying detoxifying gel to be applied on the areas to be treated and massaged until absorbed
- mud, apply all over the body

###### Equipment

- electric sauna: 20 minutes
- shower

##### **Edematous cellulite draining treatment with mud**

###### Material

- single use for the customer
- strips

###### products

- tergentis booster spray
- relaxing synergy on the dorsal area and on the solar plexus
- lymphovital synergy on discharge points (lymphatic ganglia)
- e-cell gel to be applied on the areas to be treated and massaged until absorbed
- mud, apply all over the body

###### Equipment

- electric sauna: 20 minutes
- shower

##### **Algae edematous cellulite treatment**

###### Material

- single use for the customer
- strips

###### products

- tergentis booster spray
- relaxing synergy on the dorsal area and on the solar plexus
- lymphovital synergy on discharge points (lymphatic ganglia)
- draining synergy to be applied on the areas to be treated
- laminaria seaweed + fucus seaweed

###### Equipment

- electric sauna: 20 minutes
- shower

##### **Algae fibrous cellulite treatment**

###### Material

- single use for the customer

- strips

products

- tergentis booster spray
- relaxing synergy on the dorsal area and on the solar plexus
- lymphovital synergy on discharge points (lymphatic ganglia)
- modeling synergy to be applied on the areas to be treated
- laminaria seaweed + fucus seaweed

Equipment

- electric sauna: 20 minutes
- shower

## THERMOGRAPHIC PHASES OF CELLULITE AND RECOMMENDED TREATMENTS

### 1. UNIFORM IMAGE – NORMALITY

The absence of blemishes means that there is no cellulite and this happens because there is good blood circulation with the absence of edema and toxin retention.

There are no cold and hot areas, the temperature is homogeneous. The skin surface is smooth and nodular forms are not detectable.

What to do

Advise the client on prevention. On average, cycles of 12 treatments to be carried out once a week and twice a year.

In the Institute

- Scrub: once a month: exfoliation of the superficial horny layer that keeps the skin soft and hydrated and allows greater penetration of the active ingredients of the products.
- Generic manual massages: they prove to be valid both for their stimulating effect on district blood circulation, and for the improvement of skin trophism and cellular oxygenation. They keep blood and lymphatic circulation in good condition, avoiding the stagnation of liquids, the main cause of cellulite formation
- Mud therapy and bandages: laying of mud or bandage with strips and electric blanket for at least 30 minutes, rinsing and massage.
- Salt baths
- Whirlpool: with or without salt
- Electrostimulation / passive gymnastics

Self-care at home

Products that keep the fabric elastic, hydrated, soft, to be used preferably every day, draining and supporting the microcirculation. Pay attention to nutrition, do physical activity.

### 2. FADED DARK SPOT IMAGE - EDEMATOUS CELLULITE

The image will be in spots of various colors with faded edges, surrounded by halos that determine the presence of cold areas, that is, those less supplied by blood vessels. The skin surface appears rough to the touch, the softness of the fabric is slightly increased, and the elasticity and tone may be decreased. Usually by placing your hand for a few seconds (applying greater pressure with the fingertips on the area examined), you will notice a white halo which confirms the presence of liquids in the subcutaneous tissue.

## What to do

Advise the client about treatment cycles to prevent the situation from deteriorating. On average: cycles of 10/12 treatments to be carried out 1 or 2 times a week and 2 or 3 times a year. Evaluate improvements with the use of thermographic plates.

### In the Institute

All treatments that have draining active ingredients (muds and bandages based on salt, gotu kola, butcher's broom, horse chestnut, ivy, etc.), vasotonic, i.e. able to reduce capillary permeability, favoring venous return, resorption of edema and the reactivation of the microcirculation (horse chestnut, ruscus, witch hazel, blueberry, red vine, rutin etc.) and re-epithelialisers (centella) that is, which stimulate the regeneration of the subcutaneous components. Evaluate whether or not the edema is accompanied by fat pads; if it were, combine the use of lipolytic products that increase the metabolism of adipose tissue (marine algae, caffeine etc.)

### In detail:

- Scrub: once a month
- Manual lymphatic drainage massages: unblock the lymphatic stations with a few drops of draining oil and massage with creams that must contain the aforementioned active ingredients in order to amplify the effect. Lymphatic drainage is very effective and in a few sessions it allows to reduce the circumference of the treated area and to restore a rosy colour to the skin dictated by better oxygenation
- Mechanical lymphatic drainage massages: pressure therapy with or without bandages (based on the client's predisposition to retain liquids, the sense of heaviness and swelling); Vacuum (technology that applies, through a hand piece used by the professional, a sort of suction / pause / pressure capable of "sucking" and "releasing" the skin fold of the treated area in order to detach the fabric, improving its softness of the same). In addition to being very suitable for blood and lymphatic circulation and to drain excess fluids, it is able to maintain a good silhouette.
- Manual connective tissue massage: detaches the tissue more decisively and combined with the use of products (serums, creams, oils) with the active ingredients mentioned above
- Mud therapy and bandages: using products based on salts and gels with a draining action (excellent those from the Dead Sea) or based on marine mucilage, rich in iodine; even clay-based products favour the reduction of liquids and the elimination of toxins.
- If, after having contrasted and reduced the edema with the aforementioned treatments, the adipose panniculus remains and be evident, it is possible to proceed, at a local level, to infrared and ultrasound treatments.

If there is atony of the tissue (which could be accentuated with the elimination of liquids), insert radiofrequency and electrostimulation treatments.

### Self-care at home

Products containing draining, vasotonic and lipolytic active ingredients to be used preferably every day. Pay attention to nutrition, do physical activity (alternatively, do targeted electrostimulation / passive gymnastics treatments) and insert two cycles a year of natural draining and microcirculation support products.

## 3. LEOPARD SKIN IMAGE - FIBROUS CELLULITE (micronodules)

This image is usually characterized by numerous spots with well-defined margins that denote venous stasis with the presence of cold areas. Skin softness is altered, usually the tissue begins to be sore when wrung out, there is a strong decrease in skin elasticity and tone.

The area can be very compact or flaccid. The presence of adiposity usually accompanies this stage.

#### What to do

Recommend the following treatment cycles to the client, which are essential to avoid the degeneration of the pathology with the pain and discomfort that it causes. On average: cycles of 12/15 mixed treatments to be carried out 2 times a week and 3 or 4 times a year. Do at least 4 to 6 treatments of the same type. Evaluate improvements with the use of thermographic plates. After a shock cycle recommended above, continue with a maintenance treatment once every 10/15 days as needed. This attitude is in line with prevention and is aimed at preventing the situation from worsening again in a short time.

#### In the Institute

- Scrub: once a month
- Mud therapy treatments: with clay-based products with known anti-inflammatory, draining, detoxifying properties and able to make the blood vessel wall more elastic, thus supporting circulation, and use of all anti-inflammatory, analgesic active ingredients to reduce swelling and pain (frankincense and ivy) and re-epithelializing agents that stimulate the regeneration of subcutaneous components (centella). The re-oxygenating and decongestant active ingredients also help this stage.
- Lymphatic drainage or mechanical massages: with pressotherapy with e7o vacuum bandages
- Manual or mechanical connective tissue massages: with vacuum only after having brought back the stage of inflammation, otherwise they would be too painful.
- Laying of cold muds: (based on menthol, eucalyptus ...) in hot areas of the body (inside of the thighs) and hot, hyperaemic muds, applied in cold and adipose areas (outside of thighs, abdomen, buttocks, coulotte de cheval) in able to restore the microcirculation and to do a sort of gymnastics of the blood vessels due to the contrasting stimulus received at the same time.
- Electrolipolysis: particularly effective in cases of localized adiposity and cellulite (P.E.F). Low voltage currents are used which, conducted to the tissues thanks to electrodes, act by significantly improving the trophism of the areas affected by cellulite and cause a reduction in circumferences. Generally, the initial attack cycle includes about ten weekly sessions lasting about 1 hour. The body remodeling that is achieved at the end of the treatments is satisfactory. However, consider alternating muds and massages.
- Ultrasound: ultrasounds are vibrations with a wavelength that the human ear is unable to detect. The vibrations pass through the tissues and determine phenomena:
  - A) chemical, because the vibrations increase the permeability of the cell membrane with consequent stimulation of metabolic-mechanical processes, due to the weakening that ultrasound undergoes in the impact with the tissues;
  - B) thermal, because when the vibration passes through the fabric its energy is partially transformed into heat.

This machine is widely used in cases of localized lipodystrophy, because it is capable of breaking the fibrotic tissue present, which hinders blood and lymphatic circulation. Ultrasounds, not recommended in the presence of varicose veins, evident capillaries or heart disease, promote the absorption of topical active ingredients in the skin, draw blood

to the treated areas, stimulate lymphatic circulation and burn triglycerides accumulated in the cells. Generally 8 sessions are sufficient, sometimes, in the most persistent cases, 12 or 20 are needed, however always to be alternated with other treatments.

- Infrared: in combination with bandages and massages
- Oxygen therapy: with the delivery of nanomolecules aimed at resolving the imperfection

If, when the inflammation and swelling are visibly counteracted and reduced by the aforementioned treatments, the adipose panniculus remains, it is possible to proceed, at a local level, to ultrasound treatments. In this case, maintenance, as already mentioned, is essential. You can proceed with all the treatments that stem the initial stage of cellulite, namely edema.

#### Self-care at home

Products that contain anti-inflammatory, vasotonic, lipolytic active ingredients to be used preferably every day. Pay attention to nutrition, do physical activity (alternatively do targeted treatments of passive gymnastics electrostimulation) and insert 4 cycles per year of natural draining and microcirculation support products.

#### 4. BLACK SPOT IMAGE - SCLEROTIC CELLULITE (macro nodules)

In this case, the situation is very similar to the previous one, but the spots are very dark, black or brown, which denote the presence of macro nodules, that is very cold areas. The skin's pastiness is much altered, the tissue is painful to the simple touch, and there is a strong decrease in skin elasticity and tone. The area may be very compact or flaccid. The presence of adiposity usually accompanies this stage.

In this case, proceed as for the result of fibrous cellulite, prolonging the sessions and starting in any case with treatments with anti-inflammatory, decongestant, oxygenating active ingredients and continue with lipolytic products. In fact this is the most advanced and difficult stage. It takes a strong participation from the client in starting the treatments and in adopting healthy lifestyle habits. Explain to the client that both the treatments and the annual maintenance must be continuous in order to avoid finding herself again in this stage.

☞ In all four stages, during or after the treatments, there may be a relaxation of the tissue, due to the loss of weight and or centimetres. In this case and in any case of tissue atony, radiofrequency treatments are indicated, capable of stimulating a greater production of collagen and elastin and restoring greater skin elasticity, turgor and tone. Furthermore, thanks to its endogenous heat that it causes in the body of the treated person, radiofrequency creates a slight localized hyperaemia, excellent support in cases of poor blood circulation and the presence of cold areas. Therefore, alternating treatments with radiofrequency sessions certainly brings significant benefits.

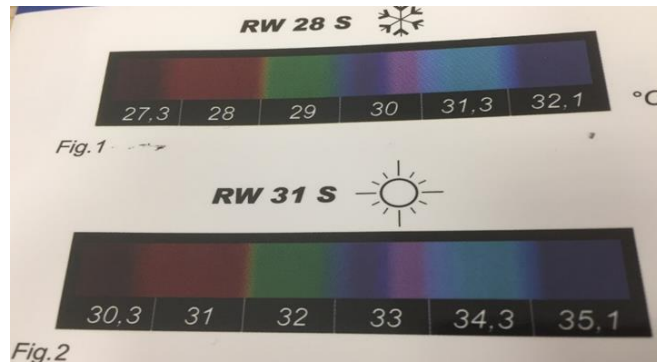
### HOW TO USE THERMOGRAPHY

#### INTRODUCTION

Cellulite is a condition that affects certain body regions (thighs, buttocks, etc.) causing progressive alterations of the microcirculatory system. The cellulite process has a very slow evolution. It generally begins with a dilation of the capillaries (blood stasis) followed by the leakage of plasma (tissue flooding-edema). Over time, following the activation of a natural defence process of the adipose cells, the formation of the micro nodule (conglobation of adipose cells) occurs. The fusion of several micro nodules finally generates the macro nodule or cellulite nodule generally noticeable on palpation and painful to pressure.

These alterations involve temperature variations: the areas with blood stasis and edema are warmer, while the nodules are colder than the surrounding areas.

It is therefore important, in order to assess whether a body region is affected by cellulite, to have a method that allows to detect these changes in temperature. This method is microencapsulated liquid crystal contact thermography, a technique that is easy and quick to perform, repeatable and painless. The microencapsulated crystal thermographic plates - substances that have the property of changing colour as the temperature changes - which, placed on the body surface to be examined, take on different colours, providing a real "thermal map" of that area. Each colour corresponds to a different temperature as shown in the reference scale (fig. 1 and 2)



By applying light pressure to the thermographic plate on the area to be examined, it is therefore possible to highlight, through the colors, the different temperatures, verifying whether or not there are alterations in the microcirculation, therefore the typical thermal signals of cellulite. It is also possible to evaluate the stage of progress of this process and consequently choose the most suitable treatment for each situation.

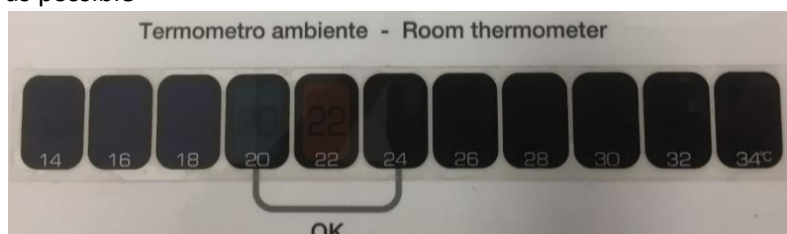
The absence of cellulite is indicated by a uniform thermographic image (regular microcirculation), that is, by the absence of color spots on the plate.

The appearance of several spots of different colors (hottest spots = blood stasis, cold spots = less sprayed areas) indicates the presence of microcirculatory alterations, therefore the presence of the thermal signals of cellulite.

## 1. PREPARATION FOR THE TEST

Before each thermographic test it is necessary to pay attention to the following facts:

- Ambient temperature and lighting: check on the thermometer placed in the kit that the temperature is between 20 and 24 ° C. The lighting of the room must be as abundant and constant as possible



- Relax: leave the client stretched out and relaxed for about 5-10 minutes, with her legs uncovered, asking her not to smoke to prevent the vasoconstriction caused by smoking from altering the test result.



- Massages and treatments: do not massage or treat the area to be examined in the half hour prior to the test. The skin area must be dry and clean. Avoid using creams or other products so as not to compromise the thermographic evaluation.
- Sun and uv rays: make sure that the part to be examined has not been exposed for a long time, in the previous 24 hours, to sun or UV rays (tanning beds).

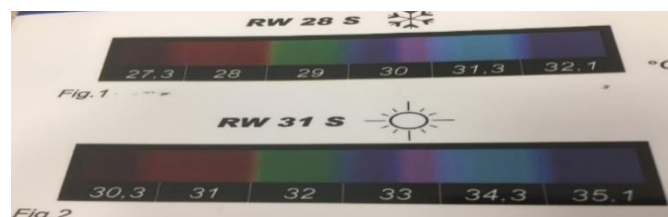
## 2. CHOICE OF THE PLATE

There are two thermographic plates with different thermal sensitivity. The choice of the plate is very important for the success of the thermographic test and depends on the following factors:

- Room temperature
- Temperature of the area to be examined
- Physical condition and age of the woman undergoing the examination.

To choose the correct plate, proceed as follows:

1. In winter, with the temperature close to 20 ° C, on subjects with cold legs, use the green RW28S plate, marked with the ice crystal symbol.
2. In summer, with ambient temperatures above 22-24 ° C, on subjects with hot legs, use the yellow RW31S plate, marked with the sun symbol.



Place the plate on the selected area by exerting a slight pressure, keep it in position for a few seconds, until the image is stabilized, and check which colours appear.

The main colours are visible (green, violet, blue): the plate is correct.

## 3. THERMOGRAPHIC INTERPRETATION

It is not the individual colors that determine the presence of cellulite but the image that appears:

Uniform image = absence of cellulite

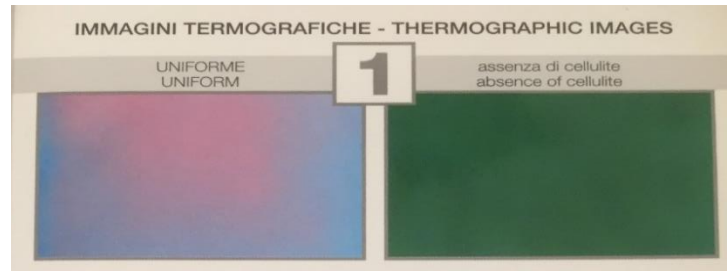
Spot image = presence of the thermal segments of cellulite

The image that takes shape on the plate gives indications on the presence of the thermal signals of cellulite, allowing to detect:

- The first signs of cellulite (not detectable by other means)
- The stage and type of cellulite
- The areas most affected

By comparing the image on the plate with those of the interpretive poster it is possible to establish the presence or absence of cellulite and classify it in the main stages:

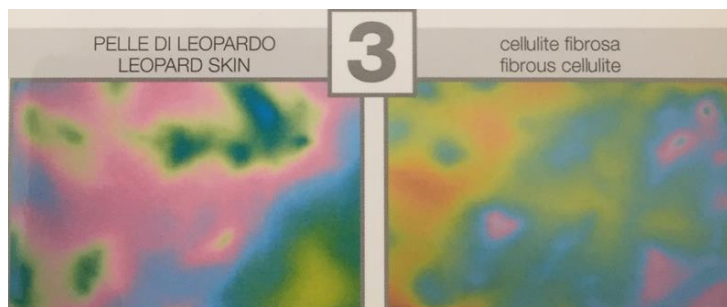
Absence of cellulite: uniform image (fig. 1). The absence of spots means that there is no cellulite and this happens because there is good blood circulation with the absence of edema and toxin retention. There are no cold and hot areas, the temperature is homogeneous. The skin surface is smooth and nodular forms are not detectable. There is no pain.



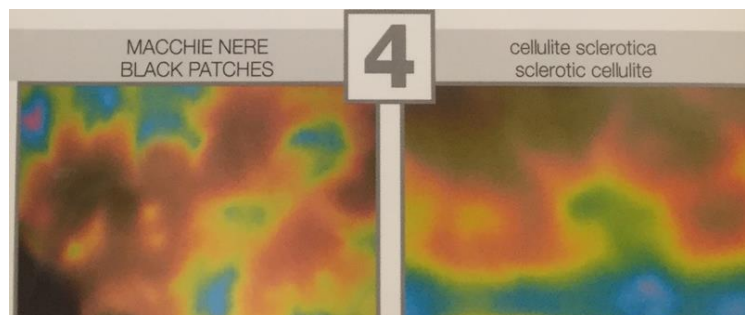
Edematous cellulite: image with faded spots (fig. 2). Beginning of cellulite - alteration of the microcirculation with the formation of edema. Thermographic image with spots of various colors with faded edges, surrounded by halos that determine the presence of cold areas, less supplied by blood vessels. The skin surface appears rough to the touch, the softness of the fabric is slightly increased, and the elasticity and tone may be decreased.



Fibrous cellulite (micronodules): leopard skin image (fig3). Moderate cellulite - image characterized by numerous spots with well-defined margins that denote venous stasis with the presence of cold areas. The skin's pastiness is altered, the tissue begins to be painful when wrung out, there is a sharp decrease in skin elasticity and tone.



Sclerotic cellulite (macronodules): black spots image (fig. 4). Advanced cellulite - thermographic image with dark, black or brown spots, which denote the presence of macronodules, i.e. very cold areas. The skin's pastiness is very altered, the fabric is painful to the simple touch, there is a strong decrease in skin elasticity and tone.



#### 4. RECORDING OF THE THERMOGRAPHIC ANALYSIS

To check the evolution of cellulite during treatment, it is important to record the results of each thermographic session using the special thermographic recording cards. By following the setting of the card, it is possible to take note of your customer's personal data, the thermographic examination number (first, second, etc.) and other useful data for subsequent checks and treatments. The heart of the card, however, is the registration scheme, on which you can indicate, with the help of the abbreviations indicated in fig. 1, the results found on each position:

<b>Uniformity: absence of cellulite</b>	<b>A</b>
<b>Faded spots: edematous cellulite</b>	<b>E</b>
<b>Leopard skin: fibrous cellulite</b>	<b>F</b>
<b>Black spots: sclerotic cellulite</b>	<b>S</b>

(fig. 1)  
COMPILATION EXAMPLE



(fig. 1)

Thermal signs of fibrous (F) and sclerotic (S) cellulite in the upper outer part of the right thigh. Thermal signs of edema in the central part and absence of cellulite near the knee.

#### 5. HOW TO PERFORM THE TEST:

- 1) Perform the test before treatment
- 2) The ambient temperature must be between 20 and 24 ° C
- 3) The environment must be well lit
- 4) Leave the client stretched out with her legs uncovered for about 5 minutes

- 5) Place the plate on the dry skin of the colors
- 6) Proceed with the interpretation of the thermographic image
- 7) Record the test results on the appropriate cards

#### 6. HOW TO CLEAN THE PLATES

Dampen a soft cloth with warm water and clean the part of the thermographic plate that has been in contact with the customer's skin, rubbing gently. Alternatively, the sheets can be cleaned with disinfectants without alcohol, acids or solvents.

#### 7. HOW TO STORE THE PLATES

It is recommended to:

1. Do not expose plates to sunlight or UV rays
2. Avoid contact with alcohol, acids and solvents
3. After use, put the plates back in the case to prevent them from becoming dusty and damaged
4. Do not touch the shiny part of the plate (fingerprints and traces of grease are difficult to remove)
5. Never bend the plate and do not touch with fingernails or pointed objects

**All the images shown are taken from the User Manual of: Cell-Meter® Professional kit - To detect cellulite**

Title of the material/activity	3. Video analysis “The impedance meter-plicometry - thermographic plates”
Presentation / Description of the activity steps	<p>The activity consists in analysing an existing video on YouTube concerning the type of instrumentation to be used to carry out a body diagnosis (impedance meter, plicometry, and thermography).</p> <p>The steps are as follows:            Step 1: Watching the video.            Step 2: Answering the questions asked by the trainer/employer.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• customer card, paper / pc agenda</li> </ul> <p>Equipment:</p> <ul style="list-style-type: none"> <li>• weight scale</li> <li>• meter with stem for measuring height - circumferences</li> <li>• any equipment for the prevention of infectious diseases according to current legislation</li> </ul>
Time needed	1 hour
Attachments	<p>Video taken from YouTube:</p> <p><a href="https://www.youtube.com/watch?v=8UCV-2lqREM">https://www.youtube.com/watch?v=8UCV-2lqREM</a> (thermography)  <a href="https://www.youtube.com/watch?v=EUhRjQ8FoxE">https://www.youtube.com/watch?v=EUhRjQ8FoxE</a> (Plicometry)  <a href="https://www.youtube.com/watch?v=5rVZFJtV4u8">https://www.youtube.com/watch?v=5rVZFJtV4u8</a> (Plicometry)</p> <p>Body analysis methods (see Activity n. 2)            Treatment of cellulite (see Activity n. 2)</p>
Solution of the activity	

Title of the material/activity	4. Practical task “Use of thermographic plates”
Presentation / Description of the activity steps	<p>The activity can be carried out in 2 environments: at school or in the beauty salon. The activity takes place in 2 stages: a first phase requires the trainer or employer to demonstrate the use of the thermographic plate to the learner; a second phase involves supporting the trainer or employer with the learner who must perform the thermographic analysis.</p> <p>A variant to be carried out at school and which can be carried out at a later stage involves combining 2 learners side by side in alternating phases (the more experienced learners performs the thermographic analysis flanked by the less experienced one and vice versa).</p> <p>The common steps are as follows:            Step 1: Observation of the trainer(or more experienced student).            Step 2: Preparation for thermographic analysis.            Step 3: Carrying out the thermographic analysis.            Step 4: tidying up and cleaning.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• customer card, thermographic card,</li> </ul> <p>Equipment:</p> <ul style="list-style-type: none"> <li>• thermographic plate</li> <li>• any equipment for the prevention of infectious diseases according to current legislation</li> </ul>
Time needed	<p>The activities take place in 2 hours:            1 hour for the observation phase            1 hour for the execution phase</p>
Attachments	<p>Customer card: body card (see Activity n. 1)            Paper / pc agenda (see Activity n. 1)            Body analysis methods (see Activity n. 2)            Treatment of cellulite (see Activity n. 2)</p>
Solution of the activity	

Title of the material/activity	5. Practical task “Treatments related to thermographic detection (treatments related to cellulite)”
Presentation / Description of the activity steps	<p>The activity consists in carrying out a basic treatment using work and control cards (protocol for each type of cellulite)</p> <p>The steps are as follows:</p> <p>Step 1: Filling in the Customer Card: body-thermographic card.</p> <p>Step 2: Creating the most suitable treatment protocol based on the analysis performed on the customer.</p> <p>Step 3: Carrying out the chosen treatment.</p> <p>Step 4: Planning the treatment with the customer.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• customer card, thermographic card, paper / pc agenda</li> </ul> <p>Equipment:</p> <ul style="list-style-type: none"> <li>• thermographic plate</li> <li>• weight scale</li> <li>• ruler with stem for measuring height and centimeters</li> <li>• any equipment for the prevention of infectious diseases according to current legislation</li> </ul>
Time needed	1 hour
Attachments	<p>Customer card: body card (see Activity n. 1)</p> <p>Paper / pc agenda (see Activity n. 1)</p> <p>Thermographic customer card</p> <p>Treatment of cellulite (see Activity n. 2)</p>
Solution of the activity	

Title of the material/activity	6. Role play “Customer management procedures”
Presentation / Description of the activity steps	The activity involves the management of a customer from the reception phase to that of her leave through the creation of a role play with 2 learners. Each learner is assigned a role and the learners involved will have to carry out the role play following the indications provided and studied in the communication handout. The trainer will be able to intervene for any suggestions that lead to a more complex role play.
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	Materials needed: <ul style="list-style-type: none"> <li>• a written trace on the chosen role play</li> </ul>
Time needed	15 minutes for each role play
Attachments	Communication in the wellness sector Procedure for handling customer unexpected events
Solution of the activity	



## Communication in the wellness sector

### Communication and relationship with the customer

#### Summary

1. THE DIFFERENT TYPES OF CUSTOMER .....	41
2. TELEPHONE COMMUNICATION .....	43
3. CUSTOMER WELCOME .....	45
4. CONSULTING .....	51
5. THE POST TREATMENT .....	67
6. DISMISS .....	68

## 1. THE DIFFERENT TYPES OF CUSTOMER

Customers can often reserve surprises, since the customer cannot be classified according to a predetermined scheme and the behaviour cannot be predicted nor codified. Indeed, it may have habits that are not exemplary in terms of morality and education, belonging to extreme typological ranges (think, for example, of violent and or very demanding people, who immediately get impatient, to those who are indecisive and never happy and often even dishonest.

LET'S try to classify the clientele!

### Undecided customer

- ✓ Apprehensive
- ✓ Fearful
- ✓ Behavior generally characterized by insecurity
- ✓ Propensity to ask for clarification
- ✓ Strongly doubtful in choices
- ✓ In need of certainties

### How to behave

- ✓ be patient and calm
- ✓ avoid assuming gestures of impatience
- ✓ express their point of view
- ✓ advise the choice without insisting
- ✓ avoid rushing
- ✓ speak in a persuasive tone of voice
- ✓ nod and smile
- ✓ use open but decisive gestures

### Chatty customer

- ✓ speaks chatty with both the staff and any customers, with anyone within his range of action
- ✓ tends to tell personal facts
- ✓ argues about
- ✓ he stops working because he wants to be heard

### How to behave

- ✓ avoid listening too carefully
- ✓ don't believe everything it says, it is often magnified
- ✓ interrupt the speech to bring it back to the subject and to continue doing one's job
- ✓ provide non-verbal feedback (nodding, smiling) while avoiding direct eye contact

### Nervous customer

- ✓ unreasonable
- ✓ has a tired and haunted expression
- ✓ excitable with extreme ease
- ✓ impatient, irascible
- ✓ hasty
- ✓ he does not wish to be contradicted

### How to behave

- ✓ operate with extreme patience and courtesy
- ✓ act calmly, but without exaggerating (slowness increases the state of irritation)
- ✓ smile frequently

- ✓ speak clearly and calmly and in a “detached” and professional tone of voice
- ✓ assume an upright body posture and open gestures
- ✓ avoid submissive attitudes

#### **Fussy customer**

- ✓ scrupulous
- ✓ methodical
- ✓ love safety
- ✓ extremely cautious
- ✓ want to verify and have quality proofs
- ✓ slow in making choices because quirky

#### **How to behave**

- ✓ avoid being witty & jokes may not be understood)
- ✓ describe the service or product in detail
- ✓ expose the advantages and any disadvantages
- ✓ do not make judgments
- ✓ do not get impatient
- ✓ use small and precise gestures
- ✓ use the Italian language with care and precision
- ✓ do not rush

#### **Reserved customer**

- ✓ kind
- ✓ taciturn
- ✓ sometimes unintentionally unfriendly
- ✓ shy, not very sociable

#### **How to behave**

- ✓ devote a lot of time and attention
- ✓ do not show operational rush
- ✓ ask questions and seek opinions
- ✓ avoid talking long and ardently
- ✓ do not monopolize the speech
- ✓ try to establish an interview

#### **Skeptical customer**

- ✓ They have an indifferent or manifestly contrary behavior, and react to arguments with an inquisitive and suspicious attitude

#### **How to behave**

- ✓ With the utmost self-control, you need to put your professionalism on the line, and try everything that is stated

#### **Stingy customer**

- ✓ They hardly say they don't want to spend, instead they say they don't have time or don't believe in the usefulness of the service (fake skepticism)

#### **How to behave**

- ✓ The answer is only one: to list the benefits. It is the only possibility of balancing a rate that is always too high in their eye

### **Snobby customer**

- ✓ Either they feel above ordinary mortals and manifest it, with “aristocratic” detachment or, on the contrary, openly giving themselves airs.

### **How to behave**

- ✓ Their desire to stand out must be supported, by accentuating personalization as much as possible, all accompanied by some "pinch" of flattery.

## **2. TELEPHONE COMMUNICATION**

Customer service on the phone is based on four pillars, here they are:

1. Professionalism
2. Speed
3. The accuracy of the information
4. The sincere concern for the customer

### **1. Professionalism**

Telephone professionals are those who first listen to the customer, regardless of their communication skills, requests and protests, in an objective way, without prejudice and with kindness and courtesy.

### **2. Speed**

Speed shouldn't come at the expense of quality. A customer pays attention no more than 3 or 4 minutes. After this time the concentration level drops, until it disappears completely. The operator must, through the appropriate questions, quickly understand the needs of the interlocutor. Subsequently, both in the case of a booking of a service and a request for a solution to a problem, it must indicate the time necessary to meet the needs, always keep promises to strengthen credibility and notify the customer in case of setbacks or delays.

### **3. The accuracy of the information**

The accuracy and clarity of the information optimize times. The goal is to communicate effectively to prevent the customer from calling again to ask for the same information.

### **4. The sincere concern for the customer**

By sincere concern is meant the ability to stay in control of one's emotions, be patient, understand the client's problems and moods, truly want to serve, help or solve a problem, and not blame colleagues for mistakes and misunderstandings in order to discharge their responsibilities. The client recognizes true positive availability from the tone, rhythm and volume of the voice, as well as the choice of words used.

### **The voice**

The voice reflects a part of the personality even for those who use it as a work tool.

### **The tone of voice**

The tone reveals the operator's disposition: by changing it on some words, a different meaning is given to the pronounced sentence. One should learn to adapt the tone of voice to the situation, to the words to be expressed and to the client with whom one needs to interact to give more or less emphasis to a word.

- ✓ Low tone conveys confidence, peace of mind and confidence
- ✓ The high one stimulates attention

- ✓ The monotonous and unenthusiastic voice suggests indifference

### The rhythm of the voice

Another important feature is the rhythm of the voice, that is, its emission speed, frequency and length of pauses. On the phone one should speak more slowly. To convey confidence you need to harmonize the speed and introduce some pauses. When you speak too quickly, you risk having to repeat the message because the interlocutor has a hard time following the speech. Conversely, a monotonous rhythm makes communication boring and devoid of lively and interesting elements.

### Managing the conversation on the phone

The conversation is divided into three parts:

1. The opening
2. The body
3. The closure

#### 1. The opening of the conversation

The value of telephone reception consists in transmitting the "first good impression" to the customer. The first seconds are decisive. When the phone rings you have to answer with a warm and enthusiastic tone, say your name and that of the beauty center and offer your cooperation.

Example

*"Woman Evolution Beauty Center. Good morning! I'm Monica. How can I help you?"*

Analyzing the sentence:

"Woman Evolution Beauty Center" confirms to the customer the correctness of the wording of the number;

"Good morning" it is the welcome sign used to welcome the customer and give her a positive feeling;

"I'm Monica" is an assumption of responsibility for the positive management of the relationship;

"How can I help you?" it represents an offer of responsibility and listening to the resolution of a need. In the event that the customer wishes to speak to another person who is not available, ask her if she prefers to leave a message or be called back

Clients love to be remembered, so it is extremely pleasant for them to be called by name, this establishes a cordial relationship and personalizes the bond.

#### 2. The body of the conversation

It is the central part of the conversation, the one in which one listens empathetically, without interrupting, the requests or problems that the client expresses.

Questions can be asked for in-depth information and solutions are proposed or clarifications and explanations are provided. To effectively manage this phase up to the end, it is necessary to have well understood the customer's needs / problems and to provide answers that as much as possible meet the expectations of the caller.

Example

*"Good morning, Lorena, I'm Mrs. Rossi, I'd like an appointment for next Thursday at 16.00"*

*"Good morning, Mrs. Rossi, what should you do?"*

*"I have to have a facial"*

*"Who is it usually served by?"*

*"From Emma"*

If it is not possible to satisfy the customer in his requests, we must apologize and provide alternative solutions (at least two) that reduce the inconvenience caused as much as possible.

Example

*“Mrs. Rossi, I am very sorry, but next Thursday at 4.00 pm it is not possible, Emma is busy with another client. If you want I can entrust it to Sara or Elisa, or move the appointment to the next day, at the same time, with Emma. What do you prefer?”*

*“I prefer to move the appointment to the next day. Sara and Elisa are good, but Emma's hands are irreplaceable for me”.*

### 3. The closure

It corresponds to the moment in which the relationship between operator and interlocutor ends. In this phase it is essential to verify, through a quick summary of everything that has been agreed, that the information has been understood and that it has satisfied the customer's needs. Then it is good to greet her by making her feel like a person and not a number and offer and guarantee availability for any need.

#### Example

*“Okay Mrs. Rossi, I confirm the appointment for Friday 23 at 16.00 to have the facial treatment with Emma. We look forward to it. If you have other needs, please call me. Good day. “You too, Alessandra”.*

## 3. CUSTOMER WELCOME

Welcoming is the action of "welcoming" a person. Etymologically it means to host. It is a behavior that must not only express good manners, but the pleasure of receiving, pampering and making customers feel welcome at home.

With the welcome begins the relationship between the beautician and the client. The way in which it is done anticipates the attention, respect and care or lack that you will have towards it. It is a direct contact that implies a reduction of physical and psychological distances and a result of acceptance or rejection of the relationship.

The possibility of exercising, in this phase, any form of positive or negative influence passes through a set of non-verbal communication elements that precede the verbal interaction and determine the formation of the **first impression**.

By first impression we mean the positive or negative idea we have of a certain person when we meet them for the first time. It is formed in the first seconds of contact and is mainly determined by static non-verbal communication and dynamic non-verbal communication.

### 1. Static non-verbal communication

It is composed of factors related to our aesthetic appearance such as clothing, makeup, hair, accessories, etc. It is called static because the look we choose usually stays the same, at least for a while. In a beauty center, the image is very important, a negative static non-verbal communication would not only scare the client in the reception phase, but would also make the operator lose credibility in her role as an image and wellness consultant.

#### Example

#### Static non-verbal communication of those who work in a beauty center

Negative communication	Positive communication
Little personal hygiene	Adequate hygiene and personal care

Unkempt, sloppy look, carelessness of the person	Look neat, accurate and a good example for the customer
Face with neglected alterations	Well-groomed face
Battered, soiled and old uniforms	Clean uniforms, in line with the philosophy of the beauty center
Face tired and pale or too made up	Rosy and healthy face, make-up appropriate to the context

Static non-verbal communication does not only involve the look of the beauty center staff, but also the environment in its aesthetic, sensorial and experiential function.

