

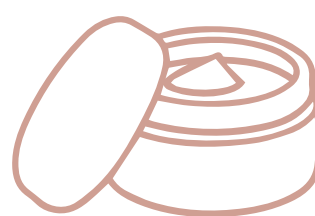
THE IMPORTANCE OF SKIN ANALYSIS

The reason skin analysis is so important is because this determines the treatment and home care regimen. Good skin analysis leads to client satisfaction, sales and retention.

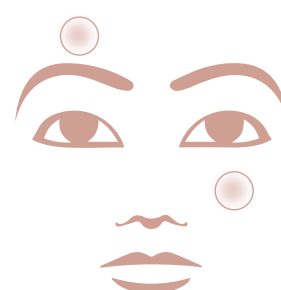


Take a good **history** and ask the client for their skincare concerns

Ask their **skincare routine**



Assess the skin with the hands using a good light checking tone, texture and hydration



Identify the **problem areas**

For tone, check the rebound of the skin, if there's a slow rebound then elasticity and collagen are important considerations

For hydration, first place you want to look is the forehead. Gently pinch forehead skin together, release and watch time taken for skin to go back to original position. If pinched line stays visible, skin is dehydrated. Please note the difference between dehydration and an ageing skin lacking in oils which is dry. Dryness is identified by flakiness, lack of oil, tight pores and dullness. Dryness is a more topical concern. Dehydration is a more dermal concern. Dehydration is best addressed using exfoliation and serums for deeper penetration and dryness with the correct exfoliation and moisturiser



Texture means looking for breakouts and bumps as well as scarring as a start. Further texture analysis will incorporate identifying sensitive skin. Sensitivity means redness on the cheeks, broken capillaries around the nose area and cheeks. Look also for fine lines and wrinkles in the texture analysis