

FACIAL PROTOCOL

THIS FACIAL PROTOCOL IS THE BUILDING BLOCK OF EVERY
SUCCESSFUL FACIAL TREATMENT OF BLEU & MARINE BRETANIA

WELCOME THE CLIENT

Before the treatment begins, pre-heat your steamer. Sections of the Facial to be performed with a steamer and will be identified with this icon **ST**
Sections of the Facial feature bleu&marine Signature Techniques. These are optional and will be identified with this icon **OP**

For the first-time clients, beauty therapists should take the Client Skin Care Consultation Record and review the information with the client.
Any special comments, problems or needs of the client to be added to their file.

After the client is comfortable, take "a first look" at their skin, prior to removing the client's make up to get the first impression.

OP hot neck roll Put a pre-heated towel in a plastic bag, cover it with a dry towel, and place it under the clients neck to add comfort and help relaxation.

OP essential oil/aromatherapy To begin the treatment apply a few drops of aromatherapy oils on your hands.
Put your hands above clients nose and ask the client to take 3 deep breathes to encourage relaxation.

SKIN READING & TREATMENT STEPS

STEP I PRE CLEANSE

Use Biphase - Jojoba & Cornflower floral water Eye Make - Up remover and Alage & Collagen Cleansing Milk (make-up remover) for pre-cleanse operation.
Apply to a pre-moistened cotton round and remove eye make-up with bleu & marine eye make-up remover. Wipe downward on closed eyelids.

Rinse it off with round cotton pads dampened in water. Remove lipstick with a cotton square.
Then apply Cleansing Milk to neck & entire face to remove makeup before cleansing.

To increase effectiveness and prevent over-stimulation, bleu & marine recommends applying the Cleansing Milk onto the face and leave it on for 2-3'.
Then wipe away using warm towels (oshiboris) or warm water and gauzes.

HOW TO PERFORM A SKIN READING SYSTEM?

Use bleu&marine Skin Reading Form to

- identify, recognize and read every clue the skin reveals .
- easily convey what you have seen to the client.
- determine the appropriate professional skin care, facial treatment and at-home skin care products to recommend based on what you have seen.

There are 3 parts to the Skin Reading System

1. The Consultation

This step is for information gathering and communication with the client. Skin Reading System begins with filling your client Info Fields (personal information section, etc)

After they are comfortably seated in the facial room continue the process by reviewing the client Questionnaire. It's time now for a brief discussion about their concerns and treatment focus. At this point inform the client that you will suggest follow-up treatments and take-home products at the end of the facial.

2. The First Look

This step is designed to give you a first impression of the skin and it is done prior to removing your client's make-up. It only takes a minute but gives you a good picture about their skin needs.

examples:

- If you "read" redness, is a sign which can indicate sensitivity.
- If you "read" congestion it may be a sign of oil production levels, improper skin habits or perhaps a skin condition such as acne.
- Sun damage or hyperpigmentation - can indicate past UV exposure, hormonal imbalances or post-acne scarring. Pigmented spots can even be due to medications or past injury.

3. The Skin Reading

This step occurs once you have removed the clients make-up.

After pre-cleansing apply eye cotton pads on each eye area. Use the magnifying lamp to thoroughly evaluate the skin, to determine client's skin type, recognize and identify skin concerns.

Complete the SKIN READING FORM.

STEP II CLEANSE

Based on our Skin Reading, we now need to choose a skin cleanser based on the client skin type. We can use Deep Cleansing Gel (Gel Purifiant) for all skin types, except oily & acne skin.

ST Perform with steam

Apply Deep Cleansing Gel (Gel Purifiant) all over neck & face with two facial brushes simultaneously. Then perform a second cleansing under steam using "cleansing massage" or "the technique of brushing" (brossage in french).

Brush cleansing is more effective at removing casual sebum than manual cleansing.

(Manual cleansing also leaves make up trapped in fine lines and pores.)

Brush cleanses are more than twice as effectively as manual cleansing, and clients also enjoy the stimulating massage effect.



STEP III TONE

Spray Sea Tonic Lotion and pat dry.