*Example*

#### Static non-verbal communication in the beauty center environment

Negative communication	Positive communication
Little cleanliness and clutter	Cleanliness, perfumes, freshness
Old or battered furniture	Modern, essential, functional furniture
Cosmetic bed dirty with wax, damaged or worn	Beauty bed, with clean, perfumed, intact cover sheet
Worn and stained towels	Disinfected towels, bright colors
Displays covered in dust and products placed randomly	Exhibitors treated, the products displayed in a captivating way

A neglected environment speaks of disinterest, neglect, dirt and is associated with confusion, disharmony and inaccuracy. Order and cleanliness create a pleasant sense of well-being and are linked to efficiency, organization, precision, essential factors for those who want to welcome with quality.

## 2. Dynamic non-verbal communication

It is made up of all those non-verbal elements in continuous movement, which can change in a short time. It consists of 4 elements:

### Proxemics

The individual, in relating, places the distance between himself and others. During the reception phase, especially if the client is new, the beautician must identify what her usual distance is and respect it. To find out, just observe if, when approaching her:

- ✓ Holds out hand, arm bent (short distance) or extended (large distance)
- ✓ Brings your torso forward (short distance) or retracts it (large distance)
- ✓ Remains stationary (short distance) or backs and moves away (large distance)

### Digital communication

It refers to the act of touching oneself with the hands and fingers. With the beautician this always happens, as there is a functional motivation, that of taking care of the care and beauty of the face or body. Again, as with proxemic distance, each person has a different level of acceptance or rejection of the contact.

In the reception phase, to understand if a customer is prepared, just observe whether:

- ✓ Tightens the handbag to the body for protection
- ✓ Handle clothes or other objects continuously
- ✓ When giving the hand, it offers only the fingers or the grip is very delicate
- ✓ He stiffens as he approaches to get his coat

### The paralinguistic system

It is the study of forms of expression that in some way are assimilated to the word even though they are not strictly linguistic. For example, the intonation or inflection of the voice, noises produced by scraping the throat, blowing the nose, smacking the lips etc., or with the hands or feet or other parts of the body (stamping or shuffling the feet, rubbing your hands, or striking, moving, rubbing an object).

In the welcoming phase but also at any other time, they indicate a state of tension or discomfort:

- ✓ A sudden cough unrelated to flu states
- ✓ Continuous swallowing
- ✓ The act of repeatedly clearing one's throat

### The kinesics

It is the study of gestures and mimics. In the welcoming phase, as we approach the client, we can, by observing her gestures and facial expressions, understand if she feels comfortable or if we need to change something in our behavior.

- ✓ Rubbing the nose with a tense index finger and the act of cleaning the coat or shirt with the hand, are signs of relieving tension, disappointment and annoyance
- ✓ The movement of the tongue on the lips, as if to humidify them and the symbolic kiss, pushing the lips forward, are signs of satisfaction and pleasure
- ✓ Running your hands through your hair and playing with the necklace are iconic acts that mean a request for tenderness, for attention.

Dynamic non-verbal communication is not only present in the reception phase, but at any other time during the client's stay in the center, this is because it always communicates with the body and mainly for 4 reasons:

- ✓ Gestures are often more appropriate than words when we want to relate to others
- ✓ To comfort and reassure us through self-contact (hair, clothes, etc.)
- ✓ To download, express our emotions and reduce the state of tension, be it positive or negative
- ✓ As a response to an external stimulus (what I see, hear) or internal (I perceive / think)

### *However words are important!*

The reception phase is the most delicate one, the one that lays the foundations for a positive relationship. An effective reception consists of 8 phases:

- ✓ Go to the customer
- ✓ Smile
- ✓ If you are a new customer, introduce yourself and hold out your hand, if you are a regular customer, greet her by remembering her name
- ✓ Take the coat
- ✓ Make her sit down



- ✓ Offer a coffee or herbal tea, tea
- ✓ Give her a magazine
- ✓ Communicate waiting times

*Example*

**Dynamic non-verbal communication of those who work in a beauty center**

Negative communication	Positive communication
Leave the client standing, coat in hand, lost.	The receptionist immediately goes to meet the customer, greets her, takes her coat and makes her sit down
The collaborator gets too close to the client by invading her personal space	The collaborator maintains adequate proxemic space
The owner, at the reception, plays with her cell phone and the customer is not worthy of a glance	The owner stops her game and goes against the customer
Annoyed looks	Smiles

**Verbal communication**

It is meant that mainly built with words. In reality, effective communication is much more than linguistic knowledge and requires different skills, such as expressiveness (using the body) listening (feeling oneself and others) observation (perceiving what happens while speaks), empathy (putting oneself in the shoes of others), clarity (understandable language). The main purpose of communication is to get people to do, think, say what we would like. It seems like a manipulative goal, but if we think about it, that's what we do every day, for example as often as we want:

- Bring a friend to a party they are not interested in
- Finding a strategy to stay away from home late at night
- To transmit our political religious philosophical beliefs
- Winning over a boy or girl
- Make the customer trust us
- Selling a service or product

To get what we want we can use two different verbal modalities: **convince** or **persuade**.

**Convince**

We must use logical arguments, rationally and demonstrable that must be accepted as true. In this case the communication is mainly unidirectional (monologue) decisive and assertive. This type does not take into account the emotional strength of the listener, it can happen that a person is satisfied but not convinced, that has not really accepted the explanations.

**Persuade**

Persuasion is delicate, communication is two-way (dialogue) and stimulates the other to consider different perspectives, expanding their point of view; in this case there does not arise, but we said no, but for example through the questions, you drive the other person to say what we wanted to tell us.

In any case, the form that allows you to communicate, influence, persuade by involving, respect and seek diversity and comparison, is always **dialogue**.

To communicate correctly and ensure that all information is understood, you must alternatively use:

- A. THE TECHNIQUE OF QUESTIONS**
- B. LISTENING**
- C. REFORMULATION**

### **A. THE TECHNIQUE OF QUESTIONS**

It is a methodology that allows to know and understand the customer's needs, involves, clarifies, deepens, brings out expectations and perplexities. The questions aimed at maintaining a dialogue with the interlocutor fall mainly into three categories

- ✓ Open questions
- ✓ Closed Questions
- ✓ Alternative questions

#### **Open Question**

They aim to understand a client's situation and needs and leave the freedom to respond spontaneously. They are introduced by the following terms:

- ✓ **H**ow
- ✓ **W**hy
- ✓ **W**hen
- ✓ **W**ho
- ✓ **W**hat
- ✓ **W**here
- ✓ **W**hich ones

It is better not to ask people who have a dispersive language or very confused ideas and tend to talk too much.

#### *Examples*

- ✓ How did you feel with the anti-aging cream I made you try?
- ✓ How did you feel with the connective tissue massage that I made you try?
- ✓ Why do you want to change your mask?
- ✓ Why do you want to have body treatments?
- ✓ When did you last have the facial treatment?
- ✓ When was the last time you diagnosed with the body?
- ✓ Who recommended our beauty center to you?
- ✓ What happened to her skin?
- ✓ Where did you buy this tonic?
- ✓ What treatment did you have?

#### **Closed Questions**

They foresee a reduced conversation, due to their wording, they can only receive an affirmative (yes) or negative (no) answer. It is better to measure the tone of voice in their formulation: if too peremptory, they can be considered as an interrogation.

It is best to avoid giving them to shy and introverted people.

#### *Examples*

- ✓ Do you know this product?
- ✓ Do you know the impedance meter or thermography?
- ✓ Do you know this massage?
- ✓ Do I set an appointment for 4.00 pm?

- ✓ Do you have any special needs?

### Alternative questions

These are questions that pose a choice between two / three opposite alternatives. They avoid unnecessary explanations, simplify, reduce explanations. They can be confused with closed questions, in reality they are not and, if well formulated, they guide the client to the most appropriate answer.

#### Examples

- ✓ Do you prefer a manual or mechanical massage?
- ✓ Have you already had a treatment at the A.H.A or is this your first time?
- ✓ Have you already made a body diagnosis with an impedance meter or thermography or is it your first time?
- ✓ Have you already had a connective tissue massage or is this your first time?
- ✓ Would you like to have a traditional or lifting face massage?

## B. LISTENING

Listening is a primary prerequisite for effective communication, essential if we want a persuasion strategy to achieve its goal. Listening presupposes the beautician's precise will to be receptive and available, to truly understand what the client is communicating; it is the art of collecting information from the speaker.

**Being receptive** means:

- ✓ Listen carefully
- ✓ Perceiving and interpreting the meaning of non-verbal messages expressed by gaze, tone of voice and facial expressions.

**Being helpful** means not interrupting the interlocutor and not drawing hasty conclusions. Listening revolves around questions similar to the following:

- ✓ What does the person who is speaking really mean?
- ✓ How do you feel inside? What feelings and emotions is he experiencing?
- ✓ Will I really understand what he meant to me?

The ability to listen can be divided into three levels, which are not distinct and can overlap or alternate in relation to the situation. They are:

- ✓ Intermittent listening
- ✓ Selective listening
- ✓ Empathic listening

### Intermittent listening

It takes place when the listener only partially listens to the conversation. It is a modality that allows you to remain only on the surface of the communication and not to grasp the deeper meanings of what is being said.

### Selective listening

It occurs when you pay attention and focus on the interlocutor's words, comparing them with your own experiences. In this case, interpretative objectivity can be lost, because, if the experience told by the speaker strays or gets too close to their own points of view, the behavioral reaction may not be the most suitable.

### Empathic listening

It is the ability to understand, feel and share another's thoughts and emotions in a given situation. Empathic listening does not only imply attention to the auditory part and a participatory attitude, but

also the observation of non-verbal elements that help to maintain constant contact with the interlocutor.

Particular attention should be paid to:

- ✓ Tone / volume of the voice
- ✓ Gestures and posture
- ✓ Gaze and eye movement
- ✓ Facial mimic
- ✓ Breaks
- ✓ Proxemics

### C. REFORMULATION

It is a mode linked to listening aimed at feedback. The listener makes a summary of the answers obtained without changing or adding anything extra. If the feedback is positive, that is, the interlocutor agrees, it means that understanding is at a good point. If not, new questions will have to be asked to understand better.

Reformulation is indispensable in a dialogue because:

- ✓ It gives the listener the certainty of having understood the interlocutor's words well
- ✓ Gives the speaker the certainty that they have spoken correctly
- ✓ Interpretation errors on both sides are reduced

It can start with one of the following sentences:

- ✓ "Correct me if I'm wrong, you just told me that ..."
- ✓ "if I understand correctly, you think that ..."
- ✓ "I'll give you a summary of what we just said ..."

**Questions, listening and rephrasing are useful whenever a consultation is needed because they facilitate understanding and actively involve the client in a dialogue, precisely persuasive.**

## 4. CONSULTING

**The goal of a consultation is to understand the client so well that you offer them something they can't find anywhere else!**

Consultancy is a professional work performance by a consultant, which is a person with proven technical ability to whom one turns for advice or information on the subject of his competence and experience. Being a specialist, he should know the answers that others ignore and propose appropriate solutions to prevent the client from making mistakes or making bad choices.

The beautician is also an image consultant, because he advises and informs on the subjects of his competence, that is, the body and the face, but, in addition to this, he directly deals with the provision of the service, also assuming responsibility for the result. The value of a consultation is given by what the client wants and, at the same time, by what the beautician advises ethically, even saying no when the requests for treatment are not aesthetically correct.

You don't do consultancy to sell a service or a product, you do it to understand, involve, inform, arouse interest and, when you can get all this, then it will be the customer herself who asks, she will want, she will be looking for his best image consultant.

### Aesthetic advice on the skin

In addition to being physiologically and aesthetically important, it also has a psychological function because it is a direct means of communicating emotions. When you are afraid it turns pale and loses color, it turns red when you feel shame: it is no coincidence that acne appears in the adolescent period during hormonal, physiological and perceptual changes, as well as some diseases caused by stress and defined dermatological outlets. psychosomatic.

The professional figures assigned to skin care are the dermatologist and the beautician. The first is a specialist doctor who deals with skin diseases, while the beautician can offer cosmetic treatments and non-medical services aimed at changing, maintaining, improving the aesthetic appearance and beauty of the skin. The beautician can help a lot in terms of **education and prevention**.

The first step is to correctly inform the customer both on the current situation and on possible corrective and improvement interventions. This can be done through personalized advice, which requires the following **skills and abilities**:

- ✓ Knowledge of the anatomy, properties and defects of the skin, in particular:
  - ✓ Skin types (normal, dry, oily, sensitive, senile)
  - ✓ Its possible conditions (dehydration, oiliness, sensitivity, discoloration, aging)
- ✓ A suitable manual skill
- ✓ Knowledge of products and the most effective way to use them
- ✓ The correct use of the various equipment
- ✓ Good communication skills

The causes that most frequently lead to **ineffective counseling** are:

- ✓ Missing in one of the points mentioned above
- ✓ Assuming the client is aware of her problem
- ✓ Assume that you correctly understand the information we will provide you with
- ✓ Listening superficially to the answers believing that you have understood your problems and needs from the beginning
- ✓ Fall into habit and provide little and superficial information
- ✓ Don't be focused
- ✓ Decide in advance what would be the right solution for that customer

Tools for **effective aesthetic advice** are:

- ✓ A face skin test is a tool that allows you to observe in particular some particles of the skin, measuring their parameters and observing their imperfections; it is able to measure levels of hydration, sensitivity, discoloration, quantity of sebum, depth of wrinkles.
- ✓ Personal and consultation files, possibly digital (visual and tactile analysis)

These methods immediately convey to the client the idea of professionalism and the feeling that the consultation is a normal procedure of the beauty center and not a sporadic initiative aimed only at the sale of the service.

### **Example: A consultation to improve the problem of aged skin**

The phases of the consultancy are:

1. Data collection
2. Questions
3. Reformulation
4. Diagnosis
5. Proposal
6. Closure

#### **1. Data collection**

Any good advice always begins with the compilation (in the case of a new customer) or the examination and updating (in the case of a loyal customer) of a personal and consultation sheet summarizing all the important information.

**Initially, by authorizing the beautician to process personal data**, the customer can independently fill in the form with personal data (name, surname, date of birth, address, telephone number, e-mail address, profession).

All other indications, to avoid being transcribed incorrectly, must be entered by the beautician during the questioning phase, which will focus on:

- ✓ The different problems
- ✓ Needs and needs
- ✓ If you experience allergies caused by any substance
- ✓ Which products are commonly used
- ✓ What solutions have been recommended so far
- ✓ All treatments carried out periodically in the past and future ones that the beautician will recommend

Data collection is important not only to deepen the knowledge of the customer, but also for:

- ✓ Build a reference point for the whole team
- ✓ Serve as a reminder for non-regular customers
- ✓ It conveys an idea of professionalism and attention

While waiting, before starting the dialogue between the beautician and the client, to facilitate the process of collaboration and involvement, brochures can be delivered on the differences between healthy skin and others in problematic conditions.

The client must feel reassured and available to reveal and discuss the problems of her skin, as well as her aesthetic needs and desires.

## 2. Questions

To understand how to proceed in the most effective way, it is appropriate to ask open and alternative questions on the following topics:

- ✓ Opening questions on health and lifestyle (to be asked to the new client)
- ✓ About the needs and problems related to the skin of the face
- ✓ On products used or treatments carried out in the past
- ✓ About desires

### *Examples*

Opening questions to a new customer:

- Have you ever had allergy problems or skin discomfort in general?
- How much water do you drink per day?
- What is your diet?
- Do you smoke?
- How do you usually treat your skin?
- How do you expose yourself to natural / artificial light?

Questions about needs / problems:

- How does your skin feel and see?
- What do you like and dislike about the skin on your face?
- Have you always had these marked wrinkles or they are recent? (in case the customer openly discloses her problem)
- Which areas are you most concerned about with regard to aging?

Questions about wishes:

- What would you like to improve about your face or skin?
- What are your expectations?
- What results would you like to achieve?
- If you had to choose between two options, would you prefer to improve the hydration of your face or the tone first?
- What would you like to see and hear differently?
- Describe your ideal skin to me

### 3. Reformulation

Already described above.

### 4. Diagnosis

For the beautician, diagnosis is the identification and evaluation of an aesthetic problem on the face (always within the scope of his or her expertise, without entering the medical field), essential in order to propose the most appropriate solution to the client.

It is a passage in which the communication is one-way: the beautician speaks and listens to the customer. The content is purely technical.

For this reason, and to avoid that the customer is distracted, you must use a language:

- ✓ Clear
- ✓ Logical
- ✓ Simple
- ✓ Synthetic
- ✓ Suitable for the interlocutor

In this example, the diagnosis of aged skin:

- What is an aged skin?
- Explain the problem to the customer

It is a skin that is depleted of water and marked by chrono-aging and photo-aging.

- How it looks?
- Describe what you see

It is thinned, sensitive and tends to be dehydrated, with a receding oval outline, marked by wrinkles of different sizes, various discolorations.

#### Symptoms

Symptoms that the client may perceive as sensation on the skin are listed.

- ✓ The skin can be more sensitive and therefore prone to redness with an unpleasant perception of burning, heat and irritability
- ✓ The skin "that pulls" due to the loss of water
- ✓ Sensation of swelling in the eye area (bags)

#### Causes

The reasons that may have caused the problem are listed. The causes can be:

- ✓ Physiological aging
- ✓ Aging photos
- ✓ Water shortage
- ✓ Lack of prevention
- ✓ Lifestyle

#### Consequences

The negative effects that could occur in case of neglect of the problem are anticipated.

If the skin is not treated properly, the situation will worsen with:

- ✓ Aggravation of symptoms
- ✓ Accentuation of wrinkles
- ✓ Alteration of the epidermal barrier with the appearance of skin alterations

### 5. Proposal

The proposal is the best solution to the problem. The customer can choose between three possibilities:

- ✓ Treatment in the beauty center
- ✓ Self-care products to use at home
- ✓ Treatment in the beauty center and home maintenance with resale products

It is clear that the third proposal allows to obtain the fastest and most constant results over time, but it is not always feasible for the following reasons:

- ✓ The client visits the center from time to time
- ✓ Cannot afford the expense
- ✓ She doesn't have time to come every week



## Example for the proposal / solution for the improvement of aged skin

### Treatment goals

The objectives allow the client to view in advance part of the results that she will be able to achieve at the end of the treatment or after using what the beautician has recommended.

The argument should stimulate the desire to immediately find a solution that must in any case achieve at least one of the following purposes:

- ✓ Solve the problem
- ✓ Mitigate the problem

The objectives can be one or two, but never more than three, otherwise they create confusion.

Example:

Mrs. Bianchi, to alleviate your wrinkle problem, we need to achieve two goals:

- Moisturize and nourish the skin
- Counteract free radicals

### Proposal of products and services

At this point, a professional solution can be proposed by citing the name of the product (s) (in case of self-care to be used at home) or by explaining the steps (in the case of treatment in the beauty center) and always in a concise way, the products / phases to cosmetic improvement (curative) actions.

"The best solution involves the use of two products with different actions:

- 1) An A.H.A anti-wrinkle serum
- 2) An antioxidant cream that revitalizes and protects the skin

"The best treatment to be carried out in the center involves 4 main phases, each with a different action:

- 1) A regenerating and exfoliating deep cleansing based on A.H.A
- 2) A liposome vial of vitamins A and E
- 3) A vial with moisturizing, nourishing, toning complexes
- 4) A hyaluronic acid mask with a synergy finish of oils that protect the skin from external agents.

### Main components

Only the most important, well-known and sought-after ones are listed because they are advertised and considered innovative. Too many technical notions are boring, the customer is always free to ask further questions if she thinks so.

The main components of these products / treatments are two: hyaluronic acid and A.H.A, the first natural and essential constituent of the connective tissue and responsible for hydration and the second always of natural origin because it originates from fruit acids.

### Results

The results cannot be more than three and must be concrete and real.

Mrs. Bianchi, the results you will be able to achieve, in addition to the goals we have set for ourselves, are:

- An increase in natural defenses against external agents
- A younger and more luminous skin
- Skin oxygenation

At the end, it is necessary to communicate the time needed to achieve the results (duration of the treatment in the beauty center or use of the products at home) and the total cost of the treatment and / or products.

## 6. Closure

Advice developed in the right way through dialogue and agreement on all points leads to the sale of the treatment or product.

If the client has strong resistance, it means that, in the previous phases, they have not been attentive to the signs of distrust and perplexity that they have shown or they have not been sufficiently engaging and persuasive.

Closing is the phase in which it is necessary to be sure of the understanding of the proposal and, consequently, the client's consent to proceed. This approval can only come if you ask the right questions, such as:

- ✓ What do you think of my proposal?
- ✓ Do you need more information?

In the face of indecision, you should never be insistent, some customers need to reflect and often the next time they spontaneously decide to buy or undergo the treatment, without the beautician having to propose it again. In this case, you must always remember to leave information material on the advice provided.

### Aesthetic advice on cellulite

In addition to being physiologically and aesthetically important, it also has a psychological function because it is a direct means of communicating emotions. When you are afraid it turns pale and loses color, it turns red when you feel shame: it is no coincidence that acne appears in the adolescent period during hormonal, physiological and perceptual changes, as well as some diseases caused by stress and defined dermatological outlets. psychosomatic.

The professional figures assigned to skin care are the dermatologist and the beautician. The first is a specialist doctor who deals with skin diseases, while the beautician can offer cosmetic treatments and non-medical services aimed at changing, maintaining, improving the aesthetic appearance and beauty of the skin. The beautician can help a lot in terms of education and prevention.

The first step to take is to correctly inform the customer both on the current situation and on possible corrective and improvement interventions. This can be done through personalized advice which requires the following skills and abilities:

- Knowledge of the anatomy, properties and defects of the skin, in particular, the types of cellulite (edemo-fibro-sclerotic panniculopathy) and its possible conditions (first stage-second stage-third stage-fourth stage)
- A suitable manual ability
- Knowledge of products and the most effective way to use them
- The correct use of the various equipment
- Good communication skills

The causes that most frequently lead to ineffective counseling are:

- Missing in one of the points mentioned above
- Assuming that the client is aware of her problem
- Assume that you correctly understand the information we will provide you with
- Listening superficially to the answers, believing that you have understood your problems and needs from the beginning
- Fall into the habit and provide little and superficial information
- Don't be focused
- Decide in advance what would be the right solution for that customer

Tools for effective aesthetic advice:

**Impedance meter:** a non-invasive professional tool that allows a very reliable analysis of body fat, lean mass and other body fluids in a few minutes.

**Thermography:** contact thermography is based on the use of microencapsulated liquid crystal plates that have the property of changing color as the temperature changes. By placing these plates on the body it is possible to detect the skin temperature (which reflects what happens in the underlying tissues) and therefore highlight, through color images, the presence or absence of the typical signs of cellulite and the type of adiposity on various parts of the body.

**Plicometry:** skin fold is a body fat measurement technique that is implemented through the use of an instrument that detects skin folds in specific areas of the body.

**Personal and consultation files,** possibly digital (visual and tactile analysis).

These methods immediately convey to the client the idea of professionalism and the feeling that the consultation is a normal procedure of the beauty center and not a sporadic initiative aimed only at the sale of the service.

### Example of a consultation to improve the cellulite problem

The phases of the consultancy are:

1. Data collection
2. The questions
3. The reformulation
4. The diagnosis
5. The proposal
6. The closure

#### 1. Data collection

Any good advice always begins with the compilation (in the case of a new client) or the examination and updating (in the case of a loyal client) of a personal and consultation card in which all-important information is summarized.

Initially, by authorizing the beautician to process personal data, the customer can independently fill in the form with personal data (name, surname, date of birth, address, telephone number, e-mail address, profession).

All other information, to avoid being transcribed incorrectly, must be entered by the beautician during the questioning phase, which will focus on:

- The various problems
- Needs and needs
- If you experience allergies caused by any substance
- Which products are commonly used
- What solutions have been recommended up to that point
- All treatments carried out periodically in the past and future ones that the beautician will recommend

Data collection is important not only for deepening customer knowledge, but also for:

- Build a point of reference for the whole team
- Serve as a reminder for non-regular customers
- It conveys an idea of professionalism and attention

While waiting, before starting the dialogue between the beautician and the client, to facilitate the process of collaboration and involvement, brochures can be delivered on the differences between healthy tissue and others in problematic conditions.

The client must feel reassured and available to reveal and discuss her skin problems, as well as her aesthetic needs and desires.

## 2. The questions

To understand how to proceed in the most effective way, it is appropriate to ask open and alternative questions on the following topics:

- Open questions on health and lifestyle (to be asked to the new client)
- About needs and problems related to the body
- On products used or treatments carried out in the past
- On desires

### EXAMPLES

Opening questions to a new customer:

- Have you ever had problems with allergies or skin discomfort in general?
- How much water do you drink per day?
- What is your diet?
- Do you smoke?
- How do you usually treat your body?
- Have you ever used professional body products?
- Questions about needs / problems:
- How do you feel and see your body tissue?
- What do you like and dislike about your body?
- How long have you had this pastiness and swelling in the lower limbs? (in case the client clearly reveals her problem)
- Which areas are you most concerned about cellulite?

Questions about wishes:

- What part of your body would you like to improve?
- What are your expectations?
- What results would you like to achieve?
- If you had to choose between two possibilities, would you prefer to improve the swelling of the lower limbs first or to slim down the fat pads?
- What would you like to see and hear differently?
- Describe your ideal body to me

## 3. The reformulation

Already described above.

## 4. The diagnosis

For the beautician, diagnosis is the identification and evaluation of an aesthetic problem on the body (always within the scope of his or her expertise, without entering the medical field), essential in order to propose the most appropriate solution to the client.

It is a step in which communication is one-way: the beautician speaks and the client listens. The content is purely technical. Precisely for this reason, and to prevent the customer from being distracted, we must use a language:

- Clear
- Logical
- Simple

- Synthetic
- Suitable for the interlocutor

### Body diagnosis with cellulite

We explain what it is and explain the problem to the customer. Cellulite is caused by the degeneration of the microcirculation of the adipose tissue with consequent alteration of its most important metabolic functions.

It describes what you see. Symptoms are presented and those that the client may perceive as sensation on the skin are listed.

#### Stage 1

It is a reversible stage and is characterized by edema and an initial alteration of blood circulation. The vessels have an abnormal permeability of the wall and this causes plasma exudation, stagnation and accumulation in the interstitial spaces. The skin becomes softer and less elastic.

#### Stage 2

The phenomena that characterize the first increase. The final result is that the reticular fibrils present around the adipocytes increase in number and thickness, thus worsening the condition of the microcirculation and its relationship with the adipocytes; in addition, there is a loss of elasticity and softness of the skin. Exchanges decrease and a stagnation of toxins is also determined, so the skin is pale, hypothermic, more pasty and paresthesias, i.e. alterations in skin sensitivity, begin to appear.

#### Stage 3

Micronodules are formed, that is, very small rounded structures encapsulated in collagen fibrils. The nodules and collagen fibers together form a web that, by enclosing the microcirculation and adipocytes, hinders metabolic exchanges. Thus begins a sclerosis of the connective tissue of the dermis, a hyperkeratosis of the affected area and a consequent poor oxygenation. The skin has the characteristic orange peel appearance: there is also some pain on palpation.

#### Stage 4

The micronodules have multiplied to form macronodulations that are easily appreciable on palpation, which are mobile, painful to the pressure and lifting of the skin fold.

This stage evolves into fibrosis, which is an irreversible process characterized by final sclerosis in which the collagen fibrils form an increasingly dense texture adhering, in depth, to the muscle bands. The appearance of the skin, orange peel or mattress, becomes very marked, the skin is quite pale and manifests district hypothermia. Streaks appear, spontaneous pain sensations and on palpation both single and conglomerate nodules are easily detected, almost always painful.

### Differences between **localized adiposity** and **cellulite**:

It is important to define the characteristics that differentiate localized adiposity, which is a normal phenomenon, from cellulite or Edemato-Fibrosclerotic Panniculopathy (PEF). These are:

#### Appearance of the skin surface

In localized adiposity, the skin is smooth, homogeneous, normal in color, without any roughness and free from whitish or white-yellowish streaks. Sebaceous secretion is generally normal. The skin surface, in case of cellulite, PEF in the first and second stage, has a perfectly normal appearance, identical to that of localized adiposity. In the third and fourth stages the skin surface becomes irregular, with introflexions, crater-shaped retractions with an irregular bottom and thin whitish or yellow-whitish streaks. The epidermis can sometimes be dry, sometimes oily and thins in the fourth stage.

#### Sensation on palpation

On palpation, the area with localized adiposity is painless, has a normal softness and the right elasticity, moreover, no plaques, edema, roughness or macronodules are revealed to the touch. Palpation of an area affected by cellulite (PEF) causes pain from the third stage to becoming more intense in the fourth.

Skin pastiness slightly increases in the first and second stages, so much so that the fingerprint may remain after acupressure, while it decreases in the third and fourth. The elasticity decreases in all stages, while the presence of plaques is felt, exerting a slight pressure with the fingertip at the beginning of the third stage. In the first and second stages there is no edema, which is instead present on the periphery of the cellulite plaques at the beginning of the third stage and then disappears in the fourth. In the third stage, a certain skin irregularity begins to appear with the formation of appreciable micronodules touching the surface of the skin. In the fourth stage, macronodules are revealed, determined by the confluence and encapsulation of several contiguous micronodules. The largest nodules, appreciable both with a deep palpation and with the plication of the tissue, vary in size up to the size of a pea.

### Causes

The reasons that may have caused the problem are listed. The causes can be:

- genetic causes
- constitutional
- hormonal
- vascular
- Sedentary life
- stress
- liver disease
- poor diet
- intestinal disorders
- pathologies characterized by marked water retention

### Consequences

The negative effects that could occur in case of neglect of the problem are anticipated. If the skin is not treated properly, the situation will worsen with aggravation of symptoms.

## 5. The proposal

The proposal is the best solution to the problem. The customer can choose between three possibilities:

- Treatment in the beauty center
- Self-care products to use at home
- Treatment in the beauty center and home maintenance with resale products

It is clear that the third proposal allows to obtain the fastest and most constant results over time, but it is not always feasible for the following reasons:

- The client visits the center from time to time
- Cannot afford the expense
- He doesn't have time to come every week

### Example: The proposal / solution for the improvement of cellulite

#### OBJECTIVES OF THE TREATMENT

The objectives allow the client to view in advance part of the results that she will be able to achieve at the end of the treatment or after using what the beautician has recommended.

The argument should stimulate the desire to immediately find a solution that must in any case achieve at least one of the following purposes:

- Solve the problem
- Mitigate the problem

The objectives can be one or two, but never more than three, otherwise they generate confusion.

Example:

*"Mrs. Bianchi, to mitigate your cellulite and localized fat problem we must achieve these objectives:"*

- Improve blood and lymphatic circulation
- Counteracting fat
- Work on toning

#### **With what (products and services)**

At this point, a professional solution can be proposed by citing the name of the product (s) (in case of self-care to be used at home) or by explaining the steps (in the case of treatment in the Beauty Center) and always in a concise way, the products / phases to cosmetic improvement (curative) actions.

*"The best solution involves the use of two products with different actions:"*

- A draining cream
- A hyperemia cream

*"The best treatment to be carried out in the center involves 4 main phases, each with a different action:"*

- A regenerating and exfoliating deep cleansing
- Draining treatments
- Reducing treatments
- Toning treatments

#### **Main components**

Only the most important, well-known and sought-after ones are listed because they are advertised and considered innovative. Too many technical notions are boring, the client is always free to ask further questions if she deems it.

*"The main components of these products / treatments are two: algae and mud, both of which work on water retention and fat."*

#### **Results**

These too cannot be more than three and must be concrete and real.

*"Mrs. Bianchi, the results you will be able to achieve, in addition to the goals we have set ourselves, are:"*

- A visual improvement of the skin
- Lighter legs
- Tissue oxygenation
- Streamlining of the treated areas

In the end, it is necessary to communicate the time needed to achieve the results (duration of the treatment in the Beauty Center or use of the products at home) and the total cost of the treatment and / or products.

### **6. The closure**

Advice developed in the right way through dialogue and agreement on all points leads to the sale of the treatment or product.

If the client has strong resistance it means that she has not been attentive, in the previous phases, to the signs of distrust and perplexity that she has shown or that she has not been sufficiently engaging and persuasive.

Closing is the phase in which it is necessary to be sure of the understanding of the proposal and, consequently, the client's consent to proceed. This approval can only come if you ask the right questions, such as:

- What do you think of my proposal?

- Do you need more information?

In the face of indecision, you should never be insistent, some customers need to reflect and often the next time they spontaneously decide to buy or undergo the treatment, without the beautician having to propose it again. In this case, you must always remember to leave information material on the advice provided.

### Aesthetic advice on back contractures

**Contracture** in itself is a defensive act that arises when the muscle tissue is stressed beyond its physiological endurance limit. Excessive loading triggers a defense mechanism that causes the muscle to contract. The predisposing causes may be mechanical and / or metabolic in nature but have not yet been clearly defined. What is known is that they are somehow related to the following factors:

- muscle contracture
- lack of general and specific heating
- unsuitable physical preparation
- excessive stresses, sudden and violent movements

Contracture is the least severe of acute muscle injuries as it does not cause any anatomical injury to the fibers. What occurs is simply an involuntary and permanent increase in their tone.

The first step is to correctly inform the customer both on the current situation and on possible corrective and improvement interventions. This can be done through personalized advice which requires the following skills and abilities:

- Knowledge of the anatomy, properties and defects of the skin and subcutis, in particular, of the types of contracture
- A suitable manual ability
- Knowledge of products and the most effective way to use them
- The correct use of the various equipment
- Good communication skills

The causes that most frequently lead to ineffective counseling are:

- Missing in one of the points mentioned above
- Assuming that the client is aware of her problem
- Assume that you correctly understand the information we will provide you with
- Listening superficially to the answers, believing that you have understood your problems and needs from the beginning
- Fall into habit and provide little and superficial information
- Don't be focused
- Decide in advance what would be the right solution for that customer

Tools for effective aesthetic consultancy: personal and consultation files, possibly digital (visual and tactile analysis).

These methods immediately convey to the client the idea of professionalism and the feeling that the consultation is a normal procedure of the Beauty Center and not a sporadic initiative aimed only at the sale of the service.

### Example of a consultation to improve the problem of aged skin

The phases of the consultancy are:

1. Data collection
2. The questions



3. The reformulation
4. The diagnosis
5. The proposal
6. The closure

### 1. Data collection

Any good advice always begins with the compilation (in the case of a new customer) or the examination and updating (in the case of a loyal customer) of a personal and consultation sheet in which all important information is summarized.

Initially, by authorizing the beautician to process personal data, the client can independently fill in the form with personal data (name, surname, date of birth, address, telephone number, e-mail address, profession).

All other information, to avoid being transcribed incorrectly, must be entered by the beautician during the questioning phase, which will focus on:

- The various problems
- Needs and needs
- If you experience allergies caused by any substance
- Which products are commonly used
- What solutions have been recommended up to that point
- All treatments carried out periodically in the past and future ones that the beautician will recommend

Data collection is important not only for deepening customer knowledge, but also for:

- Build a point of reference for the whole team
- Serve as a reminder for non-regular customers
- It conveys an idea of professionalism and attention

While waiting, before starting the dialogue between the beautician and the client, to facilitate the process of collaboration and involvement, brochures can be delivered on the differences between healthy skin and others in problematic conditions.

The client must feel reassured and available to reveal and discuss her skin problems, as well as her aesthetic needs and desires.

### 2. The questions

To understand how to proceed in the most effective way, it is appropriate to ask open and alternative questions on the following topics:

- Open questions on health and lifestyle (to be asked to the new client)
- On the needs and problems related to the skin of the face
- On products used or treatments carried out in the past
- On desires

#### EXAMPLES

Opening questions to a new customer:

- Have you ever had allergy problems or skin discomfort in general?
- How much water do you drink per day?
- What is your diet?
- Do you smoke?
- Do you play sports?

- Does he generally have good posture?

Questions about needs / problems:

- How do your muscles feel?
- Is this contracture dated or recent? (in case the customer openly discloses her problem)
- Which areas of your back are causing you the most discomfort?
- Questions about wishes:
- What would you like to improve about your body?
- What are your expectations?
- What results would you like to achieve?
- What would you like to see and hear differently?

### 3. The reformulation

Already described above.

### 4. The diagnosis

For the beautician, the diagnosis is the identification and evaluation of an aesthetic problem on the face (always within his competence, without entering the medical field), essential in order to propose the most appropriate solution to the client.

It is a step in which communication is one-way: the beautician speaks and the client listens. The content is purely technical.

Precisely for this reason, and to prevent the customer from being distracted, we must use a language:

- Clear
- Logical
- Simple
- Synthetic
- Suitable for the interlocutor

#### Diagnosis of the body with back contracture

We explain what it is and explain the problem to the customer. Muscle contracture is an involuntary, persistent and painful contraction of one or more skeletal muscles. The involved muscle is rigid and the hypertonia of the muscle fibers is appreciable to the touch. Contracture in itself is a defensive act that arises when the muscle tissue is stressed beyond its physiological endurance limit. Excessive loading triggers a defense mechanism that causes the muscle to contract. The predisposing causes may be mechanical and / or metabolic in nature but have not yet been clearly defined.

