



EIILM UNIVERSITY
S I K K I M

BEAUTY THERAPIES

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Chapter 1

Beauty Therapies

A beauty therapist is a specialist in skin and body care, massage and makeup. Beauty therapists are able to plan, apply and market face, body, feet and hand treatments and makeup. They can provide advice on how to use colours, find a personal style, look after your skin and body, and how to choose and use skincare products. Beauty therapists' hands are important tools but they also use technical equipment, continually developed by the industry. Beauty therapists also retail skincare and makeup products.

Providing treatment to clients requires knowledge of hygiene, anatomy and physiology, and skin histology. In order to provide quality care for their clients, beauty therapists must know about the ingredients used in cosmetics, and about products, skincare methods and beauty equipment and how they affect the skin and body. Giving advice on skincare requires knowledge of nutritional science, the importance of exercise, skin conditions and hygiene. Beauty therapists must also demonstrate understanding of how electrical devices work in order to avoid endangering customers' health and safety when applying treatments.

Beauty therapists work in close contact with clients from different age groups and backgrounds.

Good social and interpersonal skills, discretion and respect for others are important characteristics for those working in customer services and skincare. People working in the beauty industry must also be able to interpret the wishes and needs of those customers who might have difficulty in expressing them.

Beauty therapist professionals work together with fashion, media, hairdressing and healthcare professionals. Beauty therapists follow the industry's developments in their own country and abroad and continuously update and develop their knowledge and professional skills. Learning to become skilled at and lifelong education are crucial in order to develop one's career and skills.

These days, a positive attitude towards new technology and its applications is important. A beauty therapist must be in good health and able to deal with physical stress, particularly on the

body's locomotive system. A balanced lifestyle and regular exercise help beauty care professionals to cope with the stresses of their work.

It is hard to find a true definition of beauty as everyone has their own perception of what beauty means but after reading many different definitions I feel the following provides a simple but accurate description.

BEAUTY - A quality or feature that gives pleasure to the mind or senses.

THERAPY - A healing power or quality.

Put the two words together and it describes what we as beauty therapists are hoping to achieve, using our practical skills and knowledge to provide a therapeutic treatment for our clients to achieve outcomes that will improve and enhance facial and body conditions, relax, de-stress and improve their confidence. Beauty treatments are many and varied and a common complaint from clients when faced with a long list of treatments to choose from is that they do not understand what they entail, in fact some say it may even deter them from booking an appointment. The following descriptions may help when making your choice.

Beauty therapists use a range of facial and body treatments to help their clients look and feel better. Beauty therapists offer treatments such as

- Applying make-up and training products
- Eyelash and eyebrow shaping, perming or colouring
- Manicures, pedicures and specialist treatments such as nail extensions

- Removing unwanted facial or body hair
- Body massage and aromatherapy
- Non-surgical skin therapies

Full-time beauty therapists work between 37 and 40 hours a week, and often do weekend and evening work. It is possible to work part time or flexible hours. Individual therapies take place in warm, clean and private treatment rooms or cubicles. Beauty therapists usually wear a uniform to protect their own clothes and to look clean and smart

A beauty therapist should:

- Have excellent interpersonal skills
- Be a good listener with a caring attitude
- Be good with their hands
- Be interested in science, and in health and beauty

Beauty Therapist

What is the work like?

Beauty therapists use a range of facial and body treatments to enhance the appearance and improve the well-being of their clients. Before starting on any treatments, they must get to know and understand their clients and complete a health questionnaire with them. Treatments carried out by beauty therapists may include:

- facials, which involve cleansing, massaging and toning the skin
- applying make-up and tanning products
- eyelash and eyebrow colouring, eyelash perming and eyebrow shaping
- manicures, pedicures and specialist treatments, such as nail extensions and nail art

- body massage and aromatherapy

mechanical and electrical treatments to improve muscle tone and skin condition of the face and other parts of the body removing unwanted facial or body hair by waxing or using specialist electrical equipment ultraviolet (UV) and spray tanning hydrotherapy, flotation, steam and saunas facial rejuvenation and other non-surgical skin therapies.

Therapists working in a beauty salon may also be responsible for reception work, such as answering the telephone and receiving clients, booking appointments, checking and ordering supplies and keeping records of the treatment programmes of clients.

Hours and environment

Full-time beauty therapists work between 37 and 40 hours a week, which often includes evenings and weekends. There are opportunities for part-time work and flexible hours. Individual therapies take place in treatment rooms or cubicles, which are warm, clean and private. For many treatments beauty therapists have to stand and bend over the client. If they have an allergy or a sensitive skin condition, some products may irritate their hands. They usually wear a uniform to protect their clothes and to look clean and smart.

Skills and personal qualities

Beauty therapists should:

- have excellent interpersonal skills
- be a good listener, to find out which treatments would suit clients
- have a caring attitude
- be able to put people at ease
- be punctual
- have a smart appearance and good personal hygiene
- be aware of the need for physical contact with clients

- have good dexterity
- pay attention to detail
- have stamina, as they are on their feet most of the day
- have artistic flair for make-up, nail art or skin decoration.

There are a wide range of beauty therapy procedures including:

- 1) aromatherapy
- 2) massage
- 3) reflexology
- 4) nutritional therapy
- 5) acupuncture
- 6) Indian head massage
- 7) Body massage
- 8) Facials
- 9) Spa
- 10) Body treatment
- 11) Manicure pedicure
- 12) Eyes treatment

Chapter 2

Facials

A facial is a procedure involving a variety of skin treatments, including: steam, exfoliation, extraction, creams, lotions, facial masks, peels, and massage. They are normally performed in beauty salons but are also a common spa treatment. Facials are generally categorized, for example:

- European facial
- LED light therapy facial
- Mini-facial

Facials are used for general skin health as well as for specific skin conditions.

Most of us lead busy lives and taking care of our skin isn't always as high on our list of priorities as we'd hope. Skin needs a thorough cleansing session at least once a week to prevent it from looking dull, but a daily beauty routine should be followed if possible. However some women can go over the top with cleansers and exfoliators, vigorously stripping their skin of its natural defences and essential nutrients. It's often hard to know exactly how we should be caring for our skin and with so many products available it can also be hard to know where to start.

A beauty professional will be able to look at your skin and recommend the best products to use (e.g. products for oily, dry or normal skin) and offer advice on the most appropriate routine for you. They will also be able to offer treatments to restore a brighter, glowing and clear complexion. Although a good spa facial treatment will leave you glowing when you leave the salon, it's important to know that there are other factors determining how skin looks, such as smoking and the amount of water you drink.

What is a facial?

A facial is a beauty treatment to restore a healthy, clear complexion and give you radiant skin. Most treatments will involve cleansing to get rid of any dead skin, using toner to clean away dirt

and unblock pores and moisturising to rehydrate and brighten the skin. Most spa facials will also involve a massage to leave you feeling pampered, relaxed and refreshed.

Spa facials can also involve creams, oils, gels and even oxygen jets, so it's best to enquire about the treatment beforehand. Some involve a consultation with a beauty professional before the treatment to assess skin type and texture, and to tailor the treatment around the individual's needs. If you're particularly unsure about your skin and how to care for it, this may be a good idea for you.

A spa facial treatment can last between 15 minutes to an hour and a half depending on the treatment you go for. Once the treatment is over, your skin should look and feel soft and fresh.

Facial mask

There are different kinds of masks (e.g. cactus, cucumber, etc.) for different purposes: deep-cleansing, by penetrating the pores; healing acne scars or hyper-pigmentation; brightening, for a gradual illumination of the skin tone. Some masks are designed to dry or solidify on the face, almost like plaster; others just remain wet. The perceived effects of a facial mask treatment include revitalizing, healing, or refreshing; and, may yield temporary or long-term benefits (depending on environmental, dietary, and other skincare factors).

Masks are removed by either rinsing the face with water, wiping off with a damp cloth, or peeling off of the face by hand. Duration for wearing a mask varies with the type of mask, and manufacturer's usage instructions. The time can range from a few minutes to overnight. Those with sensitive skin are advised to first test out the mask on a small portion of the skin, in order to check for any irritations. Some facial masks are not suited to frequent use. A glycolic mask can only be used once a month without the risk of burning the skin.

Masks can be found anywhere from drugstores to department stores, and can vary in consistency and form. Setting masks include: clay, which is a thicker consistency, and will draw out impurities (and sometimes, natural oils, too) from the pores; a cream, which stays damp to hydrate the skin; sheet-style, in which a paper mask is dampened with liquid to tone and moisturize the skin; and lastly, a hybrid/clay and cream form that includes small beads for removing dead surface skin cells. Non-setting facial masks include warm oil and paraffin wax

masks. These different forms are made to suit different skin types (e.g., oily or dry), and different skincare goals or needs (e.g. moisturizing, cleansing, exfoliating). Clay and mud masks suit oily and some "combination" skin types, while cream-based masks tend to suit dry and sensitive skin types.

What about face masks?

There are so many different types of facials and face masks. If you are going to have a spa facial then you are likely to have a choice of different types. Some beauty therapists will talk to you about your skin type and choose the products to use on you based on your answers. This is great because it means that you don't need to try and work out what the best products are for you.

Face mask products can have different textures and consistencies such as:



- Thick and creamy
- Wet gels
- Thin peels
- Dry clays
- Oily
- Lumpy

When it comes to face masks that you apply yourself at home there are countless types and brands. If you know your own skin type then getting a mask that you can apply yourself can be a great way of keeping your skin looking great between spa facials. If you are using a face mask at

home and have sensitive skin, it would be a good idea to test out a small amount of the mask on a small area of your face first to check

How can I make sure my radiant skin lasts after a spa facial?

If your beauty routine consists of splashing water over your face or quickly removing the day's make-up with a harsh make-up remover then your skin will almost certainly not be looking its best. If you're always wondering how other people have such a clear complexion and radiant skin (without any make-up) but yours always looks dull and lifeless then it may be time to start thinking over your beauty routine. A skin treatment will help your complexion in the short term but it's up to you to ensure you keep your new found radiant skin looking healthy in between treatments.

It's important that skin is kept clean otherwise it won't be able to kick-start the cell renewal process that helps keep it looking young. So cleanser, toner and moisturiser should be used every day, whichever skin type you have. You'll need to base the products around your skin type, so if you have an oily, rather than a clear complexion, go for products that are formulated to help oily skin etc.

Try to exfoliate at least once a week and apply a face mask as part of your beauty routine to boost your skin. If your skin's left red and tight you've probably been too harsh, or the product isn't right for you – try out new products, be gentle and take your time! Finally, try to drink at least two litres of water a day, eat a healthy, well-balanced diet and quit smoking to ensure your skin is healthy and hydrated.

Before heading to the parlor for the all-important monthly beauty ritual, the facial, you need to know which kind suits your skin. We tell you more.

There's no denying that every woman loves a day at the salon. There's no better way to pamper yourself and get some much-needed relaxation than to book an appointment for a facial. A facial has benefits which are aesthetic as well as psychological. Not only does it improve the look of the skin, it also takes that back-breaking stress off your shoulders.

However, beauty expert Shahnaz Husain advises, "The skin type should be kept in mind while selecting a facial. The beauty therapist analyzes the skin and suggests the treatment that's suitable for a particular skin type — oily, dry or combination."

What's your type?

Normal-to-dryskin

For a woman with a normal skin type, a facial massage is provided by using nourishing creams. Moisturizers are also used. Husain suggests, "If you have normal or dry skin, ideally opt for the classic facial or a plant stem facial."

Classic facial: The classic salon facial includes cleansing, toning and massage (done manually or with the help of gadgets), mask and protection coverage. All the areas of the face and the neck are treated according to specific needs. This facial is done following a specific direction and movement of the fingers. Different strokes and pressures are applied to various areas.

Duration: 1 hour

Plant stem cell facial: This facial helps rejuvenate the skin and makes it look younger. The plant cells are introduced into the skin through external cosmetic care. They help the skin at the cellular level and activate the process of repair and replacement of dead and damaged skin cells. The facial stimulates the cellular regeneration process in the skin, reducing the signs of ageing. This facial comprises an exfoliator, cream, mask, serum and an under-eye gel.

Duration: 1 hour

Normal-to-oilyskin

"For those with oily skin, a facial massage with creams or moisturizers is not advised," says Husain. The facial treatment for oily skin includes deep cleansing with exfoliation, toning, mask

and protection. The masks and other procedures help remove excess oils, shrink the pores and make the skin soft and translucent.

Pearl facial: This facial is ideal for those with an oily skin. It helps remove tan and brightens the skin. Deep cleansing is done next, to refine the skin. This is followed by a light facial massage with pearl cream and application of a pearl mask. It helps retain moisture and revitalizes the skin.

This facial ensures natural lightening of the skin, giving fair and radiant skin with an even color tone.

Duration: 1 hour

Silver facial: This facial is done to detoxify and purify your skin. The silver facial consists of a glow scrub, gel, cream and pack that offers dull skin an instant lift. This facial not only restores the natural pH balance of your skin, but also clears the pores and deep cleans to prevent the formation of blackheads. Dr Shobha Sehgal, beauty head, says, "The silver facial revives your skin by giving it the right amount of moisture, and evens out your tone, leaving your skin evidently supple and charming."