STEP IV EXFOLIATE

Use Gommage Peau Normale - Algae & Aloe Vera Normal Skin Scrub or Polish Instants Bamboo - manual microdermabrasion for Normal Skin. (or choose an exfoliant according to clients skin type).

ST Perform with steam

Apply Algae & Aloe Vera Scrub to your hands and rub them together to distribute. (the exfoliator can also be applied with a spatula)

Gently press over chin, central cheeks and central forehead, avoiding the eye area. Gently massage for one minute under steam.

Remove all product with gauzes and water or remove the 'hot neck roll' from underneath client's neck and use it to remove exfoliator.

Perform extractions if needed.

Turn off steamer. It is no longer needed.



STEP V MARINE BREEZE MASK

Skin is now prepared to absorb trace elements and recharge itself with its daily dose of oligo-elements. This step is like a breath of sea-side fresh air for the client. Marine Breeze Oligo+++ Concentrated contains marine-based oligo-elements that neutralize pollutants and help the skin to defend and oxygenate itself for a fresher complexion and tone.

Use 2 large size gauze squares. Place the 2 squares over each other and dispense about 2-3 squirts of the Marine Breeze Oligo+++ Concentrate over the top square. Try to cover a larger area of the square. Press the two squares lightly so the concentrate spreads down into both squares.

Remind the client you will use Marine Breeze - concentrated in oligo-elements, invite client to close their eyes and to imagine a walk at the seaside and feel all benefits of marine breeze. Spray over neck and face.

Now separate the 2 squares into layers and use these layers to cover face & neck.

Place the cotton squares like a mask (cut a whole for nose and each eye) and leave it on for 3 mins.

Note: use gauze as a mask on clients with dry to very dry skin only and as a spray on method on all other skin types.



STEP VI MASSAGE

Choose massage product : massage honey, massage oil or cream.

Note- you can add a few drops of aromatherapy oil into massage product.

Apply the massage product to face & neck (see more details on bleu&marine Signature Techniques) and perform a 10' custom blend massage or your Signature massage. Remove product with warm towel (oshibori) or gauze & water if necessary.

STEP VII POWER TREATMENT SERUM

For the POWER TREATMENT choose either Calmosensine Serum for all skin types or Targeted Treatment Serum based on Skin Reading.

Targeted serum can be applied on to-be-treated areas (anti ageing serum, oily skin concentrate, whitening serum, etc.)

Apply on targeted areas and perform penetrating technique (massage, penetrating massage or ionisation)

🔪🔪 bleu & marine product penetration technique is Pincement Jacquet. Do not remove products.

STEP VIII POWER TREATMENT MASK

Choose a Peel-off mask, Sauna Mask, Creamy mask or an Instant Mask (Self-Heating Exfoliating Mask - cranberry, chocolate, orange).

Apply creamy masks over neck & face using brush, or choose a mask tailored to client skin needs and follow product's way of use.

Apply eye pads for 10'. Remove mask with a warm towel (oshibori). Tone the skin with Sea Tonic Lotion.

STEP IX POWER TREATMENT CREAM

Apply Cream with our "Sea energy tap" movements (called 'pompagne movements' in french - see more details on bleu&marine Signature Techniques)

STEP X HOME AGENDA

At the conclusion of the treatment, ensure that the client is aware his/her service is completed. If the client is sleeping, gently place both hands on them and apply soft pressure with a slight rocking motion. Tell the client their service is finished.

Inform the client you will leave the room while they change into their robe/clothes. Tell them you will meet them outside the door when they are finished (approximately 2 minutes).

While the client is changing, get them a drink of water and any other items you may want to present them with. (It is a great service to have instructions for basic skin care, problematic skin conditions, “prescription forms” etc. on hand to provide to the client, addressing any needs that might have been discussed.) Please review **The Consultative Approach to Selling** for more information and techniques on how to position you as an expert.

Ask the client how they enjoyed their service and take the opportunity to discuss with them any suggestions for after service care, maintenance and additional service bookings. (Refer to **The Consultative Approach to Selling** for more information). This can be done while showing the client to the appropriate place following their session with you.

Complete at Home agenda

Prescribe Retail products