It describes what you see. It presents with the following symptoms: the person affected by a contracture feels a modest and widespread pain along the affected muscle area. Hypertonia is perceived quite clearly and the client complains of a lack of elasticity of the muscle during movements. Palpation allows you to appreciate the involuntary increase in muscle tone and to evoke pain especially in some points. The pain is tolerable and does not prevent the continuation of the activity. However, to remove the risk of complications it is good to be careful with the movements that occur during the day and immediately stop sports activities.

#### Causes

The reasons that may have originated the problem are listed:

- lack of general and specific heating
- unsuitable physical preparation
- excessive stresses, sudden and violent movements
- joint problems, postural and muscular imbalances, lack of coordination

Contracture is the least severe of acute muscle injuries as it does not cause any anatomical injury to the fibers. What occurs is simply an involuntary and permanent increase in their tone.

### Consequences

The negative effects that could occur if the problem are neglected are anticipated. If the contracture is not treated properly, the situation will worsen with aggravation of symptoms.

## 5. The proposal

The proposal is the best solution to the problem. The customer can choose between three possibilities:

- Treatment in the beauty center
- Self-care products to use at home
- Treatment in the beauty center and home maintenance with resale products

It is clear that the third proposal allows for faster and more constant results over time, but it is not always feasible for the following reasons:

- The client visits the center from time to time
- Cannot afford the expense
- He doesn't have time to come every week

### Example: The proposal / solution for the improvement of contracture

#### OBJECTIVES OF THE TREATMENT

The objectives allow the client to view in advance part of the results that she will be able to achieve at the end of the treatment or after using the one that the beautician has recommended.

The argument should stimulate the desire to immediately find a solution that must in any case achieve at least one of the following purposes:

- Solve the problem
- Mitigate the problem

The objectives can be one or two, but never more than three, otherwise they generate confusion.

Example:

*"Mrs. Bianchi, to alleviate your back contracture problem we must achieve two objectives:"*

- Improve blood circulation
- Relax the muscles
- Oxygenate the tissues

### With what (products and services)

At this point, a professional solution can be proposed by citing the name of the product (s) (in the case of self-care to be used at home) or by explaining the steps (in the case of treatment in the beauty center) and always briefly, the products / phases to cosmetic improvement (curative) actions.

*"The best solution involves the use of two products with different actions:"*

- A relaxing essence to be diluted in the tub
- A hyperemia cream to spread on the contracture

*"The best treatment to be carried out in the center involves 4 main phases, each with a different action:"*

- A regenerating and exfoliating deep cleansing
- Treatments with electric sauna to promote the elimination of toxins and relax the contracture
- Relaxing mud treatments to prepare the fabric
- Relaxing massages and connective tissue massage

## Main components

Only the most important, well-known and sought-after ones are listed because they are advertised and considered innovative. Too many technical notions are boring, the customer is always free to ask further questions if she thinks so.

*"The main components of these products / treatment are two: relaxants and hyperemiants both work on the contracture of the area."*

## Results

These too cannot be more than three and must be concrete and real.

*"Mrs. Bianchi, the results you will be able to achieve, in addition to the goals we have set ourselves, are:"*

- A visual improvement of the skin
- Relaxed muscles
- Tissue oxygenation
- Elimination of contractures
- Improvement of posture

In the end, it is necessary to communicate the time needed to achieve the results (duration of the treatment in the Beauty Center or use of the products at home) and the total cost of the treatment and / or products.

## 6. The closure

Advice developed in the right way through dialogue and agreement on all points leads to the sale of the treatment or product.

If the client has strong resistance it means that she has not been attentive, in the previous phases, to the signs of distrust and perplexity that she has shown or that she has not been sufficiently engaging and persuasive.

Closing is the phase in which it is necessary to be sure of the understanding of the proposal and, consequently, the client's consent to proceed. This approval can only come if you ask the right questions, such as:

- What do you think of my proposal?
- Do you need more information?

In the face of indecision, you should never be insistent, some customers need to reflect and often the next time they spontaneously decide to buy or undergo the treatment, without the beautician having to propose it again. In this case, you must always remember to leave information material on the advice provided.

## 5. THE POST TREATMENT

Before dismissing her, it is necessary to clearly show her all the changes that have occurred involving two senses, sight and touch, by asking two specific questions:

- ✓ What do you see different? (brighter skin)
- ✓ What do you feel different? (softer skin hydrated compact)

This redundant behavior is also useful for highlighting the quality of the products used and stimulating the customer to use them at home, reminding her that professional products have a higher yield, therefore the cost, considering the price / benefit ratio, is equal to or even lower than that of other seemingly affordable ones for sale in shops or supermarkets.

A quality service does not end after this phase, but also continues during the subsequent treatment, in which you have to take a few minutes to ask the client if she is satisfied with the results obtained, or, in the case of resale, if she sees positive changes and if she has need further advice or support. The

client always seeks confirmation of the reliability of her beautician and at the same time wants to feel important, she wants attention, she wants someone to take care of her.

## 6. DISMISS

Leave is the moment of saying goodbye, when the customer is accompanied to the reception. It is as important as the welcome and the goal is to prolong the positive feelings of the moments spent in the beauty center. The leave must leave a sense of satisfaction, but at the same time the desire to entrust oneself again to the hands of a professional you can trust.

When dismissing a customer, you must:

- ✓ Accompany her to the reception
- ✓ Smile
- ✓ Ask her if she is satisfied with the service
- ✓ Prepare the bill
- ✓ Summarize the services performed, costs and the total
- ✓ Ask her if she wants to make the appointment for the next time
- ✓ Help her put on her coat
- ✓ Accompany her to the door
- ✓ Greet her
- ✓ Smile

## Procedure for handling unexpected events with the customer

### A. Unexpected events on customer appointments

Unexpected events with customers who do not cancel or who show up late for the appointment!

In your Beauty Center salon, you cannot afford to have clients who put you in difficulty due to missed or unsubstituted appointments. The customer who warns you at the last minute or, worse, does not show up for the appointment or even give you a ring to warn you, creates great financial damage and you cannot passively accept.

This damage materializes in three economic losses at the same time.

1. Failure to collect the treatment not performed
2. Hourly cost of your Beauty Center that still consumes whether you are busy or not
3. Lack of opportunity to add another appointment to the agenda

In fact, in addition to the economic loss, the "unfair" customer creates problems in the internal organization and upsets the operation of the Beauty Center.

The delay or the last minute cancellation will mess up your agenda and do not allow you to give the quality of service that instead increases your income.

You have to be aware of, that if the client behaves inappropriately; it is only your fault that you have not educated him well.

"Uneducated" customers behave like this:

- They skip appointments and don't even notify
- They arrive late with no "justification" and then claim to have the same treatment space they had booked
- They have a "everything is due to me" attitude
- They pay when they want
- They never give thanks
- They don't follow your treatment method (they don't use home care, they don't respect appointments) and then they blame you for lack of results
- They pretend the impossible with an arrogant attitude
- They take you as a confidant and then at some point you discover that they are going to your competitor

By accepting these compromises from time to time, you have "educated" your client not to follow your guide but to behave in a way that is not effective for you. If you do not correct it and educate immediately, however much it may spend in your Beauty Center, it will actually make you lose a lot of energy, a lot of that time and a lot of that money that it will always be a customer in remittance.

For a customer not in "target" that you lose you gain another 10 who follow you and who make you positive word of mouth.

So, start with a little practical action. A first regulation in your Beauty Center on cancellation and timetables. Educate your customer with a sign (and email communications), written like this:

"To offer an ever higher quality of service in cases of inability to meet the scheduled appointment, we urge you to notify the cancellation of the same at least 24 hours in advance in order to avoid the 50% (100%) charge for the next appointment. We also remind you that we will not be able to provide the booked service in the event of an appointment delay of more than 10 minutes. We will give the possibility, in the remaining time, to carry out an alternative treatment. We thank you in advance for your sure understanding and cooperation." (Name of the Beauty Center)

Give a bonus for once but then you have to be inflexible.

## REMIND CUSTOMERS OF APPOINTMENTS

There are 3 main ways to remind your customers of them:

- Reminder cards
- Text message
- Phone call

### Reminder cards

It does not matter if you see customers saving their appointments on their mobile; you should still give them your reminder.

Most customers will open their purse in the following days, where the reminder is likely to be seen.

### Text message (mobile phone)

The use of chat is now on the agenda, but for these communications always use a text message. This message is perceived by the recipient as more important than others are.

Remember to keep the text simple:

"Reminder of the appointment at the Beauty Center Evoluzione Donna at 10.00 am on 30/11/2020"

Send the appointment reminder 48 hours in advance, with this notice, you will give her time to change her schedule or call you to change her appointment. It also gives you some time to manage and fill in the last minute diary hole.

### Phone Call

The best actions to do are:

1. Call the customer two days (48 hours) before the date of the appointment
2. Leave a voice memo if they do not answer
3. In any case, send a reminder via SMS immediately

If you do not have enough workforce to make calls to each customer, then always call first-time customers, always call those who stand up to you at the last moment.

## B. Unexpected customer treatments

### Unexpected events with the use of A.H.A (Unit 1.2)

Fruit acid-based products can cause slight redness, burning and tingling to the skin, but generally, these effects vanish in a short time if they last longer or are particularly intense:

- Treatment must be stopped immediately
- Cool the area immediately with a warm water pack
- Use of buffer creams
- Use of soothing moisturizers
- No sun exposure
- Cream with protection factor 50

### Unexpected connective tissue massage (Unit 1.3)

The connective tissue massage can only create redness or itching, given the effect on the microcirculation. Generally, redness or tingling or skin rush can also be caused by the use of some products used for massage, such as the use of essential oils. If the customer has a particular skin sensitivity, choose more delicate products carefully and in advance. These effects generally wear off in a short time.

If they last longer or are particularly intense:

Before starting the treatment, if you want to use essential oils, test for allergies to essential oils. In the inner area of the forearm, apply a few drops of the product we intend to use and look forward to any reaction, redness or tingling. If a skin alteration occurs, obviously the choice of product must change. Consequently:

- The treatment must be suspended
- The product needs to be rinsed
- The area should be cooled down immediately with a warm water pack
- Soothing moisturizing products should be used
- The customer must be reminded that he must not expose himself to the sun for at least 24 hours

Unexpected events with the use of thermographic plates (Unit 2.1)

If using the yellow plate, it remains black, or only red-brown colors are visible, then the green plate must be used. If the main colors are not shown on this plate either, the leg or room temperature is too low. It will therefore be necessary to repeat the test after establishing the ideal conditions.

If I use the green plate, it quickly changes all colors showing a homogeneous blue color, the yellow plate must be used. If even on this plate the image remains completely blue, we suggest cooling the area with a normal hair dryer (cold air) and checking that the ambient temperature is not higher than 24 ° C. Then repeat the test.

Unexpected connective body massage (Unit 2.2)

The only unexpected is the sensation of pain that the client may experience during the massage; in this case, if the pain is too strong, the manuality is interrupted or we loosen the various grips.



Title of the material/activity	7. Case study “Consultancy for the purpose of anti-cellulite treatment”
Presentation / Description of the activity steps	<p>The activity consists in presenting case 01 (consultancy for the purpose of anti-cellulite treatment) and requires the learner to analyze the case and take the essential elements to decide which treatment is most suitable for the customer.</p> <p>The case can be handled individually or in groups and can be conducted both in written and oral form by the trainer/employer.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	Materials needed: <ul style="list-style-type: none"> <li>• Case study</li> </ul>
Time needed	Case reading: 5 minutes Case execution: depends on the type of administration chosen.
Attachments	Case “Anti-cellulite treatment”
Solution of the activity	Solution “Anti-cellulite treatment”

## Case-study “Anti-cellulite treatment”

Consultancy on cellulite

Description:

A loyal customer wants to have massages to improve her cellulite. The customer is 50 years old, smoker, does not play sports. She drinks ½ liter of sparkling water a day. She is a vegetarian, but she does not take legumes.

Delivery:

Given the information received, analyze the case and answer the following questions:

Q1: What analysis would you use?

Q2: Based on the written data, what advice would you give her?

Q3: What advice on her diet would you give her?

Q4: What treatments would you recommend?

## Solution “Anti-cellulite treatment”

Q1: What analysis would you use?

A1: thermography and visual-tactile analysis, if in possession, impedance meter.

Q2: Based on the written data, what advice would you give her?

A2: drink still water at least 1 liter or 1 and a half liters a day, as a sport I suggest a light activity, for example walking for at least 30 minutes a day.

Q3: What advice on her diet would you give her?

A3: integrate legumes, as they serve as vegetable proteins, since it does not eat meat.

Q4: What treatments would you recommend?

R4: Mud - Algae - Ultrasound - Infrared - Electric sauna



## BODY MASSAGE

### [CARE RELATED TREATMENT]



Co-funded by the  
Erasmus+ Programme  
of the European Union



2.2		BODY MASSAGE [CARE RELATED TREATMENT]	
Learning outcomes correspond to EQF			EQF 4
Learning outcome: S/he is able to provide body massage choosing appropriate techniques and products, and taking into account customer needs and wishes.			Demonstration indicators
Knowledge	Skills	Responsibility and autonomy	
<i>S/he is able to</i>	<i>S/he is able to</i>	<i>S/he demonstrates proven ability to</i>	<i>Based on real work situations</i>
<ul style="list-style-type: none"> <li>Name body types, muscle tone, skin structure and related medical conditions</li> <li>List contraindications that may restrict the performance of massage (e.g. fever, flu, high blood pressure, varicose veins)</li> <li>Name various types of body massage, e.g. classical, lymphatic drainage, exotic massages, hot stones, bamboo, coconuts, herbal stamps, chocolate, Chinese bubble, etc.</li> <li>List basic classical massage techniques: effleurage (long, gliding strokes), petrissage (kneading movements that press and roll the</li> </ul>	<ul style="list-style-type: none"> <li>Select techniques of body massage, e.g. lymphatic drainage, exotic massages: hot stones, bamboo, coconuts, stamps, chocolate, Chinese bubble, etc.</li> <li>Apply techniques of body massage</li> </ul>	<ul style="list-style-type: none"> <li>Perform the appropriate body massage in accordance to the needs of the client and health and safety principles</li> <li>Monitor client reactions and satisfaction and adjust massage techniques if required</li> <li>Advise on supporting massage by applying daily skincare products suitable for specific age (circular &amp; painting movements)</li> <li>Determine treatment duration, sequencing, costs and pricing calculation, informing the client accordingly</li> </ul>	<ul style="list-style-type: none"> <li>S/he fills in the customer card, using the visual and tactile and thermographic techniques to detect skin alterations and using the question technique to fill in the part dedicated to the general anamnesis</li> <li>S/he demonstrates interpersonal skills to manage the relationship with the client throughout the massage</li> <li>S/he prepares the cabin with all the necessary material to be able to perform the diagnosis</li> <li>S/he recommends the products and proposes solutions based on their cosmetological, anatomical, dermatological knowledge</li> </ul>

<p>muscles under the hand or fingers), friction (a light or firm rubbing back and forth of the hands across the skin), and pressure point (direct pressure on a hard, knotted spot).</p> <ul style="list-style-type: none"> <li>• Distinguish types of treatments for various types of clients, incl. pregnant women, seniors, cancer patients, people with intolerances, etc.</li> </ul>			<ul style="list-style-type: none"> <li>• S/he is familiar with hygiene techniques and knows how to put them into practice</li> <li>• S/he performs the massage on schedule and with the correct sequences</li> <li>• S/he manages the unexpected events related to the client's behavior or in reference to the complications that may arise during the massage</li> </ul>
<p><b>Assessment tools</b></p>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Demonstration</li> <li>• Case study</li> <li>• Test</li> </ul>		

## 2.2 Body Massage [Care Related Treatment]

### List of materials / activities

1. Simulation “Connective tissue massage”
2. Case study “Connective tissue massage”
3. Video analyse “Connective tissue massage”
4. Video production “Connective tissue massage”
5. Practical task “Performing connective tissue massage”
6. Role play “Customer management procedures”
7. Research exercise “Alternative body treatments: bio/green and technological treatments”
8. Practical task “Creation of promotional materials for a Beauty Center Spa”

### Objective of the unit

At the end of this unit, you will be able to draw up a client card, reading the data collected in it to perform a correct massage according to the client's needs. Communication skills, dermatological, anatomical and cosmetological bases are required.

Attention to follow hygiene rules and the ability to manage unexpected events are essential.

### Transversal Skills covered

- Customer service and communication
- Management and supporting processes
- Time management
- ICT skills
- Foreign languages
- Green skills

### Hygiene and Safety skills covered

- Basic knowledge of hygiene and safety
- Equipment and tools in the wellness sector
- Disinfection of equipment and furniture, sterilisation etc.

### Typology of materials/resources

- video analysis
- simulation
- demonstration
- practical task
- role play

- case study
- Job shadowing
- dialogues
- written exercise
- Other: \_\_\_\_\_

Title of the material/activity	1. Simulation “Connective tissue massage”
Presentation / Description of the activity steps	<p>The activity consists in simulating the management of a standard customer in the execution of a connective tissue massage. The activity consists of the following steps:</p> <p>Step 1: Receiving the customer.            Step 2: Preparing the client for massage.            Step 3: Filling in the customer card (short interview with the customer)            Step 4: Carrying out the massage sequences.            Step 5: Leaving the customer: final advice (home care - subsequent treatment proposals, cadences and agenda management).</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials:</p> <ul style="list-style-type: none"> <li>• Customer card: body card</li> <li>• Paper or pc agenda</li> </ul> <p>Equipment:</p> <ul style="list-style-type: none"> <li>• Disposable material</li> </ul> <p>Products:</p> <ul style="list-style-type: none"> <li>• Phytoessences for breakouts</li> <li>• Massage cream / oil</li> <li>• Any equipment for the prevention of infectious diseases based on current legislation</li> </ul>
Time needed	1 hour
Attachments	Customer card: body card (see Unit 2.1 Activity n.1) Paper / pc agenda (see Unit 2.1 Activity n.1) Materials control procedure for body treatments
Solution of the activity	



## Material control procedure for cabin and for treatment

Material	Check
Cot with cotton and sponge sheet covered with disposable paper	<input type="checkbox"/>
Thermography plates	<input type="checkbox"/>
Blanket for the client if desired	<input type="checkbox"/>
Towel for customer	<input type="checkbox"/>
Customer card	<input type="checkbox"/>
Mask, visor, gloves, container for customer clothes (* anti Covid legislation)	<input type="checkbox"/>
Other...	<input type="checkbox"/>

Beautician's trolley with treatment products	
Material	Check
Phytoessences: for breakouts	<input type="checkbox"/>
Oil / cream	<input type="checkbox"/>
Other...	<input type="checkbox"/>

Title of the material/activity	2. Case study “Connective tissue massage”
Presentation / Description of the activity steps	<p>The activity consists in presenting the case of a customer who wants a connective tissue massage, within the activity the learner shall analyze the case and take the essential elements to perform the treatment that is the most suitable for the customer.</p> <p>The case can be handled individually or in groups and can be conducted both in written and oral form by the trainer/employer.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials:</p> <ul style="list-style-type: none"> <li>• Case study “Connective massage”</li> </ul>
Time needed	<p>Reading the case: 5 min.</p> <p>Case execution: depends on the type of administration chosen</p>
Attachments	Case study “Connective massage”
Solution of the activity	Solution “Connective massage”

## Case study “Connective massage”

### Description:

A 50-year-old client goes to your beauty center because she has experienced some stiffness in her back, with annoying sensations of pain when she makes some movements. The affected area is this of the image:



### Delivery:

Given the information received, analyse the case and answer the following questions:

**Q1:** What questions do you ask her to understand what the trigger was?

**Q2:** What kind of pain, difficulty, and sensation can the client experience?

**Q3:** Unlike strains and tears in contracture, there are no breaks in the muscle tissue. What can affect the contracture?

**Q4:** What massage do you recommend and why?

**Q5:** Would you start immediately with a connective?

**Q6:** What treatments would you do before performing a connective tissue massage and why?

**Q7:** What kind of advice would you give to implement at home?

**Q8:** What kind of diet would you recommend?

## Solution “Connective massage”

Q1: What questions do you ask her to understand what the trigger was?

A1:

- What kind of work do you do?
- Are you exercising?
- Did you have any hard work?
- Has he made any particular movements?

Q2: What kind of pain, difficulty, and sensation can the client experience?

A2:

- Pain evoked (following certain movements or on palpation) or spontaneous
- Difficulty in carrying out some movements
- Muscle tension
- Hypertonia, i.e. increased muscle tone

Q3: Unlike strains and tears in contracture, there are no breaks in the muscle tissue. Contracture can affect:

A3: A single muscle (in whole or in part) or a group of muscles, is an involuntary contraction of the skeletal muscles that originates from an inflammatory process

Q4: What massage do you recommend and why?

A4: I would recommend a connective tissue massage, as it reduces muscle contractures and tension.

Q5: Would you start immediately with a connective massage?

A5: No.

Q6: What treatments would you do before performing a connective tissue massage and why?

A6: I would start with hot treatments on the whole back to make the tissue more malleable e.g. back mud-electro-sauna-relaxing massages.

Q7: What kind of advice would you give to implement at home?

A7:

1. Warm baths with relaxing and decontracting essential oils:
  - Chamomile • Camphor • Cedar • Coriander • Jasmine • Lavender • Marjoram • Tangerine
  - Melissa • Mint • Patchouli • Scots pine • Sandalwood • Tea tree • Ylang-ylang
2. Be careful to stay as straight as possible, shoulders relaxed, chin up.
3. Take a short break (5 minutes is enough) to get up, take a walk and release any muscle tension before it develops into contractures.
4. Cryotherapy, with the application of ice packs, is useful in the acute phase to combat inflammation; heat, in the next phase, increases vasodilation

Q8: What kind of diet would you recommend?

A8: Under normal conditions, the daily requirement of magnesium, calcium and potassium in adults - which we can achieve through a varied and therefore balanced diet - is approximately:

- 320-420 mg for magnesium. Good sources of magnesium are bran, whole foods, nuts, green leafy vegetables, lentils and beans, seeds and cocoa;
- 800-1,000 mg for calcium. You can take it not only with dairy products such as Parmesan, but also with rocket, almonds, beans, anchovies;
- 3 g for potassium. The food most frequently associated with potassium is banana, but this macronutrient is present in many other foods of plant origin, such as potatoes, asparagus, cabbage and spinach.

Title of the material/activity	3. Video analysis “Connective tissue massage”
Presentation / Description of the activity steps	<p>The activity consists in analyzing an existing video on YouTube regarding the massage to be performed (e.g. Connective tissue massage).</p> <p>The activity can be performed at school or in the Beauty Center.</p> <p>The learner must follow those steps:</p> <p>Step 1: Watching the video.</p> <p>Step 2: Answering the questions asked by the trainer/employer.</p> <p>Step 3: Identifying any other techniques that can be used in place of the connective tissue massage.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials:</p> <ul style="list-style-type: none"> <li>• Tablet / pc for viewing</li> </ul>
Time needed	<p>Step 1 - 10 min</p> <p>Step 2 - 20 min</p> <p>Step 3 - 10 min</p>
Attachments	<p>Body massage</p> <p>Example of YouTube video: <a href="https://youtu.be/w6qKt8R4uyQ">https://youtu.be/w6qKt8R4uyQ</a> (anti-cellulite massage)</p>
Solution of the activity	

Title of the material/activity	4. Video production “Connective tissue massage”
Presentation / Description of the activity steps	<p>The activity consists in making a video about a massage to be performed (e.g. Connective tissue massage). The video can be made both at school and in the workplace (e.g. create a micro video to explain and advise the client about the treatments carried out in the Beauty Salon).</p> <p>The learner can also make the video in English language (any subtitles or explanations of the treatment).</p> <p>The steps are as follows:</p> <p>Step 1: Planning the realization of the video and the technique to show (setting, materials, equipment, etc.).</p> <p>Step 2: Making the video using a video camera / mobile phone / tablet including the post-production: to add background or overlay elements, such as backgrounds and texts.</p> <p>Step 3: Presenting the video made explaining the whole procedure for its realization.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials:</p> <ul style="list-style-type: none"> <li>● Tablet / mobile pc</li> <li>● Materials and equipment needed for the treatment</li> <li>● App to create videos (for example: InShot, Movie, VivaVideo)</li> </ul>
Time needed	<p>To make the video at school / wellness center:</p> <p>Step 1 – 30 min</p> <p>Step 2 – 1-2 hours</p> <p>Step 3 – 30 min</p>
Attachments	<p>Body massage (see Activity n.3)</p> <p>Example of video made at school: <a href="#">2.2 Connective Back Massage video.MOV</a></p>
Solution of the activity	

Title of the material/activity	5. Practical task “Performing a connective tissue massage”
Presentation / Description of the activity steps	<p>The activity can be carried out in 2 environments: at school or in the beauty salon. The trainer or employer has the task of performing a demonstration of the <u>body connective tissue massage</u> in front of the learner (demonstration). Then the learner has to perform the technique according to the customer's agenda and will and at this stage the trainer or employer has to support the massage (support).</p> <p>A variant at school: involving 2 learners side by side in alternating phases (the more experienced student performs the body connective tissue massage flanked by the less experienced one who observes and then precedes the change of role).</p> <p>The steps that the learner must follow are:</p> <p>Step 1: Observing of the trainer (or the more experienced learners).</p> <p>Step 2: Preparing for the body massage.</p> <p>Step 3: Performing the body massage.</p> <p>Step 4: Tidying up and cleaning.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials:</p> <ul style="list-style-type: none"> <li>• Cot</li> <li>• Single use products necessary for connective tissue massage</li> <li>• Any equipment for the prevention of infectious diseases based on current legislation</li> </ul>
Time needed	<p>The activities take place in 2 hours:</p> <p>1 hour for the observation phase</p> <p>1 hour for the execution phase</p>
Attachments	<p>Customer card: body card (see Unit 2.1 Activity n.1)</p> <p>Body massage (see Activity n.3)</p> <p>Paper / PC agenda (see Unit 2.1 Activity n.1)</p>
Solution of the activity	



Title of the material/activity	6. Role play “Customer management procedures”
Presentation / Description of the activity steps	The activity aims to improve management skills of the learners and their ability to create good relations with a customer – during all phases of the treatment. Each learner is assigned a role and the learners involved will have to carry out the role play following the indications provided and studied in the communication handout. The role play enables the learners to improve communication skills. The trainer can intervene for any suggestions that lead to a more complex role play.
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	Materials: <ul style="list-style-type: none"> <li>• any written trace on the chosen role play</li> </ul>
Time needed	15 min for each role play
Attachments	Communication in the wellness sector (see Unit 2.1 Activity n.6) Procedure for handling customer unexpected events (see Unit 2.1 Activity n.6)
Solution of the activity	

Title of the material/activity	7. Research exercise “Alternative body treatments: bio/green and technological treatments”
Presentation / Description of the activity steps	<p>The activity consists in improving the learners’ knowledge of green treatments and alternative technological treatments in order to learn and be aware of the sustainable development goals. This activity also helps the student to use ICT skills.</p> <p>The classroom can be divided into two groups (if conducted in school). Each group is asked to use the internet to look for alternative green and technological treatments that can be used as anti-aging treatments. The groups then have to create a summary of the information found through a PowerPoint presentation that will be shown to the whole class and in front of the trainer.</p> <p>The steps to be carried:</p> <p>Step 1: Searching for alternative treatments online.</p> <p>Step 2: Preparing a PowerPoint presentation with the results.</p> <p>Step 3: Summarizing and explaining the results.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	Materials: <ul style="list-style-type: none"> <li>• PC with Internet connection and Office package</li> </ul>
Time needed	30 min for research 30 min for the preparation of the presentation 10 min for each group for the exhibition
Attachments	Organic cosmetics
Solution of the activity	Examples of green treatments related to the proposed activity

## Organic cosmetics

### BIO-ECOCOSMESIS

Categories of substances used to formulate a cosmetic are:

- Functional ingredients
- Basic materials constituting the vehicle
- Additives that guarantee conservation, stability and improve the organoleptic characteristics of the preparation

The choice of ingredients is fundamental, the ingredients depend on:

- Quality
- Functionality of cosmetic
- Philosophy

Choosing natural ingredients = image of authenticity that returns to the natural.

### BIOLOGICAL

Biological is:

"Product obtained without the use of pesticides and chemical fertilizers, treated with technologies that do not require the use of synthetic or artificial additives"

Biological is also a: "life philosophy based on the balance between man and the environment"

The term was born from the agri-food sector.

### NATURAL COSMETIC

It is obtained with careful selection of:

- Active principles
- the ingredients
- Their synergy

We highlight:

- natural raw materials: animal, vegetable and mineral extracts (extracted by physical and not chemical)
- natural derivatives (slightly modified)
- compounds derived from natural substances (have undergone major chemical changes)

If these raw materials derive from organic farming, it can lead to the birth of an "organic cosmetic"

Features:

- It does not contain GMO products
- The presence of chemical substances used as preservatives is prohibited or regulated
- Raw materials derived from petrochemicals or completely synthesized are prohibited

For these cosmetics, the packaging used is also analysed, in order to minimize pollution.

Cosmetics are put in:

- Recyclable packaging
- Plastic packages that do not give rise to toxic products in the disposal stages

### SKIN COMPATIBILITY:

- Maximum tolerability
- Absence of irritability

Like traditional cosmetics

#### ECO-FRIENDLY:

They minimize pollution

Necessary conditions is the rate of biodegradation which depends on:

- Temperature
- Presence or absence of oxygen
- Water content
- Salt content

#### CERTIFICATION SYSTEMS OF BIOLOGICAL COSMETICS

The production of organic cosmetics is regulated by the directive **CE 76/768** and its modifications.

Individual countries have regulations for organic cosmetics.

They are certified by a third party, recognizable by a certification body mark affixed to the package.

Today **in Europe** there are about thirty certification bodies and related standards.

The world of eco-bio cosmetics does not have a European legislation governing the use of ingredients and this is why Certifications come into play, the result of a voluntary process by a company that subjects all or some of its products to **Certifying Bodies**.

The certifications have developed nationally and internationally.

On 1 September 2009, the Cosmos International Standard came into force which provides for two levels of certification, one for the natural product and one for the organic product and / or ingredient.

The Cosmos Natural brand on the label guarantees 98% of ingredients of natural origin while the Cosmos Organic brand guarantees the use of a minimum percentage of organic ingredients (at least 10% for rinse-off products and at least 20% for all other products).

COSMOS  
NATURAL

COSMOS  
ORGANIC

**NaTrue** is the international certification created on the initiative of some national certification bodies. They have devised a very restrictive and rigorous Standard with the aim of recognizing true natural and organic cosmetics.

NaTrue classifies cosmetic ingredients into **3 categories**:

- natural substances (not subjected to chemical treatments)
- natural-identical substances (natural substances manipulated with simple processing methods)
- natural-like substances (natural substances modified with chemical treatments)

Consequently, the **certifications** provided are of **3 types**:

- organic cosmetics (with a minimum of 95% organic ingredients)
- natural cosmetics with biological component (with a minimum of 70% organic ingredients)
- natural cosmetics



IN ITALY, on the other hand, there are several certification bodies.

The **ICEA** brand for cosmetics and cleansing (ECOBIOCOSMESI E ECOBIODETERGENZA) has obtained international accreditation issued by **IOAS (International Organic Accreditation Service)**, and it is equivalent to the most important European brands of organic cosmetics and cleansing.

Together with partners such as **EcoCert, BDIH, Soil Association, CosmeBio**, it has created the **COSMOS brand**, the first International Standard of Natural and Organic Cosmetics.

**CCPB** is a certification and control body for agri-food and "no food" products obtained in the organic, eco-compatible and eco-sustainable production sector.

It is the first Italian certification body recognized by NATRUE, the main standard for the certification of organic and natural cosmetics.



**AIAB** represents the first recognition on organic cosmetics in Italy. Created over 10 years ago, it guarantees compliance with a specification and the use of good practices: only non-allergenic and irritating vegetable raw materials use of agricultural and livestock products from organic farming.

**Demeter** is the Association for the protection of biodynamic quality in Italy, a control and certification body that certifies the supply chain of products from biodynamic agriculture. In 2012 it established a specific and extremely detailed standard for cosmetics, called Demeter / Biodynamic, which includes very restrictive rules.



**Ecocert** is the French body that since 1991 has offered two levels of certification: ORGANIC (only for organic cosmetics) and NATURAL (only for natural cosmetics).

With the wording "ecological and organic cosmetics" it is necessary that the percentage of natural ingredients is at least 95 percent.

**Ecocert** prohibits the use of synthetic perfumes, synthetic preservatives, synthetic organic dyes, mineral oils and other petroleum products, propylene glycol and other glycols, SIs, Sles and other ethoxylates, silicones and other synthetic ingredients and raw materials tested on animals.



**Soil Association** is the UK's independent certification body, which is entrusted with the inspection and issuing of organic certifications. In the cosmetic field, it applies the Cosmos International Standard.



**EU Ecolabel** is the European ecological quality label. It distinguishes products and services that are characterized by a reduced environmental impact during the entire life cycle.

The Ecolabel criteria also cover important aspects relating to the health and safety of consumers and any social and ethical aspects of production processes.



**Leaping Bunny** can be used for products that have not been tested on animals at any of the stages of production.

The leaping bunny seal ensures that the products and ingredients have not been tested on animals, but it does not mean that the product with this certification is automatically natural or eco-friendly.



**IHTK (International Manufacturers Association Against Animal Testing in Cosmetics)** has for many years been in close cooperation with the German Federation on Animal Protection for a clear ban on animal testing in the cosmetic sector.

This seal indicates that:

- no animal testing was carried out for the development and production of the final products
- no raw materials tested on animals were used (since 01.01.1979)
- no raw materials obtained through cruelty to animals or for which the animals have been specifically killed were used (for example mink oil, spermaceti, civet, turtle oil, silk, carmine cochineal)
- raw materials derived from live animals, such as beeswax, honey, dairy, products and wool fat are excluded
- there is no economic dependence with other companies which carry out animal experiments or commission it



**USDA (United States Department of Agriculture)** is the reference body in the United States.

Apply two levels of certification: "100 percent Organic" for cosmetics that contain only ingredients of organic origin, which can display the USDA Organic label.



**Organic**, for cosmetics that must contain at least 95% of bio-organic ingredients.

**EWG** Verified has developed a series of stringent standards, with the aim of avoiding products with harmful chemicals on the market.

Cosmetic products have also become easily available on the internet, which is why, before each purchase, it is good to read the label and know the meaning of the certifications.

### SOME REQUIREMENTS OF THE ORGANIC COSMETIC

Permitted raw materials:

- Organic and non-organic vegetables (only if the certified equivalent does not exist on the market)
- Organic and non-organic animals (only if the certified equivalent does not exist on the market)
- Minerals
- Summary (subject to restriction)

Raw materials not allowed:

- PEG derivatives
- Aggressive surfactants
- Substances that can cause ecological and environmental damage
- Derived from animals such as collagen, chitin, placenta
- Silicone and silicone derivatives
- Dyes
- Synthetic perfumes

Preservatives (subject to restriction)

GMOs (genetically modified organisms) are prohibited

### WHICH INGREDIENTS ARE OK AND WHICH INGREDIENTS ARE NOT!

#### Why NOT to PETROLATI?

They are obtained from oil and have the following characteristics:

- Not biodegradable: they remain in the environment
- They are not dermo-affine: substances so different from the lipids of the skin that they are not absorbed and are physiologically inert
- Occlusive and insulating: comedogenic
- They may contain carcinogenic residues

#### How do I recognize them on the label?

Based on their consistency, we divide them into:

- fluids: vaseline oil (INCI paraffinum liquidum)
- semisolids: stringy vaseline (INCI petrolatum)
- solids: paraffin (INCI paraffin)

#### Why not SILICONES?

They come from silicon, obtained from a chemical process that starts from sand and coal. They are very popular in cosmetics.

The progenitor and the best known is DIMETHICONE, a light and volatile oil, then there are cyclosilicones (INCI cyclomethicone) with high volatility that is expressed in cosmetics giving it lightness.

Silicones can take the forms of gels, silicone rubbers and resins.

Silicones are:

- not biodegradable: they remain in the environment
- they are not skin-related
- they may contain toxic residues

*The sensation of smooth and silky skin that a silicone is able to give to a cosmetic is unparalleled: they are used to improve the smoothness and pleasantness of the product*

### What are petrolatum and silicones replaced with?

They can be replaced with OILS, BUTTERS, WAXES of vegetable origin which are:

- Biodegradable
- Dermoaffins

Consisting mainly of "triglycerides" and a small fraction called "unsaponifiable" rich in tocopherols, carotenoids, etc.

All very precious substances for our skin.

#### OILS

They derive from the extraction from the fruit, from the seed or from the germinated seed of many plants.