Duration: 40 minutes to 1 hour

Combinationskin

Combination skin needs to be treated carefully, since the face has both dry and oily tissues. After cleansing, the dry area of the skin is massaged and the face is toned with a cold compress, using a rose-based skin tonic.

Platinum facial: The platinum facial is said to recharge and energize your skin. It influences the skin at the cellular level and helps to ensure the strength of its supportive tissues. It maintains the desired moisture level. It has powerful anti-oxidant effects which protect the skin's youthful properties and impart radiance.

Duration: 45 minutes to 1 hour

Gem therapy: Gemstone facial therapy utilizes the natural energy of gemstones and helps correct physical, mental and spiritual imbalances. This facial is based on the properties of different types of gems. These stones work as a detoxification and exfoliating aid and slow down the ageing process. The key ingredients contain ash from gems like emerald, ruby and sapphire. The facial restores the ideal skin balance, keeps the skin free from blemishes and helps in the process of cell renewal. The gemstone is ground to a micro-fine powder and applied using vitamin-rich oils and aromatherapy essences that relax the body, and improve skin tone and texture.

Duration: 1 hour

Benefits of a facial

- Professional cleansing, exfoliating and toning are part of a facial, and hence protect and preserve youthfulness.
- A facial delays the signs of ageing, fine lines and wrinkles and keeps the skin soft and supple.
- Both, the skin and muscles, are toned, which preserves firmness and elasticity.
- It induces relaxation and helps reduce stress and fatigue.
- Improves blood circulation, strengthens the supportive tissues and improves the skin's resilience.
- A facial also helps in lymphatic drainage, which flushes out toxins from your system and purifies the skin.

Keep in mind

- You can go for a facial every 4-6 weeks and clean-up every fortnight.
- Make sure your facial regime includes cleansing, exfoliation, black head removal, mask, steaming and moisturization.

- Ensure that the face and the neck area is massaged thoroughly. The massage should be gentle and not harsh.
- Skin specialist Dr Jaishree Sharad advises, "If your skin is dry, then ensure that a hydrating ingredient is a part of your facial mixture. For those with oily skin, make sure alpha hydroxyl acid or beta hydroxyl acid is used which help to reduce excess oil flow. Those with sensitive skin should stay away from fragrance-based ingredients which can lead to eruptions."

Side effects of facials and face masks

These treatments are generally very safe and not thought to have side effects but there are a few things you should be aware of and make your beauty therapist aware of.

- If you have any allergies, always tell your therapist as they may need to change the products used on you
- If you are pregnant, tell your therapist, who will be able to decide whether the products and treatment is suitable for you
- If you are uncomfortable, let your beauty therapist know
- If the products used on you cause you pain or discomfort, let your therapist know
- If you are in doubt about the techniques that your therapist is going to use during your treatment then don't be afraid to ask questions. They should be well trained and able to answer your questions

Once you have had your facial treatment, it is recommended that you don't wear make up for at least 24 hours, to enhance the effects and to give your skin a chance to take in all the goodness you have just provided it with. Your skin is also likely to be a lot more sensitive in the hours following your treatment, so make up could cause problems.

Chapter 3

Hair Removal

British people spend £5 million every year on hair removal products¹. From ripping it off with strips, to zapping it with lasers - it seems we'll go to any lengths to rid our bodies of unwanted hair. In fact, the average man is thought to spend a whole month of his life shaving his beard¹ and the average women removes about 1.5 miles of hair every year².

For thousands of years we've been preoccupied with waxing, threading and buffing our body hair into submission. Today there's a huge range of hair removal treatments available to choose from - all developed for optimum safety and effectiveness. On this page you'll find everything you need to know about hair removal, from Ancient Egyptian sugaring right up to the modern techniques used in salons today.

Human body hair: the mystery

Along with pigs, hippos and elephants, humans are particularly hair-free mammals. The little body hair that we do have is most dense on our scalps, under our arms and between our legs. However, the only completely hairless parts of our bodies are our lips, our palms and the soles of our feet. Our limbs, torsos, necks and backs are still covered in hairs but these tend to be shorter, finer, lighter and therefore less noticeable.

We haven't always looked this bald. In fact, six million years ago we were almost completely covered head to foot in dark, course hair - a little like our chimpanzee cousins are today. Exactly why we lost our body hair is something of a mystery to the scientific community. However, there are a number of different theories bounding around, including:

Hair loss theory 1 - 'water babies'

Some scientists believe that eight to six million years ago, our early ancestors lived a semi-aquatic lifestyle, meaning they waded through shallow water to look for food sources and other resources. A thick covering of fur is great for protecting animals against the elements - but

completely useless when they're in the water. Think of whales, dolphins and porpoises. They're not furry, and yet some of them live all year round in the freezing waters of the poles. These creatures had to develop a far more effective form of insulation, in the form of huge internal reserves of blubber. Supporters of the semi-aquatic theory believe that our early ancestors lost their hair for the same reason - to keep them warm in chilly waters.

Hair loss theory 2 - 'hot stuff'

Many scientists criticise the semi-aquatic theory for lacking sufficient evidence. An alternative theory is that our early ancestors lost their hair when they migrated away from shaded woods and swamps and towards the open savannah. A thick hairy coat would not have been ideal for life beneath the hot savannah sun. The individuals with the least hair would have been more likely to prosper in this environment, leaving them free to pass their hair-free genes down to the next generation. Over many generations our ancestors lost their fur and instead developed cooling systems. This explains why even today our skin produces cooling sweat, which evaporates to regulate the temperature of our internal organs and prevents us from overheating.

Hair loss theory 3 - 'itchy and scratchy'

The third theory states that we lost our hair as protection against the parasites that liked to nestle and breed in our fur. The prevalence of creatures such as lice, ticks and biting flies was not only an irritation but also a dangerous breeding ground for life-threatening diseases like malaria. The individuals most likely to avoid these deadly viruses would have been the ones with the least hair, and the ones most likely to survive were also the ones most likely to reproduce, and therefore pass their hairlessness to the next generation.

All of these theories are treated in the scientific world as speculations only and the actual reason we lost our excessive body hair could be a combination of all three, or it could be something completely different. All we can say is - thank goodness it happened, or we'd all be spending a lot more money on beauty treatments now.

Why do we remove body hair?

Humans aren't particularly hairy creatures anymore. In fact, out of all the land mammals walking the earth, we're probably one of the baldest. So why is it that we dedicate so much of our time,

effort and money on painstakingly removing every strand of the little amount we actually have left?

Contrary to popular belief, body hair removal is not a modern phenomenon. Although there seems to be huge media pressure on all of us- men and women alike, to have smooth, streamlined, blemish-free and hair-free skin, the truth is that materialistic pressures like this have always existed in some shape or form.

The whole premise of life is to find a mate to procreate with in order to further the species. Searching for a mate with the healthiest, most robust genes is something we all do, whether we know it or not. When you fawn over Johnny Depp, or Scarlett Johansson, all you're really doing is identifying those characteristics we subconsciously associate with good genes: strong jawlines, fit bodies, symmetrical faces, clear skin - all the marks of disease-free, healthy individuals likely to produce disease-free, healthy babies. Over the years we seem to have developed the association of health and sexual attraction with being hairless. Some people believe this is a cultural phenomenon encouraged by the flawless people we see on TV and in magazines, but really our peculiar dislike of body hair is something we can trace all the way back to prehistoric times.

Body hair through the ages

Prehistoric Times

Ask a child to draw a prehistoric person and he or she will probably draw a man with wild hair, a long, straggly beard, a leopard skin sash and a big wooden club. Unhygienic, backwards and hairy is the way we've been depicting prehistoric man in cartoons, books and films for years. However, more recent archaeological evidence suggests that our early ancestors were in fact a lot more image-conscious than we give them credit for. Not only did they use plants and herbs to treat ailments, practise dentistry on one another and adorn themselves with decorative jewellery, they also went to great lengths to maintain their body hair. It's thought they shaved using sharp flint as razors and plucked stray hairs with two shells pushed together like tweezers³.

Ancient Egypt and Greece

If you're lucky enough to have seen some of the beautiful sculptures crafted by the Ancient Grecians, you may have noticed something interesting... none of the statues seem to have any pubic hair. This led the Victorian art critic Ruskin to believe that women from Ancient times were simply unable to grow any. Of course, it's probably safer to assume that they did have pubic hair but removed it like the Ancient Egyptians did, with a paste made of beeswax, ripped off with strips of cloth (a treatment known as 'sugaring').

Ancient Rome

In Ancient Rome, hairless skin was indicative of good social standing. Only the rich had time to pamper and maintain themselves every day, while the poor were too busy toiling in the fields to worry about a bit of excess armpit hair. Upper class Romans used pumice stone and volcanic glass to shave and rub their body hair away.

Dark Ages

The 'Dark Ages' were so termed because they were seen as a cultural deterioration after the fall of the Roman Empire in 476AD. During these times, people were too busy avoiding the plague and ploughing the fields to worry about body hair. However, literary experts suspect that men associated untamed female body hair with wantonness and sexuality.

16th Century

During the reign of Elizabeth I, women plucked their eyebrows into high, thin arches and also plucked their hairlines to create a high hairline known as an 'aristocratic brow'.

18th Century

Homemade depilatories were concocted from quick-lime, a substance that comes from limestone and shells which, when mixed with water, activates and burns hair off. This is essentially the early version of the chemical hair removal creams and mousses we use today.

1915

Shaving brand Gillette launched the first ever female-marketed razor, impressing the idea that body hair was unsightly and unfeminine. Harpers Bazaar, the high-end women's magazine,

published an ad the same year which featured a woman with her arms flung in the air, exhibiting smooth, hair-free armpits. The ad read: “Summer Dress and Modern Dancing combine to make necessary the removal of objectionable hair.”

1940

Wartime rations on stockings meant women were more likely to shave their legs to achieve a smooth, silky look even with bare legs.

1975

The first disposable razor was created by Baron Bich, who also invented the Bic pen a few years previously.

1990s

Brazilian women began waxing most of their pubic hair apart from one neat strip so that they could wear G Strings on the beach.

1994

The J. sisters of New York caught onto the Brazilian fashion and introduced the first 'Brazilian wax' to their city salon, which immediately became incredibly popular across both America and Europe.

1998

Laser hair removal became commercially available.

2000+

Hair removal increased in popularity and by 2010, was a £1.2 billion global industry⁵.

Body hair FAQs

For something so seemingly innocuous, body hair has caused quite a stir over the course of human history. It's been cultivated, trimmed, shaped, revered, shunned, sexualised and even politicised. For example:

- Feminists have denounced hair removal as an objectification of women. Many leave their body hair to grow as a symbol of their rejection of female oppression.
- Imperial China thought body hair was animalistic and barbaric, leading them to remove it for fear it represented a rejection of civilisation.
- Anti-capitalists believe hair removal is a symptom of a ruling-class trying to make us feel insecure about our bodies so we spend more money perfecting our 'imperfections'.

There's no denying it, whatever it really stands for, body hair is a taboo. Even today so many men and women feel confused about where they should remove hair from, how they should go about removing the hair and whether they should even remove it at all. Should men wax their chests? Should women shave their bikini lines? Does having hair make you more masculine? Does having body hair make you appear unkempt and lazy? Is body hair unhygienic?

We understand you'll have lots of questions about body hair, especially if you're thinking about removing it. Below we've compiled an FAQ answering all the questions we could think of about body hair and hair removal, from the obvious to the downright obscure.

Why do men have more body hair than women?

Men and women actually have around the same number of hair follicles across the body, so men do not have more hair than women. The only difference is that men tend to have thicker, longer, coarser body hair than women. This is because hair growth is modulated by testosterone, a hormone that kicks in during puberty. Boys tend to have higher levels of testosterone than women (about eight to 10 times higher), causing their body and facial hair to grow longer, thicker and generally more visible.

Why do dark-haired people seem to have more body hair?

Again, dark-haired people don't actually have more hair than fair-haired people, it's just that the hair they do have is more noticeable. For instance, all women have 'moustaches', a coat of hair on their upper lips. For dark-haired women with pale skin, the lip hair will be more noticeable, often causing them to feel abnormal or masculine even though they probably actually have the same amount of hair as everyone else.

Are women attracted to hairy men?

Recent findings suggest that women's preference for hairy men changes according to their menstrual cycles. According some research⁶, women are attracted to hairier, bigger, deeper-voiced men during the final stage of their menstrual cycle, known as the 'late follicular' stage. Of course, all women are different. Some are attracted to abundant coats of chest, back and facial hair, and some prefer men to wax everything.

Follow this link if you're a man looking for more information about hair removal for men.

Are men attracted to hairy women?

