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ing with the mostly water-based solution it is in. A great visual example is to hold up the bottle of the cleanser and check to see if there is any separation of the gel or liquid. As a comparison, imagine a bottle of salad dressing within which the oil separates out. This is undeniable chemistry; oil and water do not mix.

It is important for products and professionals to not overburden the client with "product overload." In this lies the conundrum for so many skin care professionals. Educating the client on product labels is the best course of action. As a consumer, it is difficult to make an informed decision, but people must read the labels for added oils that they may not want or harsh preservatives that can dry out the skin.

Clients should not see a dermatologist as a first line of defense for understanding a skin's problem. They often start the client on unnecessary prescription drugs and recommend highly aggressive treatments that dry out the skin or exacerbate the situation by changing and distorting the skin with lasers and peels. All services have their place, but often aggressive solutions are not needed most of the time and most, surely, should not be the first line of defense. This is where a great skin care professional comes in. An aesthetician can work with a client in a measured way to heal the skin over a few sessions and with the proper homecare rec-

ommendations, including proper cleansing, solve the issue, and restore the skin's balance.

It is important to state the skin renews itself at night. Reinforce with all clients that they must cleanse every night. Too many people do not realize the importance of cleansing properly, even if they are not wearing makeup during the day. If it is a one-time client or a repeat client, it must be reinforced that cleansing at night is key to maintaining great skin and preventing aging.

Using a cleanser in a nightly routine is very important to remove everything that has sat on the skin all day. Choosing the right cleanser for specific skin needs is a bit of a journey.



Nicole Flevaris is the founder and president of *The Lashes*, an eyelash extension products company. Flevaris graduated from the University of Illinois with a bachelor's degree in marketing and international business and with a master's in business administration with specialty in finance and entrepreneurship. She also has a background in biology, chemistry, medicinal chemistry, and pharmacology. Flevaris founded *The Lashes* in 2007 and completed the line in 2009. The cornerstone is the much-acclaimed adhesive she formulated especially for eyelash extensions. She later founded *Salon Lashes* in 2011, a premier salon for eyelash extensions.

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"With so many cleansers on the market making various claims, it can seem hard to navigate and find the right choice for various skin types. Here are a few important lessons that all consumers should have to make an informed decision."