However, they are easily oxidizable and this involves the use of antioxidants (tocopherol, BHT and BHA).

They should be stored in the dark, low temperature and low in oxygen.

The most common are: avocado oil, olive oil, rice oil, wheat germ oil, soybean oil, borage oil and rosehip oil.

#### BUTTERS

Vegetable butters are pasty at room temperature.

The main ones are:

- Shea butter
- Cocoa butter

#### WAXES

They are divided into plants and animals.

- Vegetable: the most used are carnauba wax, candelilla wax, jojoba wax
- Animal: the most used are beeswax and lanolin

### Why not PEG, derivative PEGs?

Reactions to the formation of PEGs can lead to the formation of dioxane, which is a dangerous, carcinogenic substance.

In cosmetics, most surfactants and emulsifiers are PEG derivatives.

On the label they are recognized by the suffix PEG and the terminal part of the word –eth (laureth), among them, the best known are Sodium Lauryl Sulfate and Sodium Laureth Sulfate: they are the cheapest surfactants but also the most aggressive for our skin.

### What do we replace them with?



ALKYL POLYLUCOSIDES (eg. ceteryl alcohol): they are well tolerated by the skin and are obtained from corn flour and coconut oil.

#### PRESERVATIVES

They have the important function of preventing the reproduction of microorganisms in the cosmetic during the entire life cycle of the product. They are well tolerated by human skin, even they can give intolerances. Depending on the container of the cosmetic, the quantity of the preservative will also vary: low for a tube, high for a jar.

#### Preservatives NO

- Formaldehyde cessors: e.g. INCI imidazolidinyl urea
- Allergizers: e.g. INCI methylchloroisothiazolinone
- Ecotoxic: e.g. INCI triclosan
- Parabens: e.g. INCI methylparaben etc. (they are the family most used in cosmetics)

#### Preservatives YES

- Ascorbic acid, potassium sorbate (INCI: sorbic acid, potassium sorbate) obtained from wild fruits
- Derivatives of amino acids
- Essential oils: thyme, rosemary, lavender, cinnamon, tea tree
- Dihydroacetic acid Glycerin and family: they subtract the water from the cosmetic, making it unavailable to microorganisms that thus cannot proliferate (INCI glycerin)

Animal ingredients are allowed only if the animal is not harmed; hyaluronic acid, which was once extracted from the rooster's comb, is now produced by biotransformation.

The only color allowed is caramel.

#### EUROPEAN DISCIPLINARY

#### COSMOS STANDARD( Cosmetic Organic Standard )

**Certification system:** It brings together a common quality mark for Europe

**Unification of the organic brand:** It is a natural and organic certification standard for cosmetic products.

It entered into force on January 1, 2010.

It ensures **respect** not only for our skin, but also for the world around us.



Natural cosmetics is moving towards a BIO - ECO COSMETICS that combines:

- Naturalness
- Skin compatibility
- Eco-compatibility

The cosmetic must:

- Contain natural raw materials deriving from bio-agriculture
- Be safe for health
- Evaluate the absolute skin compatibility
- High biodegradability, lower environmental impact

## **SITOGRAPHY**

<https://www.cosmos-standard.org/>

You can find the cosmos-standard official documents (in IT-EN-DE-FR-ES)

<https://www.natrue.org/>

You can find the official standards (in IT-EN-DE-FR-ES)

Web site in italian:

<https://www.ecocert.com/it/home>

## Examples of green treatments related to the proposed activity

Examples of alternative treatments to the bio / green connective tissue massage related to the proposed activity:

### HAY BATH

Hay baths are immersions in fresh, fermenting mountain herbs. The therapy is more properly known as **phytobalneotherapy** and has its origins in Trentino Alto Adige, according to ancient customs, the peasants of this region used to rest from the fatigue of working in the fields lying on beds of freshly cut hay and in the morning they awoke completely refreshed and rested.

The fame of hay therapy then spread, gradually transforming itself from a purely popular type of practice to thermal hay therapy. The first document that testifies to the recognition of phytobalneotherapy dates back to 1803 and appeared in a book published by a German doctor, Doctor Christian H.T. Schreger, titled "Balneotechik oder Anleitung Kunstbäder zu bereiten und anzuwenden", bathing technique or instruction for preparing or using artificial baths. The German abbot Sebastian Kneipp was an advocate of "hay baths" and in 1896 he fully described the beneficial effects of herbs collected in highland meadows.

The herbs used for hay packs grow spontaneously in the mountains and are rich in healing properties, they are harvested in the evening or in the early hours of dawn, before the dew dries. Subsequently they are placed in large tanks and left to macerate for several days during which they reach a temperature around 55° - 65° C.

Mostly mountain arnica, gentian, yarrow, hypericum, thyme, aconite, blueberry, Pulsatilla Alpina and clover are used. Harvesting takes place on meadows where grazing, fertilization with organic and inorganic material and the transit of vehicles are prohibited.

The active ingredients of these herbs exert an analgesic and revulsive action (redness). The grass is cut at about 1,500 meters above sea level and the grass harvested between mid-July and the first ten days of August is the best ever. In the periods outside the harvesting season, the grass is wrapped in polyethylene and compressed in round bales, in this way it is possible to preserve it while maintaining its effectiveness.

There are factors that influence and determine the temperature levels such as the composition of the herbs, the time of harvest, the type of packaging, the length of the grass, the humidity and how the tanks are aerated. Too high humidity can give rise to bad smells due to the prevalence of fungi over bacteria.

The thermal baths are prepared every fortnight, a layer of straw is placed on the bottom to absorb the water produced by the fermentation process, on top of this layer another layer of about 50 centimeters of fresh grass is placed which is then left to rest for forty-eight hours covered with wooden boards to prevent evaporation and allow heating.

The hay treatment involves immersions during which the temperature rises to levels between 40 ° and 70 ° C, stimulating a strong sweating that continues even after the treatment is finished. Customers are immersed naked and covered with a layer of about 15-20 centimeters of hay, only the garment that is protected is left free.

The first dive lasts an average of ten minutes, the following ones last up to 25 minutes. The therapeutic action of these baths is given by the moist heat released evenly and by profuse sweating. At the end of the immersion, the patient is wrapped in a wool blanket and placed for a time that can vary from 30 to 45 minutes on a reaction bed in a heated room located in the immediate vicinity of that of the bathrooms. Sweating is initially very strong and lasts even for 4 hours. The patient in this phase must replenish the lost fluids with the intake of drinks and herbal teas. At the end of the session, a relaxing

massage is usually performed. A complete cycle of hay baths consists, on average, of a number of sessions ranging from eight to twelve which are often interspersed with a day of rest.

The hay bath season starts at the end of July and lasts until the end of September. The strong heat and the hydrosaline exchange caused by sweating give a prolonged feeling of well-being and the absorption of the active ingredients of the herbs gives the skin a smoother and more toned appearance.

### Examples of alternative technological treatments related to the proposed activity:

#### HYDROMASSAGE

As the name indicates, the **hydromassage** is a massage done by water. It consists in the release of air from holes placed inside the tank, depending on the power with which the air is shot, it can be relaxing or invigorating. You therefore benefit from the massage and the therapeutic virtues of water. It will have effects on both the body and the mind, significantly improving the quality of life, as it restores psychophysical balance and harmony. You therefore benefit from the massage and the therapeutic virtues of water. It consists in the release of air from holes placed inside the tank, depending on the power with which the air is shot, it can be relaxing or invigorating. The basic action of the hydromassage is precisely the continuous water stimulus on the skin and subcutaneous tissue exerted by the bubbles and micro-bubbles that come out of the jets. And, depending on the type of treatment, the massage can also involve the different muscle groups more or less deeply. Among the immediate benefits of hydromassage there is undoubtedly the instant sensation of lightness, especially at the level of the lower limbs. Furthermore, the microcirculation is stimulated correctly with the consequence of a visible reduction of water retention and cellulite. Finally, the benefits on muscle tension (including muscle-tension headaches) and mood are not negligible, especially if chromotherapy is associated with the hydromassage (with lights on the bottom of the tub).

The **benefits** that you will derive from the whirlpool are not only physical but also psychological. It is the best way to recover energy and serenity. The whirlpool leads to total relaxation and freeing the mind from worries and stress. The endorphin that is released during a hydromassage is used to eliminate fatigue and anxiety, in fact it is recommended for those with insomnia problems, for example. Taking a bath in the evening before going to bed can naturally solve the problem and be able to sleep more peacefully. The whirlpool should not be used every day, but it is recommended two or three times a week. The time of a session should be around 15-20 minutes, at an optimal water temperature of 37 degrees. With a higher temperature you have greater relaxation, while with colder water you will have a greater tonic and stimulating effect.

The **benefits of the hydromassage** are numerous:

- It has a deep cleansing effect on the skin, strengthens it and increases elasticity
- Thanks to a powerful jet, it has a draining effect
- The hydromassage fights stress, as it induces the body to relax
- It is an excellent remedy against back, neck, foot discomfort and above all it eliminates the feeling of heavy legs
- The whirlpool performs a deep massage, consequently eliminating toxins
- Fights rheumatism and arthrosis
- The whirlpool promotes blood circulation and hinders the appearance of varicose veins
- By relaxing the muscles, it promotes sleep

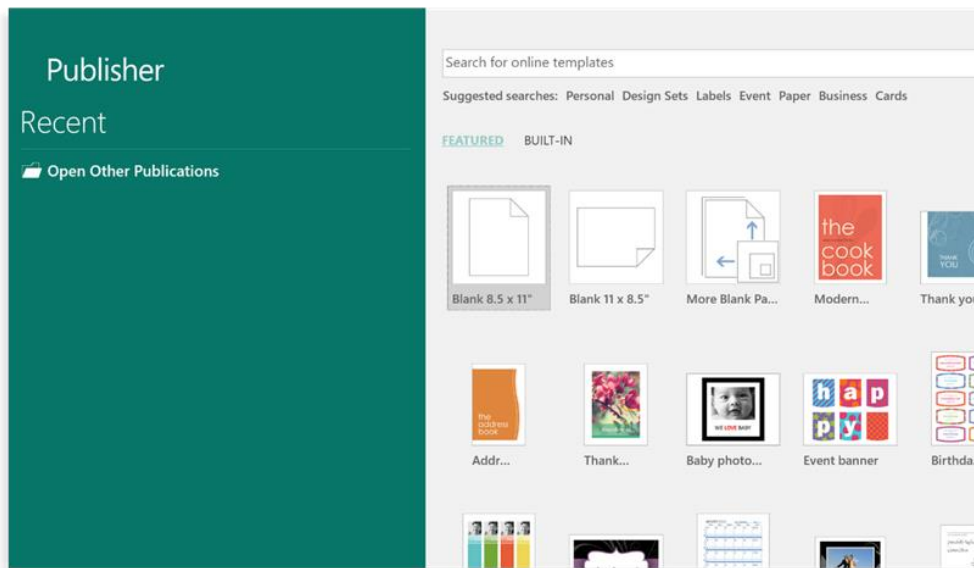
Nowadays there are so many models of whirlpools, they are increasingly powerful and have many functions, such as **chromotherapy**, which combines the virtues of massage with those of colors or aromatherapy that uses essential oils.

Title of the material/activity	8. Practical task “Creation of promotional materials for a Beauty Center Spa”
Presentation / Description of the activity steps	<p>The activity aims to improve design and presentation skills of learners. In case of activity carried out at school, learners can be divided into 2 or 3 groups. Each group is asked to create promotional/advertising materials that can be used in a Beauty Center using the Office - Publisher program. The groups must present the product created to the class and to the trainer, explaining the reasons and objectives. Learners are asked to:</p> <p>Step 1: Reading the <i>Using Publisher for aesthetics</i> and deciding which material / product to create</p> <p>Step 2: Describing the motivation and choices for the aesthetic and content of the material / product to be created</p> <p>Step 3: Presentation to the class of the manufactured material</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials:</p> <ul style="list-style-type: none"> <li>• PC with Internet connection and Office package</li> <li>• For the activity also other internet sources can be used, e.g. canvas or adobe acrobat for those having some experience in materials’ design.</li> </ul>
Time needed	<p>10 min for reading and choosing the product to create</p> <p>1 hour for the preparation, choice of contents and motivation of the material to be created</p> <p>20 min for each group for the presentation</p>
Attachments	Using Publisher for aesthetics
Solution of the activity	

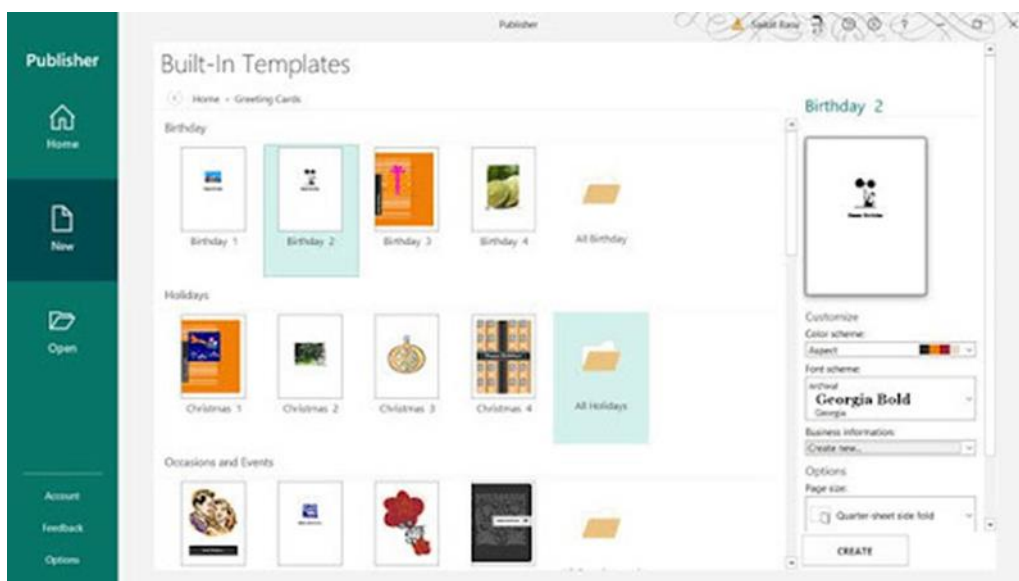
## Using Publisher for aesthetics

### Publisher: create promotional products for the Beauty Center / Spa

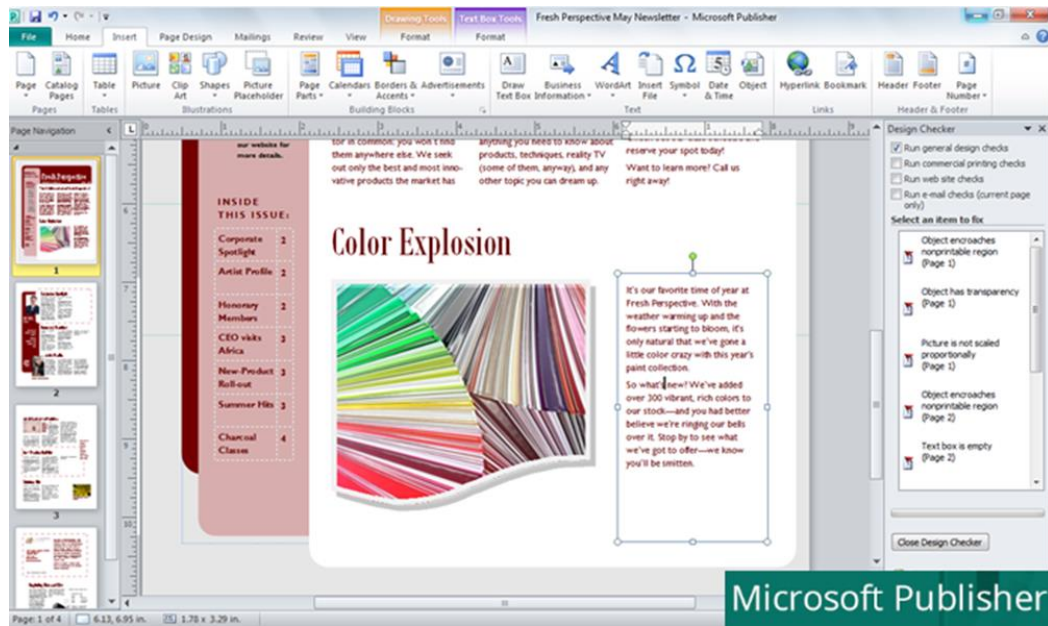
**Microsoft Publisher** is an Office program that allows you to create professional documents, such as newsletters, postcards, flyers, invitations, brochures and others, using predefined templates. Open the "PUBLISHER" program, then selecting the "BUILT-IN" models:



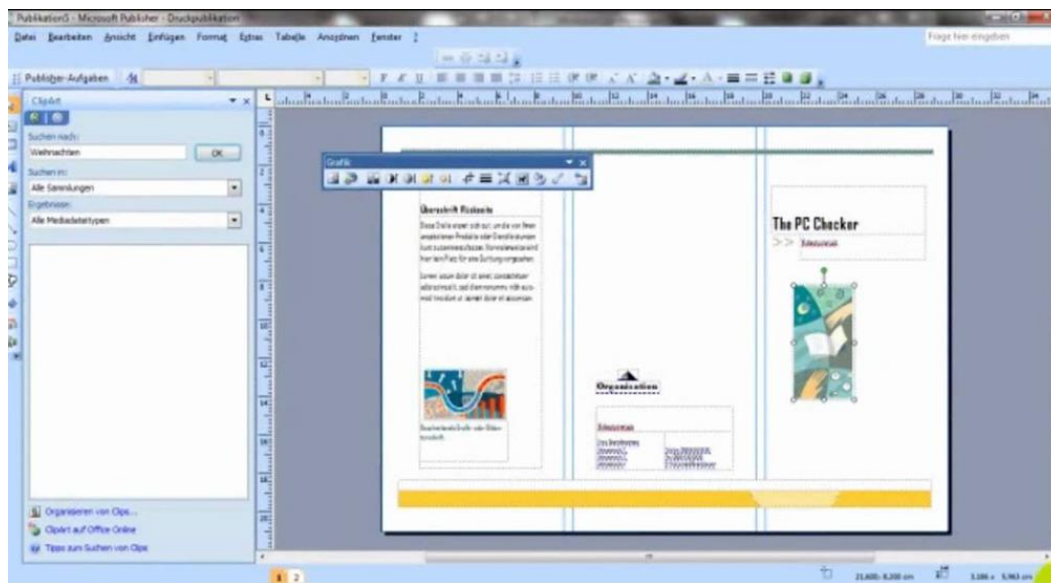
Choose the format you want to use and then change it, as you like.



The "BUILT-IN TEMPLATES" screen will open, with the various pre-set graphic solutions. In this case, subsequent modifications will be possible (position of the text, colors, images...). Pick one. The work screen will open and you can start to fill in with data and images of your choice.



Remember that in most models there is the possibility to change the back of the sheet.



Once you have made the desired changes, save the project with the top left button (SAVE).  
Exercises to propose:

### 1. Folded brochure example

**Orari**

Lunedì 9-19  
Martedì 9-19  
Mercoledì 9-19  
Giovedì 8-18  
Venerdì 9-20  
Sabato 8-12  
Domenica chiuso

**Estetica Evoluzione Donna**



Non fermarti all'apparenza di un difetto, poiché dietro ad esso si cela un bisogno

**Evoluzione Donna**

Via.....  
N°.....  
Città.....  
Cap.....  
Prov.....  
Fax.....  
Posta elettronica .....

**Listino prezzi**

Epilazione		Massaggi		Trattamenti viso	
Epilazione labbro sup.	5.00	Linfodrenaggio	70.00	Pulizia viso	50.00
Sopracciglia	8.00	Antistress	50.00	Idratante	70.00
Ascelle	10.00	Connettivale	80.00	Nutriente	70.00
Inguine	5.00			Equilibranti sebo	70.00
Braccia	13.00	<b>Corpo</b>		Acne	70.00
Gamba intera	40.00	Anticellulite	60.00	Anti age	80.00
<b>Mani</b>		Gambe leggere	50.00	Trucco personalizzato	
Manicure	20.00	Elettrosauna	65.00		
<b>Piedi</b>		Fanghi	50.00		
Pedicure	50.00	Alghie	50.00		

Example created by Civiform

## 2. Example of folding card for appointments

**ESTETICA  
EVOLUZIONE DONNA**

**Orari**  
Lunedì -Venerdì 9.00-20.00  
Sabato 9.00-12.00

**Appuntamenti**

Giorno \_\_\_\_\_  
Ora \_\_\_\_\_

Giorno \_\_\_\_\_  
Ora \_\_\_\_\_

**Grazie per la fiducia accordataci.**

CITTÀ.....  
VIA.....  
CAP.....  
TEL.....  
P.IVA.....

Example created by Civiform

### Other Publisher creation examples that you can create:

- Gift voucher / customer voucher



- event flyer
- promotion of aesthetic treatments of the month – list
- brochure explaining the treatment
- promotion of cosmetic products



**BODY TREATMENTS: HYDROTHERAPY,  
ANTI-CELLULITE TREATMENTS,  
AROMATHERAPY, LIGHT THERAPY,  
SAUNA AND BATHS**

**[CARE AND BEAUTY RELATED TREATMENT]**



Co-funded by the  
Erasmus+ Programme  
of the European Union



2.3	BODY TREATMENTS: HYDROTHERAPY, ANTI-CELLULITE TREATMENTS, AROMATHERAPY, LIGHT THERAPY, SAUNA AND BATHS [CARE AND BEAUTY RELATED TREATMENT]		
Learning outcomes correspond to EQF			EQF 4
Learning outcome: S/he is able to carry out body treatments in compliance with hygiene regulations, choosing products and taking into account customer needs and wishes.			Demonstration indicators
Knowledge	Skills	Responsibility and autonomy	
<i>S/he is able to</i>	<i>S/he is able to</i>	<i>S/he demonstrates proven ability to</i>	<i>Based on real work situations</i>
<ul style="list-style-type: none"> <li>List technical terms on body treatment processes.</li> <li>Define procedures and methods for preparation of products functional to the performance of body treatments.</li> <li>Remember Types of body care treatments, incl. hydrothermal treatments, anti-cellulite, firming, regenerating and aromatherapy, etc.</li> <li>Remember main types of aesthetic treatments (purifying, dermo cosmetic, toning, relaxing, lymph-draining).</li> <li>Describe various cosmetic products and their purpose.</li> <li>Classify types of preparations, apparatus, tools,</li> </ul>	<ul style="list-style-type: none"> <li>Apply procedures and methods for preparation of products functional to the performance of body treatments.</li> <li>Follow standardized procedures for the provision of body treatments.</li> <li>Use parameters to ensure the quality of body treatment and guarantee customer satisfaction.</li> <li>Apply various types of body care treatments, e.g., anti-cellulite treatments, firming, regenerating, aromatherapy, and light therapy.</li> </ul>	<ul style="list-style-type: none"> <li>Perform a body treatment (e.g., scrubs, masks, hot and cold compresses, bandages, mud and clays, poultices) considering indications and contraindications and the purpose set.</li> <li>Personalize service proposals, combining the customer's demands with the completion of a previous aesthetic diagnosis, or following the indications of the physician.</li> <li>Inform the customer on the results of the aesthetic diagnosis and advise on the most suitable treatment.</li> <li>Provide advice on</li> </ul>	<ul style="list-style-type: none"> <li>S/he keeps up with the daily schedule.</li> <li>S/he manages good customer relationships (reception, during treatment, leave) and fills in the customer information electronic card.</li> <li>S/he poses the needed questions and tools to analyze and identify aesthetic needs of the customer.</li> <li>- S/he creates a personalized treatment program based on the customer's needs.</li> <li>S/he prepares the necessary equipment for the intended treatment, maintaining this equipment and facilities in good, hygienic condition.</li> <li>S/he applies the intended treatment.</li> <li>S/he handles</li> </ul>

<p>and accessories used in body treatments.</p> <ul style="list-style-type: none"> <li>• Distinguish types of treatments for various types of customers, incl. pregnant women, seniors, cancer patients, people with intolerances, etc.</li> </ul>		<p>how to proceed after body beauty treatment at home.</p> <ul style="list-style-type: none"> <li>• Organize, distribute, and supervise work optimizing facilities and resources to guarantee quality in the provision of body treatments.</li> </ul>	<p>unexpected events (some cosmetic reaction, customer complaints about something, etc.).</p> <ul style="list-style-type: none"> <li>• S/he advises the customer on healthy lifestyle habits to keep the effects of treatments.</li> </ul>
<p><b>Assessment tools</b></p>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Demonstration</li> <li>• Case study</li> <li>• Test</li> </ul>		

### 2.3 Body Treatments: Hydrotherapy, Anti-Cellulite Treatments, Aromatherapy, Light Therapy, Sauna and Baths [Care and Beauty Related Treatment]

List of materials / activities

1. Practical task “Creating a work schedule”
2. Practical Task “Creating a customer information file in a digital format”
3. Role play “Customer service”
4. Practical task “Customer loyalty management through circular economy activity”
5. Demonstration / simulation “Compact cellulite treatment”
6. Case study “Treatment during pregnancy and postpartum”
7. Written exercise “Health and safety measures”
8. Practical task “Recommendations for the customer”

#### Objective of the unit

The activities proposed in this unit allow for the achievement of the learning outcomes in the body treatment area. The learner will be able to perform these treatments in good, safe and hygienic conditions, choosing the most adequate electrical devices and specific cosmetics regarding the needs and desires of customers. The learner will improve ICT skills preparing digital documents related to the treatments and customers data. Communication skills, in native and foreign language, will also be improved as well as the awareness of care and protection of the environment.

#### Transversal Skills covered

- Customer service and communication
- Management and supporting processes
- Time management
- ICT skills
- Foreign languages
- Green skills

#### Hygiene and Safety skills covered

- Basic knowledge of hygiene and safety
- Equipment and tools in the wellness sector
- Disinfection of equipment and furniture, sterilisation etc.

#### Typology of materials/resources

- |                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> video analysis</li> <li><input checked="" type="checkbox"/> simulation</li> <li><input checked="" type="checkbox"/> demonstration</li> <li><input checked="" type="checkbox"/> practical task</li> <li><input checked="" type="checkbox"/> role play</li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> case study</li> <li><input type="checkbox"/> Job shadowing</li> <li><input type="checkbox"/> dialogues</li> <li><input checked="" type="checkbox"/> written exercise</li> <li><input type="checkbox"/> Other: _____</li> </ul> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Title of the material/activity	1. Practical task “Creating a work schedule“
Presentation / Description of the activity steps	<p>This activity consists in preparing an electronic appointment control schedule for customers, taking into account that several technicians in different booths can work at the same time.</p> <p>The objective is to improve the ICT skills of the learners of a beauty salon and to contribute to the green skills, reducing paper use and promoting digital tools.</p> <p>To carry out the task, the learner will use a video tutorial that can be watched in different languages to improve foreign language skills.</p> <p>Step 1: Watching the video tutorial to understand the whole process of creating a work schedule.</p> <p>Step 2: Following the steps described in the video tutorial and create the work schedule for the specific wellness or aesthetic center.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	Materials needed: <ul style="list-style-type: none"> <li>• PC / tablet</li> </ul>
Time needed	2 hours
Attachments	<a href="#">Wellness Calendar.mp4</a> <a href="https://drive.google.com/file/d/1ChQqew1OclRA2ctwBGKdhfzfZuizd3Fi/view">https://drive.google.com/file/d/1ChQqew1OclRA2ctwBGKdhfzfZuizd3Fi/view</a>
Solution of the activity	The calendar adapted to the specific wellness or aesthetic center.

Title of the material/activity	2. Practical task “Creating a customer information file in a digital format”
Presentation / Description of the activity steps	<p>The activity consists in creating a file for the customer’s evaluation as well as the personal information collected during the interview, analyzing customer's needs for body treatment.</p> <p>The activity will help to improve the digital dexterity of the learner.</p> <p>Step 1: Reading the instructions described in the document “Create your customer information file”.</p> <p>Step 2: Designing a customer information file on the computer, inserting the relevant data using tables. Other artistic can be implemented in the card, for example, drawings, schemes or photos of the customer (before, during and after treatment).</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• PC or tablet, Internet connection (it is advisable but not essential)</li> <li>• Template of customer information file</li> </ul>
Time needed	3 hours
Attachments	Create your customer information file
Solution of the activity	Solution “Customer Information File”

## CREATE YOUR CUSTOMER INFORMATION FILE

Create your own customer file with the tools provided by Microsoft Office or any other programme that allows you to design tables for digital and paper files.

At the beginning, think about the header and footer. You can insert your logo in the header and your address, phone number, email, ... in the footer, for example.

Then, make an outline of the information that will go inside the file to generate a table per section. Think about the columns and rows you need to enter the information. Rows and columns can be combined, deleted or added at any time, so if you find that you need to add some data, you can always add it later. When you have your table ready, you can remove or highlight borders, add colour to the background or add a watermark to the whole page.

### Information you should have in the customer card:

- Customer's personal details.
- Reference centre.
- Questions about information needed in a body treatment consultation.
- Measurements of the different body areas, weight, height, etc.
- Data for diagnosis and follow-up of the treatment.
- Equipment used, cosmetics, processes.

### Budget acceptance sheet.

This is a very important document that denotes the seriousness and commitment of your services to your customers.

Text boxes and forms are used in this document.

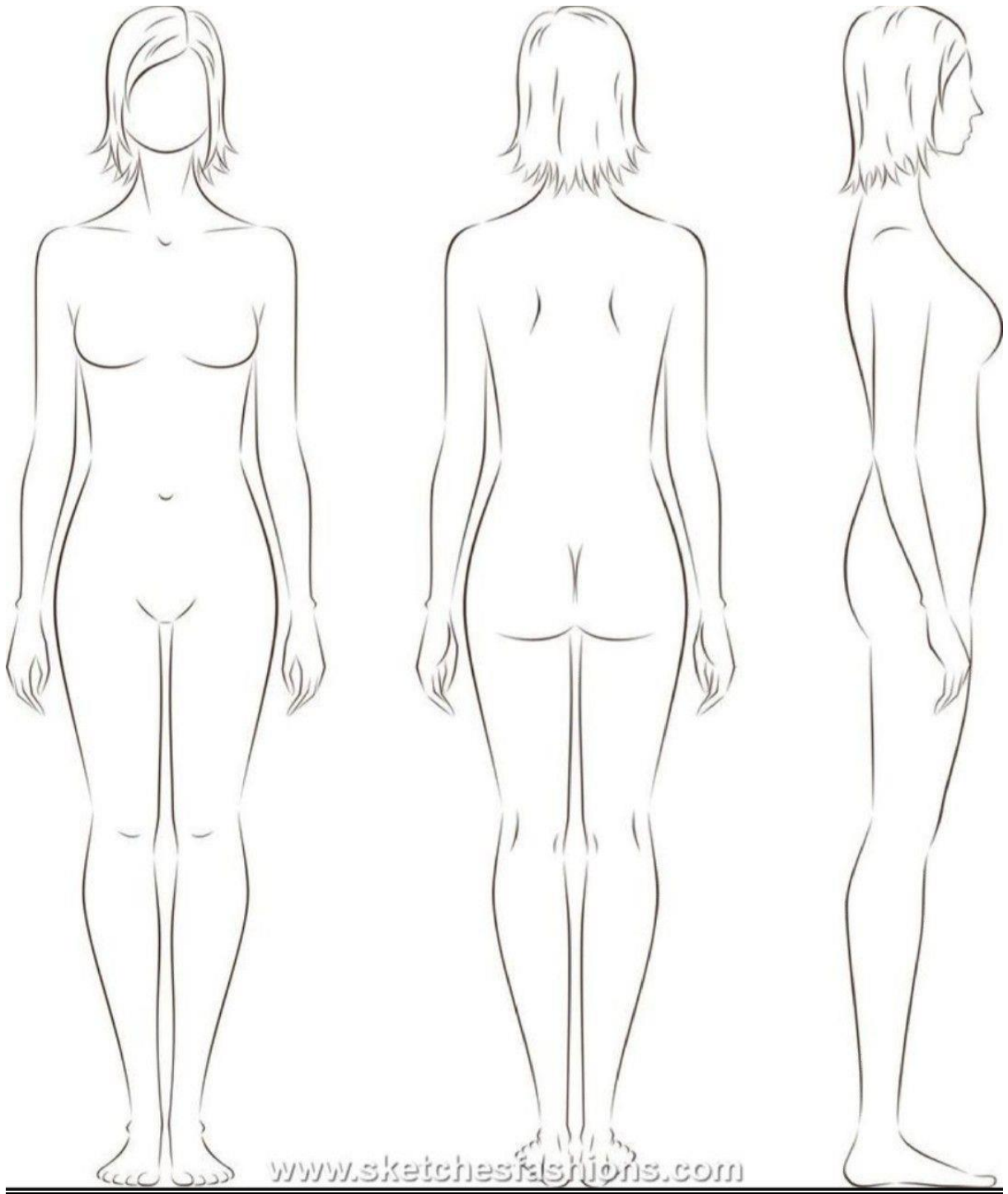
1. Open a Word document and in the task bar, choose the "Insert" option.
2. In the drop-down menu you can choose between "insert text box" or "forms".
3. Click inside the text box to write the text and insert the shapes. For both the text box and the shapes you can choose: style, fill, outline and shape format.



## SOLUTION “CUSTOMER INFORMATION FILE”

Diagnostic sheet for body treatments								
Name and surname:			Date:			Email:		
Direction:								
Telephone		Zip code		YES	NO			
1-Have you ever undergone a treatment for cellulite or being overweight?								
2-Have you had changes in your weight?								
3-Have you had weight fluctuations in short periods of time?								
4-Work activity								
5-Physical activity								
6-Is the intake of water or liquids equal to or greater than 2 liters?								
7-Feeding type								
8-Do you smoke?								
9-Are you taking any kind of medicine?								
10-Surgical interventions								
11-Known allergies (Cosmetics, food, metals, drugs, iodine ...)								
12-Do you have any type of thyroid disorder?								
13-Do you suffer from constipation?								
Irritable colon?								
Crohn's disease?								
14-Do you have a diuresis problem?								
15-Do you have a pacemaker or metal prosthesis?								
16- Do you wear an auditory implant?								
17-Menopause								
18- Is your menstrual cycle normal?								
19- Are you breastfeeding?								
20- Are you pregnant or do you suspect that you are?								
Number of pregnancies:		2 and 3			more than 4			
Less than one between								
DATE		1 Session	2 Session	3 Session	4 Session	5 Session	6 Session	7 Session
	Weight KG							
	% Fat							
	%Water							
	Hip							
	Waist							

	<b>Thigh</b>							
	<b>Knee</b>							
	<b>Ankles</b>							
<b>Measurements</b>								
<b>Zones</b>	<b>Date</b>	<b>Date</b>	<b>Date</b>	<b>Date</b>	<b>Date</b>	<b>Date</b>	<b>Date</b>	<b>Date</b>
<b>Left ankle/ right</b>								
<b>Left knee/ right</b>								
<b>Hip</b>								
<b>Abdomen</b>								
<b>Waist</b>								
<b>Chest</b>								
<b>Breasts</b>								
<b>Left/right arm</b>								



Aesthetic Diagnosis	YES	NO	LEGS	ARMS	BREASTS	A LOT OF	LITTLE	<u>NONE</u>
Varicosities								
Broken capillaries								
Edemas								
Fluid retention								
Flaccidity								
Bloated feeling at the end of the day								
Hypertrophy								
Istria's								
Cellulite type	Hard			Soft		Edematous		
Cellulite location:								

Appliances used	Cold bandages		Hot Sells		Mud / seaweed wraps		Hydrotherapy	
	Rotary brushes		Capacitive diathermy		Radio frequency		Press therapy	
	Thermal bands		Cavitation		Passive gymnastics		Vacuum therapy	
Recommended number of sessions:								
Session frequency:								
Cosmetics used:								
Observation:								
Home cosmetic care:								

Title of the material/activity	3. Role play “Customer service”
Presentation / Description of the activity steps	<p>The aim of this activity is to improve the abilities of the learner to communicate clearly with the customer. The role play can also be carried out partially in foreign languages and will improve ICT skills as well. The quality of the service will be checked with a customer satisfaction survey. This activity has five working phases and is carried out by two persons, one with the role of customer and the other with the role of specialist beautician.</p> <p>Step 1: Reviewing the documentation provided in the document (Customer support), supported with trainer explanations.</p> <p>Step 2: Writing a script for a simulation of attention to a customer that requires a body treatment. Creating a series of questions and actions that will generate feedback as it would happen in a real situation. The videos provided in the attached section can help to extract information about customer service and communication.</p> <p>Step 3: Optional, playing roles - the learner can play the role of beautician according to the script prepared before, while the trainer or other learner plays the role of customer.</p> <p>Step 4: Creating a customer satisfaction survey using a proposal of questions appropriate to the service and treatment carried out. The customer will receive the survey by email (example of customer satisfaction survey: <a href="https://forms.gle/aXWvo3a3tvqRox6t6">https://forms.gle/aXWvo3a3tvqRox6t6</a> ).</p> <p>Step 5: Discussing and analyzing the role played. The trainer gives the feedback to the learner about the role play.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Document: Customer support</li> <li>• PC / Tablet</li> <li>• Any written trace of the chosen role play</li> </ul>
Time needed	1 hour and 30 min
Attachments	<p>“Customer support”</p> <p>Examples of management conversation in different situations during customer service.</p> <p><a href="https://www.youtube.com/watch?v=kEQpZ8rMy_Y">https://www.youtube.com/watch?v=kEQpZ8rMy_Y</a></p> <p><a href="https://www.youtube.com/watch?v=hbhz678C_Qk">https://www.youtube.com/watch?v=hbhz678C_Qk</a></p> <p><a href="https://www.youtube.com/watch?v=6loXLKdFd_U">https://www.youtube.com/watch?v=6loXLKdFd_U</a></p> <p>Example of customer satisfaction survey:</p> <p><a href="https://forms.gle/aXWvo3a3tvqRox6t6">https://forms.gle/aXWvo3a3tvqRox6t6</a></p>
Solution of the activity	

## CUSTOMER SUPPORT

The reception should be welcoming so that the customer feels comfortable from the start. To achieve this, we must not only control verbal communication, but we must also take care of our image. It is very important to listen to the customer at all times.