Again, the answer to this question will differ from person to person. Most western women feel like they have to shave their legs and underarms because it's become a social norm, it's what they see in magazines and on TV. If a female celebrity decides she doesn't want to shave for a while, she'll make front-page news, like Julia Roberts did at the 1999 premier of Notting Hill when she raised her arms to show off liberal armpit hair. The picture caused an uproar and, a decade later, it's still being discussed all over the world. In a recent poll of 3,000 women, underarm hair was voted the fifth worst fashion faux pas ever.

Female body hair is such a cultural taboo that it's often met with disgust, despite it being a completely natural and normal part of all of us. Some men are attracted to smooth, hair-free women, and some like women to look more natural. Whether a man likes female body hair or not is really entirely up to him. Whether a woman bows to what she thinks a man wants is entirely up to her.

Should women get rid of pubic hair?

To remove or not to remove, that is the question. There is a certain message in the media right now suggesting that 'downstairs hair' is unattractive. Boys are exposed to online porn from a young age and because most female porn stars are waxed and plucked to an inch of their lives, there's no wonder so many lads grow up with the idea that female body hair is not at all sexy.

In a poll of 600 woman who do shave their pubic hair, the most common reason for their choice was 'to look good in swimsuit', closely followed by 'to feel attractive'⁵. In another study,

researchers found that women between the ages of 18-24 were the most likely age group to shave all of their pubic hair⁵.

Whether or not you choose to get rid of your pubic hair is of course entirely up to you. There's a wide variety of hair removal treatments available at salons. Remember that shaving can cause ingrown hairs, cuts, rashes and stubble. You are generally advised to seek help from a professional for pubic hair removal.

Why is body hair shorter than the hair on our heads?

The hairs on the head can keep growing for years and years. In fact, the longest hair in the world belongs to a woman from China and measures at a staggering 18ft 5in. So how come the little hairs on our arms and legs don't grow so long? Quite simply, body hair has a different cycle to the hair on our heads. All hairs go through a cycle of growing and falling out, and it just so happens that the little hairs all over our bodies have a much shorter life-span than the longer hairs on our head, meaning they fall out before they get too long.

How many hairs do we have across our bodies?

We have around 5 million individual hairs across our bodies⁶.

Types of hair removal

If you have decided that you would like to remove some or all of your body hair, it's worth considering all of the different options. Each hair removal technique has its risks and its benefits and different techniques will work better on different parts of the body. To find out more about the treatments listed below, simply follow the links.

Different types of hair removal include:

- Electrolysis
- Waxing
- Threading
- Laser Hair Removal.

Hair removal for men

Hair removal for men is nothing new - men have been traditionally shaving their beards and moustaches for thousands of years. In some cultures, facial hair is respected as a sign of wisdom and greatness and in others it is seen as shabby and unclean. Over the last decade, the removal of male body hair has edged its way from the upper lip and jaw right to the very ends of the toes. In the UK today there are even whole spas dedicated to male hair removal. Some male clients go to have hearts and initials waxed into their pubic hair in time for Valentine's Day, and some go for the 'Back, Sack and Crack' - a complete overhaul, obliterating everything between the legs and beyond.

According to sex columnist Zoe Margolis, some benefits of male pubic hair removal include:

- a more 'pleasant' experience for sexual partners
- gives the appearance of a larger appendage
- exposes sensitive nerve endings, heightening pleasure in that area.

Some men naturally have thicker, darker, denser hair across their chests, legs and backs. If you're unhappy with the look of the hair on your body, there are many hair removal options available. With respected celebrities like David Beckham embracing the smooth and sculpted look, we're sure that more and more men will be prompted to take a trip to the salon for a spot of chest waxing or laser hair removal in the near future.

Chapter 4

Types of Hair Removals

- 1) Electrolysis



The battle with unwanted hair, and the removal of it, is for many an ongoing one and most people think about how to remove hair effectively and permanently at some point. Waxing and shaving, the most popular methods of hair removal, offer good results, but are unfortunately not good permanent hair removal methods. The effects from these procedures are only temporary, meaning that they will get rid of hair effectively, but the hair will always grow back within a matter of days or weeks. Maintaining the hair removal can result in a costly, continuing process.

However, there is one form of permanent hair removal which really does give permanent results and some say is therefore the best hair removal method. Electrolysis is able to get rid of hair by completely destroying the hair follicle, so that it will never grow back.

What is electrolysis?

Electrolysis is in fact a scientific process. It is a method of using an electric current to drive an otherwise non-spontaneous chemical reaction, such as separating elements.

What does this have to do with how to remove hair, you may ask. Well, this electric current can also be used on the skin. A small amount of energy is passed into the hair follicle through a fine needle. This generates heat which destroys the follicle cell that produces the hair. Most importantly, hair electrolysis is permanent, once the cell is destroyed the hair won't grow back.

It can also be used for a number of other advanced cosmetic procedures in order to treat and reduce several skin conditions.

How often do I need it?

In order to achieve the best hair removal results possible, several rounds of electrolysis need to be administered over a period of time in order to be completely effective. The average session lasts around ten to thirty minutes. The series of treatments will take place over the course of a few months or a year, after which no further treatment will usually be required. The exact

number of hair electrolysis treatments required to completely get rid of hair will differ from person to person and the area that the body hair is in.

Is electrolysis safe and the best hair removal method?



How to remove hair and the best hair removal method is a subject for much debate and eventually comes down to individual choice. However, the British Institute and Association of Electrolysis (BIAE) recognises that “Electrolysis is the only medically approved form of permanent hair removal.” You should confirm that your electrolysist is fully qualified and preferably a registered member of BIAE.

For further information please visit our section on training and qualifications.

What areas of the body can electrolysis be used on?

The technique can be used on any area of the body. It is most commonly used to remove small areas of unwanted hair that cannot be removed by other methods, such as hair on the upper lip, arms, toes, the chin, sides of the face and the bikini line, however it can also be used on larger areas too.

We are often tempted to get rid of hair by tweezing or plucking, but this can cause ingrown hairs, electrolysis is a far more effective way of removing such hairs.

Side effects from electrolysis are unlikely. Some people may experience some redness on the skin immediately after the treatment, but this will soon subside. Some people may find the experience uncomfortable, but this is all dependent on the individual.

Sometimes a numbing cream may be offered before the treatment to help reduce the pain, and levels can be adjusted during the treatment to help make you more comfortable. And of course,

the treatment has a time frame – once the treatment is completed there will be no need to go through it again making it one of the best hair removal treatments currently available.

How to remove hair - electrolysis tips

Electrolysis is a great answer to the popular question of how to remove hair without mess or fuss, but there are a few things you should think about before undergoing a treatment:



- Be patient, it can take months before hairs will stop growing back, due to the specific hair growth cycle.
- It is a permanent hair removal treatment. Think carefully about where you want the treatment.
- Be prepared for some discomfort – some experience it, some don't, but be advised that electrolysis isn't entirely pain free, but steps can be taken to help reduce it.
- Make sure you choose a reputable, qualified clinic, and that you have an in-depth consultation about what you want and how long it will take before agreeing to undertake any treatments.
- And finally...look forward to a hair free future!

Not just a permanent hair removal method

Electrolysis is not just a process which enables permanent hair removal, but is also a very effective cosmetic treatment for certain skin conditions such as:

- Thread veins
- Spider veins
- Blood spots
- Skin tags

- Warts

What training and qualifications do practitioners need?

Unlike various other forms of hair removal and beauty treatments, electrolysis is highly specialised and completely permanent, which is why it is so important to ensure that you only seek treatment from a fully qualified professional.

Whilst there is currently no law in the UK which stipulates the level of training an individual must have in order to offer their services to consumers, the British Institute and Association of Electrolysis (BIAE) is a professional organisation which ensures that all members have practiced for a minimum length of time, and have successfully undertaken further practical and written exams to gain a diploma.

Whilst membership with the institute is not compulsory, because of the invasive nature of electrolysis here at Beauty Resource we only allow individuals to advertise themselves as offering this service if they have provided proof of membership with the BIAE. Further information about this organisation can be found below.

2) Waxing

With the pain associated with waxing it's surprising that so many people actually choose to include it as part of their beauty regime! However there are lots of advantages to being waxed, so those who do decide to get waxed regularly obviously find the benefits outweigh the discomfort. In fact, the discomfort of being waxed is usually exaggerated, and as long as you visit a professional beauty therapist or waxing salon the 'pain' should only last a few seconds at most, and as they say ... no pain, no gain! Most beauticians will swear it's only a slight discomfort – but if you're new to waxing you may want to start off slowly e.g. with an eyebrow wax!



Some of the advantages include: large areas of unwanted hair being removed quickly to reveal a smooth area of skin, regrowth of hairs being finer and softer and the freedom from unwanted hair for long periods of time (usually about 4-6 weeks). You need to ensure the minimum length of the hair to be waxed is about 0.75cm to 1cm so that the wax will easily remove it. As your hair grows a different times, even after the best wax you may be left with fine, short hairs which had not grown long enough to be grabbed hold of and pulled out by the wax.

What is the waxing process?

Whether offering waxing for men or women, your appointment at a waxing salon will usually involve the following, firstly the beautician will cleanse the area you're having waxed – usually with a specially formulated lotion. Talc is sometimes sprinkled over sensitive areas (such as the bikini area) to prevent the wax from sticking to the skin as well as the hairs. The beauty therapist will then apply a generous amount of wax to a wooden spatula and smooth over the desired area. Fabric strips will carefully be placed over the wax and left on for a few seconds at most.

The beautician at your waxing salon will rip the strip off with a quick, smooth movement to pull the hairs completely out from their roots and you'll experience a short pain for a couple of seconds, and then a stinging sensation for a few more. Usually the more experienced the beautician, the less the waxing will hurt, but it can also depend on the type of hairs you have and your pain threshold! After the desired area is hair free, a smoothing lotion (often tee tree) is applied to soothe the skin and ease the stinging.

Which parts of my body can be waxed?

You should be able to find a waxing salon that will wax almost any part of your body, however these are the most common parts:



Leg wax

You can opt for a full leg wax, a half leg wax or even a three quarter leg wax depending on how hairless you want to be! Many salons will also offer a discounted leg and bikini area.

Arm wax

A full arm wax or half arm wax are both possible. A half arm wax involves waxing the arm to just above the elbow (which is usually where most of the hairs are on the arms). An underarm wax is also available for women that don't like shaving, or don't want to shave regularly.

Bikini wax (Brazilian wax or Hollywood wax)

Women can opt for a standard bikini wax, a Brazilian wax or a Hollywood wax. A standard bikini wax involves waxing any excess hair that would show outside of a bikini or underwear – and the beautician will usually ask if you'd like to remove any extra hair e.g. another cm inside your bikini or underwear. If you are just having a standard bikini wax then the beautician will normally ask you to position your underwear to where you would like the waxing. Once they have taken hair from the sides of your bikini area they will also ask you if would like some hair removed from the top too.

A Brazilian (also called the 'landing strip!') leaves a natural looking central strip of hair. This gives the freedom to wear even the most revealing bikini or lingerie and many women opt for this to give a clean, groomed appearance. You may have to wear a paper thong if you visit a salon, but often you'll be asked to just remove your underwear if you go for a Brazilian.

A Hollywood wax removes all pubic hair. Prepare to be waxed thoroughly if you opt for this! If you're a wax virgin it may be worth trying out a standard bikini wax or Brazilian before you attempt a Hollywood wax!



Facial waxing

You can have a lip and/or chin wax, an eyebrow wax or even a full face wax (lip, chin, jaw and cheeks) if you prefer. An eyebrow wax will usually begin with a consultation on a suitable eyebrow shape.

Waxing for men - Back/Chest wax

Men with lots of back hair or particularly hairy chests may decide to get them waxed. Or even if they're not overly hairy, they may just prefer a smoother appearance (or their other halves might!) Men can also have a 'back, sack & crack' wax - which will leave the whole area smooth and completely hairless.

How much does waxing cost?

The price of wax depends mostly on the area that you want waxed and the amount of hair on that area. For example a full leg wax could cost you around £20 - £35 but an eyebrow wax would usually be around £6 - £10. Many salons will offer deals if you are getting more than one area of your body waxed, or if you buy your waxing sessions in bulk. Be sure to ask whether this applies when you talk to your beauty therapist.

There are home waxing products available, and these can work out cheaper, but on the downside the process can get very messy and it is easy to miss spots when you wax yourself.

Waxing for men can be more expensive as their hair tends to be more coarse, thicker and there is usually a lot more of it. Men can expect to pay between £10 - £60 for various waxing treatments. The more hair being taken off or the bigger the area, the higher the cost.

Waxing tips

- Don't book a waxing appointment the week after your period as you'll be extra sensitive
- Have a bath before having a wax to open your hair follicles and make the process easier but don't have a bath for at least 24 hours after a wax, a shower will be ok though
- Try not to use products on your skin once you have had a wax as the skin will be extra sensitive
- Wear loose clothing when going for your wax to make you more comfortable afterwards
- Some beauticians recommended you take a couple of paracetamol before your appointment to help dull the pain
- Exfoliate the desired area regularly - you'll achieve better results when waxed
- Check the salon is hygienic and fresh bed covering and wax supplies are used for each customer.

