



The Beauty Spot

by Barb Presswood

Stay 'young' while tanning

Today, women must make a choice. "You can't have a youthful skin and a tan. That doesn't mean you can prevent tanning, it's a natural process. But you can delay it with the proper care."

That's the dire warning sounded by Zehava Saaroni, a specialist in the science of skin care.

On her recent promotional tour for her beauty centre and school of esthetics and cosmetology based in Toronto, Zehava recited a list of harmful side effects resulting from the sun's ultra violet rays that could strike terror into the heart of any honest sun worshipper - including damaged skin fibres, dehydration through evaporation, and possible skin cancer.

Basking in the summer sun can cause skin cancer, facial flabbiness and loss of natural elasticity, enlarged blood vessels that give the complexion a splotchy look and premature aging with unsightly wrinkles that even plastic surgery can't correct.

The tan will be temporary but the skin damage will be permanent.

WHOLE BODY

"And they were not talking about the face only. They were talking about the whole body," Zehava emphasized.

"People don't realize what a tan actually is - a reaction of the skin to protect itself against the sun. That's the reason a person gets dark. The sun activates the melanin in the skin, bringing it to the surface as a protection device. And sun damage accumulates. It doesn't go away. You can't cure it."

"Unfortunately it has become fashionable to have a tan. But it wasn't always that way," Zehava points out.

"In the 18th and 19th centuries when women wore long dresses, gloves, and parasols they had clear complexions with a china doll look. The old-fashioned bathing suits that featured long sleeves and leggings offered ideal protection."

AGING

Today women must make a choice. "You can't have a youthful skin and a tan. That doesn't mean you can prevent aging, it's a natural process. But you can delay it with the proper care."

"Naturally the biggest problem area is the face because it's the only part of the body always exposed."

She suggests women avoid strong sunlight and protect their skin as much as possible: "You can wear a garment-like cover-up that is sheer enough to get a little color. You can try a hat that shields the face, or stay under an umbrella."

"Most important of all, take care of your skin by using creams that act as a block and reduce the contact of ultra violet rays. Afterwards, when you come inside, apply a moisturizer to the entire body and drink lots of fluids to restore the balance of water," she adds.

TOO LATE

In her line of work Zehava has found it increasingly difficult to convince her clients to avoid the sun - until it's too late and the damage is irreparable. Then the customer has no alternative but to seek medical help.

Because of the effects weather, environment and natural aging have on our skin, facials are becoming increasingly popular. In response, many salon owners and dermatologists are adding estheticians to their regular staff. One New York dermatologist, Jay G. Barnett, M.D., has found that hiring an esthetician has helped him maintain his patients' skin tremendously. "If I can get someone's acne from terrible to pretty darn good, I want to keep on treating them until they really get it out of their system." Facial treatments were the answer. He added, "There is no person who can't have a facial. It offers an hour of tranquility while being cleansed. I've never known anyone not to like it. There are some people who say, 'My psyche needed this!'"

With the beneficial effects of facials being well documented, the problem becomes knowing what is involved in a good facial. Zehava says a good facial should include gentle cleansing, steaming of the skin to open pores, removal of impurities and a mask or two depending on the client's skin type. These steps should take place in a leisurely place so the client can relax and enjoy the treatment. Since an average facial lasts from one to one and a half hours, it is important that the client be made as comfortable as possible.

A facial should never hurt, make the skin break out if it's usually clear, or leave it feeling greasy or blotchy looking. Light massage is good, but a vigorous one can damage the skin. If the client shows a tendency to spider veins avoid deep-vacuum cleaning. Be sure to ask your client if they have any sensitivities before you start.

Rather than pressuring a client to purchase expensive skin-care products, let them become acquainted with the results and suggest a cleanser and lotion for their skin type. Moisturizers can be added on later. Very expensive skin-care products are not necessarily the most effective and you should supply a complete line of products for all skin types, that won't intimidate the client's pocketbook.

To help ward off the effects of air pollution and the environment, thorough cleansing is most important. Advise clients with oily skin to wash it twice a day and to use an astringent. Normal to dry skin should be well cleansed every morning and night and kept well moisturized.

One product gaining considerable interest from the cosmetic industry is "mud". Not the stuff in your garden, but more exotic earths and clays and million-year deposits from mountains and craters, made into face packs, lotions, shampoos and special hair treatments. The special property of these earths is that they cleanse without stripping the natural oil from the skin or hair. Two preparations recommended by Zehava are called "Mud" by Lon. One is a deep action face wash and the other, a face mask, for more occasional use. Imported from Israel, this mud comes from the area of the Dead Sea, where thick sedimentary deposits of shale, clay, sandstone, rock-salt and gypsum are abundant. Mud has been used in beauty treatments in Israel for many years.