We must pay special attention to the following points:

- Listen to what the customer requires and the expectations he/she has regarding our service.
- Ask brief questions to obtain more information.
- Advise the customer on the most appropriate treatment.



If the customer has to wait a few minutes before the treatment, it is important that the waiting room is comfortable and has, for example, free wi-fi, beauty magazines or a TV with advice videos. Don't forget to play relaxing background music and dim lighting. In the waiting room you can also use chromotherapy, with a warm décor, and aromatherapy, using an essential oil diffuser or scented candles.

### During treatment

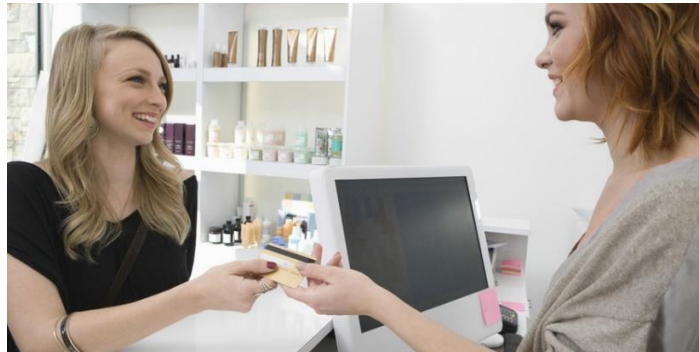
- Adjust the temperature in the cabin to be comfortable for the customer, taking into account the service to be provided.
- Ask the customer what kind of music he/she prefers to listen to during therapy.
- Always preserve the customer's privacy when undressing. Never enter the cabin without knocking first. Prepare an intimate place with total privacy and in a quiet and relaxing atmosphere.
- Offer personalised attention and show your appreciation. We all want to feel that we are important. Address them by name.
- Take the opportunity to explain to your customer about your products and services, and how they would benefit from them. Customers will require your service often if they understand how and why your products and treatments offer them the best benefits.
- Offer something to drink. Always have a bottle of water and glasses in the cabin.

- If you have the opportunity, recommend to your customer other beauty services you can provide at the beauty salon.



### During the farewell

- Take a few minutes to talk to each customer and suggest a next visit to your salon.
- You should have a suitable message: a new treatment you are going to start offering, a promotion you will be doing soon. The message must be informative, not commercial.
- If the customer has had to wait longer than necessary to be attended or if there was any mishap during the service, offer your sincerest apologies. The important thing is not to justify yourself, but to make the customer understand that you are very sorry for having wasted their time.
- If something has gone wrong, reduce part of the price of the service when the occasion calls for it.
- Accompany him/her to the door or reception and ask him/her (you or the pick-up manager) for a next appointment.



Finally, to know if you have fulfilled all of the above, you must have a control of the opinion that your customers have of your services and if they have really been satisfied with your salon. If you implement the automatic rating system, your customers will receive an email where they can express their opinion in a completely private way. You can give them feedback and review the level of services performed. And if you have managed to make them satisfied with the services, and the reviews are good, you can share it on your social media and web platforms...

Example of Form. <https://forms.gle/aXWvo3a3tvqRox6t6>

Title of the material/activity	4. Practical task “Customer loyalty management through circular economy activity”
Presentation / Description of the activity steps	<p>The aim of this activity is to improve abilities promoting loyalty of customers using events to raise awareness on environmental issues. The learner practices communication, green skills and ICT.</p> <p>Step 1: Creating a promotion to advertise and publish own beauty center while taking an environmental stance.</p> <p>Step 2: Organizing a workshop in the beauty center with customers where they will use empty packaging and containers to create new products. Thus, customers will be aware that the circular economy is an economic system that aims to reduce waste and encourages the continual reuse and recycling of resources.</p> <p>The activity can be carried out in English to improve the foreign language of the learner.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Paper notes and pencils / PC or tablet</li> <li>• Materials to be reused</li> </ul>
Time needed	<p>Preparation of the promotion: 4 hours</p> <p>Execution of the event: 2 hours</p>
Attachments	<p>Customer service protocol</p> <p>Exercise “Customer loyalty management through circular economy activity”</p>
Solution of the activity	<p>Solution “Customer loyalty management through circular economy activity”</p>



## CUSTOMER SERVICE PROTOCOL

The protocol is a set of rules to be applied in our work to guarantee the quality of care. A good reception of the customer can affect her loyalty to our beauty salon.

The protocols must contemplate elements of verbal and physical communication that can be used with customers before, during and after the service, allowing us to gain their trust and loyalty.

All workers must apply the same protocol that covers all situations and incorporate the way of acting in the face of new situations and unforeseen events that may arise. All customers must be treated equally without any distinction whatsoever.

### RECEPTION

Customers shall be received with kindness, smiling in a cordial and polite manner, taking care with gestures, postures, tone of voice and vocabulary and addressing them by their first or last name according to the treatment they have used previously (if they are regular customers of the centre).

When the customer is wearing clothes or accessories, the learner will keep these belongings if he/she wishes, saying, for example, "May I have your coat, please? The learner will then accompany the customer to the area where the "Circular Economy" workshop will take place. If the customer is in a situation of functional diversity or disability, he/she will be attended to at all times.

Considerations to take:

- Listening to the customer paying attention, without interrupting but knowing how to end the conversation politely.
- Maintaining a correct and cordial attitude at all times.

At the end of the workshop, the learner and the customers who have attended the workshop will have time to draw conclusions and suggestions about the activity (feedback phase in communication). The customers will take away with them the handicrafts made during the activity.

Finally, the learner will give a gift to the customers as a thank you for their attendance and will return their belongings and help them if necessary. The learner will accompany the customers to the exit door, saying goodbye with a smile and wishing them a good day

## Exercise “Customer loyalty management through circular economy activity”

The activity lies in carrying out a promotion action consisting of a workshop in which empty containers and packaging will be transformed in a creative way to give them a new use. The aim of this workshop is, firstly, to involve customers in the Circular Economy awareness and secondly, to maintain their loyalty with the beauty center through an attractive and fun activity.

The learner must demonstrate the knowledge acquired about the Circular Economy, as well as the skills in promoting the services of the beauty center, customer service and customer loyalty.

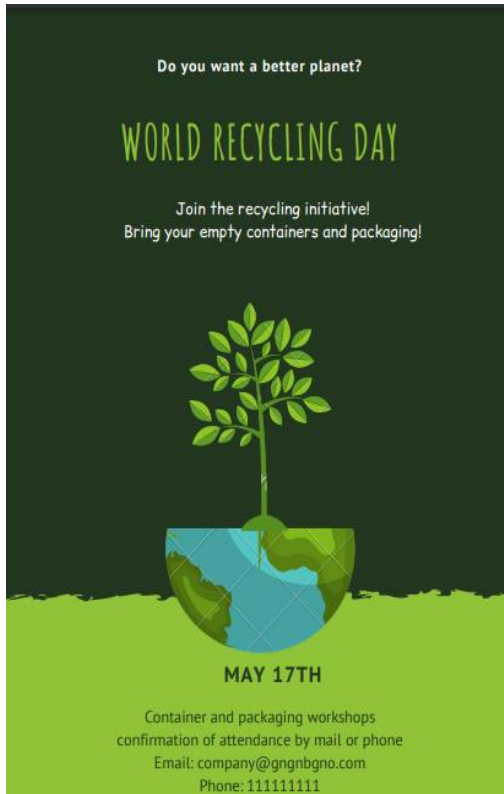
## Solution “Customer loyalty management through circular economy activity”

### DEVELOPMENT OF THE ACTIVITY:

1. Development of a customer loyalty promotion on World Recycling Day (May 17th), offering a workshop to recycle empty containers and packaging.  
Communication to the customers will be made via email (See examples of posters and promotional video in Annex I).
2. The customers will bring their empty containers and packaging, and the beauty center will provide the necessary material for the workshop (containers and packaging, recycled paper, etc.). I will also provide a space with work tables that allow the proper development of the activity. It is a good idea to have folding tables that can be stored easily and take up little space.
3. The learner will welcome the customers with special attention (See example of Customer Service Protocol “Customer Management” doc) and once they have settled in the work tables, the learner will explain the fundamentals of the Circular Economy (See example of talk in “Execution of the activity” doc).

Similar activities will be proposed to be carried out throughout the year, such as to commemorate Planet Day, World Water Day, International Mother Earth Day, World Environment Day, etc.

Create your own banner, flyers or videos.



<https://youtu.be/vp7fnn6RBO0>  
Skills for Wellness promotional video

## TALK: CONCEPT AND PHILOSOPHY OF THE CIRCULAR ECONOMY

Good morning / afternoon dear customers:

Today we will carry out an awareness workshop for the protection and care of the environment. We will begin talking about the meaning of Circular Economy and the importance of its application in daily life, although surely you already contribute to it.

As you know, the Circular Economy is an economic concept directly related to sustainability, and whose objective is that the value of products, materials and resources is maintained in the economy for as long as possible, minimizing waste; in addition to reducing consumption and waste of raw materials, water and energy sources.

All manufacturing processes for goods or services involve an environmental cost. To minimize it, the Circular Economy promotes the optimization of materials and waste, extending their useful life. In this way, the current linear disposable system is avoided and is committed to another that is respectful with the environment and based on prevention, reuse, repair and recycling.

Definitely, the Circular Economy allows to extend the useful life of products and give them a second life.

Now, I will project a didactic video edited by the European Parliament on the Circular Economy:  
<https://www.europarl.europa.eu/news/es/headlines/economy/20151201STO05603/economia-circular-definicion-importancia-y-beneficios>

I will finish the exposition providing some ideas for caring for the environment avoiding the generation of waste in our beauty salons:

- Use large size eco-friendly containers to fill small reusable containers of hand soap, hand sanitizer, surface sanitizer, etc. Once their useful life is over, they can be used to make some kind of craft.
- Value the use of reusable and disposable material (utensils, lingerie, among others).
- Control the use of lighting, air conditioning, heating,... keeping them off when they are not essential.

If you have any questions or desire to contribute with your opinions about recycling, you are welcome. After that, we will start the workshop:

NOTES:

- The suggested material will be provided by the beauty center and will be enough for 4 crafts of each type. It will include some extra jars if any customers need them.
- The videos of the crafts are aimed at the learner, who will test them before the activity with the customers.
- If the link does not connect directly with the video, remember to copy it to a new google page and it will be accessed without difficulty.

### 10 IDEAS WITH BOTTLES. EASY CRAFTS

<https://youtu.be/JWX4u07b9No>

#### MATERIAL IDEA 3:

4 Glass or plastic jar

1 Brush

1 Scissors

- 8 decorated paper napkins
- 1 liquid cola
- 1 Clear nail varnish or water-based varnish, glossy or matte
- 1m thin cloth tape

**MATERIAL IDEA 4:**

- 4 Glass jar
- 1 Scissors
- 4 Balloon
- 1 Red spray paint

**MATERIAL IDEA 5:**

- 4 Glass jar
- 1 Scissors
- 1 Carton (sheet, box to reuse)
- 1 Bobbin of sewing thread
- 4 Needle
- 1m Printed fabric
- 1 small roll of cotton
- 1m thin cloth tape

**MATERIAL IDEA 6:**

- 4 Glass jar
- 1 Scissors
- 1 Red spray paint
- 1 Gold spray paint
- 1 Roll of adhesive transparent paper
- 1m thin cloth tape
- 4 30cm string of battery-operated LED lights

Title of the material/activity	5. Demonstration / simulation “Compact cellulite treatment”
Presentation / Description of the activity steps	<p>The activity consists in carrying out a compact cellulite treatment adapted to the necessities of the customers with the supervision of a trainer. This activity will improve professional techniques and practice management and support processes and time management and the communication skills.</p> <p>This activity will be carried out in three working phases:</p> <p>Step 1: Performing the compact cellulite treatment by the trainer while the learner observes the process.</p> <p>Step 2: Preparing the settings by the learners and carrying out the treatment, observing procedure by the trainer.</p> <p>Step 3: Giving a customer satisfaction survey using a proposal of questions appropriate to the service and treatment carried out.</p> <p>Step 4: Providing the feedback to the learner by the trainer, taking into account how the treatment has been carried out and the results of the customer satisfaction survey.</p> <p>The simulation can also take place in English, to improve the foreign language of the learner.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>● Document: Cellulite treatment</li> <li>● Customer information file</li> <li>● Paper/ PC</li> </ul> <p>Equipment:</p> <ul style="list-style-type: none"> <li>● Disposable material, sponges, bowl, applicator</li> <li>● Cosmetics and products necessary for the treatment</li> <li>● Aesthetic aparatology: vacuum radiofrequency therapy and pressotherapy equipments</li> <li>● Any equipment for the prevention of infectious diseases based on current legislation</li> </ul>
Time needed	<p>The activities take place in 3 hours and 30 minutes:</p> <p>1 hour and 30 min for the observation phase.</p> <p>1 hour and 30 min for the execution phase of the learner.</p> <p>Sharing / debate: 30min</p>
Attachments	<p>Cellulite body treatment</p> <p>Customer Information File (see Activity n.2)</p>
Solution of the activity	

## CELLULITE BODY TREATMENT

### INTRODUCTION

Cellulite treatments promote the improvement of blood and lymphatic circulation, reduction of fibrous nodules and elimination of excess fat in adipose tissue, as well as achieving a smoother appearance of the skin.

Knowing the type and stage of cellulite helps to determine the appropriate treatment protocol:

- **Indications for soft cellulite:**  
Regenerating active ingredients.  
Anti-cellulite aesthetic massage.  
Radiofrequency therapy.
- **Indications for compact or hard cellulite:**  
Lipolytic and regenerative active ingredients.  
Anti-cellulite massage and lymphatic drainage. Mud wraps.  
Ionization of anti-cellulite actives (passive gymnastics)  
Radiofrequency therapy.  
Equipment and techniques: vacuum therapy, pressotherapy, rollers, infrared, etc.
- **Indications for edematous cellulite:**  
Vasotonic and rubefacient active ingredients (agent that aims to redden the skin)  
Cold bandages.  
Aesthetic circulatory massage.  
Manual lymphatic drainage.
- **Indications for prevention and maintenance:**  
Active ingredients that promote blood and lymphatic circulation.  
Body aesthetic massages, according to cases, circulatory massage.  
Manual lymphatic drainage.  
Wraps and sludge.  
High temperatures must be avoided in cellulite treatments when the customer already has significant circulatory problems.

### Cosmetics used in cellulite treatments

Specific cosmetics for cellulite treatments are presented in ionizable solutions, serums, gels and lotions, essential oils and muds. The most important substances or active ingredients are:

- **Phlebotonic and antiedematous substances.** Substances that improve microcirculatory blood flow; for example, butcher's broom, ivy, birch and horse chestnut extracts.
- **Lipolytic substances.** Substances that reduce lipid deposits located in the adipocytes; for example, L- carnitine, caffeine, theophylline, lipases and amylases, iodinated compounds, extracts of fucus and guarana.
- **Regenerative substances.** Substances that counteract changes in connective tissue; for example, mucopolysaccharides that increase cell exchange, eliminate retained fluids, reduce the volume of adipocytes. Other active trace elements are magnesium, zinc and copper, which favor the synthesis of elastin and collagen.
- **Rubefacient substances.** Substances that work on the connective tissue, activating the peripheral circulation of the affected area and the local metabolism; for example, menthol, camphor, and methyl and alpha-tocopherol nicotinate. This cosmetic should be applied using



cold bandages to combat flaccidity and eliminate fat, while stimulating peripheral circulation. The exposure time is 20 to 30 minutes.

### **Techniques and equipments for cellulite body treatments**

- **Application of sludge, mud, algae and casings. The following tools will be required:**  
 Stretcher paper.  
 Wrap-around plastic sheets.  
 Special brush for the body, 6 or 8 cm wide.
- **Manual techniques. The following tools will be required:**  
 Massage with the horsehair glove as long as it is not sensitive skin. Cleaning technique used to prepare the skin and improve the level of absorption of cosmetics and active ingredients of the treatment.  
 Peeling or body scrub. Removes dirt and dead cells, provides oxygen and nutrients to tissues.  
 Manual aesthetic massage.  
 Application of serum or hydrating ingredients. They are specific for each skin type.  
 Seaweed, paraffin and paraffin wraps.  
 Cold bandages.
- **Electro-aesthetic equipment for cellulite treatments:**  
 Rotating brushes. They enhance and eliminate the exfoliating cosmetic.  
 Electric blanket. It provides heat. It is placed on the wraps to maintain temperature and enhance the effects of the applied cosmetics.  
 Vacuum RF therapy. It uses suction and pressure to release the fluids in the fat cells that cause cellulite and along with Radio Frequency energies to create superficial and deep heating of connective tissue fibers, dermal collagen fibers and fat cells.  
 Infrared therapy. They provide heat, which favors the absorption of cosmetic active ingredients.  
 Vibrating equipment. It is the complement of manual massage.

### **Selection of the most suitable cellulite treatment.**

- Customer characteristics and expectations are taken into account in order to propose the most appropriate treatment. All data and information received is recorded in the customer technical file.
- Treatment protocol with appropriate techniques and cosmetics is established, indicating the number of sessions that will be required and taking into account the effects, indications and contraindications of all aesthetic techniques (electro-aesthetic and manual therapies and cosmetics). Reduction of cellulite will be increased when beauticians combine different techniques in successive appointments of the customer.
- Body treatment will take 60-90 min. The scheduled appointment has to include the whole process and a delay could cause dissatisfaction of the customer. The first appointment will be longer as the analysis and registrations data will take more time (35-40 min). Time management is a key for a good and professional service in the aesthetics sector.

### **Generals contraindications**

Body scrubs should be avoided if the customer has cancer, fever, infectious skin conditions, fragile, broken or sunburnt skin, allergic reaction, recent scar tissue (less than 6 weeks) or is pregnant. Wraps should be avoided if the customer has cardiac infarction or weakness, marked high or low blood pressure (not under control), constricted coronary blood vessels, overactive thyroid, blood disorders

such as hemophilia, severe general infection or fever, disturbances to kidneys and associated organs, claustrophobia or is pregnant.

Vacuum RF therapy is absolutely contraindicated if the customer has one of the following situations: pregnant, breastfeeding, HIV/AIDS, cancer (all forms), undergoing chemotherapy or immunotherapy, immunodeficiency, lupus, high blood pressure (uncontrolled), diabetes (uncontrolled), keloid scarring, excessive pigmentation, vein inflammation, prednisone and other steroid medications (treatment will increase inflammation), chemical peels and laser resurfacing, sunburn.

There are also partial contraindications for vacuum RF therapy. If the customer has one of the following situations may not be suitable for the treatment: recent surgery (wait 6 months), recent scars (wait 6 months), open lesions (avoid area), skin diseases (avoid area), infection (avoid area), antibiotics (wait until course completed), inflammation (avoid area), varicose veins (avoid area), prosthesis/silicone implants (avoid area), metal implants/screws (avoid area), metal contraceptive coil (avoid area), depilatory creams (wait 2 weeks), areas being treated with IPL or laser (wait 2 weeks), areas being treated with botox® (wait 3 months) or dermal fillers (wait 2 weeks), suntan (sun must be avoided the entire duration of the treatment regime), chronic inflammation (depending on severity of chronic inflammatory conditions - consider that treatment will increase inflammation and anti-inflammatory medications reduce the effectiveness of the treatment - please discuss with your doctor first).

Pressotherapy is not recommended in the event of phlebitis, varicose veins, kidney or liver or heart failure, deep vein thrombosis, diabetes or pregnancy.

## PHASES OF THE COMPACT CELLULITE TREATMENT

### Step 1

**Preparing the workplace area with products and equipment.** Carrying out procedures of cleaning, disinfection and sterilization before, during and after treatment, and making ready containers for recycling packaging or other waste:

- Products for identification and evaluation (diagnosis) of the aesthetic problem: antiseptic lotion, wet wipes, disposable towels, gloves, mask, warm auxiliary wipe.
- Preparing the stretcher with a disposable protective sheet and the appliances in specific auxiliary furniture.

**Collecting customer data.** Personal, anatomical, physiological data and those details that may be relevant or interesting will be included in the customer information file.

- Inform the customer where to undress and deposit the clothes and provide sarong, slippers and disposable underwear as well as a disposable cloth or paper cap to protect the hair.
- Provide specific pads or supports to get a comfortable position for the customer and a large towel to cover the body.

**Identification and evaluation of the aesthetic problem.** The procedure to perform body measurements is the following:

- Global assessment (5 minutes): with the customer standing the learner will assess the body constitution and posture, the presence of overweight, obesity, cellulite, etc. If it is necessary, photos will be taken to assess the evolution after the application of the services.
- Mechanical anthropometric measurements (15 minutes): measurements are always carried out in the same position and conditions. The learner will calculate the weight using a weighing scale and the perimeter using a tape measure. It must be recorded in millimeters or centimeters with a minimum of two decimal places. There are other tools that allow you to get an effective aesthetic advice, for example an impedance meter, a thermography or a body

fat caliper. The impedance meter is a non-invasive professional tool that allows a very reliable analysis of body fat, lean mass and other body fluids in a few minutes. Contact thermography is based on the use of microencapsulated liquid crystal plates that have the property of changing color as the temperature changes. By placing these plates on the body it is possible to detect the skin temperature (which reflects what happens in the underlying tissues) and therefore highlight, through color images, the presence or absence of the typical signs of cellulite and the type of adiposity on various parts of the body. The body fat caliper is a body fat measurement technique that is implemented through the use of an instrument that detects skin folds in specific areas of the body.

- Manual and visual exploration (5 minutes): with the customer lying on the stretcher, the learner will assess the presence of telangiectasias, varicose veins, edema, areas of flaccidity, skin hydration, etc.
- Analysis of the results (10 minutes): data obtained will be recorded in the customer's file and treatment will be proposed as well as recommendations for home maintenance; products, advice and specific care.

### Step 2

**Body skin cleansing procedure.** It is very important to clean the body area that will be treated with specific cosmetics for the customer type of skin. This step is very important in order to get the better absorption of the anticellulite cosmetics.

- Apply a small amount of body scrub making wide and upward frictions, concentrating on cellulite areas. Hands, exfoliating gloves or exfoliating body rotating cleanser brush can be used. Preparation of the skin for the application of the product can be also performed with dry skin brush.
- The customer will be first in a supine position to treat cleavage, arms, stomach and abdomen, thighs, knees, legs, ankles and feet, and then in a prone position to clean legs, thighs, buttocks and back. The appearance of the skin is observed during the process and if it is getting too red or irritated, the product has to be removed immediately.
- Remove the scrub and rinse the skin with lukewarm water, using a wet terry glove or using a hot wet towel, depending on the type of skin.
- Clean and dry areas will be covered with a dry towel.

### Step 3

**Seaweed mud anti-cellulite body wrap.** This is a very effective treatment to detoxify, decongest and eliminate the appearance of cellulite. Mud and clay have naturally high mineral and nutrient contents, which can encourage healing, alleviate inflammation and offer protection. High concentrations of magnesium, calcium and potassium can help to reduce the appearance of cellulite.

- After step 1, apply a thick and uniform layer of the seaweed mud directly to the cellulite areas of the body. Wrap the body with a plastic sheet and the thermal blanket for 20 minutes.
- Remove the thermal blanket and the sheet. Remove the mud with terry mitts soaked in warm water. Apply an anticellulite serum or fluid cosmetic with massage maneuvers. This will help rid the body of excess residue plus soften, smooth and tone the skin.
- Cover the customer with a large towel or blanket and let him rest for a few minutes.

### Step 4

**Vacuum radiofrequency therapy.** Mechanical or energy-based devices that harness power from various sources such as lasers, light, radiofrequency, and acoustic waves have been extensively tested for the treatment of localized adiposities and/or skin laxity. The use of vacuum suction with

radiofrequency technology, also called vacuum RF therapy, has shown to be effective to reduce the appearance of cellulite.

This therapy is used to tackle the hard-to-shift, dimpled fat that is often found on thighs, knees, buttocks, stomach and the tops of arms. A vacuum is created around the area, lifting the cellulite away from the muscle, thus encouraging blood flow, stimulating lymphatic drainage and amplifying the effects of massage or exercise, along with Radiofrequency energies to create superficial and deep heating of connective tissue fibers, dermal collagen fibers and fat cells.

These energies soften the connective tissue and stimulate the production of new collagen for improved skin elasticity and resilience. By creating cellular turnover, the skin appears tighter and more youthful. The results include a localized reduction in skin laxity, increased dermal volume and improved skin texture and structure.

- After finalizing the mud wrap treatment and with the customer's skin clean, apply slimming cream or cooling gel on cellulite areas.
- Choose the RF vacuum handle according to different treated parts. Usually, 8 polar RF handles with vacuum are for corporal treatments.
- Adjust RF intensity according to different customers and different treatment areas.
- Adjust the vacuum intensity (range from 10 to 80 Kpa) and mode choosing the time of suck and release.
- Keep close contact between the probe and the skin and start to work.
- Operate with the RF vacuum head for 15-20 minutes, moving the handle in spiral movements on the body.

#### Step 5

**Pressotherapy.** Pressotherapy can partially help reduce cellulite by boosting circulation and lymphatic drainage, which increases the effectiveness of other cellulite treatments that focus on cellulite fat removal and skin tightening.

Application of pressotherapy immediately after vacuum RF therapy can to some extent enhance the effectiveness of the treatment by expediting the transportation of fat released by the adipocytes (fat cells) away from the cellulite tissues.

Contrary to popular belief, fat that is not removed from an area after a lipolytic (fat releasing) cellulite treatment, is typically re-absorbed by the adipocytes, thereby diminishing the effectiveness of the treatment. Because pressotherapy helps prevent this re-absorption, it is the perfect companion to all other cellulite treatments as it enhances their effectiveness. Pressotherapy works inflating particular pneumatic structures (bladders) that have a perfect anatomical correspondence, wrap limbs and abdomen.

The bladders are powered by an electronic compressor in order to create a peristaltic wave that moves in distal-proximal direction (from the sole of the foot to the thighs) so as to promote the fluid flow.

Customer will feel a squeezing sensation that should feel like pressure, not pain.

The ideal candidates for pressotherapy treatments are those with fluid retention, individuals who require lymphatic drainage for detoxifying the body, people who want to lose weight or reshape their body, those who suffer from lymphoedema of the lower limbs, people who have undergone surgery (pre- and post-surgical phases) and those who have undergone a combined aesthetic medicine treatment.

- After finalizing the vacuum RF therapy, provide for the customer disposable protective pants with foot, closed at the bottom and elastic waistband.
- Place the pneumatic structures with the connected tubes on a flat surface so that the customer can lay down on it in supine position. Then, wrap the pressotherapy suit around the customer:

the legs, midsection or arms, according to the area of the body to be treated. It is not recommended to drain the whole body at once.

- Select parameters for the treatment according to the customer's needs: programs with different types of compression can be selected, the intensity of the treatment (always increase the intensity from less to more to prevent injury and check that the intensity is appropriate during the treatment), specify the time of the treatment (maximum recommended time is 30-45 min).
- Start the treatment. Once the treatment has started do not forget to give the customer the "auto-stop button".
- When the treatment is finished, stop the machine and remove the pneumatic trousers comfortably and easily. Pressotherapy treatment can be used twice per week.
- Be careful not to wrap the airbag too tight, to avoid hurting the users when the air is too strong. During the session it is necessary to check with the customer that the air pressure is appropriate. The customer is recommended to drink plenty of water before and after the treatment. The body may feel light afterward, and anecdotally, some people feel they have to urinate right away, which could be due to the movement of water in the body.

#### Step 6

At the end of the treatment, the customer will receive a satisfaction survey to assess the quality of the process. After that, accompany the customer to reception and recommend cosmetics for maintenance at home and healthy lifestyle habits. Set an appointment to the agenda for the next session.

Title of the material/activity	6. Case study “Treatment during pregnancy and postpartum”
Presentation / Description of the activity steps	<p>This activity focuses on the management of special customers, adjusting the treatments to the needs s/he has. attachment 1</p> <p>The learner will understand the essential elements to apply the correct treatment to the customer.</p> <p>This activity will be carried out in three phases:</p> <p>Step 1: Reading the case study document.</p> <p>Step 2: Setting up a proposal treatment for the customer.</p> <p>Step 3: Summing up and discussing the benefits and contraindications of the selected treatment.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Case study: Postpartum treatment</li> <li>• Paper notes and pencils / PC or tablet</li> </ul>
Time needed	<p>Case reading: 5 min</p> <p>Case execution: 1 hour and 30 min</p>
Attachments	<p>“Aesthetic body treatment during pregnancy and postpartum”</p> <p>Case study “Treatment during pregnancy and postpartum”</p>
Solution of the activity	<p>Solution “Treatment during pregnancy and postpartum”</p>

## AESTHETIC BODY TREATMENTS DURING PREGNANCY AND POSTPARTUM

Pregnancy causes the main body changes that experiment women during their sexual maturity. Women's bodies undergo many transformations during this period. Some of these physical changes are visible, such as an expanding belly and weight gain, while others are well known, such as an enlarged uterus, morning sickness and backaches.

The hormonal and physiological changes that come with pregnancy are unique. Pregnant women experience sudden and dramatic increases in estrogen and progesterone. They also experience changes in the amount and function of a number of other hormones.

This hormones fluctuation can induce pigmentation changes in the area around nipples and the skin



on the inner thighs; genitals and neck might darken, and can appear a dark line from navel to pubic bone (linea nigra).

Other aesthetic changes are dark patches on the face (chloasma), stretch marks (striae) that often appear on the abdomen, breasts, hips, buttocks and thighs caused by the stretching of the skin or enlarged veins in the legs (varicose veins) due to the uterus exerting greater pressure on these veins. Endocrine changes associated with pregnancy stimulate the accumulation of body fat mainly in the abdomen area and in the breasts. This additional weight and gravity slow down the circulation of blood and bodily fluids, particularly in the lower limbs. As a result, pregnant women retain fluids and experience swelling of the face and limbs.

After delivery, other hormonal changes happen and start a hard recovery period for the body. Usually, women present excess skin of the abdomen, called “postpartum saggy belly”, stretched and separated abdominal wall muscles, stubborn pockets of excess fat, stretch marks on the stomach, flaccidity, loss of muscle tone,

### 1. CHANGES IN THE MOTHER'S BODY DURING PREGNANCY

During pregnancy, the mother's bodies undergo some pretty major changes in order to gestate and grow the babies. Hormones are flooding the body and the skin and muscles and organs must stretch and grow to accommodate the growing baby.

### Pigmentation

- Skin hyperpigmentation during pregnancy is very common, mainly in dark skin women. The darkening of the skin may affect skin spots such as scars and freckles, may affect the nipples and area around the nipple (the areola), the external genitalia, or areas of increased friction including the armpit (axillae) or the inside of the thighs (groin). The darkened areas almost always lighten following delivery of the baby, however, this may take months and in some women it will not completely fade.
- Melasma is a skin disorder where the melanocytes (color-producing cells) in the skin produce extra pigment for some reason. In pregnancy, it's often referred to as chloasma, or the "mask of pregnancy." It may appear as dark, blotchy, brown, confetti-like patches of skin. This discoloration is usually symmetrical and is most common on the cheeks and nose, but it's also found on the forehead and upper lip. Exposure to the sun make the pregnancy mask more pronounced. Wear a broad-spectrum sunscreen with an SPF of 30 or higher on the face all day, every day.

### Hair and Nails

A few changes in the hair and nails are noticed during pregnancy.

- Due to the hormones of pregnancy, future mother will likely have a much fuller mane of hair than usual. This is due to an increased number of hair follicles remain in the anagen phase for longer periods due to hormonal changes and return to the telogen phase within 3-6 months of delivery with a sudden drop in hormone levels. This results in excessive shedding of hair known as postpartum telogen effluvium.
- Excessive hair growth, also called hirsutism, is very common in pregnant women. Many pregnant women notice it on their stomach or other areas where they usually don't have much hair. While it might be a cosmetic annoyance, the extra hair is usually harmless and will likely go away after you give birth.
- Nails grow faster than usual during pregnancy. Extra hormones can make them grow faster and become stronger. Some women, though, find that their nails split and break more easily during pregnancy. Like the changes in hair, nail changes aren't permanent.

### Sweat and sebaceous gland activity

Eccrine and sebaceous gland activity typically increases during pregnancy but apocrine gland activity decreases. Heightened sebaceous gland activity promotes the enlargement of Montgomery tubercles, which are small papules on the areolas that provide lubrication to the nipples and areolas for breastfeeding.

### Vascular changes

The major pregnancy-related vascular changes include increased cardiac output, expanded blood volume, and reduced systemic vascular resistance and blood pressure. These changes contribute to optimal growth and development of the fetus and help to protect the mother from the risks of delivery, such as hemorrhage.

- Spider nevi are similar to varicose veins in that they are caused by dilated blood vessels. However, spider nevi occurs in the small blood vessels that are located just under the surface of your skin. Spider nevi will appear as raised red lines that branch out from a central point. They are rarely painful, but some people may not like the way they look. Most of the time, they will disappear after delivery.



- Varicose veins are enlarged veins that look like twisted cords, and can be red, blue, or the color of your skin. They most often develop on the legs, but they can also develop on the vulva, which is known as vulvar varicosities. Varicose veins show up more frequently during pregnancy than at other times. They can occur throughout a pregnancy, but they may worsen during the third trimester. At this stage hormones cause veins to dilate so they can carry more blood.
- Some women develop redness on the palms of the hands (palmar erythema) during pregnancy. Sometimes the red areas are also itchy. Palmar erythema is thought to be caused by increased levels of estrogen during pregnancy. The problem is not serious and usually disappears shortly after delivery.
- Some women suffer from swelling during pregnancy. Swelling during pregnancy is normal because the body produces approximately 50% more blood and body fluids to meet the needs of the developing baby. Normal swelling, which is also called edema, is experienced in the hands, face, legs, ankles, and feet. Sudden swelling in the face and hands or around the eyes could be a red flag for a serious condition called preeclampsia. Preeclampsia is excessive swelling and accompanied by other symptoms such as high blood pressure and high levels of protein in your urine.

### Connective tissue

- During pregnancy, hormonal influences, genetics, and physical stretching of the skin can disrupt the dermal connective tissue and result in the development of stretch marks called striae distensae. About 77-99% of pregnant women develop striae distensae, mainly in the sixth and seventh months of pregnancy, and are one of the most commonly described changes during pregnancy. Striae appear as pink or purple atrophic bands along skin tension lines, typically on the breasts, abdomen, hips, buttocks, and thighs. Over time, the striae become paler and less noticeable but do not disappear entirely. The physical stretch of skin and mucosa during this time may also affect the scalp, abdominal, anal, or vulvar pruritus.
- Pregnancy-specific skin dermatoses include an ill-defined heterogeneous group of pruritic skin eruptions which are seen only in pregnancy. These include atopic eruption of pregnancy, polymorphic eruption of pregnancy, pemphigoid gestationis and intrahepatic cholestasis of pregnancy. Atopic eruption of pregnancy is the most common of these disorders. Most skin eruptions resolve postpartum and require only symptomatic treatment. Mild itching in pregnancy is normal in most cases. It's also common – about 20 percent of women have itchy skin during pregnancy, especially itchy around the belly and breasts as the skin stretches to accommodate their growth. Moreover, changes in hormone levels can cause dryness and flakiness in the skin. But all of this can be easily relieved with the use of a good anti-itch hydrating and calming lotion.

## **2. AESTHETIC TREATMENTS SAFE FOR PREGNANCY**

Although aesthetic changes occurred during pregnancy are temporary in most cases, they can be distressing to the mother. As such, the desire to undergo aesthetic procedures can increase during this period. In general, most aesthetic procedures and agents are deemed to be safe to use in pregnancy, however, the health of both mother and foetus should be paramount.