3) Threading

Threading, known as the 'ancient art of hair removal', is probably the oldest technique used to get rid of unwanted body hair. It's been used for many centuries in Eastern countries such as Turkey, Egypt, Pakistan and India. Like most Middle Eastern and Asian beauty and well-being practises (Yoga, massage, aromatherapy etc.), threading has proved a massive hit in the Western world and is now widely available in many beauty salons across the UK.

The Arabic terms 'khite' and 'fatlah' tend to be used instead of 'threading' in some traditional salons.

Threading is mostly used as a technique for neatening and shaping the eyebrows but it can also be used to remove unwanted body hair on the jaw, cheeks, upper lip, neck, stomach and toes.

How does threading work?

Threading is a simple technique involving two pieces of cotton thread twisted together like a lasso. Although threading may not seem as glamorous or hi-tech as electrolysis or laser hair removal, it is still one of the safest, quickest, most precise and thorough forms of hair removal on the market.

Step by step threading instructions

Unless you've been trained in threading techniques, it can be difficult to understand exactly how threading works. To make the process a little more relaxing for you, we'll explain exactly how threading works in three simple steps:

Step 1 - Your beauty professional will take around 24 inches of strong, high-quality thread (the same type used for sewing). Both ends of the thread will be tied together to create a loop (or the stylist might hold the ends together in their mouth).

Step 2 - Your beauty professional will then wind the thread around their hands about 10 times so a twist appears in the middle. The twisted threads will then be held in two hands to form an 'X' shape like so:



Step 3 - They will then make a scissor motion with their fingers to control the twists and roll the threads over the brow area. The threads work by lassoing individual hairs, tightening and then pulling them out straight from the follicles.

Where can threading be used?

Threading is great for removing small 'trouble' hairs from places like the brow, chin, stomach and toes. Threading is not generally used on larger areas such as the legs or the bikini line because it can only pull out rows of hairs at a time. You are advised to try electrolysis or waxing for a more effective leg hair and bikini line removal.

Effective threading areas include:

1. Eyebrows

2. Facial hair
3. Fine body hair

1. Eyebrow threading

Many of us wake up some mornings on an 'ugly', or 'fat' day and vow to have a major image overhaul. Some of us might head for the salon for a new haircut, some of us might splash out on a couple of new outfits and some of us might don the tracksuit for a gym session. Very few of us would make an immediate beeline for the brow bar. However, paying your eyebrows a little more attention could make a big difference to how you look and even how you feel.

To find out more about how eyebrows can add facial structure and neaten up the appearance of your face, please visit our page on Eyes and Brows.

Eyebrow threading is particularly quick and easy, making it a great lunch-break appointment or a pre-party impulse treat.

Many people opt for eyebrow threading over eyebrow waxing because it allows for greater precision and more accurate shaping. Whereas waxing requires the application of chemicals to the skin, threading is 100% natural - all it requires is two pieces of thread. Waxing is also thought to remove a thin top-layer of skin, whereas threading simply wraps around each individual hair and pulls from the root.

2. Threading facial hair

Female facial hair: the ultimate taboo. We're taught that it's a total turn-off, an indication of masculinity, a rejection of our womanhood and something to get rid of the second it surfaces. But we all have facial hair, whether it's fine and downy, or thick, dark and abundant. Facial hair is most commonly found on the upper lip and chin.

According to a survey of 1,000 women, 30% of women who had unwanted facial hair suffered from clinical depression. 25% believed their facial hair held them back in their careers and over 40% said it stopped them from forming romantic relationships¹.

There are two options for women who have excessive facial hair: embrace it, or remove it. Many women do accept their facial hair and get on perfectly happily in life. Others choose to remove it either by plucking, waxing, electrolysis, laser removal or threading.

The great thing about threading is that it can target even the softest, downiest of hairs. Unlike tweezing, which can often break the hair before it's been removed completely from the follicle, threading doesn't usually cause the facial hairs to grow back any thicker or faster than usual. Women are generally advised to avoid shaving their facial hair as this will form a rough stubble. Threading will not produce stubble.

Are you a man thinking about threading your facial hair? Skip to Threading for men now.

3. Threading fine body hair

As much as the media would like us to believe that all women are naturally silky smooth and free from body hair, it's really all a carefully constructed myth. All women normally have body hair. That includes chest hair, neck hair, tummy hair and even toe hair. Even if the hair is fine and fair, it is still there.

Some women do have more body hair than others. Excessive body hair is known as hirsutism and can occur for a number of reasons, including:

- excessive production of male hormone androgen
- polycystic ovary syndrome (PCOS)
- side-effect of certain medicines.

If you think your hair growth is abnormal, you are advised to consult your GP. Many hirsute women choose to remove their coverings of hair with threading. Threading can be used effectively on the following body parts:

- around the nipples (areola)
- 'snail trail' of hair between the pubic bone and navel
- neck hair

- nose hair
- toe and foot hair.

Understandably, many women find the idea of asking a beauty professional to thread their nipple hair a little daunting. If you do feel embarrassed, just remember two things:

1. Just because we don't see beautiful models and celebrities flaunting their body hair, doesn't mean they never had any. Having a little extra body hair does not make you abnormal.
2. Beauty professionals aren't there to judge - for them a bit of excess toe hair is just another day at the office.

Risks of threading

There are very few risks involved with threading. It's a tried and tested technique, having been used on women for thousands of years across many cultures and countries. However, as with every situation in which you entrust your welfare to another individual, threading does come with a slight risk:

- Threading pulls hair from the follicles, which can sometimes be painful.
- Any form of plucking can lead to folliculitis, a bacterial infection affecting the hair follicles.
- Threading may lead to changes in the skin pigment.
- Skin can become pink and puffy straight after treatment.
- Threading is only effective on flat parts of the body.
- Threading is not suitable on skin affected by acne. This is because the twisting of the thread can cause the acne to rupture, resulting in complications.

Benefits of threading

With all the hair removal options out there, how do you know which one to choose? Of course, the most logical way to discover the hair removal treatment most suited to you is to try all of them. After all - hair will always grow back eventually. If you've never tried threading before and wonder why you should try it if your other methods are successful, it's worth considering the following benefits:

- Unlike waxing, electrolysis and laser hair removal, threading is 100% eco-friendly. There'll be no toxic chemicals and no electricity, just two simple pieces of thread.
- Threading is inexpensive.
- The results of threading are long-lasting because hairs are pulled from the root rather than snapped.
- Threading causes minimal trauma to delicate facial tissue.
- The treatment process is quick and can be administered in just a few minutes.
- It is quicker than tweezing because it pulls multiple hairs at a time.
- Embraces and maintains ancient cultural tradition.
- Threading is very precise, allowing control for perfect shaping.

Threading for men

For many years the razor has been man's best friend. Now, that's all about to change as men shun the blade for regular trips to the beauty salon. A recent news report revealed a massive 66% increase in the number of male clients visiting UK beauty salons², suggesting that the taboo around men's grooming is finally lifting.

Threading is used by many men to neaten hairlines, pluck nose hairs and remove mono-brows.

References

¹Guardian, 'Women Facial Hair'

²Marie Claire, 'Men are Vainer than Ever'

Laser Hair Removal

Hair removal is a must these days. Most women desire the kind of silky legs seen in the adverts and we'd all like to be able to throw on a skirt without worrying about stubble, but most of the hair removal treatments available over the counter are fiddly time-consuming and messy.



Salon treatments such as waxing and sugaring are a good alternative but it can be costly to maintain fuzz free legs all year, not to mention the inconvenience caused by that awkward period where the hair must re-grow before your next treatment. Most women crave more permanent results and dream about never having to pick up a razor again but is there a magic cure?

Recent years have seen light and laser hair treatments emerging as a way to remove or reduce hair on any part of the body. This kind of treatment is very popular with women and men for getting rid of unwanted hair on the upper lip, legs and arms and even coarser hair found around the bikini line or on the chest. Laser hair removal is sometimes described as long term reduction because it doesn't always remove the hair for good. Its effectiveness depends on the patient but for many it produces excellent long term and even permanent results and can pay for itself by reducing the need for costly depilatory materials.

History of laser hair removal treatment

Like other lasers for cosmetic use, the history of permanent hair removal using light and laser was not very encouraging. Early lasers developed in the 60's, 70's and 80's were tedious to use, unpredictable and difficult to control causing some surrounding cell damage. Such lasers often hit the market very quickly after they were developed, without sufficient testing and without properly trained administrators. Treatments marketed as painless and permanent were ineffective and even dangerous.

Since the mid 90's cosmetic laser technology has improved enormously. There are now many FDA approved types of laser treatment including Intense Pulsed Light and Diode Lasers and Ruby Lasers. Lasers are also used to quickly and painlessly remove tattoos and scarring as well as hair removal and are now suitable for use on most patients even those with darker skin without causing damage to the skin.

Today lasers are used for a variety of cosmetic purposes. They can be a very effective way of treating common eye problems such as cataracts as well as effectively healing the skin and reducing scarring and removing hair.

How laser hair removal works



We are all born with a certain amount of hair follicles in the middle layer of our skin called the dermis. We do not produce more of these follicles during our lifetime so if one dies it does not grow back; this is why some people go bald. Hairs are produced within the follicle and grow and shed within a cycle. The length of this cycle depends on the type of hair, as does the length to which each hair will grow to. The cycle can last for two years to as long as six years! After this cycle the hair follicle has a resting period and then the whole process begins again. The cycle for the hairs on our body is not synced so while one follicle is resting another will be growing.

Laser removal works by emitting light energy directly into the hair follicle. This energy converts into heat which damages the follicle. Laser hair removal works best on dark haired people with fair skin. This is because light energy emitted by the laser is absorbed by dark colours and reflected by light colours. The darker coloured hair follicle absorbs most of the energy and stops producing hairs as if in a resting period. Unlike with other treatments where the hair itself is cut or removed, the effect the energy has on halting the hair growth can be more permanent.

The hair must be visible for it to be treated, therefore multiple treatments are needed because each hair on the body is at a different stage of the growing cycle – not all will be at the visible stage at the time of any one treatment.

The laser hair removal procedure

You will probably be required to attend the clinic for an initial consultation with a dermatologist or laser specialist before your first treatment. At this stage you will be asked about your medical history and your skin will be assessed for suitability for the treatment. You will be given an estimate of how many treatments you will require before you see significant reduction in hair and you will be told the cost of the treatment.

The average patient requires about 8 treatments to see significant hair loss. The time each treatment takes will depend on the area being treated as well as the exact type of laser treatment being used. To treat one leg might take about 45 minutes per session.

You will then be asked to schedule another session for approximately 2 months later. The full course of treatment can last about a year, but for people with fine hair or dark hair and light skin this is likely to be a lot shorter.

The cost of laser hair treatment

Sessions might be charged per hour or per area treated; this can vary depending on the clinic but for treatment of the lower legs expect to pay about £150 per session. Reductions for a course of treatments is usually given so don't forget to ask about this at your consultation.

Some women have a hormonal imbalance or conditions such as polycystic ovary syndrome which can cause abnormal hair growth. Treatment offered on the NHS for these kinds of conditions is usually medication in the form of tablet or hormone injection. Laser treatment is not normally available on the NHS, but might be for patients with extreme hair growth and conditions. If excess hair is causing you distress and affecting your daily life it is worth talking to your GP about the options available to you.

Laser hair removal side effects and risks



Some patients worry about the damaging effects lasers can have on the surrounding skin cells as well as the hair. Historically the problem with laser hair removal was targeting the hair shaft without damaging the melanin pigment in the surface of the skin. The laser light needs to be on long enough to heat the hair, but not too long to allow heat to spread to the surrounding skin and cause damage. With modern lasers this is no longer a problem for most patients. The darker a patient's skin, the more difficult it is to treat the hair while avoiding injuring the surface of the skin but a good consultant will be able to advise you on this and will tell you if the treatment is not right for you.

For the same reason it is important that you let a suntan fade before you have treatment. The treatment may also make the skin more sensitive to sun damage so sun exposure should be avoided for four to six weeks after treatment. Lasers can also be damaging to the eyes and patients should always wear goggles when areas on the face are treated.

As with all cosmetic procedures it is important to check the competency of the person providing the treatment as there have been some reports of burns being caused by improperly administered laser treatments. At your initial consultation don't be afraid to ask what training the person has received in using lasers, how long they have been practicing for and whether they are properly insured. It is also worth asking them whether they know of any laser hair removal side effects that other clients have experienced.

As far as laser hair removal side effects go now, the procedure can involve some mild pain. Research indicates that patients gave the treatment a pain rating of 2 or 3 out of 10 (this has been compared to a rubber band snapping against the skin). Some clinics offer a pain numbing cream that can be applied before the treatment or recommend that you take a pain killer a couple of hours before your session.

After each session you should be able to continue with your day immediately and there are usually no visible side effects of the treatment. In cases of patients with very sensitive skin there can be some redness and slight swelling for a couple of days after treatment but you should experience no further pain.