More and more, men are becoming aware of skin-care products, and facials hold the same benefits for men as they do for women. For the man interested in keeping his complexion as healthy looking as possible, Zehava suggests the best single approach is to advise any man over the age of 25 not to use soap to wash his face. Soap dries and tightens the skin, making it age faster. Moisturizers and lotions used generously all over the face and neck, followed by a thorough rinse are more beneficial. Moisturizers are important too, as they replace natural moisture as well as forming a protective layer against dirt, while allowing down dryness and wrinkles.

Skin is skin, male or female and requires special attention. Because skin varies as much from each individual as much as hair does, each treatment should be tailored to meet your client's particular needs.

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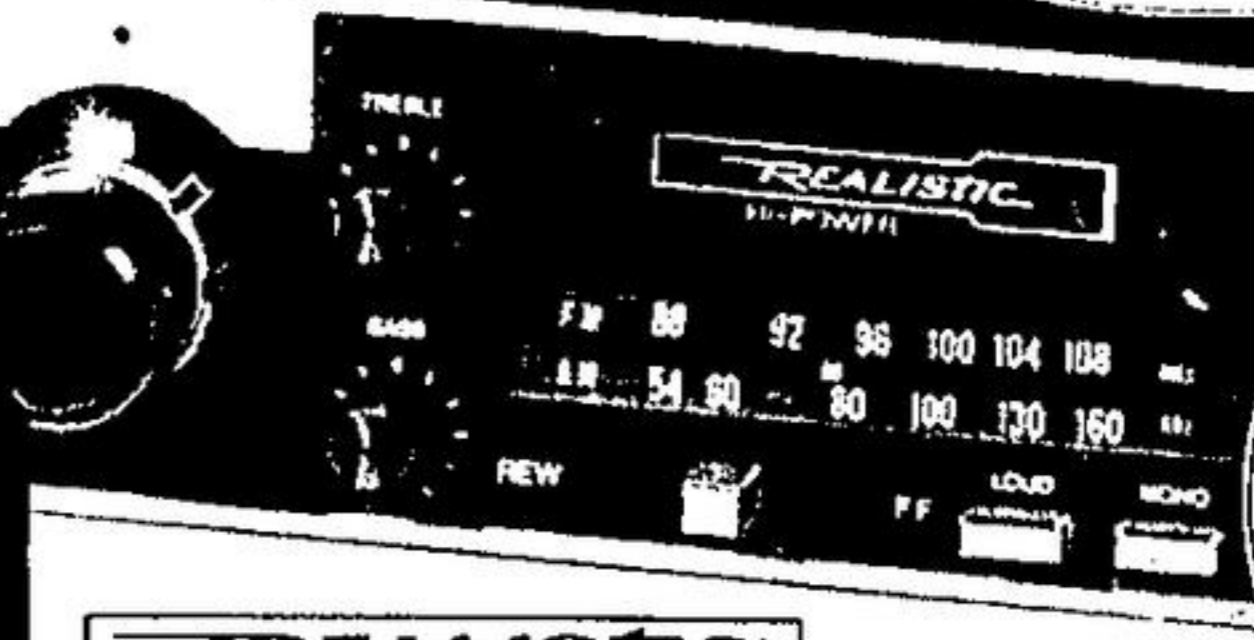
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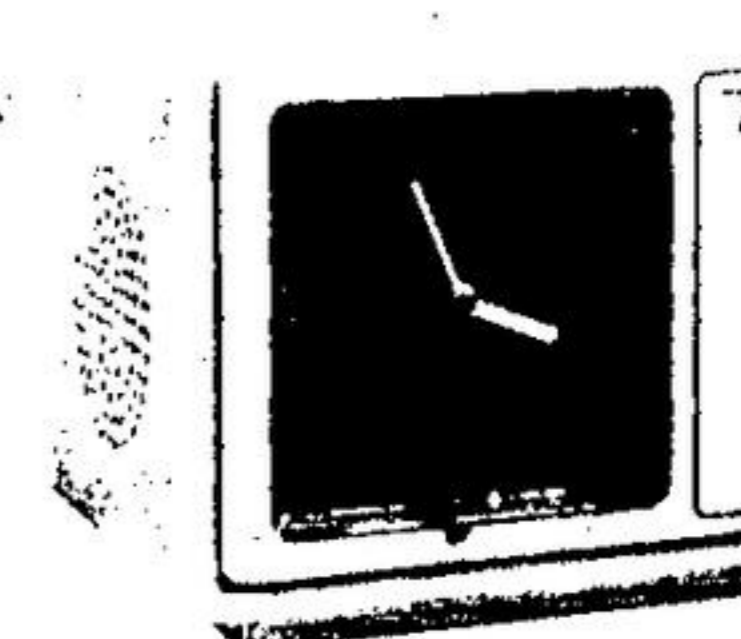
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