The following treatments are indicated for pregnant women:

- Deep cleansing facials. These are basic facials that include things such as exfoliation, masks, and moisturizing. Deep cleansing facials are safe and can do wonders in reducing your oil levels.
- Prenatal massage to improve circulation.
- Hydrating, moisturizing cosmetics and skin repair and reverse products.

### Contraindications

During pregnancy is important to avoid:

- Massaging certain parts of the body, such as the belly or legs.
- Receiving laser or other energy-based treatments, mainly in the belly.
- Highly concentrated essential oils or cosmetics.

### 3. AESTHETIC POSTPARTUM TREATMENT

It is recommended not to apply any aesthetic postpartum treatment within the first 8 weeks after natural delivery. Cesarean birth, in contrast, is quite different from a vaginal delivery and women have to wait 3-4 months before to receive any aesthetic treatment.

These treatments aim for reshaping the body, improving cutaneous elasticity and increasing muscular tone, mainly in the abdominal region.

#### Aesthetic needs of postpartum women:

- Lose weight reducing fat accumulated in abdominal region, thigh, hips and gluteus.
- Increase the tone in abdominal muscle and gluteus and reduce abdominal flaccidity improving skin elasticity in the area.
- Reduce the stretch marks developed during pregnancy.
- Reshape the breast after breastfeeding.
- Reduce scarring after a C-section.

## Case Study “Treatment during pregnancy and postpartum”

A 35 years old woman who had her second son two months ago comes to your beauty center and requires a postpartum treatment. She is interested in restoring skin and body shape. She presents fat accumulation in abdomen, hips and gluteus, and abdominal flaccidity and several stretch marks.

She also asks for aesthetic treatments safe for pregnancy because her sister is 4 months pregnant and she would like to give her a treatment for her birthday.

Given the information, analyze the case and recommend a specific treatment for the abdomen and lower limbs and gluteus. The treatment has to include 3 sessions with different techniques, using information provided in the attachment. Furthermore, make a brief report with treatments safe for pregnancy.

## Solution “Treatment during pregnancy and postpartum”

These treatments will try to prevent alterations caused by pregnancy.

- **Pigmentation:** Using sun protection, because exposure to the sun's ultraviolet (UV) rays triggers melasma and intensifies pigment changes. Use a broad-spectrum sunblock (protection against both UVA and UVB rays) with SPF 30 or higher every day, even when it's not sunny, and reapply often during the day if you're outside. Exfoliation can be used every 10-15 days according to the skin type.
- **Stretch marks:** Keep a soft and flexible skin to prevent stretch marks using moisturizing cream and lotions. Furthermore, moisturizers help to decrease the itch. A physiological moisturizer is useful. Try not to use paraffin on the skin, as this can clog the skin pores.
- **Vascular and lymphatic changes:** Lymphatic drainage is less aggressive than any other massage. Its smooth and repetitive movements help activate the lymphatic system and stimulate drainage of the lymph, toxins, fats and surrounding fluids that precede waste from the circulatory system. The goal is to avoid stagnation of liquids, which in pregnancy can cause edema (swelling) and reduce inflammation improving blood circulation.
- **Muscle overload:** Pregnancy related low back pain is a common complaint among pregnant women. Back massages therapies have benefits for pregnant women, improving oxygenation to muscles and soft tissue and reducing muscle tension and stress.
- **Foot, hands and nails:** The additional weight of carrying a baby can often lead to a variety of foot related conditions for pregnant women. One of the most common occurrences is painful and swollen feet that result from excess fluids. The extra fluid in the body and the pressure from the growing uterus can cause swelling (or "edema") in the ankles and feet. Nails may break, tear and split more easily during pregnancy. Keep nails clean, dry and short and use a good moisturizing cream. Hands can be treated with hand creams that provide a mix of moisturizing and skin relief complexes like shea butter, argan oil, spent grain wax, etc, that are quick and effective to relieve the itchiness on the irritated skin of hands.

### 1. ABDOMINAL POSTPARTUM TREATMENT

Cosmetics techniques

- Apply chemical or physical exfoliant to remove dead skin cells and facilitate the penetration/permeation of cosmetically active ingredients.
- Ionized cosmetic ingredients in serum or gel format with reinforcing/reducing effects.
- Apply tonic spray and emollient lotions directly to the skin.
- Apply cosmetics enriched in active regenerating ingredients, such as vitamin A, C, E, hydrolyzed collagen and elastin, vegetal extracts, etc.
- Apply cosmetics enriched in active cellulite reduction ingredients such as caffeine, L-carnitine, theophylline, *Fucus vesiculosus*, guarana, etc.

Hydrothermal techniques

- Shower and steam
- Mud and algae body wraps

Manual aesthetic techniques

- Body treatment reduction massage
- Manual lymphatic drainage

Energy-based aesthetic techniques

- **Galvanization:** The use of these electric currents stimulates blood and lymphatic circulation, increases activity of secretory glands and improves muscle contraction. In cosmetology is used.
- **Electrostimulation:** Improves muscle contraction and relaxation and stimulates blood circulation and cellular metabolism. Moreover, electrostimulation activates mobilization and reduction of adiposity in the subcutaneous tissue.
- **Aesthetic Iontophoresis:** The current flow causes the ions contained in the active ingredient of the cosmetic to quickly penetrate the skin, through the pores and hair bulbs, and therefore are deposited in the specific area to be treated.
- **Capacitive and resistive radiofrequency:** This current facilitates the penetration/permeation of active ingredients and improves cellular metabolism. Activates mobilization and reduction of adiposity in the subcutaneous tissue.
- **LED light therapy:** The treatment uses varying wavelengths of light to trigger the skin's natural healing processes to repair the skin. Red LED light, for example, may improve scarring and signs of aging, such as wrinkles. It may do this by acting on fibroblasts, which are skin cells that are responsible for collagen production. Blue LED light reduces activity in the sebaceous glands, which are small oil-producing glands in the skin. This reduction in activity causes the glands to produce less oil, possibly improving acne symptoms. Blue light may also kill a type of bacteria that contributes to acne by causing inflammation.
- **Laser therapy:** There are numerous types of lasers that emit different wavelengths of energy in different intervals to treat different concerns. The aesthetic applications of non-ablative lasers are effective at stimulating cellular metabolisms, removing stretch marks, reducing redness in the skin, softening frown lines, etc.
- **Vibration platform or whole body vibration machine:** Use whole-body vibrations to force muscles to contract reflexively, helping to lose fat, build muscle, and get stronger.
- **Pressotherapy:** Boosts circulation and lymphatic drainage and reduction of liquids, fat and toxins.

### 1.1. Example of phases of the abdominal postpartum treatment

#### Step 1

**Preparing the workplace area with products and equipment.** Carrying out procedures of cleaning, disinfecting and sterilization before, during and after treatment, and making ready containers for recycling packaging or other waste:

- Products for identification and evaluation (diagnosis) of the aesthetic problem: antiseptic lotion, wet wipes, disposable towels, gloves, mask, and warm auxiliary wipe.
- Preparing the stretcher with a disposable protective sheet and the appliances in specific auxiliary furniture.

**Collecting customer data.** Personal, anatomical, physiological data and those details that may be relevant or interesting will be included in the customer information file.

- Inform the customer where to undress and deposit the clothes and provide sarong, slippers and disposable underwear as well as a disposable cloth or paper cap to protect the hair.
- Provide specific pads or supports to get a comfortable position for the customer and a large towel to cover the body.

**Identification and evaluation of the aesthetic problem.** The procedure to perform body measurements is the following:

- Global assessment (5 minutes): with the customer standing the learner will assess the body constitution and posture, the presence of overweight, obesity, cellulite, etc. If it is necessary, photos will be taken to assess the evolution after the application of the services.
- Mechanical anthropometric measurements (15 minutes): measurements are always carried out in the same position and conditions. The learner will calculate the weight using a weighing scale and the perimeter using a tape measure. It must be recorded in millimeters or centimeters with a minimum of two decimal places. There are other tools that allow getting an effective aesthetic advice, for example an impedance meter, a thermography or a body fat calyper. The impedance meter is a non-invasive professional tool that allows a very reliable analysis of body fat, lean mass and other body fluids in a few minutes. Contact thermography is based on the use of microencapsulated liquid crystal plates that have the property of changing color as the temperature changes. By placing these plates on the body it is possible to detect the skin temperature (which reflects what happens in the underlying tissues) and therefore highlight, through color images, the presence or absence of the typical signs of cellulite and the type of adiposity on various parts of the body. The body fat calyper is a body fat measurement technique that is implemented through the use of an instrument that detects skin folds in specific areas of the body.
- Manual and visual exploration (5 minutes): with the customer lying on the stretcher, the learner will assess the presence of telangiectasias, varicose veins, edema, areas of flaccidity, skin hydration, etc.
- Analysis of the results (10 minutes): data obtained will be recorded in the customer's file and treatment will be proposed as well as recommendations for home maintenance; products, advice and specific care.

## Step 2

**Body skin cleansing procedure.** It is very important to clean and exfoliate the body area that will be treated with specific cosmetics for the customer type of skin. This step is very important in order to get the better absorption of the specific cosmetics.

## Step 3

**Application of energy-based aesthetic techniques in the following order:**

- Capacitive Monopolar Radiofrequency in abdominal area. This technique drastically reduces flaccidity of the skin and increases the robustness of it, also reducing the stretch marks.



- Body treatment reduction massage using a cosmetic enriched in active fat reduction ingredients such as caffeine. This massage helps to eliminate localized fat accumulation in the abdomen. It also promotes the expulsion of toxins, benefits the blood flow and improves the digestive system. This massage is done with greater intensity to release the fat of the muscle. It reaffirms and tones muscles, and combined with the other proposed treatments it helps to significantly reduce the size of the body.



- Electrical muscle stimulation. Electrical current stimulates abdominal muscles compression using electrical driving forces or impulses. Stimulating the abdominal muscles repeatedly with electricity can result in muscles with improved tone and strength.



- **Body wrap mask treatment.** Using a body wrap that contains algae extract from *Laminaria digitata* as active ingredients. This algae has anti-cellulite and reducing action and also ensures a smooth appearance and healthy skin. After applying the mask, cover the skin in plastic wrap, mylar bandages or an old cotton sheet to enhance the mask's efficacy.



- **Hydrating corporal lotion:** Moisturizing should be the last part of the treatment, using a lotion formulated to suit the customer needs.

## 1.2. LOWER LIMBS AND GLUTEUS POSTPARTUM TREATMENTS

The additional weight gained during pregnancy causes alterations in lower limbs, such as circulatory problems, edema and microvaricose veins. Cellulite and accumulation of fat in the thigh, gluteus and sometimes on the inside the knees, also show up in pregnancy.

The selection of the most suitable treatment has to include techniques focused on the improvement of blood and lymphatic circulation and the elimination of adipose tissue accumulation and cellulitis. Electro-aesthetic equipment for these treatments could be ultrasonic cavitation therapy and pressotherapy.

Ultrasonic cavitation breaks apart fat deposits in the body and reduces cellulite, improving body shape and contour and reducing circumference.

Pressotherapy can partially help reduce cellulite by boosting circulation and lymphatic drainage, which increases the effectiveness of other treatments that focus on fat removal and skin tightening.

### 1.2.1. Phases of lower limbs and gluteus postpartum treatments

#### Step 1

Preparing the workplace area with products and equipment.

Collecting customer data.

Identification and evaluation of the aesthetic problem.

#### Step 2

**Body skin cleansing procedure.**

#### Step 3

- Apply a physical exfoliant, such a scrub, to remove dead skin cells and facilitate the penetration/permeation of cosmetically active ingredients.
- **Application of energy-based aesthetic techniques in the following order:**



Cavitation:



Electrical muscle stimulation:



Pressotherapy:



Title of the material/activity	7. Written exercise “Health and safety measures”
Presentation / Description of the activity steps	<p>The aim of this task is to collect the information that the learner has on the most relevant aspects in terms of safety and hygiene.</p> <p>Step 1: Receiving the template with the exercise and writing correct answers.</p> <p>Step 2: Comparing own answers with the solution template.</p> <p>Step 3: Discussing the correct answers with the trainer to make sure that the main aspects of safety and hygiene are correctly understood.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Exercise template with questions</li> <li>• Paper notes and pencils / PC or tablet</li> </ul>
Time needed	30 min
Attachments	Health and Safety Measures Exercise “Health and Safety Measures”
Solution of the activity	Solution “Health and Safety Measures”

## Health and safety measures

### Professional protection measure

- Uniform
- Gloves
- Medical mask
- Disposable materials
- Any injury protection with dressings

### Customer protection measures

- Useful materials and disposable materials
- Disinfection and sterilization of tools
- Type of cosmetics and possible reactions or intolerance
- Disposable gown, thong, boxer and cover with a towel for the cold

## Prevention of accidents and adverse reactions

### How we should act before irritative reactions to apply cosmetics:

- Wash with plenty of cold water, never hot or apply oils, pastes or disinfectants.
- Immediately remove the cosmetic responsible for the reaction.
- Rinse with water and dry with a sterile dressing.
- Do not apply creams or medications on the injury.
- Do not continue the work with another cosmetic.
- Refer to the doctor.

### Safety and hygiene in the use of electrical appliances:

- Check the voltage, monitor the condition of the cables, do not connect too many devices in the same socket.
- Do not handle with wet hands
- Do not disconnect the appliance by pulling the cable, follow the manufacturer's cleaning and maintenance instructions.
- In the event of a fault, call the technical service and do not manipulate the appliance.
- Use a cloth moistened with a neutral detergent or non-aggressive cleaning solution, taking care not to get your electrical system wet.
- In the event of an accident involving an electrical appliance, the power must be cut off. Separate the person from the conductive medium of electricity, cable, plug, or appliance.
- Never attempt to separate the victim without disconnecting the power.
- Then the first aid procedure will be followed.

### Exercise “Health and Safety Measures”

- 1) What are the measures to protect the health and safety of the beautician and the customer that must be carried out?
- 2) What the beautician do when faced with an unexpected irritation reaction to a cosmetic?
- 3) What safety and hygiene rules should be adopted before, during and after aesthetic treatment with electrical appliances?

## Solution “Health and Safety Measures“

1) What are the measures to protect the health and safety of the beautician and the customer that must be carried out?

Professional protection.

- Uniform
- Gloves
- Disposable materials
- Any injury protection with dressings

Customer protection measures

- Useful materials and disposable materials
- Disinfection and sterilization of tools
- Type of cosmetics and possible reactions or intolerance
- Disposable gown, thong, boxer, and cover with a towel for the cold

2) What the beautician do when faced with an unexpected irritation reaction to a cosmetic?

- Wash with plenty of cold water, never hot or apply oils, pastes or disinfectants.
- Immediately remove the cosmetic responsible for the reaction.
- Rinse with water and dry with a sterile dressing.
- Do not apply creams or medications on the injury.
- Do not continue the work with another cosmetic.
- Refer to the doctor.

3) What safety and hygiene rules should be adopted before, during and after aesthetic treatment with electrical appliances?

- Check the voltage, monitor the condition of the cables, do not connect too many devices in the same socket.
- Do not handle with wet hands,
- Do not disconnect the appliance by pulling the cable, follow the manufacturer's cleaning and maintenance instructions.
- In the event of a fault, call the technical service and do not manipulate the appliance.
- Use a cloth moistened with a neutral detergent or non-aggressive cleaning solution, taking care not to get your electrical system wet.
- In the event of an accident involving an electrical appliance, the power must be cut off. Separate the person from the conductive medium of electricity, cable, plug, or appliance.
- Never attempt to separate the victim without disconnecting the power.
- Then the first aid procedure will be followed.

Title of the material/activity	8. Practical task “Recommendations for the customer”
Presentation / Description of the activity steps	This activity focuses on the assessment of the characteristics of the customer registered in the customer information file and providing recommendations about cosmetic care and healthy lifestyle habits. Step 1: Receiving the template with the exercise and preparing the document. Step 2: Comparing own document with the information related on handout “Customer recommendations” Step 3: Discussing the information with the trainer.
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	Materials needed: <ul style="list-style-type: none"> <li>● Paper notes and pencils</li> <li>● Exercise template</li> <li>● PC or tablet</li> </ul>
Time needed	1 hour
Attachments	Recommendations for healthy habits Exercise “Recommendations for the customer”
Solution of the activity	Solution “Recommendations for the customer”

## RECOMMENDATIONS FOR HEALTHY HABITS

Healthy lifestyle habits, together with a correct diet and cosmetics care, are essential for the effectiveness of any aesthetic treatment.



### Avoid:

- Stress, since catecholamines -adrenaline and noradrenaline- intervene in lipid metabolism and in water retention. The association of cellulite with a background of anxiety and anguish is frequent.
- A sedentary life, which aggravates cellulite.
- Constipation, due to the accumulation of waste substances.
- Oral contraceptives, since estrogens increase the activity of adipocytes.
- Tight clothing (pants, socks, socks, belts) and high-heeled shoes that hinder circulation and cause fluid retention. They can be used occasionally but not regularly.
- Excessive heat: exposure to the sun, saunas, very hot baths.
- Poor posture of the spine, especially in the lower back, shifts the body's center of gravity forward and the calf muscles tend to contract, hindering return circulation and aggravating cellulite in the thighs and buttocks
- Sitting, standing or crossing your legs for many hours as it hinders circulation. It is advisable to walk every hour for a few minutes and contract and relax the muscles of the buttocks and abdomen.

### It is advisable:

- Practice sports regularly. Aerobic exercises such as swimming, skating, running, cycling, etc. accelerate metabolism, improve muscle tone and activate blood circulation. Perform relaxation techniques.
- Regularly exfoliate and moisturize / nourish the areas affected by cellulite to promote the penetration of treatment cosmetics
- Regularly apply an anti-cellulite product, massaging with circular movements in an upward direction, from the ankle towards the waist.
- Drink enough water, 1.5 to 2 liters a day, to eliminate waste from the body.
- Follow a diet rich in fiber, vegetables, salads, fruits - which reduces the absorption of lipids and prevents constipation.
- Consume foods rich in iodine, to regulate metabolism: seaweed, garlic, grouper, chard, green beans ...
- Consume cleansing foods: celery, asparagus, onion, pineapple, etc.
- For the daily protein intake, choose proteins of vegetable origin preferably.
- Chew food well.
- Follow regular meal times.

## Exercise “Recommendations for the customer”

The learner has to prepare on the computer or tablet a leaflet or explanatory card to inform the customer about the recommendations.

The learner can use any model or template for the leaflet or explanatory card, taking into account the following rules: the size should not exceed half of a sheet of paper and it can have one side A and one side B. In addition to the advice, the document will have the logo of the center, address, telephone, email, etc..., and a space to write down the dates of the visits.



## Solution “Recommendations for the customer”

### Recommendations for healthy habits

#### *Should be avoided*

- Stress and sedentary life.
- Constipation. Contraceptives.
- Tight clothing.
- Excessive heat.
- Sitting for long hours, standing or crossing your legs as it hinders circulation.

#### *It's advisable to:*

- Practise sport regularly, preferably aerobic exercise.
- Use relaxation techniques.
- Do sport regularly. Aerobic exercises such as swimming, skating, running, cycling, etc. accelerate metabolism, improve muscle tone and activate blood circulation.
- Regularly exfoliate and moisturise / nourish the areas affected by cellulite to promote the penetration of treatment cosmetics.
- Regularly apply an anti-cellulite product, massaging with circular movements in an upward direction, from the ankle towards the waist.
- Follow a diet rich in fibre, vegetables, salads, fruit, which reduces the absorption of lipids and prevents constipation.
- Eat foods rich in iodine, to regulate the metabolism: seaweed, garlic, halibut, chard, green beans...
- Eat depurative foods: celery, asparagus, onion, pineapple, etc.
- For your daily protein intake, preferably choose plant-based proteins.
- Chew your food well.
- Follow regular meal times.

Thanks for your visit

Your next appointment: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_



## HAIR REMOVING [BEAUTY RELATED TREATMENT]



Co-funded by the  
Erasmus+ Programme  
of the European Union



2.4		HAIR REMOVING [BEAUTY RELATED TREATMENT]	
Learning outcomes correspond to EQF			EQF 4
Learning outcome: S/he is able to provide hair removing services by choosing appropriate techniques and products, and taking into account customer comfort, needs and wishes			Demonstration indicators
Knowledge	Skills	Responsibility and autonomy	
<i>S/he is able to</i>	<i>S/he is able to</i>	<i>S/he demonstrates proven ability to</i>	<i>Based on real work situations</i>
<ul style="list-style-type: none"> <li>Recognize hair structure and growth phases</li> <li>List various techniques for removing body hair (temporary and permanent), incl. indications and contraindications</li> <li>Name methods of use of manual and electro-medical tools for the removing body hair</li> <li>Classify the type, composition and method of application of cosmetic products functional to hair removing</li> <li>List products (oils/body lotions/creams) that relieve irritation after epilation</li> <li>Distinguish types of treatments for various types of customers, incl.</li> </ul>	<ul style="list-style-type: none"> <li>Apply standard techniques for removing body hair – temporary and permanent (e.g. waxing, sugaring, laser)</li> <li>Apply cosmetic products functional to the specific hair removing technique</li> <li>Use manual and electro-medical tools for removing body hair</li> </ul>	<ul style="list-style-type: none"> <li>On the basis of the customer's indications, perform the requested service with different techniques and equipment, observing the hygiene rules and execution times and reducing the customer's discomfort</li> <li>S/he can give homecare advice for preventing ingrown hair and/or rashes after hair removing</li> </ul>	<ul style="list-style-type: none"> <li>S/he knows the hair structure and growth phases. S/he can fill out the customer card in a professional and understandable manner, also in a foreign language</li> <li>S/he manages the relationship with the customer (reception, during treatment, seeing off)</li> <li>S/he prepares the necessary equipment for the intended treatment</li> <li>S/he performs various hair removing techniques (waxing/sugaring/laser/pulsed light)</li> <li>S/he uses pre and post hair removing products and recommends follow-up treatment. S/he</li> </ul>

<p>pregnant women, seniors, cancer patients, people with intolerances, etc.</p>			<p>takes care of ingrown hairs after the hair removing.</p> <ul style="list-style-type: none"> <li>• S/he behaves hygienically and in an appropriate way</li> <li>• S/he carries out the activity on schedule and with the correct sequence of procedures</li> <li>• S/he handles unexpected events (wax runs out, customer complains about something, etc.)</li> <li>• S/he gives home care advice correctly and recommends home care products to the customer</li> </ul>
<p><b>Assessment tools</b></p>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Demonstration</li> <li>• Case study</li> <li>• Test</li> </ul>		

## 2.4 Hair removing [Beauty Related Treatment]

### List of materials / activities

1. Theoretical input “The hair structure and growth phases”
2. Written exercise “Different types of hair removing”
3. Case study “Hair removing products and follow-up treatment for a customer with skin problems”
4. Simulation “Treatment with customer - SKIN CANDY sugaring”

### Objective of the unit

At the end of this unit s/he is able to provide hair removing services by choosing appropriate techniques and products, and taking into account the customer’s comfort, needs and wishes.

S/he performs customer-oriented hair removing treatment, taking into account the customer’s allergies and the condition of their skin. Communication skills, handling of unexpected events (wax runs out, customer complains about something, etc.) and giving home care advice correctly and recommending home care products to the customer.

### Transversal Skills covered

- Customer service and communication
- Management and supporting processes
- Time management
- ICT skills
- Foreign languages
- Green skills

### Hygiene and Safety skills covered

- Basic knowledge of hygiene and safety
- Equipment and tools in the wellness sector
- Disinfection of equipment and furniture, sterilisation etc.

### Typology of materials/resources

- |                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> video analysis</li> <li><input checked="" type="checkbox"/> simulation</li> <li><input type="checkbox"/> demonstration</li> <li><input type="checkbox"/> practical task</li> <li><input type="checkbox"/> role play</li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> case study</li> <li><input type="checkbox"/> Job shadowing</li> <li><input type="checkbox"/> dialogues</li> <li><input checked="" type="checkbox"/> written exercise</li> <li><input checked="" type="checkbox"/> Other: _____</li> </ul> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Title of the material/activity	1. Theoretical input “The hair structure and growth phases”
Presentation / Description of the activity steps	The activity consists of the lesson about the types and structure of hair and growth phases. Step 1: Reviewing the theoretical material on the topic. Step 2: Filling out notes on the Customer card during the activity.
Typology of activity	<input type="checkbox"/> individual <input checked="" type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	Materials needed: <ul style="list-style-type: none"> <li>• Internet connection, IT devices to watch videos</li> </ul>
Time needed	45 min
Attachments	Theory material of the hair structure and growth phases <ul style="list-style-type: none"> <li>• Theory material of the hair structure and growth phases</li> </ul> Video of the Structure of hair follicle: <a href="https://www.youtube.com/watch?v=tj-49G1jWw">https://www.youtube.com/watch?v=tj-49G1jWw</a> Video of the Hair growth phases and cycle: <a href="https://www.youtube.com/watch?v=5RaBdppFxHU">https://www.youtube.com/watch?v=5RaBdppFxHU</a> <ul style="list-style-type: none"> <li>• Hair removing card</li> </ul>
Solution of the activity	

## Theory material of the hair structure and growth phases

### Hair Structure and Growth Phases

#### Structure of hair follicle

Watch this video: <https://www.youtube.com/watch?v=tj-49G1jWw>

More information: <https://hairmax.co.uk/blogs/news/the-anatomy-of-the-hair-follicle>

### Hair Growth Phases and Cycle

#### THE ANAGEN PHASE

- active growth phase
- 2 to 8 years

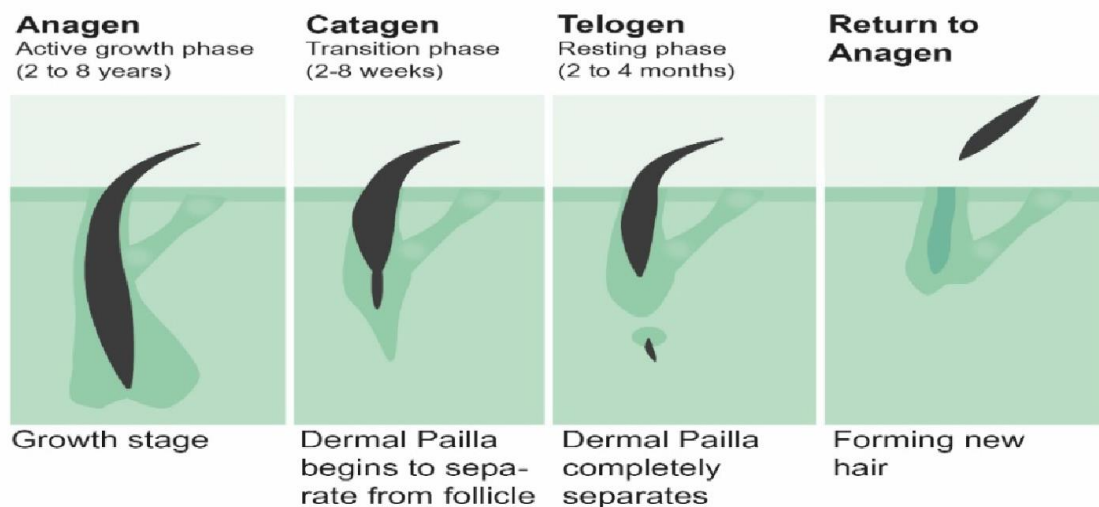
#### THE CATAGEN PHASE

- transition/regression phase
- 2 – 8 weeks
- Dermal Pailla begins to separate from follicle

#### THE TELOGEN PHASE

- resting phase
- 2 to 4 months
- Dermal Pailla completely separates

The hairs which grow in the same area on the skin are in different growth phases.



Picture source: Skin Candy -training materials, Hoitolatukka – by Karoliina Saarinen, 14.12.2020. Watch this video: <https://www.youtube.com/watch?v=5RaBdppFxHU>

### Various hair removing techniques

(Source: <https://www.webmd.com/beauty/cosmetic-procedures-hair-removal#1> and

[https://www.healthline.com/health/epilator#TOC\\_TITLE\\_HDR\\_1](https://www.healthline.com/health/epilator#TOC_TITLE_HDR_1) and

Skin Candy -training materials, Hoitolatukka – by Karoliina Saarinen, 14.12.2020

<https://www.terveystalo.com/fi/Palvelut/Ihotaudit-ja-ihosairaudet/Karvanpoisto-laserilla/>)



- Unwanted body hair, especially on the upper lip, chin, cheeks, back, legs, feet, fingers and toes, is a problem for many people. Causes for unwanted body hair can vary. Genetics, certain medications, hormones and polycystic ovarian syndrome can all cause unwanted body hair. It is possible to remove unwanted body hair in several different methods.
- Before the hair removing treatment, a suitable hair removing method should be decided with the customer and possible **contraindications** should be considered.
  - **Sunburns, calluses, wounds, recent scars, infections, contagious skin diseases, varicose veins, bruises, moles and the HIV infection are all contraindications.**
  - During this discussion **any allergies or hypersensitivities** the customer may have should be discovered.
  - It is also smart to ask about **any medications** the customer might have, because, for example, the drug Isotretinoin might affect the skin's sensitivity and other reactions.
  - If the **customer's skin is dry**, regular moisturizing for a few weeks before the hair removal treatment should be recommended.

### Shaving

- Shaving is a quick method for leg, arm and facial hair.
- Can cause ingrown hairs, especially in the groin area.
- Read about the pros and cons of face shaving for women:
  - <https://www.healthline.com/health/women-shaving-face#pros-cons>

### Plucking

- Plucking works well if there are only a few hairs you want to remove.
  - Tweezers are a great tool for shaping the eyebrows or pulling out stray hairs on your face.
  - Plucking can be sometimes painful, depending on the person.
- It is not a recommended hair removing method for larger areas since **it can cause scarring and ingrown hairs.**

### Depilatory Creams and Epilator

- *Depilatory creams* are available without a doctor's prescription.
  - It is important to read the label on the cream, as different types of creams have different ingredients.
  - The chemicals in these creams dissolve the hair shaft, and if you leave the cream on the skin for too long, **it may result in a burn or allergic reaction.**
    - Follow the directions on the cream carefully!
- *Epilator* is an electrical device designed to remove body hair directly from the roots.
  - A dry epilator can be used without water whereas a wet epilator can be used in the shower or bath.
  - Some people may experience discomfort while using an epilator and some areas on the body can be more sensitive than others.
  - However, the more you epilate the less painful it becomes.
  - **It is recommended to exfoliate the skin before using an epilator as it removes dead skin cells and helps to prevent ingrown hairs.**
  - Place the epilator on a 90-degree angle to your skin and hold it gently against the skin. Pull the skin taut and move the epilator in the direction of the hair growth.
  - If you move the epilator in the opposite direction, you risk cutting the hair at the skin, leaving the hair root in the skin.
    - For example:
      - <https://www.healthline.com/health/how-does-nair-work>

## Waxing

- Waxing can be done at home or at a professional salon.
- The waxes can be ready-to-use cold waxes, heated warm or hot waxes
  - if the wax is too hot it can burn the skin!
- Different types of natural waxes function as the wax substance
  - e.g. **resin, honey, beeswax.**
- The waxing mixture is applied in the same direction as hair growth and then removed in the opposite direction of hair growth.
- It can be a messy and painful method for hair removing, and it can also leave behind some hairs as the wax can break off the hair.
- **Skin irritation, infection and ingrown hair can happen.**
  - That is why careful pre- and post-care are important
- **NOTICE!** Waxing is not a recommended method if you use medication for acne (Retin-A or isotretinoin) since the wax can pull your skin off.
- Check out cold vs. hot waxing:
  - <https://www.healthline.com/health/beauty-skin-care/cold-waxing#cold-vs-hot-waxing>
- Check how to get wax off skin:
  - <https://www.healthline.com/health/how-to-get-wax-off-skin#removal>
- Check what are the alternatives to facial shaving for women:
  - <https://www.healthline.com/health/women-shaving-face#alternatives-to-shaving>

## Sugaring

- Can be used on all parts of the body. Has been used for thousands of years. It was used in ancient Egypt and the modern sugaring method originates from Canada.
- Like waxing, sugaring removes body hair from the root, but with sugaring the sugar mixture is applied against the direction of hair growth and removed in the same direction the hair grows with quick, small yanks.
  - By pulling the direction the hair grows, it is possible to avoid hair breakage.
- The sugaring paste doesn't adhere to the skin like wax, which means that it removes the hair and causes less skin irritation
  - After sugaring, very sensitive skin might experience temporary redness, irritation, itching and bumps or rashes.
  - The treatment also becomes easier for the customer after each appointment.
- Removing hair with sugar paste also exfoliates the skin.
- Sugaring may cause hair to grow back softer and thinner through continued upkeep.
- Compared to wax depilation, the advantage of sugaring is the fact that the sugar is water soluble.
  - With sugaring it is possible to remove shorter hairs than with waxing.
  - The sugar will only stick to the hair and dead skin cells, so the skin won't get irritated as easily as it would with waxing.
- Sugaring is a safe method of hair removing, but you should consider the following

### contraindications:

- period/hormonal fluctuations (skin can feel more sensitive)
- pregnant (check with a doctor first)
- genital piercings or tattoos (it is possible to work around these)
- sunburn

- antibiotics, hormone replacement medication, hormonal birth control
- accutane or retinoids (check with a doctor first)
- chemotherapy and radiation

### Before sugaring

- Hair length should be at least ¼-inch or 2 mm long.
  - If it isn't, you won't be able to get.
- Lightly exfoliate a few days before your appointment to get dead skin cells out of the way. This will help prevent stray hairs from getting left behind.
- Avoid tanning or applying retinoid creams for at least 24 to 48 hours before your appointment.
- The day of, minimize your caffeine intake to prevent your pores from tightening. Do not drink alcohol on the same day.
- The sugaring needs to be repeated every four to six weeks. Due to the different growth phases in the hair, it is possible to have a few hairs on the skin after a couple days have passed since the treatment.

### Sugaring product example from Finland:

- Finnish Skin Candy's candying is a sugaring method
- Skin Candy's sugar pastes are patented
- [www.skincandyfamily.com](http://www.skincandyfamily.com)

### Quick comparison chart between sugaring and waxing

<https://www.healthline.com/health/beauty-skin-care/sugaring-vs-waxing#comparison-chart>

### Threading

- Is a hair removing method that comes from India.
- You use twisted strings to pull out unwanted body hair.
- Something interesting:
  - HOW TO THREAD EYEBROWS AT HOME tutorial // step-by-step thorough beginner's guide for threading
    - <https://www.youtube.com/watch?v=KaEWIk9g9UI>

### Laser Hair Removing

- The wavelength of the laser has been optimized to be absorbed by the hair pigment, melanin. During the laser treatment, the laser light travels through the skin towards hair follicles that are rich in melanin, and as a result the hair follicles heat up and are destroyed. The treatment is more effective on lighter skin with dark hairs.
- The darker the skin, the more energy is dissolved into the skin's melanin. The laser won't work on light, gray or red hairs.
- This method is effective if the skin is light and if there is dark melanin in the hair.
- To achieve the best result, usually 6–8 treatments are needed, and the whole treatment period will usually last 7-9 months in total.
- More information: <https://www.healthline.com/health/laser-hair-removal>

### Electrolysis

- Electrolysis is a professional hair removing method.
- A tiny needle is used to send an electric current to the hair follicle and there are two primary methods with electrolysis:

- **galvanic**, which destroys the hair follicle chemically,
- **thermolytic**, which uses heat to destroy the hair follicle.
- Electrolysis can be done on any part of the body.

#### **Medications and Unwanted Hair**

- Consult a doctor if these methods do not bring the desired results.