If you do notice any laser hair treatment side effects then be sure to contact your doctor for advice

Chapter 5

Eyes and Brows

The old saying goes that our eyes are the 'windows to the soul'. True, scientific studies do show that our eyes are just as important for communication as the words we speak - if not more so. The colour, size, shape and movement of our eyes and brows can easily betray what we're really thinking and even change the way others think of us.

Eyebrows explained



Eyebrows are the two strips of hair that grow on the top ridge of each eye socket, framing the brow and preventing dirt and sweat from contaminating the eyes. The average eyebrow is thought to consist of around 500 single hair-follicles.

Many experts believe that our eyebrows are the last remnants of a far hairier past, at a time when our distant ancestors were covered head to foot in fur for warmth and protection - much like

modern apes are today. However, millions of years of evolution meant humans gradually lost their natural covering and took to stealing other animals' coats instead, giving rise to us: 'the naked apes'. So the interesting question is this - why did we lose all of that hair and yet still keep our eyebrows?

Some experts believe our eyebrows do more than simply keep dirt out of our eyes.

What do your eyebrows say about you?

Eyebrows are extremely mobile. This is because they're controlled by a two-part muscle known as the epicranium, which covers the whole scalp. One part of this muscle moves the scalp and the other part, the 'frontalis', controls the eyebrows. Eyebrow movements are also thought to be controlled in part by another muscle known as the orbicularis oris. All of these muscles are interconnected with other muscles, allowing for involuntary twitches known as 'micro-expressions', which unfortunately often give away how we're really feeling.

Eyebrow movements can be used to convey an impressive range of emotions, both intentionally and unintentionally. Each varying degree or direction of movement can mean something completely different, offering an incredibly rich vocabulary even before we open our mouths to speak.

Because we learn to associate certain eyebrow movements with certain emotions - one raised eyebrow with disdain, two with surprise and so on - we can't help but associate particular eyebrow shapes with these same emotions. For example, we might instinctively feel that people with high-set eyebrows are more welcoming and approachable, and that people with bushy, low-set eyebrows are bad-tempered and angry, just because they look a bit like they're frowning, which begs the question: can we change how people perceive us simply by changing the look of our eyebrows?

Eyebrow grooming

We know now that as well as catching debris and conveying emotion, eyebrows also play an important role in attractiveness and our perception of beauty.

Humans have been sculpting and accentuating their eyebrows for thousands of years. It seems absurd that two tiny strips of facial hair could have such an impact on the history of fashion and beauty, but eyebrows play a prominent part in the cultural fashions of most settlements across the world.

The Ancient Egyptians, for example, were thought to apply black or green paste around their eyes and draw long, dark lines over their eyebrows to accentuate their length and colour, a fashion that's still clear to see in paintings and sculptures from the era. In 18th Century colonial America, thick, bushy eyebrows were so fashionable that people would attach grey mouse skins to their foreheads like little eyebrow wigs.

Even in the past few decades we've seen a definite evolution of the eyebrow - take a look at the trend timeline below:

Eyebrow trends through the ages

1920s - heavily tweezed to create thin, elegant, highly arched eyebrows like American actress Clara Bow's. This trend continued throughout the 30s and 40s.

1950s - thicker, straighter, more natural brows came into fashion at this time. Think Audrey Hepburn, who's thick, black eyebrows and chiselled jawline set the trend for the dark, European look that beautiful Sophia Lauren reinforced. Lauren's eyebrows were highly arched, dramatic and structured.

1970s - the era of free love was all about going au-naturel with unshaved legs, arms and bikini-lines, as well as long, free-flowing hair and bushy, un-plucked eyebrows.

1980s - the Thatcher era saw the reigns tighten on those 70s mono-brows as third-wave feminism took off and women donned shoulder-padded power suits and the power-brows to match. These brows were big and bold but neater than their hippie predecessors.

1990s - women took once more to the tweezers, bleach, wax and razors to relive the old high-arched, elegant look of 20s Hollywood glamour. Unfortunately this savage pruning had a damaging effect on many women. Heavy plucking can irreversibly damage hair roots and prevent brows from ever growing thick and lustrous again.

2010 - thank goodness, the Pamela Anderson look of perpetual surprise has finally fled and we're back to the beautiful, full, dark brows invented by the Ancient Egyptians and later glamourized by Elizabeth Taylor.

2012 - and then 'dramality shows' were invented, including 'Geordie Shore' and 'The Only Way is Essex', and low and behold the 'scouse-brow' was born. Drawn on with dark pencil, the brows of the year are thick, dark, perfectly symmetrical and extremely attention-grabbing. We wonder what's coming next?

The future of eyebrows - The dark, bold, statement-brow isn't going anywhere soon. Based on the looks showcased on the S/S 2012 catwalks, it's all about Disney-villain style angles for added statement and drama for the next year (think Cruella de Vil and Snow White's evil stepmother), but taking regular visits to a beauty salon will ensure you stay right on trend.

Types of eyebrow treatment

As we have seen, it's worth taking care of our eyebrows. It could be that they say more about who we are than we'd like to admit. Beauty therapists offer a wide range of eyebrow treatments to suit any style you'd like to try. These include:

- waxing
- threading
- HD brows
- semi-permanent eyebrows
- eyebrow tattooing
- eyebrow tinting.

Eyes



Although most of us tend to be preoccupied with how our bodies look- whether we look too fat or too thin, whether our breasts are too small, our bums too big and so on, more often than not it's actually our eyes that other people notice first. It's amazing what effect a couple of eye treatments can have on the overall appearance of a face. Of course, we don't mean spending thousands on a facelift. It is actually possible to look fresh-faced, beautiful and young simply by having false lashes applied, or by curling and tinting your own. Curling the lashes creates a wide-eyed, effeminate look and tinting can greatly benefit fair-haired people by adding more definition and structure to the face.

So what is it that makes eyes attractive? We believe there are three main factors to take into account:

1. eye shape
2. eye colour
3. eyelashes.

1. Eye shapes

To determine what eye shape you have, sit yourself in front of a mirror beneath good lighting. If you have a magnifying mirror this is even better, but not necessary.

There are five main eye shapes:

1. Almond - eyes that resemble, as you'd expect, the shape of an almond, characterised by an upswept outer corner (celebrity example: Minka Kelly).

2. Deep-set - eyes set deeply into the skull with a prominent brow (celebrity example: Cameron Diaz).
3. Close-set - eyes positioned closer to the bridge of the nose (celebrity example: Jennifer Anniston).
4. Narrow - slender, small-lidded eyes (celebrity example: Lucy Liu).
5. Wide-set - big, round eyes set far apart (celebrity example: Rihanna).

There is no one 'more attractive' eye shape, and you won't necessarily fit one of the five shapes exactly. The important thing is to make the most of what you have. If you have narrow eyes, you can easily widen them with an eyelash perm. If you have deep-set eyes, you could visit a make-up artist and learn how to bring your eyes forward with clever make-up. Beauty is about finding the style that suits you as well as making sure you feel comfortable in your own skin.

2. Eye colours

Eye colours differ widely across the globe. There have been lots of studies investigating the correlation between eye colour and personality. Experts believe that our initial opinion of another person can completely change depending on what colour their eyes are².

Brown eyes

Brown eyes are most commonly found across Africa, East Asia, the Middle East and southern and eastern Europe. Over 50% of the world's population has brown eyes¹, making this colour the most common. There are of course many different shades of brown, ranging from light brown, to amber, to black - and these also differ across the world. One study involving 1,016 Americans found that 34% of people associate brown eyes with intelligence, 16% associate them with trustworthiness and 13% said kindness. Characteristics least associated with brown eyes are shyness and creativity².

Blue eyes

One Professor, Hans Eiberg of the University of Copenhagen³ believes all humans originally had brown eyes due to the build up of melanin (the dark skin pigment) in the irises. However, about 10,000 years ago one mutation arose in a gene known as OCA2, which altered the production of melanin and caused the eye to turn blue. This was thought to have occurred in

northern Europe during a time of rapid population growth, causing this blue-eyed mutation to spread far and wide. Many experts now believe that all blue-eyed people come from the same one ancestor.

According to a survey², 42% of people associate blue eyes with sweetness, 21% associate them with sexiness and 10% with kindness. The characteristics least associated with blue eyes are shyness and trustworthiness.

It's thought that 1 in 6 people are born with blue eyes¹.

Green eyes

The percentage of people with green eyes in the world is estimated to be around 1 to 2%¹ and most of these are thought to be female⁴. All races across the world have been known to produce green-eyed individuals and scientists do not know exactly how this genetic variation came about.

29% of people surveyed said they associate green eyes with sexiness (deemed the most 'sexy' of all eye colours), 25% said creativity and 20% said deviousness. The characteristics least associated with green eyes are, like blue eyes, trustworthiness and shyness. Green-eyed people are also least likely to be perceived as sweet².

3. Eyelashes

The average length of a female eyelash is thought to be between seven and nine millimetres. The longer our eyelashes, the more attractive we are deemed to be. Why is this? Possible reasons include:

- Youth - long, luscious lashes can make the eyes seem bigger in relation to the ears and nose, which continue to grow as we get older. Therefore, a smaller looking nose and ears might give off the illusion of youth. We tend to find baby animals with long eyelashes 'cute', again reinforcing that idea of vulnerability and youth.
- Health - eyelashes that curl upwards cast less of a shadow on the eyes, making the whites look brighter. Bright, clean eye-whites are an indication of good health, increasing the sexual appeal of a person (we are instinctively attracted to people we deem to have strong, healthy genes).

- Femininity - experts have long believed that an effective way of attracting the opposite sex is to exaggerate the biological differences between you and them. Men are attracted to women's hips, breasts and narrow waists because they don't have them. The same goes for eyelashes - men tend to have shorter eyelashes than women, so women accentuate the length of theirs in order to increase their femininity and therefore their sexual appeal.

Eyelash treatments

It's amazing how much a simple eye treatment can change the look of a face. It can make a person look younger, more enlivened, as well as enhancing their natural beauty. Available treatments include:

- eyelash extensions
- eyelash tinting
- LVL lashes
- professional make-up.

Chapter 6

Nails

Our nails may be small, but they play an important and integral role in the impressions that we make and leave upon others. From shaking a person's hand for the first time through to holding a pen in an interview – our hands and nails are one of the first things to get noticed, and though we may not mean them to they can say a lot about who we are.

Whilst of course this isn't the case for everyone, bitten and very poorly kept nails for example may give the impression of low self-confidence or anxiety, whereas short, neatly manicured nails are more likely to indicate practicality and professionalism.

Although a single chipped nail is unlikely to stand in the way of you and a job you are qualified to do and are the perfect candidate for – good overall presentation can really help you to make a positive and lasting first impression that could work in your favour.

With nails now being considered to form a significant part of our overall appearance, a good nail care routine whether carried out in the home or at the salon, is becoming ever the more important.

Read on to find out why our nails are important, how nail care has evolved over the years, what nail care treatments are available, and nail tips for looking after your nails at home.

Why do we have fingernails and toe nails?



Whether you have been obsessively biting them since childhood, you paint them a different colour for every day of the week, you annoy friends and colleagues by tapping them incessantly, or you use them for bottom scratching or other unpleasantries – we all have nails and we all use them in very different ways. But why is it that they are there?

Whilst we will never have a definitive answer as to why we have any of the body parts we do, expert research has suggested that primates first developed nails to assist them in climbing and grabbing onto things such as trees and rocks to aid their survival.

According to one particular study carried out by the University of Florida, a lemur like creature known as the *Teilhardina brandti* was using its nails to keep hold of tree branches a staggering 55.8 million years ago.

In today's society, very few of us now lead a life in which we would ever need to grab onto a tree or scale a mountain with haste during the average day – but that isn't to say our nails are no longer important.

From switching off the alarm first thing in the morning through to putting the kettle on and typing up a document at work – without even being aware we rely extremely heavily upon the use of our nails – and the nerve endings beneath them.

Fingernails not only offer protection to the tip of the finger, but also enhance sensations in the fingertip, acting as a counterforce to provide additional sensory input when an object is touched.

So, the next time you go to untangle a necklace, open a tin or dig out a splinter, remember that little lemur like monkey who gave you the ability to do just that.

Nails throughout history

Nail treatments may be all the rage now, but at what point did they turn from functional to fashionable?

Nail length

During China's Ming Dynasty (1368-1644), long nails were considered to be an indicator of wealth and beauty, with aristocratic women growing them up to ten inches in length to indicate that unlike commoners, they did not have to carry out any manual labour.

Whilst in most nations nail length is no longer considered to be a status symbol – some Asian cultures still continue this traditional practice with many men growing long nails (often just on the little finger) as a sign they work in an office setting.

At the start of the 19th Century upper class Grecian women also considered long talons to be beautiful, and wore empty pistachio shells over their natural nails to give the appearance of length.

This trend was responsible for sparking the artificial nail fashion that is still popular today, though thankfully techniques have advanced considerably since then.

