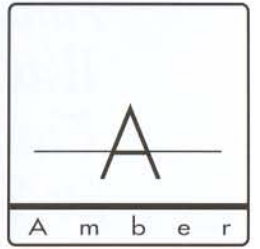


A TECHNIQUE FOR PARAFFIN MASQUES



Paraffin Wax Masque Treatment for Dry Skin

By Joel Gerson, New York City

The paraffin wax masque is an ideal treatment for aging skin, naturally dry skin, or complexions dehydrated by the environment. In the treatment, liquid paraffin is applied to the face. As the wax hardens, it creates a vacuum effect, preventing perspiration from escaping and thereby forcing it back into the skin's surface. As a result, the top cell layer plumps up, reducing dryness and superficial lines. In addition, the warmth of the masque relaxes the skin, opens the pores and enhances moisturizer penetration.

This is a dramatic salon treatment because the results are apparent immediately. The wax masque is excellent for helping the skin adjust to seasonal changes, such as cold or dry air. (It should never be applied, however, to acned, oily or florid skin.) The treatment is relatively inexpensive, since it requires only a heating unit for melting the paraffin, plus petroleum jelly and the product. The instant improvement it makes is guaranteed to impress the client.



Before: It was a long, hot summer in Southern California, and Debi's skin is dehydrated from too much exposure to the sun and salt water. In addition, she has a special function to attend and needs a treatment which will give her instant results.



Drape the client with fresh linen and sanitize hands where she can watch, to build her confidence. Apply one teaspoon of cleansing cream or lotion and remove all make-up, including mascara.



Remove the cleansing solution with wet cotton pads.



Apply a freshener to tone and refresh the skin and rinse any remaining residue.

WAX SPECIALISTS



Place eye pads on the client and analyze her skin with a magnifying lamp. This should always be done, even with a regular client, to assure her that you are monitoring her progress.



Steam the face with a vaporizer to soften dead cells and open the pores in preparation for proper cleansing. This step also helps pores eliminate toxins, temporarily softens superficial lines and increases blood circulation by expanding the blood vessels. (Remove the eye pads so that the skin around the eyes is hydrated.)



Using a massage or cleansing cream, perform a cleansing and stimulating massage for seven to 10 minutes. It is important that the skin be completely clean, or the masque will carry dirt back into it. Remove the cream with moist cotton pads.



Cover the skin completely with a rich treatment cream. A night formula usually works best. After testing the temperature of the wax on the inside of your wrist, brush on a thin film to coat the skin.



Place a prepared gauze masque (with cut-outs for the eyes, nose and mouth) over the face.



Release the client's head wrap and pry up the masque with a spatula. Remove it intact.



Continue to apply wax for about 10 minutes, then place eye pads over the client's eyes and allow the wax to harden completely (about 10 minutes more).



Finish the treatment by applying a light daytime moisturizer, followed by a light make-up, if desired.

*Photography: Mark Scott
Photographed at the International Dermal Institute, Marina del Rey, CA.
Make-up: Daniel Oropeza
Hair: Steven Hernandez*

The paraffin wax masque treatment gives skin a dewy, fresh look instantly. It can be administered, at an additional charge to the client to cover the cost of materials, whenever the skin needs extra hydration.



FACIAL PARAFFIN PRODUCTS



Amber Masque Spa

A compact, heating container which maintains facial paraffins at exactly the proper application temperature. The stainless steel interior is 6" square by 6" deep and is complete with an applicator rest bar. The Masque Spa is provided with initial facial paraffin, cover & instructions. Electrical requirements are 120 watts on the automatic melting circuit and 20 watts on the operating circuit. Dimensions are 9" x 8" x 8" high and the weight is 6lbs.

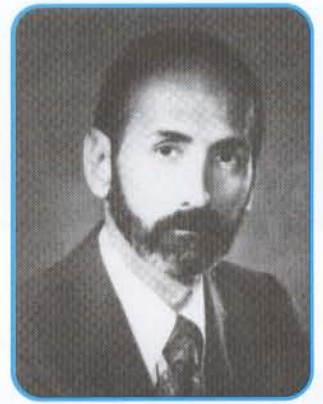
Gauze Masks

Pre-cut gauze masks add body to the paraffin facial masque and facilitate their removal. They are available 50 per package.



Amber Facial Paraffin Blend Refill

A pure, pliable, unscented blend suitable for the most sensitive skin. Packaged in a clear 2lb. plastic container.



Joel Gerson author of the STANDARD TEXTBOOK FOR PROFESSIONAL ESTHETICIANS, published by Milady Publishing Corp., Bronx, NY.

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