## HAIR REMOVING CARD

<b>Skincare Specialist:</b>	<b>Date:</b>
<b>The treatment began:</b>	<b>The treatment ended:</b>
<b>Customer's first name:</b>	<b>Customer's birth year:</b>
<b>Customer's health/medications:</b>	<b>Possible allergies:</b>

## HAIR REMOVING AREA

### FACE

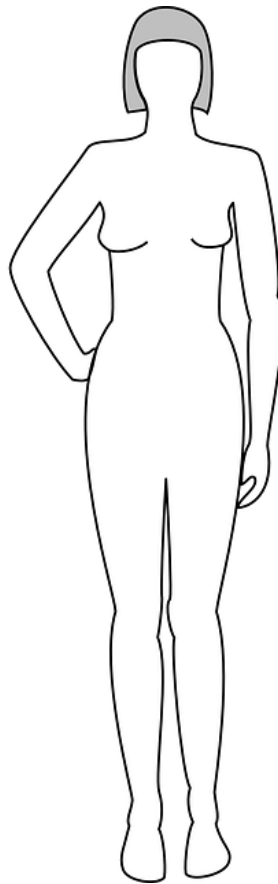
- jaw
- lip
- cheek
- eyebrows

### BODY

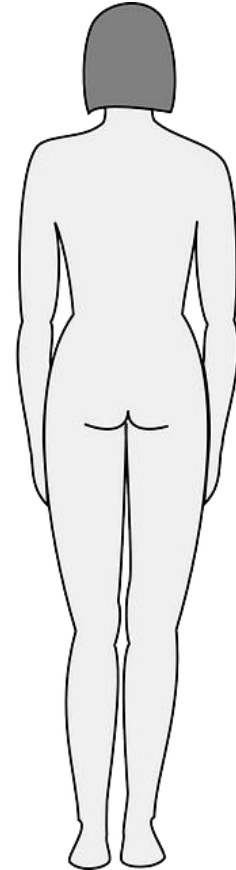
- back
- armpits
- arms
- bikini area

### FEET

- thighs
- legs
- the instep of feet and toes



Photos taken:  
<https://pixabay.com/fi/vectors/nainen-ihmisen-vartalo-alasti-305193/>



Photos taken:  
<https://pixabay.com/fi/vectors/nainen-tytt%c3%b6-ihmisen-vartalo-145990/>

<b>Other notes:</b>	
<b>CONTRAINDICATIONS:</b>	<b>Purpose of the Treatment:</b>

<p><b>Treatment plan:</b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<p><b>Explain your choices:</b></p>
<p><b>PRE AND POST HAIR REMOVING PRODUCTS:</b></p>	
<p><b>INSTRUCTIONS FOR HOME AND FOLLOW-UP TREATMENTS:</b></p>	
<p><b>Recommendations for the next treatment appointment:</b></p>	
<p><b>Hair Removing Treatment Plan Checked</b> ___/___ _____</p>	

Title of the material/activity	2. Written exercise “Different types of hair removing”
Presentation / Description of the activity steps	<p>The activity aims to practice individually the most used cosmetic hair removing methods as exercise:</p> <ul style="list-style-type: none"> <li>• waxing,</li> <li>• sugaring,</li> <li>• laser/pulsed light</li> </ul> <p>Step 1: Getting acquainted with the MIND MAP tool:  <a href="https://www.mindmup.com/">https://www.mindmup.com/</a></p> <p>Step 2: Preparing individual a MIND MAP about different types of hair removing waxing, sugaring and laser/pulsed light.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Computers and internet connection, computer classroom</li> </ul>
Time needed	45 min
Attachments	<a href="https://www.mindmup.com/">https://www.mindmup.com/</a>
Solution of the activity	

Title of the material/activity	3. Case study “Hair removing products and follow-up treatment for a customer with skin problems”
Presentation / Description of the activity steps	<p>The activity consists of studying the Skin Candy web page and video materials:</p> <p>Step 1: Reviewing the web page: <a href="https://skincandyfamily.com/">https://skincandyfamily.com/</a></p> <p>Step 2: Watching the Skin Candy sugaring videos:  <a href="https://www.youtube.com/watch?v=iYfKLU7nM7s">https://www.youtube.com/watch?v=iYfKLU7nM7s</a>  <a href="https://www.youtube.com/watch?v=fW_TV Dh0iXA">https://www.youtube.com/watch?v=fW_TV Dh0iXA</a>  <a href="https://www.youtube.com/watch?v=Fn7cIYGJ-70">https://www.youtube.com/watch?v=Fn7cIYGJ-70</a>  <a href="https://www.youtube.com/watch?v=nNqxJPboyoM">https://www.youtube.com/watch?v=nNqxJPboyoM</a></p> <p>Step 3: Reading the case study materials: Skin Candy family products.</p> <p>Step 4: Preparing a short answer for the question: If the customer suffers from ingrown hairs after the hair removing -&gt; What can you do as a skin specialist to this problem with specific Skin Candy product?</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Computers and internet connection, computer classroom</li> </ul>
Time needed	<p>45 min for the web page and the links</p> <p>45 min for the case study (including exercise)</p>
Attachments	<p><a href="http://www.skincandyfamily.com">www.skincandyfamily.com</a></p> <p><a href="https://www.youtube.com/watch?v=iYfKLU7nM7s">https://www.youtube.com/watch?v=iYfKLU7nM7s</a></p> <p><a href="https://www.youtube.com/watch?v=fW_TV Dh0iXA">https://www.youtube.com/watch?v=fW_TV Dh0iXA</a></p> <p><a href="https://www.youtube.com/watch?v=Fn7cIYGJ-70">https://www.youtube.com/watch?v=Fn7cIYGJ-70</a></p> <p><a href="https://www.youtube.com/watch?v=nNqxJPboyoM">https://www.youtube.com/watch?v=nNqxJPboyoM</a></p> <p>Case study “Skin Candy Family products”</p>
Solution of the activity	<p>Solution “Avoiding ingrown hair”</p>



## Case study “Skin Candy Family products”

### Hair removing products and follow-up treatment

- Necessary products for hair removing are (products from the Skin Candy Family):
  - cleansing gel and cleansing liquid
    - <https://skincandyfamily.com/product/cleansing-gel/>
  - Disinfectant
    - <https://skincandyfamily.com/product/rose-water/>
  - a substance to protect the skin, if necessary (such as talc powder)
    - <https://skincandyfamily.com/product/candyng-dust/>
  - hair removal product, e.g. wax or sugar
    - <https://skincandyfamily.com/product/mimosa/>
  - post-treatment products, e.g. moisturizing and soothing cream or spray
    - <https://skincandyfamily.com/product/post-treatment-lotion-sensitive/>
  - home care products
    - cleansing liquid
    - exfoliator
    - moisturizer
    - products that prevent ingrown hairs and slow down the hair growth
    - More information: <https://skincandyfamily.com/products/>
- For some customers the skin may turn red, itchy or feel hot after the treatment. This is caused by improved blood circulation in the treated area.
  - For some customers this reaction may take longer to occur, or it may not happen at all.
  - These kinds of reactions are completely normal, if the redness goes away in a few hours.
- After the hair removal treatment, sauna, sunbathing, tanning beds, tight clothing, vigorous exercise, scratching of the skin and friction on the skin should all be avoided.

### Ingrown hairs after the hair removing

(source: <https://www.healthline.com/health/ingrown-hair-on-legs> )

Ingrown hair: small bumps, blister-like lesions, skin darkening, pain, and itching.

- Ingrown hairs can occur after the hair is removed by e.g. shaving, plucking, epilating, waxing or sugaring.
- The hair can regrow into the skin and cause inflammation in the area.
- Usually developing ingrown hair is not a serious issue, but in some cases, it is possible to get complications such as bacterial infection or permanent scarring.
- Dead skin cells can clog the hair follicle and therefore prevent new hair from emerging.
- The reason for this is usually a hair that grows upwards in the follicle and then turns back down, forming a spiral. The hair grows under the skin's surface parallel to the skin.
- Dry skin is more prone to ingrown hair.
- If the hair is stuck deep inside the hair follicle, it cannot be seen, but the skin rises into a hard bump and the bump is often dark in color.
- If there are ingrown hairs after sugaring, you should check your technique to ensure that you're not breaking the hair.
- Regular moisturizing and exfoliating or dry brushing prevent clogging that may lead to ingrown hairs.
  - However, exfoliating or dry brushing should be avoided the day before the hair removal, on the day of the hair removal treatment and the day after the treatment.
  - Otherwise the skin might become irritated.
- Freshly shaved or waxed or sugared legs can look and feel soft. But if you don't apply the right products or use the right shaving techniques, painful and itchy ingrown hairs can rob your legs of smoothness.
- Although ingrown hairs are common, you can take steps to improve the appearance of your legs. But if ingrown hairs don't improve or worsen, talk to your doctor.
- Some skin conditions can be similar to an ingrown hair such as eczema, impetigo, and molluscum contagiosum.

Check the Skin Candy Family product for the ingrown hairs:  
<https://skincandyfamily.com/product/ingrown-hair-inhibitor/>

## Solution “Avoiding ingrown hair”

### The Skin Candy product Ingrown Hair Inhibitor description:

#### Short answer option 1:

Stop ingrown hair. This lotion prevents infections and keeps the surface of the skin soft, letting the hair grow normally.

#### Short answer option 2:

Reduces ingrown hairs after epilation treatment. Lotion prevents infections and keeps the surface of the skin soft, letting the hair grow normally.

Apply daily on cleansed skin, especially right after hair removal. Can also be used on bikini- and other sensitive areas. For maximum benefits, apply twice daily. Do not wash away.

Title of the material/activity	4. Simulation “Treatment with customer – SKIN CANDY sugaring”
Presentation / Description of the activity steps	<p>The activity consists of simulation of treatment at the school or work place. The subject of the simulation must be sugaring treatment with a customer. Below the steps of simulation are listed:</p> <p>Step 1: Customer reception and pre-filled customer card.            Step 2: Customer preparation.            Step 3: Work on the customer.            Step 4: Customer advice and seeing off the customer.            Step 5: Hand in the completed customer card to the trainer.</p>
Typology of activity	<input type="checkbox"/> individual <input checked="" type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<ul style="list-style-type: none"> <li>• Products: any hair removing sugaring products, disinfectant</li> <li>• Tools: spatulas and papers, customer card</li> </ul>
Time needed	<p>45 min for all the steps for one simulation treatment            15 min for preparing the customer place            120 min a treatment with customer (face, body and legs)            Total 2 hours 15 min</p>
Attachments	
Solution of the activity	



**BODY PAINTING**  
**[BEAUTY RELATED TREATMENT]**



Co-funded by the  
Erasmus+ Programme  
of the European Union



2.5		BODY PAINTING [BEAUTY RELATED TREATMENT]	
Learning outcomes correspond to EQF			EQF 4
Learning outcome: S/ he provide body painting services choosing appropriate techniques and products and taking into account customer needs and wishes			Demonstration indicators
Knowledge	Skills	Responsibility and autonomy	
<i>S/he is able to</i>	<i>S/he is able to</i>	<i>S/he demonstrates proven ability to</i>	<i>Based on real work situations</i>
<ul style="list-style-type: none"> <li>Name various products and tools functional to body painting, including indications and contraindications</li> <li>Describe various artistic patterns to be applied on the body.</li> <li>Distinguish types of treatments for various types of customers, incl. pregnant women, seniors, cancer patients, people with intolerances, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Apply standard techniques for body painting.</li> <li>Apply cosmetic products functional to body painting.</li> <li>Design artistic patterns to be applied on the body.</li> <li>Use shading and perspective techniques.</li> </ul>	<ul style="list-style-type: none"> <li>On the basis of the customer's indications, perform the requested body painting service with different techniques and equipment, observing the purpose, hygiene rules and execution times</li> </ul>	<ul style="list-style-type: none"> <li>S/he transmits information to customers about different body paint permanent make-up options and trends through a website.</li> <li>S/he identifies, selects and prepares the tools and suitable cosmetics for each service.</li> <li>S/he prepares the customer file and body designs to adapt them to different body morphologies of the customers.</li> <li>S/he elaborates the work guidelines adapted to the customer features.</li> <li>S/he carries out body paintings with hypoallergenic products.</li> <li>S/he conducts a customer quality</li> </ul>

			survey taking into account the parameters that define the quality of service.
Assessment tools	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Demonstration</li> <li>• Case study</li> <li>• Test</li> </ul>		

## 2.5 Body painting [Beauty Related Treatment]

### List of materials / activities

1. Simulation “Identifying tools and cosmetics”
2. Practical task “Selecting designs for the customer”
3. Case study “Creating the work guide for a body painting”
4. Practical task “Belly painting with hypoallergenic products”
5. Exercise “Body painting designs for a breast cancer awareness event”
6. Practical task “Create an informational website”
7. Practical task “Create a Satisfaction Survey”

### Objective of the unit

S/he is able to elaborate protocols and design sketches for the realization of the different body make-ups adapting them to the user / customer. S/he chooses appropriate cosmetics and tools, taking into account the customer’s comfort, needs and wishes. S/he improves time management and communication skills and ICT skills.

#### Transversal Skills covered

- Customer service and communication
- Management and supporting processes
- Time management
- ICT skills
- Foreign languages
- Green skills

#### Hygiene and Safety skills covered

- Basic knowledge of hygiene and safety
- Equipment and tools in the wellness sector
- Disinfection of equipment and furniture, sterilisation etc.

#### Typology of materials/resources

- |                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> video analysis</li> <li><input checked="" type="checkbox"/> simulation</li> <li><input checked="" type="checkbox"/> demonstration</li> <li><input checked="" type="checkbox"/> practical task</li> <li><input type="checkbox"/> role play</li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> case study</li> <li><input type="checkbox"/> Job shadowing</li> <li><input type="checkbox"/> dialogues</li> <li><input checked="" type="checkbox"/> written exercise</li> <li><input type="checkbox"/> Other: _____</li> </ul> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



Title of the material/activity	1. Simulation “Identifying tools and cosmetics”
Presentation / Description of the activity steps	<p>This activity focuses on the knowledge regarding tools and cosmetics used for body make-up, as well as procedures of cleaning and disinfection. The activity will be carried out in three working phases:</p> <p>Step 1: Preparation of the workspace with the necessary tools and cosmetics to carry out body make-up.</p> <p>Step 2: Preparing the workplace area where the makeup will be done.</p> <p>Step 3: Disinfecting, sterilizing and preparing all the disposable material, tools and cosmetics.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Exercise template</li> <li>• Cosmetics products for make-up, tools and utensils</li> </ul>
Time needed	30 min
Attachments	<p>Tools and cosmetics for body make-up</p> <p>Exercise “Tools and cosmetics control sheet”</p>
Solution of the activity	

## TOOLS AND COSMETICS FOR BODY MAKE-UP

### COLOUR THEORY

One of the principal foundations of everything that the make-up expert does is understanding colour theory. It is essential for successfully recognising and matching a customer's skin tone needs an understanding of colour. Likewise, corrective make-up, complementing natural colouring, blending in prosthetic pieces and creating realistic casualty effects relies on colour theory knowledge as much as technique.

Colour Theory is used for make-up to obtain the colours we need and to create effects – in essence, we trick the eye.

A good make-up expert most likely has a naturally good eye for colour – and was most likely born with this ability. But by understanding colour theory, anyone will be able to do many things with practice.

There are various colour theory models, but the three that are more common are:

- Red Green Blue (RGB) model – used in electronic systems that transmit light such as computers and televisions.
- Red Yellow Blue (RYB) model – the colour system traditionally used in art. It has been around for centuries and is the model taught in school.
- Magenta Cyan Yellow model – a more modern approach to painting and is the model used by printers. These colours mix a bright and clean spectrum.

The RYB model is the one most people are familiar with, and it is easy to use for make-up and hair purposes.

The colour wheel is a simple way to look at the basic relationship between the twelve colours shown on the wheel. It also explains, in simple terms, how to mix colours to create new ones.

Our skin colour and its undertones are a mix of colours provided by the skin's pigments, resulting in an overall brown colour. Of course, skin colour varies around the world, from very dark brown to very pale.

It is possible to use primary and secondary colours to create various shades of brown. Firstly, the three primary colours can be mixed to create brown. Similarly, mixing two secondary colours is possible to produce the browns seen in skin tones. Some examples:

Olive brown = green + violet. It has a blue bias.

Russet brown = violet + orange. It has a red bias and is called ruddy or warm.

Citrine brown = orange + green. It has a yellow bias and is referred to as shallow or golden.

Colour can be described using various properties, including tint, shades and tones.

A tint is simply a colour plus white. Therefore, it makes the colour lighter. For example, mixing white into a violet colour makes lilac. Likewise, adding white to blue creates a light blue. Pastel colours like peach, apricot and cream are tints.

A shade is simply a colour plus black. Therefore, it makes the colour darker. For example, adding black to violet makes a dark purple. Likewise, adding black to blue creates a more navy blue colour.

A tone is simply a colour plus grey. Therefore, it greys out the colour and makes it darker.

# COLOR THEORY

## COLOR MODELS

**CMYK**  
Printing standard.  
Mix of cyan, magenta, yellow and black ink.



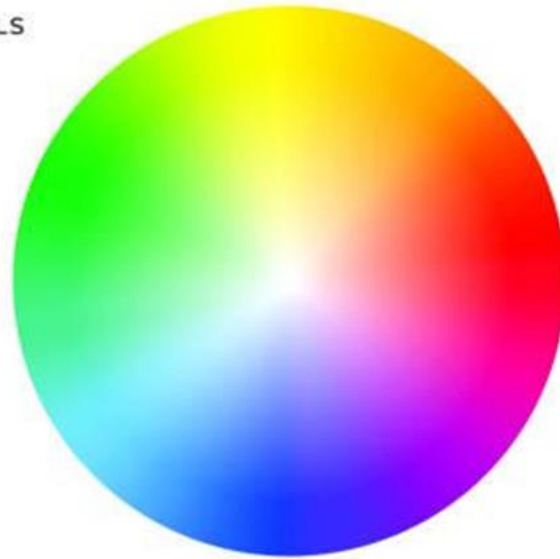
**RGB**  
Digital standard.  
Mix of red, green and blue channels of light.



**HSB**  
Variation of HSL.  
Mix of hue, saturation and brightness.



**GRAYSCALE**  
Intensity of black.  
Uses only black intensity to create shades.



## COLOR MEANINGS

- PASSION, LOVE, BLOOD, DANGER, STRENGTH
- ROMANTIC, FEMININE, LOVE, SENSITIVITY, EXCITING
- OPTIMISM, SUNSHINE, CONFIDENCE, ATTENTION, SUCCESS
- HEALTH, GROWTH, PEACE, VITALITY, WEALTH
- ENERGY, HAPPINESS, SUCCESS, WARMTH, CREATIVITY
- TRUST, SERENITY, PEACE, COMMUNICATION, SADNESS
- ROYALTY, MAJESTY, MYSTERY, SPIRITUALITY, LUXURY
- ORGANIC, HONEST, NATURAL, SIMPLE, WHOLESDOME
- COMPROMISE, NEUTRAL, BALANCE, CONSERVATIVE, FRUSTRATION
- ELEGANCE, POWER, LUXURY, MYSTERY, SORROW
- PURE, SIMPLE, INNOCENCE, VIRGINITY, MINIMALISM

## COLOR PROPERTIES



WARM



COOL



SATURATED



DESATURATED



BRIGHT



DARK



MONOCHROME

## COLOR HARMONIES



ANALOGOUS



COMPLEMENTARY



TRIAD



SPLIT COMPLEMENTARY



TETRAD



MONOCHROMATIC



SQUARE

## TOOLS AND COSMETICS

- **Watercolour:** It is a paste concentrate which is dissolved in water. It is not harmful for the skin since it helps perspiration. There is a wide range of colours: pearly, metallic, fluorescent and liquid tonalities which the latter ones could be used with an airbrush. They are used in body paintings and fantasy face make-up. They are not recommended on prosthesis since it could cut it up.

Its application is similar to watercolours with a pencil dissolved in water. Foam sponges could also be used. We should keep in mind the fact that if you add a lot of water to the colour, the intensity will diminish. We must create a paste mix to fulfill the desired effect on the customer.



- **Alcohol based make-up:** They are presented in compact pads and they are used with a pencil, toothbrush or short-haired brush. They are also found in a liquid format for airbrushes but they get dried easily and they could clog the duct easily. One of its advantages is the fact of being resistant and they do not degrade with sweat or humidity. It is highly recommended on prosthesis make-up thanks to its characteristic.

It is applied in a similar way as the watercolour although it is mixed with alcohol instead of water. Therefore, this product is more aggressive for the skin and we should avoid its usage on sensitive areas.



- **Cream Make-Up:** As for its composition, it is oily and it does not admit water. It is better than watercolour to put on make-up on prosthesis. It is applied directly on the skin with a pencil or sponges. Its colouring is quite intense so that a little quantity could cover a wide surface, it fades easier than the watercolour.



- **Tassels:** It nuances the brightness and fuses prosthesis to the skin.



- **Cotton Buds:** Cleansing.



- **Sponges:** Latex sponges are used to apply on social foundations to polish the modelling surfaces. Foam sponges are used to apply watercolour.



- **Translucent Powder:** They are transparent powders which do not modify the colour make-up. They are used in a general way to fix the correcting fluid and base.
- **Pencils:** They are found in white or beige colour to place the design on the body.
- **Brushes:** Synthetic brushes are the most commonly used for make-up although some of them mimic the look and feel of natural hair. Different shapes and sizes can be used depending on the design to make and products to employ. They are well- cleaned and preserved using pencil cleanser, water, soap or alcohol.
- **Other tools:** Metal or plastic palette, aesthetic sharpener, cotton, paper tissues, remove make-up products and prebase.



### AIRBRUSH

Airbrush make-up achieves a silk skin appearance with a very natural appearance, unifying the color without leaving excess product. It provides a perfect result in photography, film and HD television, especially in close-up shots. The cosmetic used is a liquid base composed of pigments with a very small particle size that flows smoothly through the airbrush nozzle, dispersing throughout the sprayed surface.

#### There are two types of airbrush:

- Single action with or without needle: are those in which paint and air come out at the same time with a constant air / product ratio



- Double action: There are two classes: fixed double action and independent double action. The latter is more difficult to control but has greater possibilities.

- The fixed double action is controlled with the fingertip by means of a push button or trigger. The air and product flow is fixed; pulling the trigger back increases the air/product flow in the same proportion.
- In independent double action airbrushes, the trigger has two independent movements: pressing down allows only air to come out, keeping it pressed down when sliding the trigger backwards begins to supply product to the air flow. That is, the further back the trigger is moved, the thicker the product spray will be, if we slide very little backwards, little product will come out and a thin line will be painted.



The product can be supplied in these airbrushes in two different ways:

- By gravity: Paint or make-up is drawn into the airbrush by gravity. The paint cup or housing is a fixed piece that is attached to the upper part of the airbrush body. It is best suited for facial make-up, ideal for HD make-up.
- By suction: The deposit is in the lower part of the airbrush and is a mobile part (cups or flasks), so it can be changed and replaced during work.

**Compressor:** The pressure of the compressor must be adjusted to the type of application to be carried out, in the case of applying facial make-up, the most suitable pressure is between 0.4 and 0.7 bars.

The needles also have different diameters: 0.2mm (nails), 0.3mm (face) and 0.5mm (body). When making up the face it is very important to choose the right equipment since it works in very sensitive and delicate areas, near the eyes, mouth, nose, ears. The equipment must have a needle no larger than 0.35mm in order to have precision and both the compressor and the airbrush have to work perfectly with low pressure.

#### **Maintenance and cleaning:**

Whenever an application is finished, proper maintenance and cleaning is essential to avoid clogging. To do this, it is necessary to disassemble it piece by piece, always using a plastic container (not glass or metal), and clean all the pieces one by one using a specific cleaning product and some special small brushes to be able to access all the corners of the pieces. Never soak it in water, alcohol or turpentine. A dirty or neglected airbrush gives many problems, failures in the air or paint supply, obtaining an irregular application.

#### **Products and dilution techniques:**

Airbrush make-up should be specially formulated using very small, fluid particle size pigments so as not to plug or clog the ducts of the equipment. Most of the products are silicone based, and the fine size of the pigments is what provides a perfect, fully matte finish and provides long durability allowing the skin to breathe, without the need for touch-ups with a smooth and natural appearance. There are also bases for water, oil, and alcohol. Silicone as a make-up base has the advantage of being very elastic, heat resistant and water resistant.

The airbrush technique is also used for self-tanning, body painting, temporary tattoos, nail art, and has long been used in special effects make-up.

#### **LIGHT AND DARK MAKE-UP**

The dark light technique is based on the ability of dark colors to optically reduce the volume of objects or skin where they are applied, while light colors give it optical amplitude.

#### **PREPARE THE SKIN**

Similar to the facial, you have to prepare the skin, for this you disinfect the skin with specific products for each area and you can put a primer that hydrates and helps the subsequent fixation of the products. Depending on the type of skin and area, it is easy to find a wide variety of products on the market.

#### **REMOVE MAKE-UP**

To remove body make-up, different types of oils are used, for glues and adhesives we usually use castor oil and coconut oil is used for make-up, we can use other oils of vegetable origin. The ideal is to put the make-up remover products on the skin, massaging and then removing with cotton, to finish excess oil that can be removed with micellar water and toned skin with cold sprays.



## Exercise “Tools and cosmetics control sheet”

### The workplace area

The workplace must be tidied up, cleaned and previously disinfected before starting the make-up. At the end of the activity the learner must leave the space as clean as it was at the beginning.

The tools that are going to be used will depend on the make-up type and body/face area. The bed or anatomical chair will be covered by disposable lingerie. It is necessary to have a good lighting system, as natural light, as well as a dressing table with a mirror. A side trolley will be useful to place all the tools and cosmetics together. All of them must previously be preserved and disinfected.

### Tools and cosmetics

Tools	Check
Dressing table	<input type="checkbox"/>
Mirror	<input type="checkbox"/>
Lights	<input type="checkbox"/>
Make-up armchair	<input type="checkbox"/>
Glass bowls	<input type="checkbox"/>
Mixing palette for colour mixture with a spatula	<input type="checkbox"/>
Brushes	<input type="checkbox"/>
Airbrushes	<input type="checkbox"/>
Plastic scoop	<input type="checkbox"/>
Tassels	<input type="checkbox"/>
Latex sponges and foam	<input type="checkbox"/>
Face mask	<input type="checkbox"/>
Paper tissues	<input type="checkbox"/>
Cotton wools	<input type="checkbox"/>
Cotton swabs	<input type="checkbox"/>
Lingerie	<input type="checkbox"/>
Disinfection spray for tools and skin	<input type="checkbox"/>

Cosmetics	Check
Turquoise water	<input type="checkbox"/>
Eye shadows	<input type="checkbox"/>
Foundation	<input type="checkbox"/>
Make-up primer	<input type="checkbox"/>
Oily make-up	<input type="checkbox"/>
Make-up with alcohol	<input type="checkbox"/>
Mascaras	<input type="checkbox"/>
Body, skin and facial prosthetics	<input type="checkbox"/>

Title of the material/activity	2. Practical task “Selecting designs for the customer”
Presentation / Description of the activity steps	<p>In this activity the learner will acquire skills to prepare designs and sketches prior to the execution of makeup. The learner will carry out the body morphological analysis of the customer. This activity will improve professional techniques, time management and communication skills and ITC skills. The task can also take place in English, to improve the foreign language of the learner.</p> <p>Step 1: Receiving the customer and performing body analysis. Watching the video attached below (How to Take Measurements &amp; Determine Your Body Type).</p> <p>Step 2: Registration data of analysis in the electronic customer information file.</p> <p>Step 3: Browsing the internet seeking inspiration for the design, for example characters, music, nature.</p> <p>Step 4: Elaboration of the final body painting design.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• YouTube Video</li> <li>• Paper, tablet or PC</li> <li>• Colours pencils</li> </ul>
Time needed	1 hour 30 min
Attachments	<a href="https://www.youtube.com/watch?v=KAJP6e49rlc">Guide for body study, design and sketch for body painting</a> <a href="https://www.youtube.com/watch?v=KAJP6e49rlc">https://www.youtube.com/watch?v=KAJP6e49rlc</a>
Solution of the activity	Examples of body painting designs

## GUIDE FOR BODY STUDY, DESIGN AND SKETCH FOR BODY PAINTING

Body painting is the art of painting any effect on a body – from a simple tattoo on the arm to the reproduction of a famous painting – or painting a model to look fully clothed. As the body painting process is very time-consuming, it is essential to plan any design on paper and apply it to a mannequin or model before the shoot, video, or fashion show. This is a great way to overcome problems with the design or final look in advance. Before starting the execution of a body painting protocol, it is important to think about the composition of the body and how it will affect design choices in the body painting process. Painting clothing can be a helpful exercise, not only in composition, but also for thinking about shadows and highlights, and making something look more 3D. It is also important to evaluate the muscle structure and the natural shapes and contours of the human body. This issue will help in designing other pieces, and can be useful to paint cosplay designs or zombies etc. Many experts suggest looking at heraldry and tattoo designs for composition, especially to paint something more illustrative. The sequence could be to pick a theme, think about image placement and the more important aspects about it and how can fill dead space.

An easy way to body paint women and make it look good is to take advantage of their curves. Where it might seem hard to find large areas on women that you can use as a “canvas”, the trick is to “wrap around” the body with your artwork. The belly centerpiece body paint design works great for mostly clothed women that have this part of their body exposed. It acts in defiance of the “take advantage of her curves” idea which I just advocated (in art, rules are made to be broken). The beauty of body painting on the belly is that it’s a nice large, segmented, and flat area which acts as a sort of “canvas” – you can take a concept that works well on flat canvas and transfer it right onto her body. The great thing about the belly centerpiece is that it is easily linked it with other body paint features like the side wrap around.

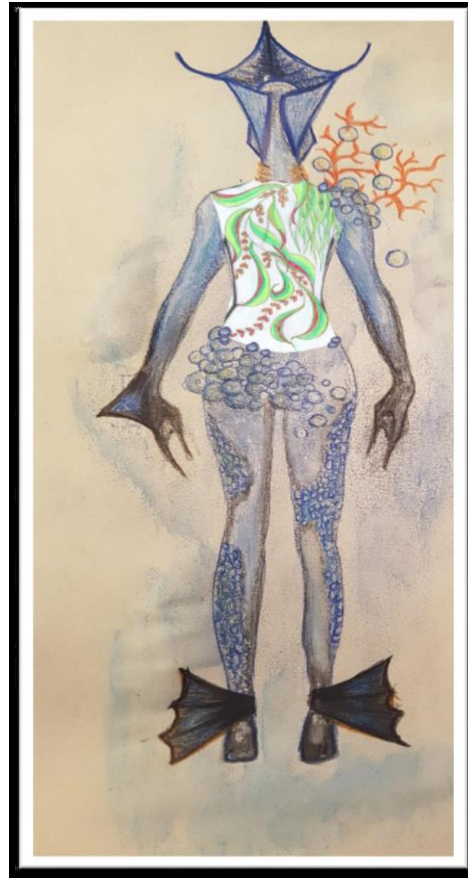
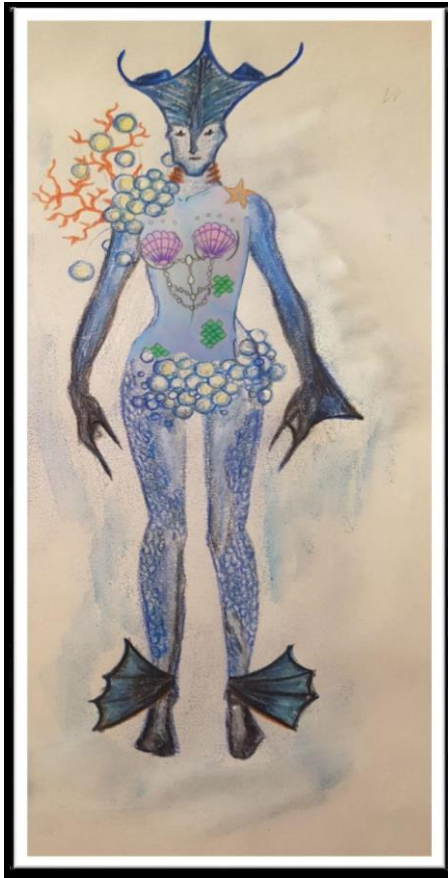
An easy way to make body paint look great on men is to take advantage of the chest area and their muscles. Men generally have bigger bodies than women. In the same way that the belly offers a great segmented area to place an art piece, the chest serves the same purpose on men. Either make a centerpiece spanning across both pecs, or just focus on one – both designs look great. It also works as a great connection into the neck area or into a sleeve.

Some body painting designs just work on everyone, men and women alike. For example, arm sleeves work so well because the arm is a good, segmented area that has some interesting curves and features to play with.

To create a design, it is necessary to know the desires and preferences of the customer or the theme of the event to be held. The result of the body study also influences the type of design that can be made, so that it is as aesthetically pleasing as possible. The design must fit on the body volume.

To choose the theme, information will be sought beforehand to inspire the professional to develop the most creative design for the customer. The design will be made by means of a sketch, which is the starting point. Having a sketch will allow the technician to see if each part of the design works on the area of the body that it will be painted, and will serve as a guide once the technician is painting as well. The accessories that accompany the design are also considered.

## EXAMPLES OF BODY PAINTING DESIGNS



Title of the material/activity	3. Case study “Creating the work guide for a body painting”
Presentation / Description of the activity steps	<p>This activity enables the learners to develop the work guide for the protocol prior to the execution of makeup. Once the final version of the design has been selected, the protocol must be sequenced, scheduled and it must include the tools to use.</p> <p>Step 1: Reading the document “Body painting execution protocol” and case study instruction.</p> <p>Step 2: Preparation of the work guide for a body painting” including the sequencing and timing of the process for the subsequent performance of body makeup.</p> <p>This activity will improve professional techniques and time management skills.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Case study “Creating the work guide for a body painting”</li> <li>• PC, tablet or paper.</li> </ul>
Time needed	1 hour
Attachments	<p>Handout “Body painting execution protocol”</p> <p>Case study “Creating the work guide for a body painting”</p>
Solution of the activity	Solution “Creating the work guide for a body painting”

## BODY PAINTING EXECUTION PROTOCOL

1. Reception of the customer.
2. Preparation of the customer: lingerie, nipple shields, disposable footwear.
3. Preparation of the work area: make-up chair or armchair, auxiliary trolley with materials and tools to be used, equipment (airbrush). Choose the appropriate cosmetics and materials and preparation of the area (30 minutes).
4. Transfer of the design to the skin:
  - a. Prepare the skin with make-up removers and apply Pre Base to the entire area to be made up, to unify the surface of the skin and improve the hold of the make-up (10 minutes).
  - b. Before starting, make-up test must be carried out on the customer to check that the chosen colours and techniques are the most suitable.
  - c. Perform the morphological analysis of the body on which the make up is to be done, fitting the volumes where desired. The design must have harmony and even if it is an asymmetrical design there is always a harmony and balance between the figures. To achieve this, each independent structure (drawing) must be thought of as having a central axis to fit them together without the result being unbalanced.
  - d. The design is transferred to the skin, marking it with white or beige pencil (20 - 30 min). Bear in mind that in body make-up, the body is generally intended to appear as a canvas on which to work, creating a new image, which is why we avoid focusing attention on breasts or specific parts.
5. Colour the design. Depending on the design and sketch, the most appropriate tools, cosmetics, and appliances are selected. Makeup application with a brush, sponges or material chosen to complete the chosen design on the skin of the customer (2 – 4 hours, depending on whether it is a partial or full body design). It can be started by applying dark colours and then light colours, or by applying a general base over the whole area and then working on it. The most appropriate technique is the one that the professional decides will guarantee the desired effects and results.

Please note:

- Airbrushing provides durability and effortless even application.
  - Each make-up brush has certain usage characteristics: lines, single strokes, blending, wiping, effects, powder application, gels.
  - Alcohol-based, silicone-based, water-based, and greasy make-up can be used. Do not forget the guidelines for combining different make-up products:
    - alcohol is only blurred by alcohol
    - Silicones should be sealed, but with less saturation than greasy products.
    - oily products should be sealed after application and then worked over
    - water-based products can be washed off with water and cosmetics containing them, but care must be taken with skin perspiration. This is why the selected Pre Base primer is very important.
6. Fixing make-up. Specific fixatives are used that can have more water, silicone, or alcohol content. One or the other will be used depending on the products and the desired result. (5 min).
  7. Photograph the result from different perspectives, evaluate possible deviations and correct them (10 min).
  8. Evaluation of the final result and compare with sketch to control and improve future results (10 m).

9. Make-up removal. Use specific make-up removal cosmetics or coconut oil if the person is not allergic. Clean with washable cellulose paper soaked in tonic to balance the skin's pH.
10. At the end of the process, the work area and tools are cleaned, disinfected, and sterilised. All cosmetic products are stored correctly.

## Case study “Creating the work guide for a body painting”

A 35-years old woman comes to your beauty center and asks you for a body painting service for a summer party. She has the design to be painted in her belly. You have to create the work guide template for the protocol, including all data and information that are necessary to consider.



## Solution “Creating the work guide for a body painting”

Date:	Name of the event and/or company:	Customer Full name:	
Telephone Number:	Email:		
Technique	Materials and Cosmetics	Timing	
Remarks:			
Recommendations:			

Title of the material/activity	4. Practical task “Belly painting with hypoallergenic products”
Presentation / Description of the activity steps	<p>The activity consists in performing a belly painting using the information provided in previous activities. It helps the learner to manage special customers with special needs and conditions. The learner develops the protocol established on the customer.</p> <p>Step 1: Customer’s reception and preparation            Step 2: Preparation of work area and tools and cosmetics            Step 3: Make-up on the customer.            Step 4: Makeup removal.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Paper/PC agenda</li> <li>• Equipment in work area</li> <li>• Brushes, airbrushes, foam sponges, tissues, cotton swabs, cleansing spray, spray with distilled water, turquoise water</li> <li>• Cosmetics for airbrush and oily make-up</li> </ul>
Time needed	3 hours
Attachments	<p>Belly Painting            Tools and cosmetics for body make-up (see Activity 1)            Body painting execution protocol (see Activity 3)            Tools and cosmetics control sheet</p>
Solution of the activity	Examples of different solutions

## BELLY PAINTING

Belly Painting is a technique increasingly used by pregnant women. It is based on painting the belly for the celebration of the baby shower or a set of photographs. This trend consists of drawing those designs that the future mother prefers and that are related -in most cases- to the moment she is going through or to a special moment for the parents. Sometimes they are simple drawings made by the youngest children and on other occasions they are more sophisticated paintings.