Nail art



Whilst acrylics, gels and paraffin wax manicures may all be modern developments, nail decoration for aesthetic purposes is by no means new.

The history books tell us that the Incas used to adorn their fingernails with minute pictures of eagles, whilst the practice of painting nails with lacquer dates as far back as 3000 BC during Ancient Egyptian times².

Beauty was of the upmost important to the Ancient Egyptians, and according to scriptures, men and women would rouge their cheeks, paint around the delicate eye area and redden their palms and nails using henna.

Thousands of years later when many tombs were excavated, archaeologists found gold manicure tools dating back thousands of years - demonstrating just how important well kept nails were to the Ancient Egyptian aristocracy.

Similarly to that of Asian cultures the Ancient Egyptians also believed that long nails were an indication of freedom from labour, as was the colour red. In order to draw a line between the classes, during her reign Queen Nefertiti ruled that only noble men and women were permitted to wear red nail colouring.

After the Ancient Egyptian times the evolution of nail decoration and treatments disappeared off the radar somewhat, and only emerged back on the timeline as a growing trend during the thirties. It was during this post first World War period that nitrocellulose based nail polishes were first introduced, and this was really the time when nail care and polishes (which were at the time being made popular by glamorous on-screen sirens) really began to come into their own.

Since then the nail care industry has grown considerably, with hundreds of treatments available, nail salons on virtually every high street and consumers willing to spend more on looking after their hands, feet and nails.

Whilst we may now be worlds away from the nail care processes of ancient times, our goal still remains the same – to present our hands to the world as a symbol of good care.

How to look after your nails

Although our nails may not be made up of living tissue, their appearance actually says far more about us than you may think – with how they look on the surface often reflecting the health of the living cells beneath the nail base.

Strength, growth rate, colour and shape for example, may all be indicators of recent health concerns, long-term issues or general imbalances within the body.

The following common nail problems may be indicative of a variety of underlying medical concerns and have been used as a diagnostic tool since ancient times³:

- Discolouration of the nail could mean there are problems with the liver, diabetes or issues with the lymphatic system.
- White spots could indicate problems such as cirrhosis of the liver or kidney disorder.
- Brittle nails may be indicative of iron deficiency, thyroid problems, impaired kidney function, or circulation problems.
- Peeling and chipping nails may mean that there is a mineral or protein deficiency in your daily diet.
- Dark blue nail beds could be a warning sign of pulmonary obstruction.
- Nail pitting (small depressions in the nail) is a common sign of psoriasis and can also be related to connective tissue disorders such as reiter's syndrome and alopecia areata.
- Nail clubbing describes the enlarging of the finger and the nail curving around the fingertip – often over a prolonged period. Clubbing often occurs as a result of low oxygen within the bloodstream and may be an indicator of lung disease.

Try to pay attention to your nails and note any lasting changes to their texture, colour, shape or growth rate. If you do happen to spot any of these changes and they are accompanied by other

changes in your general health then it is advisable to pay a visit to your GP so that you can report and discuss your concerns and appropriate treatment can be given if necessary. Other nail issues that may also occur include the following:

- fungal infections
- ingrown toenails
- ridges in fingernails.

Our nails and their appearance can act as an overall window to our health, so ensuring that they are well manicured and cared for not only means that we could gain important clues as to what is going on in the rest of the body, but also mean that we appear professional, tidy and presentable – an important factor when we are trying to make a good first impression.

Nail treatments

The nail care industry is ever expanding, with the vast array of services available now going far beyond that of the traditional manicure and pedicure and appealing to all ages and both genders.

If you are looking to give your hands a helping hand – whether it be a one off treat or the start of a regular regime - there is an extensive number of treatments now available from nail bars and independent nail technicians, some of which can be found detailed below.

At the nail bar

- Acrylic overlays and extensions

Can be pasted over the nail or at the top of an extension to create length and strength. Hardens when exposed to air.

- Gel overlays and extensions

Similar to acrylics but are considered to be the safer and more eco-friendly version of the two as they allow the nail to breathe. Need to be cured under a UV light whereas acrylics do not.

- Manicure

A cosmetic beauty treatment not only for the nails but also for the hands – often consists of a hand massage, moisturising treatment and file, shape and polish.

- Pedicure

A cosmetic beauty treatment for the feet as well as the toenails. Usually consists of a foot soak, pumice, moisturising treatment and file, shape and polish.

- Bio sculpture

A coloured or clear gel applied directly to the natural nail. Bio-sculpt gel is intended to mimic the natural movement and flexibility of the nail to keep them protected and strong with a non-chip finish. Lasts up to three weeks on fingernails and six to eight weeks on toe nails.

- Shellac™ nails

Combines the resilient finish of a gel nail overlay with the ease of paint on colour. One clear base coat is applied which is cured with UV light then two coats of coloured polish follow which are again cured by UV light. Lasts around two weeks.

- Gelish® nails

Similar to Shellac™ in that it is painted on like a nail colour but has the resilient finish of gel. Cured using an LED or UV lamp and stays on the nails for around three weeks.

- Nail art

Creative decoration of the nail including pictures, designs, stickers and other adornments. Can be done freehand or using the airbrush technique.

- Nail wraps

A sticker-like film applied to the nail to accessorise it without using polish. Can be applied in the home or by a professional nail technician.

- Minx® nails

A type of nail wrap with a metallic finish.

Full details about all of the above hand, nail and foot treatments can be found in our individual fact-sheets.

Looking after your nails at home

Of course, if you can't afford regular trips to the nail bar or you are between treatments you can look after your nails at home. Chemists and beauty stores now offer a variety of home hand, nail and foot treatments from home foot spas through to specialist scrubs, creams and polishes. See below for our top home nail care tips.

Nail tips

1. Moisturise

Applying a good moisturiser to the hands, nails and cuticles will help to lock water into the nails to keep them strong and healthy and will also help to keep hands soft and supple.

2. Protect your hands

Donning a pair of rubber gloves when carrying out cleaning activities or gardening is a simple way to protect your hands and nails from any harsh or drying chemicals and detergents.

3. Trim and file regularly

Use sharp manicure scissors or clippers to trim the nails to the desired length before using a file to achieve the perfect shape. To prevent breakages and splitting it is best to file gently in one long stroke from each side of the nail into the centre. Filing your nails a little on a weekly basis will help you to keep on top of the length and shape.

4. Care for your cuticles

Refrain from cutting overgrown or tough cuticles as this might lead to infection. Instead, soak the nails in warm water to soften them before applying and massaging in a cuticle oil or moisturiser. You can then use a cotton bud or an orange stick to gently push back the cuticle before removing any dead skin that is left on the nail bed (using a cotton pad or damp cloth).

5. Treat your feet

For a quick and easy pedicure in the comfort of your own home, pop a damp towel into the microwave and heat for a couple of minutes. Once it is toasty warm, cover the feet in a rich moisturiser (preferably one particularly aimed at feet) and wrap them in the warm towel.

6. Always apply a base and top coat

Whether you are going au naturel or for a bright pop of colour, a base and top coat will help to strengthen the nail, protect it from staining, prolong the colour and keep the nails looking shiny and lovely. A good pre-polish tip is to swipe a cotton pad soaked in acetone-free remover across the bed to ensure the nail is free of any excess oils or soap that can cause peeling once the polish is applied.

7. Speed up drying time

In a rush to leave the house but your polish is still wet? Use a hairdryer on a low heat setting for about a minute at a time to speed up the drying process. Be sure to hold the dryer at a safe distance of around 12 inches away from the nails.

8. Remove excess polish in the shower

Painted your nails haphazardly and have lots of nail polish on your skin? Wait until you get in the shower and then use an orange stick to flake away the softened polish.

9. Use acetone-free nail polish remover

Nail polish removers containing acetone are very drying on the nail and can lead to brittleness and peeling. We recommend you use non-acetone remover for everyday polishes and acetone ones for stubborn polishes such as glitter polish or very dark shades.

10. Treat discoloured nails

If your nails are discoloured and yellowing, or are stained from dark polish colours – applying a drop of lemon or lavender oil onto the nails and then gently buffing may help to remove the stains.

To keep your nails in tip-top condition, it is recommended that you have a professional manicure or pedicure every six to eight weeks (recommended length of time between other treatments may vary), maintaining the nails at home between treatments.

Chapter 7

Body Treatments

Body skin is all too often overlooked when it comes to the daily beauty regime. Some of us simply don't have time for all that scrubbing, exfoliating, cleansing and moisturising. When we have work to do and families to look after, time can be precious and skin-care often has to take a backseat. Unfortunately, neglected skin often means dry, unhealthy, dull-looking skin, which in turn can lead to premature wrinkles, excess grease, trapped bacteria and spots. Plus - it's pretty hard to feel attractive and confident when you know you're harbouring three months worth of dead skin and excess body hair underneath those opaque tights.

So, the answer to all your body skin woes? Book yourself in for a revitalising body treatment every few weeks or so with a beauty professional who knows what they're doing. Not only do professionals have access to all the best-smelling, most effective products and techniques, but all you have to do is lie there and relax. Perfect! Going to a spa, visiting a salon, or inviting a mobile beauty therapist into your home to administer a body treatment is a great way to keep your skin preened and pampered on a regular basis, at only a fraction of the time and effort.

How to choose a body treatment

It can be hard to settle on a decision when you're presented with a treatment menu the size of a small novel. There are literally hundreds of professional body treatments out there, from the standard mud wraps to rather more exotic treatments, such as body masks made from nightingale droppings and steaming baths filled with beer (it's true, they exist!)

So, with so many options available, how on earth do you choose a body treatment right for you?

First of all, you need to decide exactly what it is you want from the session and how you want to feel when you leave. For example, do you want...

- to have soft skin that feels nice to touch?
- to look and feel younger?
- to moisturise dry, flaky skin?
- to slim down a little for a big occasion?

- Or, do you want...
- to relax and unwind?
- to recover after a sporting activity (e.g. marathon, big match, long hike etc.)?
- to balance your energies and leave feeling centred and 'at one' with yourself?



Letting your beauty therapist know what it is you want from the treatment will ensure you're opting for the right one.

Remember - your beauty professional is there to help. If you ask, he or she will be able to explain each treatment to you and also advise you on which one to choose. All treatments are designed to be pleasant, enjoyable and generally good for your skin - so keeping an open mind and choosing randomly shouldn't be too much of a problem either.

Different salons, spas and professionals often give their body treatments a variety of catchy brand names, but don't let that confuse you - these are probably just slightly different spins on some of the more common body treatments, which include:

Body mask

A body mask, like a facemask, is a paste made from minerals, fruits or plants designed to improve the skin's healthy glow and texture.

Common body mask ingredients include:

- Seaweed - thought to hydrate and cleanse skin to slow ageing and improve skin texture and firmness.
- Salts - thought to reduce inflammation and flush toxins.

- Mud/clay - usually kaolin and bentonite, both of which are thought to draw toxins out of the skin and remove excess grease while it dries.
- Herbs and plants - plants have a huge range of therapeutic uses. Some are used to ease itches, reduce inflammation and cool rashes, and some are used to improve the look of skin.

These pastes are coated all over the body and left to dry or soak in for 20-30 minutes, before being wiped off with a damp cloth, or rinsed off with a soothing shower. The mask is often accompanied with a hand, foot or head massage, and followed by an all-over moisturiser to seal in the active properties of the mask.

Body wrap

The body wrap is a pleasant treatment which involves applying a mask all over the body, before cocooning it from the shoulders to the ankles in some form of warm, insulating material designed to raise the body's temperature. The extra heat is supposed to open up the pores and boost circulation to aid the absorption of the mask's active ingredients into the skin.

Wrap materials include:

- Mylar - similar to aluminium, this flexible, non-porous insulator offers a particularly intense warmth.
- Sheets and blankets - used when a lower temperature is required for the mask to work.
- Ceramic heating blankets and pads - these wraps are used alongside mud and seaweed wraps to draw out fluids and toxins from the pores.
- The body wrap is the treatment to choose if you want:
 - detoxified skin
 - inch loss
 - time to relax
 - a feeling of revitalisation
 - taut, youthful skin
 - to soothe tired muscles.

Body scrub

(Aka body polish, body glow and exfoliation)

The body scrub is the one to choose if you want a good all-over exfoliation. It involves being rubbed all over with a gritty lotion designed to get rid of dead skin cells that could otherwise clog up pores and cause spots and excess grease. Body scrubs can be made of:

- sand
- salt
- sugar
- coffee beans
- seeds.

These gritty bits should feel slightly rough against the skin but not painful - if the therapist rubs too hard you just have to say. Not everyone enjoys the same sensations. These gritty ingredients are usually mixed with a soothing lotion with added aroma to make your skin smell nice and feel smooth afterwards.

The body scrub treatment usually takes about 30-50 minutes from start to finish. Please note that this treatment is not recommended if you have any of the following:

- a fever
- sunburn
- contagious skin condition
- cancer.

Body massage

For full-on relaxation and muscle soothing, opt for a massage. With so many different types, this is one of the most versatile body treatments available. Body massages can be used to treat aches and pains, boost circulation and increase the firmness and suppleness of skin.

Massages

There are many different types of massage to choose from, and the one you opt for will depend on your own individual circumstances. For example, you may decide to go for health reasons, i.e. to manage pain, improve circulation or aid the process of injury. However you may just want to pamper yourself or relieve stress and tension. Where they are used for physiological or mental benefits they may be called “therapeutic”. There are many names given to the different types available e.g. Indian Head massage, Hot Stone and sports massage, and all will provide different benefits.

What is a massage?

It is the practice of using different types of touch, pressure and movements to the soft tissues of the body to achieve a beneficial response, such as releasing muscular tension, enhancing well-being and relaxing the body. They can be applied to individual parts of the body, such as the head or shoulders, or to the entire body, and are performed by a professional healthcare practitioner or masseuse. It is important that the massage therapist has the necessary knowledge, skills and experience to perform the treatment to prevent causing any damage to the tissues. If performed by anyone other than a professional masseuse they could potentially do more harm than good.

Standard treatments usually involve the client lying on a massage table, however other types can also be performed while the client sits in a chair or even lays on the floor. When a table is used, the session often begins with the client lying face up or face down, and then turning over during the middle of the session to face the opposite direction (this will obviously depend on the type you have).

Most involve the client being unclothed or partially clothed, and the practitioner will usually cover the parts of the body that aren't being massaged (this is often referred to as draping). Different countries practice different standards and in some places it is compulsory that certain areas are covered at all times. If you have any concerns, speak to your massage therapist before the session begins to ensure you will be fully relaxed during your treatment. You should also discuss with your practitioner your preferred technique (if you know what it is), the amount of pressure that's comfortable for you and any areas of the body you don't want massaged. You will

usually be asked about your medical history and physical condition before the session begins so the masseuse is aware of any problem areas.

Types of massage

Standard massages will concentrate on certain areas of your body (e.g. head or shoulders), or all of your body if you opt for a full body massage, and will involve the practitioner using different techniques to relax tense muscles and release any tension. Lotions or oils will often be used to help the process (where specific essential oils are used for their qualities to reduce stress, energise etc. this is often referred to as an aromatherapy massage). Different pressures and movements will be used and you should communicate what feels most comfortable with your therapist.



As well as the standard, there are many others involving specific techniques and approaches (often referred to as massage therapy). Some of these are listed below:

Hot Stone Massage

This involves placing heated, smooth, flat stones on key points on the body e.g. on your back, in the palms of your hands or between your toes. The stones may also be used in the hands of your practitioner while using massaging strokes. The use of heated stones on the body as a healing technique has been around for thousands of years, however it was only during the 1990's that the approach became recognised worldwide; a massage therapist from Tucson, Arizona spent three years researching and developing the method and as more people experienced the technique, its' popularity grew. The heat of the stones warms and relaxes muscles and improves circulation, while calming the nervous system.

Indian Head Massage

This is an ayurvedic form of healing and relaxation, used to relieve tension and stress. This technique is widely used in Asia but has grown in popularity around the world in recent years. The client will sit upright in a chair for this treatment and the therapist will use a variety of different movements and pressures on the neck, shoulders and head. This technique helps improve circulation, relieve stress, tiredness and headaches, and should leave the client feeling deeply calm.

Shiatsu

Shiatsu is a form of Japanese massage that uses pressure from fingertips (and sometimes thumbs, knees, elbows or feet) to improve the flow of vital energy, known as “ki”. The pressure is firm, but the treatment is relaxing. During a shiatsu treatment the client will be on a mat on the floor throughout and will remain fully clothed.

Sports Massage and Sports Therapy

This form of therapy is used to prevent injuries and enhance performance of athletes. A range of techniques, including stretching and soft tissue manipulation are used before, during and after the sporting activity by a sports massage therapist.

Reflexology and foot massage

This involves applying pressure to certain points on the foot that correspond to organs and systems within the body. The art of reflexology dates back to Ancient Egypt, India and China but it wasn't until the early 1900's that the technique began to grow in popularity in Europe.

It's believed that reflexology can be used to help restore and maintain the body's natural equilibrium. It is also used to help back pain, stress and headaches, and many people use reflexology to relax their mind and body. A professionally trained reflexologist can detect changes in specific points in the foot and works on these points to correspond to organs in the body.

Neck, shoulder and back massage

The back massage is probably one of the most popular and well known massages to be performed around the world, not only by professionals but also at home by couples as a relaxing

wind down after a hard day, or to relieve stress and pain in the back, shoulders and neck. Most people can give a massage which is satisfactory, but for a truly deep, or specialist massage it is well worth visiting a professional. A professional who has been trained in back massage techniques is able to focus on areas which need the most work and use the correct technique for a relaxing and stress relieving effect.

How much does a massage cost?

The price of a massage can vary greatly depending on area, type, and the therapist who is giving you a massage. For a full body massage in London you will generally be looking at a price range of about £45 - £120. Whereas a massage outside of London and UK cities can range from about £25 - £80. The charge will also depend on whether you are visiting the salon or if it is a mobile massage and your therapist is visiting your home. The second will usually be more costly as the therapist needs to buy equipment and take the cost of reaching you into account, however, sometimes mobile massages are cheaper as there is no room rental cost for the therapist to consider.

A lot of massage therapists and salons tend to charge based on the amount of time that you will be having your massage rather than the type of massage, so generally, the shorter the treatment, the cheaper the price. This applies unless you are having a specialist massage which is hard to get elsewhere, uses specialist equipment, or is out of the ordinary.

What training and experience should a massage therapist have?

Because massage is an unregulated therapy in the UK, some massage therapists choose to join a professional body. Clients can be assured that professional body members are fully trained, qualified, insured and capable of meeting a high standard of practice in massage.

There are a number of professional bodies working across the UK, some of which are detailed below. Although the following list is not exhaustive, it does mention some of the main professional bodies. To find out more about each, you are advised to visit their websites by following the links.

Association of Holistic Biodynamic Massage Therapists (AHBMT)

Founded in 1992, the Association of Holistic Biodynamic Massage Therapists (AHBMT) aims to uphold a high level of professional practice across the UK biodynamic massage industry. The AHBMT only registers qualified professionals who comply with their strict Code of Ethics and Complaints Procedure. The organisation also aims to educate the public on the benefits of biodynamic massage by publishing information and encouraging research.

Massage Training Institute (MTI)

The MTI, founded in 1988, is an esteemed organisation dedicated to regulating standards throughout the UK holistic massage industry. Although first created by a group of massage tutors, the body is now run as part of the Complementary and Natural Healthcare Council (CNHC).

The MTI runs a series of accredited training schools offering Diploma courses that help maintain the highest possible standards across the massage industry.

National Association of Massage and Manipulative Therapists (NAMMT)

The National Association of Massage and Manipulative Therapists (NAMMT) is a non-profit organisation formed to represent the interests of professional therapists. The NAMMT aims to improve the professional development of members by offering professional advice, acting as a networking facility and encouraging research into massage and manipulative therapy techniques.

Chapter 8

Botox

What is Botox?

Many people have heard of this miraculous treatment for wrinkles and expression lines, but what is Botox? It is actually the trade name for a substance injected into the skin which is known to inhibit muscle movement and prevent wrinkles developing or worsening.



The name Botox or Botulinum toxin actually comes from the word “botulous” meaning sausage. This is because the substance is actually related to a naturally occurring poison, occasionally found at dangerous levels in bad meat products which can paralyze and kill. It has been described as “the most poisonous substance known” but certain varieties in minute purified doses have been discovered to actually perform a safe and useful function.

Botox injections are now one of the most popular cosmetic treatments in the world and celebrities including Madonna and Kylie Minogue are rumoured to use this procedure for aesthetic purposes.

How does Botox work?

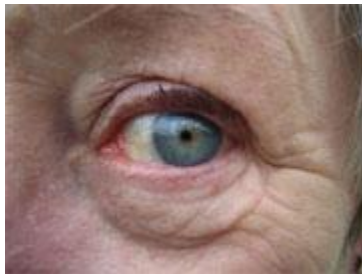
Botox treatment works by blocking the nerve signals to the affected muscles around the injection site. The muscles become more relaxed and their activity is reduced, in turn reducing the effects on the skin such as lines.

History

In the early 1970s botulinum toxin type A was first used in experiments on monkeys, but it wasn't until 1980 that the toxin was used on humans to help treat eye disorders. In 1989 the Botox A substance was approved by the FDA (the U.S. Food and Drug Administration) as a treatment for eye problems caused by malfunctioning muscles such as squinting, strabismus (wandering eye), amblyopia (lazy eye) and blepharospasm (twitching eye). Eye specialists then noticed that when using the drug for this purpose the area around the eye appeared much more relaxed and wrinkles were significantly less prominent.

Approval for the toxin was granted to be used for cosmetic purposes in 2002 and it has since become a popular anti-wrinkle treatment around the world. In 2006 it was declared the most popular cosmetic treatment in the United States. Other uses include the prevention of underarm sweating and the treatment of migraines, although treatments in these areas are still awaiting approval by the FDA.

The procedure



When injected into the problem area, it freezes muscle movement by blocking neuro-transmitters for a period of 4-6 months, so the treatment needs to be administered a few times a year to maintain the curative affects. Botox treatment should be undertaken by a qualified medical professional (preferably a cosmetic surgeon) as it is very important to get the right amount in the right area to avoid asymmetrical results, muscle drooping, frozen expressions and potentially dangerous consequences. Administered properly there are not many known problems associated with the treatment. If the Botox treatment is stopped the muscles will begin to function normally and the ageing process will resume.

It has become popular in the US to host Botox parties where friends can share the cost of the treatment by sharing the serum that they have paid for and having injections done at the same

time, however the FDA has administered warning against such parties and patients should be wary of such packages being offered by under qualified practitioners.

Just a wrinkle treatment? - What is Botox used for?

It can be used on humans for many reasons and is very helpful in the treatment of many medical conditions such as lazy eye, and cervical dystonia. It is also now being used to treat excessive sweating from the hands and underarms. However, for beauty and cosmetic purposes, it has become well known as a safe and effective wrinkle treatment aiming to reduce the appearance of wrinkles and lines in our faces.

Whilst it has a wide range of uses and new uses are being researched and discovered all the time, the most well known popular cosmetic use is as a safe and effective wrinkle treatment. Over time, the muscles we use on our face to create facial expressions, sun damage and the human ageing process can carve out grooves, lines and wrinkles in the skin which do not disappear when the muscles are relaxed. Botox relaxes the muscles and skin appears more youthful and less wrinkled.

Botox side effects and cost

The treatment is usually purchased by the vial or patients might be charged per area injected. Costs vary greatly but in the UK an average session might cost around £200. As far as Botox side effects go, if the wrinkle treatment is used correctly then it is considered a safe and effective procedure and side effects are generally only minor and may not occur at all. Occasionally some light bruising or redness might occur in the area of the injection but this should subside quickly. Sometimes patients may have difficulty in swallowing, speaking and breathing because of the muscles used in performing these things may become too relaxed, this requires immediate medical attention, but is rare if your practitioner has used the correct dosage. In rare cases an allergic reaction is possible and patients should seek immediate medical attention if symptoms of an allergic reaction occur. These may include difficulty breathing, swelling and a rash. As with any drug, there are side effects that can occur and this list is not exhaustive. To find out more about Botox side effects, consult your doctor or pharmacist.

However, these side effects are rare and are associated risks of any treatment or procedure, many patients have it in their lunch hour and return to work immediately afterwards! The effects of Botox on the muscles become apparent within a few hours, however the main effects will appear after about a week.

The regulation of Botox

What training and qualifications do practitioners need?

Despite Botox being a prescription only medicine, the practice is not subject to statutory regulation which means virtually anyone could set up shop and begin offering dermal fillers or Botox parties, even if they have zero experience and no qualifications.

Legally, because Botox is prescription only a doctor must prescribe it. However, once the prescription has been handed over, there is very little in the way of rules with regards to who can then administer the injection.

Whilst there is no statutory regulation for practitioners, the General Medical Council (GMC) have developed guidance for doctors on Good Medical Practice when it comes to prescribing Botox to patients.

The GMC stipulate that a doctor must carry out an assessment of a patients full medical history before issuing a prescription – a move which has been welcomed by the Nursing and Midwifery Council (NMC) who have stated that nurses who issue Botox without a written and signed prescription form would be in violation of standards and could face disciplinary action.

Whilst individuals who administer Botox are not legally obliged to do so, there are various professional organisations with whom they can choose to register. Whilst entry requirements for membership will differ between organisations, generally a high level of training and experience will be required, as will a pledge to abide by their guidelines, code of ethics and complaints procedure.

Here at Beauty Resource, we believe that Botox can be extremely dangerous when it is not administered by a trained and experienced professional, which is why we only allow members of the following organisations to advertise themselves as Botox providers on our website:

Treatments You Can Trust (TYCT)

Treatments You Can Trust (TYCT) is a register of regulated cosmetic injectable providers that is backed by the Department of Health and run by the Independent Healthcare Advisory Service (IHAS).