The paints used are natural and with non-toxic materials so make-up can be easily washed off with water. It is not harmful to either the mother's skin or the baby's health.

A Belly Painting session can take one or several hours and it all depends on the chosen design.

It is recommended to do it between six and eight months, as the belly is more prominent at that stage and there is still time to give birth. But it will depend on each woman's taste. Some pregnant women paint their belly month by month to show how much they are growing. Others use this technique to inform family members of the sex of the baby.

Paints for Belly Painting are harmless, hypoallergenic and fragrance-free. Usually contain natural plant pigment extracts, which are safe, do not penetrate the skin, and do not irritate it. Paints are 100% natural and chemical-free water-based paints. As they are water-based products, they are very easy to remove by gently applying soap and water while showering. It also can be removed using wet wipes. Spray paints highlight colours and enhance gloss. In any case, paints should be taken that are easy to apply throughout the body and are easy to remove

The area to be painted should be prepared. Distilled or micellar water can be used to carefully prepare the area, in this case the abdomen. Frequently Belly Painting also uses latex products so is very important to pay attention to allergies. The latex allows creating reliefs and three-dimensional effects with a very special shine on the body of the pregnant woman.

Three types of painting techniques for the baby belly:

- freehand: Generally time consuming, although it depends on the design.
- with airbrush and stencils: This is faster and there is hardly any stimulation on the baby.
- with sponge: Enables the easy and precise application of fluorescent colours. This is the best option if the design should contain intense colors like fluor green or fuchsia. The first step is to place the sponge and then apply the paint.

Although there are several options, airbrushing is most commonly used. It allows the uniform application of colour to the woman's belly without causing colour gradients or stains. A sophisticated technique that requires a good pulse but is very precise and well controlled it is comfortable to use. The brush can be used for details to write the name of the future baby or to fill in edges and numbers. However, the usual thing in running a belly painting design is to mix several techniques. For example, the airbrush gun to paint the entire belly of the woman with a certain colour and the brush to make the drawing itself or to write the name.

## Tools and cosmetics control sheet

### The workplace area

The workplace must be tidied up, cleaned and previously disinfected before starting the make-up. At the end of the activity the learner must leave the space as clean as it was at the beginning.

The bed or anatomical chair will be covered by disposable lingerie. It is necessary to have a good lighting system, as natural light, as well as a dressing table with a mirror. A side trolley will be useful to place all the tools and cosmetics together. All of them must previously be preserved and disinfected.

### Tools and cosmetics

Tools	Check
Dressing table	<input type="checkbox"/>
Mirror	<input type="checkbox"/>
Lights	<input type="checkbox"/>
Make-up armchair	<input type="checkbox"/>
Glass bowls	<input type="checkbox"/>
Mixing palette for colour mixture with a spatula	<input type="checkbox"/>
Brushes	<input type="checkbox"/>
Airbrushes	<input type="checkbox"/>
Plastic scoop	<input type="checkbox"/>
Tassels	<input type="checkbox"/>
Latex sponges and foam	<input type="checkbox"/>
Face mask	<input type="checkbox"/>
Paper tissues	<input type="checkbox"/>
Cotton wools	<input type="checkbox"/>
Cotton swabs	<input type="checkbox"/>
Lingerie	<input type="checkbox"/>
Disinfection spray for tools and skin	<input type="checkbox"/>

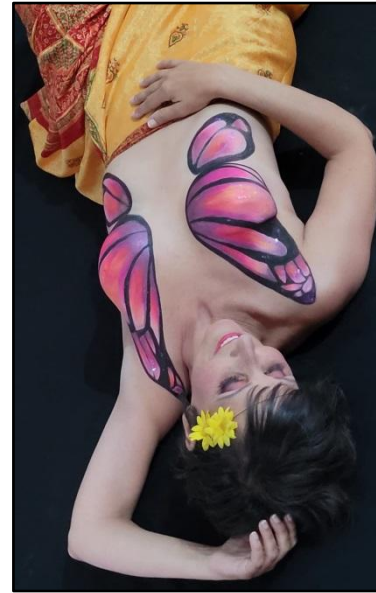
Cosmetics	Check
Turquoise water	<input type="checkbox"/>
Eye shadows	<input type="checkbox"/>
Foundation	<input type="checkbox"/>
Make-up primer	<input type="checkbox"/>
Oily make-up	<input type="checkbox"/>
Make-up with alcohol	<input type="checkbox"/>
Mascaras	<input type="checkbox"/>
Body, skin and facial prosthetics	<input type="checkbox"/>

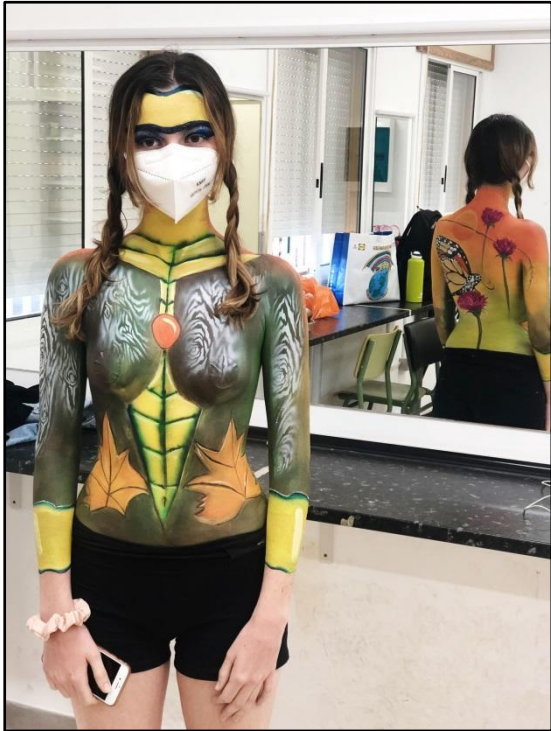
### Examples of different solutions



Title of the material/activity	5. Exercise “Body painting designs for a breast cancer awareness event“
Presentation / Description of the activity steps	<p>This activity enables the learners to propose designs for a breast cancer awareness event.</p> <p>In this activity the learner will acquire skills to prepare designs and sketches prior to the execution of makeup.</p> <p>Step 1: Compiling information about the event: theme, number of models, duration, etc.</p> <p>Step 2: Browsing the internet to look for inspiration for the design, for example characters, music, nature.</p> <p>Step 3: Creation of several designs to propose to the customer.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Paper, tablet or PC</li> <li>• Colours pencils</li> </ul>
Time needed	3 hours
Attachments	Guide for body study, design and sketch for body painting (see Activity 2)
Solution of the activity	Examples of different designs for a breast cancer awareness event.

## Examples of different designs for a breast cancer awareness event







Title of the material/activity	6. Practical task "Create an informational website"
Presentation / Description of the activity steps	<p>This activity consists in creating a web page to inform the audience about the services of the beauty center, introducing people that work there and where the center is located, the services that it offers and further information on the benefits for potential customers.</p> <p>The objective is to improve the ICT skills of the learners of a beauty salon and to contribute to the green skills, reducing paper use and promoting digital tools.</p> <p>To carry out the task, the learner will use a video tutorial that can be watched in different languages to improve foreign language skills:</p> <p>Step 1: Visualize Google's tutorials.</p> <p><a href="#">Acceder</a> (To Access)  <a href="#">Interfaz</a> (Interface)  <a href="#">Insertar elementos</a> (Insert elements)  <a href="#">Crear páginas y subpáginas</a> (create pages and subpages)  <a href="#">Cambiar el diseño</a> (Change the layout)  <a href="#">Compartir y publicar</a> (Share and publish)</p> <p>How to Use Google Sites 2020 - Tutorial for Beginners  <a href="#">Tutorial in English</a> by Teacher's Tech</p> <p>Step 2: Following the steps described in the tutorials and creating the web page including the following information: a logo or image identifying the center; a location map with addresses, contact telephone, email, opening hours; treatments offered; photos and/or videos that accompany the different sections: Body painting personal, events, Belly paint, makeup cosmetics, etc. Take into account customers with special needs (post-oncological surgery, for example) and the use of ecological and natural pigments.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	Materials needed: <ul style="list-style-type: none"> <li>● PC or tablet</li> <li>● Internet connection</li> <li>● Google account</li> <li>● Google "sites" application (You can also use WordPress, Vimeo, etc)</li> </ul>
Time needed	Step 1 - 30 min Step 2 - 2-4 hours
Attachments	Materials provided in Activities 1-4
Solution of the activity	

Title of the material/activity	7. Practical task “Create a satisfaction survey”
Presentation / Description of the activity steps	<p>The aim of this activity is to prepare a satisfaction survey for customers to assess the quality of the services provided by the beauty center. The learner will improve communication skills and ICT skills. The survey can be prepared in foreign languages as well.</p> <p>Step 1: Reviewing the information provided in “Quality in the services of permanent make-up and temporary decorations”.</p> <p>Step 2: Creating a customer satisfaction survey in a Google Form using a proposal of questions appropriate to the service and treatment carried out. The questions have to check aspects such as Information, Efficiency, Facilities, Furniture, Hygiene and prevention, Suitability of treatment, Organization, Personal image, Technical quality of service.</p> <p>Step 3: Sending the survey to the customer by email</p> <p>For the execution through Google:</p> <p><a href="#">Acceder a los Formularios</a> (Access the forms)</p> <p><a href="#">Conocer la interfaz</a> (Know the interface)</p> <p><a href="#">Añadir preguntas</a> (Add questions)</p> <p><a href="#">Añadir contenido multimedia</a> (Add multimedia content)</p> <p><a href="#">Enviar formularios</a> (Submit forms)</p> <p><a href="#">Ver las respuestas</a> (See the answer)</p> <p><a href="#">Personalizar y configurar</a> (Customize and configure)</p> <p><a href="#">Tutorial in English</a> How to use Google Forms - Tutorial for Beginners by #simpletivity Scott Friesen</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>● PC or tablet</li> <li>● Internet connection</li> <li>● Google account</li> <li>● Google “forms” application</li> </ul>
Time needed	<p>1st phase: Sample Display 30 min</p> <p>2nd phase: Development of the activity from 2 hours.</p>
Attachments	Quality in the services of body painting activities
Solution of the activity	<p>Example of customer satisfaction survey in google form and print form:</p> <p><a href="https://forms.gle/aXWvo3a3tvqRox6t6">https://forms.gle/aXWvo3a3tvqRox6t6</a></p>

## QUALITY OF THE SERVICES IN BODY PAINTING ACTIVITIES

The quality of the service provided is not only the optimum result of the work carried out, but also the attention perceived by the customer and the good image we are able to project.

### Quality in the implementation and sale of services

Information and professional ethics to advise and recommend rigorously is the first step that the customer requires in a manicure or hand beauty treatment. This, together with good professional practice, are basic ingredients to achieve the objective: customer satisfaction and loyalty.



### Quality in product sales

For a quality sale and customer loyalty we will take into account:

- Honesty: offer non-discriminatory products that are really necessary.
- Value the product at its fair price; without overvaluing it or depreciating it from its recommended price.
- Ethics: Describe the effects of the product without lying or misleading the customer



### Parameters defining the quality of services

- Effectiveness: achieved through the delivery of short- and long-term results.
- Facilities: should be welcoming, clean and safe.
- Furnishings: must be adaptable, suitable and comfortable.
- Hygiene and prevention: these are the key elements in the quality of the service.

- Adequacy of treatment: each treatment must be personalised and tailored to the needs and requirements of the customer.
- Organisation: this refers to work planning. Agenda and stock control and timetable control of services.
- Personal image: this refers to external appearance as well as attitude and behaviour.
- Technical quality of the service: work equipment must be in perfect condition, clean, disinfected and sterilised.
- The products must be in optimal conditions of packaging and labelling, controlling the expiry date.
- The treatment protocol must be well stipulated, with well-controlled steps and working times.

### Image as a service quality factor

#### The facilities

- The physical appearance of the company: lighting, temperature, cleanliness and order, furniture, as well as merchandising, the objectives of which are to attract attention, bring the customer closer to the product and facilitate the purchasing action.
- The professional atmosphere: aspects such as customer service and treatment, professionalism, efficiency, organisation and collaboration between the people who make up the company stand out.



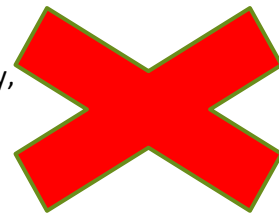
#### The professionals

- Appearance or image of the professional dealing with customers.
- Attitude: willingness, friendliness, dynamism and enthusiasm.
- The values that guarantee the solidity of the company: honesty, credibility and trust.



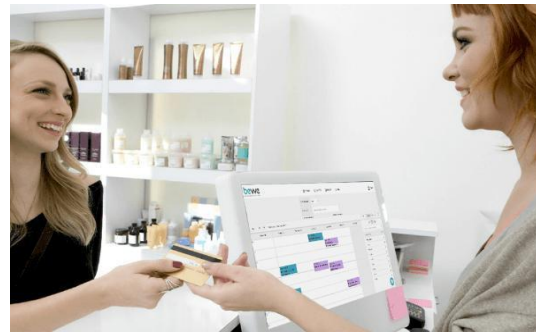
### Negative attitudes that should not be shown in front of a customer

- Bad manners or disagreements.
- Criticising or making negative comments about the company, colleagues or other customers.
- Arguing with other colleagues
- Yawning, showing tiredness or laziness.



### Reception and customer service

Communication with the customer is the first step in reception. It must be welcoming so that the customer feels comfortable, and special attention must be paid to both verbal and non-verbal communication. Non-verbal communication is that which is expressed through the image we offer, both the company and ourselves, as well as the tone and gestures that accompany the language we use.



We must pay special attention to aspects such as:

- Gesturing appropriately, whether the person is tense or relaxed (non-verbal behaviour).
- Listening to what the customer wants, the expectation about the service he/she is going to receive. Inform the customer in a precise and personalised way, creating a climate of confidence, security and hope.
- Ask brief questions that provide more information, show interest and empathy for the customer.

### Typology of customers

- Shy, their characteristic is that they are reserved, insecure, prefer to listen. In a face-to-face context, try to give them confidence and help.
- Talkative, they are communicative, open, impulsive. During treatment, try to be friendly and open, brief and polite.
- Excitable, they are fussy, demanding, insulting and aggressive. During treatment, keep calm and listen.
- Unreasonable, negative, always thinking they are right, not objective. In a face-to-face context, keep calm, reach agreements and present arguments.
- Sceptical, very suspicious, questioning everything, blunt and critical. During the service, act with sincerity and patience and give assurances.
- Silent, straight to the point, not very diplomatic. In politeness and brevity, we take the reins.
- Presumptuous, proud, conceited, thinks he knows everything. During the service, try not to compete with them, act with humility and kindness.

### Customer satisfaction

Satisfying customer needs is the main objective of every professional and the most important element of quality management.

It is essential to define the concept of customer satisfaction for each company and for each service, developing measurement systems and creating models of immediate response to possible dissatisfaction.

A satisfied customer is the basis of a professional's success. Adding added value to the product or service can increase customer satisfaction and customer loyalty.

A satisfied customer is a loyal customer. Therefore, they will continue to demand our products and services, and will influence the attraction of new customers.

### Loyalty techniques

These techniques allow us to obtain greater customer loyalty.

New technologies are effective tools to complement traditional loyalty techniques, based on good communication and understanding with the customer. Among the most commonly used loyalty techniques are:

- Sending offers and news about our products / services.
- Information and marketing campaigns.
- Sending details, congratulations, etc.

It is about obtaining and making the most of all the information we can gather about our customers: their opinions, wishes and expectations in order to be able to offer them products and services in a satisfactory way

### Evaluation

The best evaluation is one that allows us to obtain information to be able to assess the results objectively, draw conclusions and make decisions.

Questionnaires are used to evaluate aspects such as: quality of service, waiting time, price, customer service, etc.

They are not always 100% reliable, so we must supplement this information with additional information: that obtained verbally and directly, by periodically asking customers.



### Deviations in service delivery

It is inevitable that our work will sometimes fail, which can lead to deviations in the expected results. Therefore, it is essential that we have a series of guidelines that can help us to correct and solve these cases, always in search of customer satisfaction.

In order to identify these deviations, we must establish the different stages through which the customer goes through to receive the service. We will make an analysis of the factors that may fail and thus avoid possible deviations from the expected result.

Guidelines to take into account:

- Solve the problem before the customer leaves the beauty salon.
- Try to solve the problem and not ignore it.
- When a professional makes a mistake, along with an apology, offer a satisfactory solution for the customer.
- Treat the customer with tact, reasoning courteously and with kindness. Do not drastically contradict the customer's arguments, avoiding conflicts and trying to resolve them discreetly so that they do not become known to other customers.
- Keep complaint forms at their disposal, in case they request them

The customer is always right. How do you deal with a customer complaint?

- Be polite and friendly. Apologise, always acting calmly.
- Go directly to the nature of the problem, avoid conflicts or arguments.
- Be discreet.
- Determine the error and suggest a solution: Don't charge, give a discount and offer a free service.
- It is our obligation to have complaint forms and to inform our customers of their existence, with a visible sign indicating this.
- Have liability insurance for cases where we are asked for compensation.
- Try to find a satisfactory solution for the customer.

## Example of customer satisfaction survey

<p style="text-align: center;"> <b>Your opinion is very important to us</b>  <b>Please, take little time to fill in this short questionnaire.</b>  <b>It will help us improve our services</b> </p>							
Professional who has attended you (optional):			Fecha:				
Is it the first time you visit our beauty salon?			YES / NO				
Indicate your evaluation, considering that: 1 is the lowest evaluation and 5 is the highest.			1	2	3	4	5
1	Protective measures used by staff and customers comply with Covid-19 sanitary measures.						
2	The work area, the furniture, the decoration and the atmosphere are satisfactory for the service performed.						
3	The image of the staff is entirely professional. It inspires confidence.						
4	The waiting time and the service has been as expected.						
5	They have responded to all your proposals and demands.						
6	The attention has been cordial and efficient at all times.						
7	The final result has been totally satisfactory.						
8	The price with respect to the quality of the service is adequate.						
9	You would like to continue receiving our services and / or try new ones.						
10	I would recommend our services to other people, friends and family with the same trust that you have placed in us.						
Suggestions for improvement / observations:							
<b>THANK YOU VERY MUCH FOR YOUR HELP</b>							





## TANNING

### [BEAUTY RELATED TREATMENT]



Co-funded by the  
Erasmus+ Programme  
of the European Union



2.6		TANNING [BEAUTY RELATED TREATMENT]	
Learning outcomes correspond to EQF			EQF 4
Learning outcome: S/he is able to provide tanning services by choosing appropriate techniques and products depending on the customer's needs and wishes			Demonstration indicators
Knowledge	Skills	Responsibility and autonomy	
<i>S/he is able to</i>	<i>S/he is able to</i>	<i>S/he demonstrates proven ability to</i>	<i>Based on real work situations</i>
<ul style="list-style-type: none"> <li>List various products functional to specific tanning techniques, including indications and contraindications</li> <li>Name self-tanning products for use at home</li> <li>Classify various methods and techniques of tanning</li> <li>Recall various devices used for performing tanning services (lamps, beds, sun and spray booths, airbrush guns)</li> <li>Risks associated with tanning services (skin cancer, infections, addiction)</li> <li>List basic principles of skin care before and after treatment</li> <li>Distinguish types of treatments for various types of customers, incl.</li> </ul>	<ul style="list-style-type: none"> <li>Use tanning devices (lamps, beds, sun and spray booths, airbrush guns)</li> <li>Follow standardized procedures for the provision of tanning service</li> <li>Advise customers on indications and contraindications of various techniques, outlining risks of tanning</li> </ul>	<ul style="list-style-type: none"> <li>On the basis of the customer's indications, perform the requested tanning service with different techniques and equipment, observing the hygiene rules and advising on skin care before and after the treatment</li> </ul>	<ul style="list-style-type: none"> <li>S/he performs the requested tanning service with different techniques, equipment and products, including indications and contraindications.</li> <li>S/he observes the hygiene rules and advises on skin care before and after the treatment. S/he uses tanning devices (lamps, beds, sun and spray booths, airbrush gun). She / he names self-tanning products for use at home.</li> <li>S/he discusses individually with the customer in an understandable manner, also in a foreign language (interview and observation).</li> <li>S/he advises various types of customers on indications and contraindications of various techniques,</li> </ul>

<p>pregnant women, seniors, cancer patients, people with intolerances, etc.</p>			<p>outlining risks of tanning.</p> <ul style="list-style-type: none"> <li>• S/he gives individual recommendations for the customer about the tanning services.</li> </ul>
<p><b>Assessment tools</b></p>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Demonstration</li> <li>• Case study</li> <li>• Test</li> </ul>		

## 2.6 Tanning [Beauty Related Treatment]

List of materials / activities

1. Theoretical input “A short history of tanning”
2. Case study “Tanning methods and sun protection”
3. Practical task “Self-tanning and consumer products”
4. Simulation “Testing self-tanning products at home”
5. References for the green skills in self-tanning products

### Objective of the unit

At the end of this unit s/he is able to provide tanning services by choosing appropriate techniques and products depending on the customer’s needs and wishes. Communication skills, handling of risks (skin cancer, infections, addiction) and giving home care advice and recommending home care products to the customer.

### Transversal Skills covered

- Customer service and communication
- Management and supporting processes
- Time management
- ICT skills
- Foreign languages
- Green skills

### Hygiene and Safety skills covered

- Basic knowledge of hygiene and safety
- Equipment and tools in the wellness sector
- Disinfection of equipment and furniture, sterilisation etc.

### Typology of materials/resources

- |                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> video analysis</li> <li><input checked="" type="checkbox"/> simulation</li> <li><input type="checkbox"/> demonstration</li> <li><input checked="" type="checkbox"/> practical task</li> <li><input type="checkbox"/> role play</li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> case study</li> <li><input type="checkbox"/> Job shadowing</li> <li><input type="checkbox"/> dialogues</li> <li><input type="checkbox"/> written exercise</li> <li><input checked="" type="checkbox"/> Other: _____</li> </ul> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Title of the material/activity	1. Theoretical input “A short history of tanning”
Presentation / Description of the activity steps	<p>The activity consists of <i>A Short History of Tanning</i> part, where learners have to study individually. This activity can be carried out in a foreign language to assess the language skills of learners. It is possible to use also other available source of information.</p> <p>Step 1: Reading the article <i>A Short History of Tanning</i> by Sophie Wilkinson: <a href="https://www.theguardian.com/commentisfree/2012/feb/19/history-of-tanning">https://www.theguardian.com/commentisfree/2012/feb/19/history-of-tanning</a>.</p> <p>Step 2: Preparing a summary of the article.</p> <p>Step 3: Reviewing the summary of the article with trainer.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• A Short History of Tanning <a href="https://www.theguardian.com/commentisfree/2012/feb/19/history-of-tanning">https://www.theguardian.com/commentisfree/2012/feb/19/history-of-tanning</a></li> <li>• Computers and internet connection</li> </ul>
Time needed	30 min (for reading the article) 1 h 30 min (for the summary)
Attachments	A Short History of Tanning by Sophie Wilkinson <a href="https://www.theguardian.com/commentisfree/2012/feb/19/history-of-tanning">https://www.theguardian.com/commentisfree/2012/feb/19/history-of-tanning</a>
Solution of the activity	

## A Short History of Tanning by Sophie Wilkinson

Source: <https://www.theguardian.com/commentisfree/2012/feb/19/history-of-tanning>  
[accessed 17.12.2021]

**“As tanning falls out of fashion with model agencies, let us recall how white people's skin tone has been perceived over the years**

In the millennia preceding the industrial revolution, pallor was popular within the upper classes, hinting at a noble life of leisure spent indoors. Dark skin was associated with serfdom and toiling in fields all day. Using poisonous whiteners to create pale skin has been popular throughout history – particularly during the ancient Greek, Roman and Elizabethan eras.

The trend for whiteness halted after the industrial revolution. Its corollary urbanisation of Britain meant that by the 19th century, the working classes had moved into the shadows. They lived in cramped dwellings and worked in mines and factories. Any leisure time available was taken indoors, to avoid the smog and soot of the streets. Children developed rickets and other bone deformities and, by 1890, Theobald Palm recognised that sunlight was crucial for bone development. A year later, John Harvey Kellogg – who had still to invent the corn flake – invented the "[incandescent light bath](#)", which was used by King Edward VII, installing units in Buckingham Palace to help cure his gout.

In 1903, Niels Finsen [was awarded the Nobel prize for medicine](#) after using "phototherapy" to remove skin ulcers caused by lupus vulgaris. Tanning was only made chic 20 years later, when [Coco Chanel caught too much sun](#) on a Mediterranean cruise. The photographs of her disembarking in Cannes set a new precedent of beauty; her friend Prince Jean-Louis de Faucigny-Lucigne [later said](#): "I think she may have invented sunbathing. At that time, she invented everything."

But for Britons, this look was aspirational rather than achievable – [holidays were rare](#), and went no further than the nearest seaside or holiday camp. The depression, the second world war and its subsequent austerity measures meant that the closest women got to tanning was [dousing their legs](#) in [Bovril](#) to create the illusion of stockings.

By the 1960s, colour film and commercial air travel were now available and people soon had enough money to enjoy both. The glamour of sunbathing drew Britons to the Mediterranean, particularly Spain. When economic strife returned to Britain in the 1970s, methods of sunless tanning – such as Coppertone self-tan – grew in popularity, and by 1978, the sunbed was reintroduced as a quick way of bronzing. The cosmetics boom of the 1980s and the accessibility of Mediterranean package holidays too carried the glamour of tanning through to the 1990s. By 2000, a survey showed that 50% of Britons said that returning with a tan was the single most important reason for actually going on holiday.

### Advertisement

Women with toffee-coloured skin (Jessica Alba, Beyonce, Halle Berry, Kim Kardashian) are at the forefront of definitions of 21st century beauty. An argument runs that white women try to achieve similar complexions, ignoring that these celebrities' skin tones are the result of being mixed race or non-caucasian. However, those obsessed with tanning also have Katie Price, Victoria Beckham and even the whole cast of [Geordie Shore](#) as tanning role models. The desire to tan runs deeper than race.

Fears surrounding the risks of tanning were confirmed in 2009, when it was found that rates of malignant melanoma in the UK have more than quadrupled in the past 30 years and that it is the most common form of cancer among those aged 15-34. The World Health Organisation [has found](#) that people who have been using tanning devices before age 30 are 75% more likely to develop melanoma”.

[The Sunbed \(Regulation\) Act](#), introduced in 2010 with much help from Girls Aloud singer and ex-tanner Nicola Roberts, made it illegal for tanning salons to allow under-18s to use sunbeds. However, there is no regulation on how often an adult can use a sunbed.

Title of the material/activity	2. Case study “Tanning methods and sun protection”
Presentation / Description of the activity steps	<p>The activity consists of studying tanning methods and sun protection. The learners shall form groups of 2-5 persons. The aim of activity is to acquire knowledge on tanning methods and sun protection including indications and contraindication for their use.</p> <p>Step 1: Selecting of case studies per group, one case study for a group.            Step 2: Preparing a presentation of tanning methods, including skin care before and after the treatment, on one of the 4 different case studies:</p> <ul style="list-style-type: none"> <li>• sun tanning,</li> <li>• lamps and sunbeds,</li> <li>• spray booths and airbrush gun</li> <li>• self-tanning</li> </ul> <p>The hygiene rules, safety, indications and contraindications must be included in the presentation.            Step 3: Providing presentation to other groups.</p>
Typology of activity	<input type="checkbox"/> individual <input checked="" type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Computers and internet connection</li> <li>• Different sources: teams find information independently</li> <li>• Teams should use reliable sources and pictures and include the list of sources to the presentation.</li> </ul>
Time needed	<p>60 minutes for case studies and preparing the presentation            20 minutes / presentation            10 minutes / discussion with the other teams            Total 3 hours</p>
Attachments	List of links
Solution of the activity	



## List of links

### Sun tanning

<https://www.healthline.com/health/how-to-tan-faster#how-to-tan-fast>

<https://www.healthline.com/health/what-spf-should-i-use>

<https://www.healthline.com/health/beauty-skin-care/olive-oil-for-tanning#tanning>

<https://www.healthline.com/health/pregnancy/tanning-while-pregnant>

### Lamps and sunbeds

<https://www.healthline.com/health-news/skin-healthy-glow-without-tanning-021614>

<https://www.healthline.com/health/how-long-does-a-tan-last#tan-lifespan>

### Spray booths and airbrush gun

<https://www.healthline.com/health/how-long-does-a-tan-last#tan-lifespan>

<https://www.healthline.com/health/beauty-skin-care/how-long-does-a-spray-tan-last#before-you-spray-tan>

<https://www.healthline.com/health/pregnancy/spray-tan-while-pregnant#main-ingredient>

### Self-tanning

<https://www.healthline.com/health/beauty-skin-care/best-self-tanners>

Title of the material/activity	3. Practical task “Self-tanning and consumer products”
Presentation / Description of the activity steps	<p>The activity aims to increase knowledge on self-tanning products for consumers and practice communication and advisory skills. Practicing communication and advisory skills can be done as simulation and working in pairs (one person as beautician and one person as a customer). This activity can be also carried out in foreign language.</p> <p>Step 1: Reading an article on e.g. the 7 Safer Self-Tanning Products from the USA: <a href="https://www.healthline.com/health/beauty-skin-care/best-self-tanners">https://www.healthline.com/health/beauty-skin-care/best-self-tanners</a>.</p> <p>Step 2: Preparation of a list of the self-tanning products. The list must include the main product descriptions.</p> <p>Step 3: Giving information on the tanning products to the customer – working in pairs.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<p>Materials needed:</p> <ul style="list-style-type: none"> <li>• Computers and internet connection</li> <li>• Different sources: learner or teams find information independently</li> <li>• Learner or team should use reliable sources and pictures and include the list of sources to the presentation.</li> </ul>
Time needed	3 hours for finding the information to the task and then preparing the presentation and simulation in pairs
Attachments	<p>List of the 7 Self-Tanning Products:            Link: <a href="https://www.healthline.com/health/beauty-skin-care/best-self-tanners">https://www.healthline.com/health/beauty-skin-care/best-self-tanners</a></p>
Solution of the activity	

## List of the 7 Self-Tanning Products:

Source for the task: <https://www.healthline.com/health/beauty-skin-care/best-self-tanners>

### 1. Skinerals Onyx Self Tanner

This whipped mousse self-tanner contains DHA, but it's also loaded with antioxidants (Indian gooseberry, acai berry, fig extract, goji berry, green and white tea). This could help lessen free radical damage.

It also contains vitamins A, C, and E to help rebuild the skin's barrier and soothe it. It uses plant-derived glycerin to moisturize as well. Easy to apply with the applicator mitt. Washes nicely after use. The formula comes in both dark and light shades.

### 2. The Organic Pharmacy Self Tan

This self-tanning lotion is made with shea butter, jojoba oil, and DHA from sugar beet. This product can be used on both the face and body. Also suitable for sensitive skin. The product is tinted straight out of the bottle, which may help you see where you're applying it. It's light enough that it shouldn't stain clothes.

### 3. Suntegrity Natural Self Tanner

This self-tanning product has a creamy consistency that matches its frosting-like scent. It's formulated with botanical extracts (goji, acai, mangosteen, and noni), vitamin E, and antioxidants. The formula's use of organic sweet almond oil, shea butter, and coconut oil with mango seed butter helps make it moisturizing and softening. It also contains organic rosehip oil, which the company says helps to brighten and regenerate the skin.

Although the formula is creamy and non-greasy, it really goes to town moisturizing. This is a good choice for those who want to hydrate, smell incredible, and get a decent glow going. It may take a couple of applications if you're looking for a deep tan. This product comes in a bioplastic tube, and it's free of parabens, phthalates, silicones, sulfates, synthetic fragrances, and dyes.

### 4. Whish Coconut Milk + Verbena Self Tanner

This self-tanning lotion is formulated with goji berry, soap bark extract, and organic pomegranate extract. It works nicely as a daily, tropical scented moisturizer, using organic shea butter, mango butter, and organic aloe to hydrate. Whish also says this self-tanner firms skin, thanks to kigelia African fruit, seaweed extract, and coffee arabica extract. The self-tanner comes out white, which may make it tough to see exactly where it's applied, so be careful not to get too heavy-handed or miss any spots.

### 5. Vita Liberata Body Blur Instant HD Skin Finish

This product is an instant tanner that not only gives deep color quickly, but also helps conceal blemishes. Since it's a wash-off tanner, it's DHA-free. It hydrates with shea butter and glycerin, and it also has vitamin E. This pick comes in five shades and is free from perfumes, allergens, alcohols, parabens, and sulfates.

### 6. Isle of Paradise Disco Tan Instant Wash-Off Body Bronzer

This instant wash-off body bronzer is made with avocado oil, which is high in vitamins A and C. It also has chia seed oil and coconut oil to hydrate and smooth the skin. The wash-off tanner gives you an instant glow. It helps with dryness, dullness, and uneven skin tone and texture and provides sheer coverage, a light tint, and a subtle shimmer. This pick is cruelty-free, vegan, organic, and made without mineral oils.

### 7. Tarte Cosmetics Better Bod Bronze & Contour

This body bronzer is vegan, waterproof, and hypoallergenic. It's a full-coverage product designed to blur and mask the appearance of cellulite and varicose veins. The creamy whipped formula smooths and contours the body as well as bronze it.

It's formulated with maracuja, which is rich in essential fatty acids and vitamin C. It also has vitamin E, glycerin, and black walnut shell extract (which is loaded with antioxidants). It's made without parabens, mineral oil, phthalates, sulfates, or gluten.

Title of the material/activity	4. Practical task “Testing self-tanning products at home”
Presentation / Description of the activity steps	<p>The activity includes a practical task at school or working place. The subject of the task is testing the self-tanning product at home, taking into account proper selection of the product, following steps giving in instruction before, during and after application:</p> <p>Step 1: Choosing the product (including explanation of choice).            Step 2: Preparing for the treatment and photo before treatment.            Step 3: Working with the self-tanning product.            Step 4: Making photo after the treatment.            Step 5: Preparation of a report of the practical task and discussion on the results with trainer.</p>
Typology of activity	<input checked="" type="checkbox"/> individual <input type="checkbox"/> group activity <input type="checkbox"/> mix
Needed materials / equipment/ tools	<ul style="list-style-type: none"> <li>• Products: self-tanning product, pre- and post-treatment products</li> <li>• Tools: papers or/and sponge</li> </ul>
Time needed	45 min for all the steps for one practical application - treatment 15 min for preparing the report with photos Total 1 hour
Attachments	
Solution of the activity	

Title of the material/activity	5. Practical task “Self-tanning products and environment”
Presentation / Description of the activity steps	<p>The activity aims to improve knowledge related to the green skills in context of using self-tanning products.</p> <p>Step 1: Reading the Guide to Natural Self-tanning  <a href="https://eco-age.com/resources/guide-natural-self-tanning/">https://eco-age.com/resources/guide-natural-self-tanning/</a>.</p> <p>Step 2: Discussing about the guide in teams/groups.</p> <p>Step 3: Preparing in teams a list of recommendations and references about three self-tanning products for a customer. These products should take into consideration green skills and eco-friendliness. The Guide to Natural Self-Tanning shall be taken as basis for product recommendations.</p> <p>Step 4: Preparing information if the products are recyclable and if the products use any eco labels, for example ecocert and cosmebio:  <a href="https://www.ecocert.com/en-US/home">https://www.ecocert.com/en-US/home</a>  <a href="https://www.cosmebio.org/en/cosmebio-label/">https://www.cosmebio.org/en/cosmebio-label/</a></p> <p>Step 5: Preparing list of references in mother tongue and also in English.</p> <p>Step 6: Reviewing and discussing with trainer.</p>
Typology of activity	<input type="checkbox"/> individual <input type="checkbox"/> group activity <input checked="" type="checkbox"/> mix
Needed materials / equipment/ tools	<ul style="list-style-type: none"> <li>• Computers and internet connection</li> </ul>
Time needed	30 min for reading the guide and discussion in the teams 1 h 20 min for preparing the references with the team 10 min for discussing with trainer
Attachments	Links: <a href="https://eco-age.com/resources/guide-natural-self-tanning/">https://eco-age.com/resources/guide-natural-self-tanning/</a> <a href="https://www.ecocert.com/en-US/home">https://www.ecocert.com/en-US/home</a> <a href="https://www.cosmebio.org/en/cosmebio-label/">https://www.cosmebio.org/en/cosmebio-label/</a>
Solution of the activity	