The register provides consumers with information about treatments, and only lists treatment providers who have been checked and registered by TYCT.

All registered providers are fully qualified and insured and are obligated to deliver treatments that are fully compliant with the TYCT standards.

The British Association of Aesthetic Plastic Surgeons (BAAPS)

All members of The British Association of Aesthetic Plastic Surgeons (BAAPS) are fully trained Plastic Surgeons who have undergone rigorous training and are experienced within the industry.

The BAAPS is based at The Royal College of Surgeons, and its primary aim has always been, and remains to this day to be ensuring high standards of practice within the aesthetic/cosmetic surgery industry.

Chapter 9

Dermatology

Dermatologists examine and treat all manner of skin conditions, from appearance-related issues like wrinkles and age-spots, to more serious health problems like allergies and skin cancer.

Statistically speaking around half of the UK population will suffer from a skin condition at some point this year, spending over £400 million in total on over-the-counter treatments.

Certain skin conditions are extremely painful, some have serious health implications, and some can have a dramatic impact on a sufferer's self-esteem and body confidence. A worrying 85% of people suffering from skin conditions believe that their mental health could be compromised as a direct result of feeling insecure and unhappy with the way their skin looks.

Cosmetic dermatology is a branch of dermatology that focuses specifically on the appearance of the skin. Combining medical knowledge with expertise in cosmetic trends, many dermatologists can help treat the effects of skin damage and ageing, including issues like facial flushing, thread-veins, wrinkles, moles, age-spots, dark eye-circles, sun damage and unwanted cellulite.

Skin health

To explore the skin's anatomy, learn about the causes of ageing and find information about common skin conditions dermatologists can help treat, please visit our Skin Health page now.

How can cosmetic dermatology help?



What if it's too late to prevent skin damage and premature ageing? Of course, the moment we desire smooth, firm, blemish-free skin is the moment we no longer have it. As teenagers we were probably too busy lathering on the tanning oil to worry about what effect the sun's rays would have on our skin in 20 years time. At that age it's easy to imagine we'll remain smooth and wrinkle-free forever.

Of course, none of us really stay wrinkle-free forever. Even the most genetically blessed among us can't hold off the effects of time and gravity for very long. Celebrities like Cameron Diaz and Madonna, who manage to look unbelievably flawless and youthful well into their 40s and 50s, are not genetic miracles: they have their dermatologists to thank.

Dermatologists are medically trained to administer a huge range of treatments designed to reduce the look of skin disorders, skin damage and ageing.

Combining medical knowledge with beauty expertise, cosmetic dermatologists treat the skin by:

1. Reducing lines and wrinkles.
2. Boosting volume and contour.
3. Improving skin surface and texture.

1. Lines and wrinkles

Lines and wrinkles appear naturally over time as the skin's levels of elastin and collagen gradually deplete and dynamic wrinkles (the creases that form when we make facial expressions) become static wrinkles (lines and creases that remain visible even once the face has returned to the neutral position).

We all know lines and wrinkles are an inevitable part of getting older, and we also know from the age-defying celebrities in the media and the multi-million pound wrinkle cream industry, that lines and wrinkles unfortunately do not fit into the modern idea of beauty. It is for this reason that Britons spend around £544 million a year trying to get rid of the lines and wrinkles across their bodies³.

Dermatologists tend to view lines and wrinkles in terms of levels of severity, adapting the course of treatment for each individual's own needs. The levels are:

Class 1: Fine wrinkles that develop early on.

Class 2: Fine to moderate deep wrinkles accompanied by a moderate number of fine lines.

Class 3: Lots of fine lines and deep wrinkles all over the face.

2. Volume and contour

Lines and wrinkles are not the only signs of damaged and ageing skin: gravity is as much of a culprit as time. As we grow older, our bodies gradually sink downwards, unfortunately giving us that hollow, sallowness associated with old age.

3. Skin surface and texture

Surface and texture is also important for the overall look and health of the skin. Researchers found that most people are able to accurately predict a person's age simply by looking at a single patch of their skin.

Irregular pigmentation (darker patches of skin) can make a person look older, less attractive and less healthy. Dermatologists use a wide variety of methods to improve the colouring, surface and texture of the skin to create a smooth, younger-looking complexion.

Dermatological treatments

There is a huge range of dermatological treatments available to treat lines, wrinkles, volume, contour, skin surface and texture. Here is a list of some of the most common dermatological treatments available:

Botox

Botox is the brand name for botulinum toxin, a chemical that, when administered in extremely small doses, causes localised paralysis in facial muscles. Dermatologists inject botulinum toxin into particular areas of the face to limit the movements of tiny muscles that control facial expressions. Because dermatologists very carefully select only certain areas to inject, the

untreated facial muscles are left free to move normally while the treated muscles remains paralysed - thus reducing the appearance of lines and wrinkles. Botox is used to treat:

- deep frown lines between the eyes at the top of the nose
- expression lines on the forehead
- crow's feet around the eyes.

The price of Botox starts at round £150.

To find out more about this form of treatment and whether it's right for you, please visit our Botox page.

Chemical peel

The chemical peel is a dermatological procedure involving the application of acid solution to the skin to remove the top layer and expose a new, healthier layer of skin beneath. Chemical peels can be used to treat:

- acne scars
- fine lines
- sun damage (dark spots, freckles)
- mild scarring
- dark patches caused by pregnancy
- dull skin.

Chemical peels cost between £70 and £500.

Dermabrasion

Otherwise known as 'dermasanding', or 'dermaplaning', dermabrasion is a surgical procedure that 'sandblasts' the surface layers of the skin to reduce the appearance of scars and wrinkles. The

patient is usually given a localised anaesthetic and sedation before the dermatologist uses either a wire brush, or a tool containing diamond particles, to scrub away the top layers of the skin.

Dermabrasion can be used to treat:

- wrinkles
- pigment change from sun damage
- raised or sunken scars from acne
- chicken pox
- surgical scars
- tattoos.

Dermabrasion can treat small, select areas (e.g. the lines around the lips) as well as larger areas of the face.

The price of dermabrasion depends on the size of the treatment area but it can cost anything from £1000 upwards.

Sclerotherapy

Sclerotherapy is a form of treatment involving the injection of salt solution into troublesome veins. Sclerotherapy is used to treat:

- varicose veins
- spider veins (enlarged blood vessels visible on the skin - especially the legs, face and nose).

It works by irritating the lining of the blood vessel so the walls swell and stick together, causing the blood to clot. Over time, this causes the blood vessel to become scar tissue that eventually fades from view.

You can expect to pay around £100 for one Sclerotherapy session.

Collagen injections

Over time, the skin's supporting structure (comprising mostly of collagen) begins to deplete, resulting in sagging and a loss of volume and contour. Dermatologists can administer bioengineered human collagen injections straight into the dermis layer to revive the plump, youthful look of the skin. Although the skin will normally accept the new collagen as its own, the levels will still gradually deplete once again over time and you may be required to have around two to four treatments a year. Brand names for collagen injections include:

- Sculptra
- Restylane
- Juvederm.

Collagen injections can cost anything from £250 upwards.

Laser skin resurfacing

Dermatologists administer laser skin resurfacing to remove very precise areas of the skin with pulsating and continuing light beams. Laser skin resurfacing is designed to treat:

- wrinkles
- warts
- birthmarks
- enlarged oil glands on the nose.

This procedure requires anaesthetic and sedation. The treated skin should take 10-21 days to heal fully.

Laser skin resurfacing can cost anything between £600 and £1000 for a single treatment.

Endermologie cellulite treatment

As well as wrinkles, age spots, dry skin and blemishes, 80% of woman⁸ also have the small matter of cellulite to deal with. Characterised by the 'orange-peel' effect on the skin of our

buttocks, thighs and stomachs, cellulite cannot be tackled easily with diet and exercise alone. Because cellulite forms in the hypodermis layer of the skin, it is in fact down to dermatologists to rid us of this unwanted guest.

Endermologie involves a mechanical massaging process designed to improve circulation, improve skin tone and reduce the appearance of cellulite.

Endermologie costs around £40-£70 per treatment. It usually takes around 6-10 sessions to get the desired effect but many dermatologists offer discounts on bulk bookings.

To find out more about this treatment, please visit our Endermologie page.

What training and experience should a dermatologist have?

All dermatologists working in the UK must be registered by law with the General Medical Council (GMC). Below we have provided general details of the GMC but if you wish to find out more about this organisation, please follow the purple link.

General Medical Council (GMC)

The General Medical Council (GMC) is the independent regulatory body for doctors in the UK. The GMC has strong and effective legal powers (established under the Medical Act of 1858) designed to protect the public and uphold the highest possible standards of practice. The GMC puts patient safety first, supports good medical practice, promotes fairness and equality, and ensures all registered doctors uphold accountability, integrity and transparency.

Skin Camouflage

Over one million people in the UK live with some form of altered image. Skin problems represent 20% of the NHS workload, making this the most common reason people visit their GPs in the UK.

'Altered image' can be defined as an aesthetic difference acquired either at birth, or after an accident, an attack, a disease, a failed cosmetic procedure, or an operation.

The emotional impact of having an altered image can be huge. In a society where we look up to celebrities who rarely make it to their late twenties without having some kind of 'corrective

procedure' to get rid of bumpy noses, smile lines and slightly wonky teeth, living with an altered image caused by severe scarring, burns, skin conditions and disease can be incredibly difficult at times.

Skin camouflage is a temporary but practical technique used by both men and women to disguise non-infectious skin conditions such as acne, vitiligo and rosacea, as well as burns, scars and stretch-marks.

Most clients who choose to have skin camouflage just want to enjoy an ordinary life without the extra attention, prejudice and feelings of self-consciousness that often come with looking noticeably different.

Camouflage can be used for one-off occasions like weddings, public events and nights out, or it can be applied daily and worn at work, at the gym and even in the swimming pool.

What is skin camouflage?

Skin camouflage is the name given to a form of highly pigmented substance used to conceal non-infectious skin conditions and scars. The camouflage comes in three parts:

1. Complementary colour - an undercoat designed for particularly hard-to-cover patches (including coloured tattoos).
2. An oil-wax based cream.
3. A loose powder that sets the cream in place.

The first step in the skin camouflage process is to book a consultation with a professional specialising in skin camouflage. During the consultation, the professional will match your skin as accurately as possible to a shade of camouflage, before teaching you how to apply the specialist products yourself.

Unlike regular make-up, skin camouflage products are designed to be water resistant, which gives the wearer the confidence to go swimming without it washing away. However, no brand should be considered 100% rub proof - it is easily removed with detergents should the

camouflage transfer to clothing or bed linen. Always pat the area dry when wet - otherwise you could disturb the camouflage.

What to expect during your appointment

Your skin camouflage appointment will take around an hour to complete. After an initial consultation, during which you will be asked to identify the area or areas you want camouflaged, your beauty professional will set about developing a colour match that blends perfectly with the rest of your skin.

Step one: apply

Once an acceptable skin match is agreed, your skin camouflage will be applied in one of three different ways:

1. Finger tips are used to carefully wipe, dab or rub the cream over the affected area – this is quickly achieved, even over the largest of areas.
2. A sponge is used when the skin is fragile or may quickly redden.
3. A brush is usually used over fine scars (when a sponge or fingers would apply too much product).

After the cream has been applied, there are four or five more steps for your beauty professional to complete:

Step two : powder

Powder is required to fix the cream, which helps to prevent smudging. This is applied in a rolling-pressing motion. A powder mop or the reverse of the powder puff is then used to remove any excess powder, or the area can be blotted with a dampened flannel.

Step three: fix

The fixing stage ensures that the camouflage becomes water and smudge-resistant. Fixing is achieved with a fair quantity of powder, dabbed on with a puff in a pressing, rolling motion.

Step four: brush

A brush is then used (in the direction of hair growth) to remove any excess powder.

Step five: final cover and blot

Your beauty professional may find that another application of camouflage is necessary. After this is applied, he or she will dampen a flannel or sponge and press it gently over the area in a blotting motion. This will remove any excess chalkiness from the powder and also help the camouflage cream to set.

Of course, you won't be expected to go to your professional every morning for reapplication - part of your initial appointment involves a tutorial in how to apply and remove the camouflage yourself - and you will be given a chance to run through the process under the supervision of your professional.

Maintaining camouflage

Be aware that any contact with oily substances such as sun-tan oil, aromatherapy massage oils, soaps and soap substitutes will remove the camouflage. Care must therefore be taken with any camouflage applied to backs of hands and fingers when using hygiene products.

Removing camouflage

Soap and water, or cosmetic wipes, or using a soap substitute will remove your camouflage (if necessary remove the soap substitute with soft tissue). Camouflage should be removed daily, especially from the face.

What can be camouflaged?

Skin camouflage is designed to conceal discoloration to the skin; however, it cannot alter its function or texture. The following non infectious conditions are commonly requested for camouflage application,

Skin conditions:

- rosacea
- flushing/blushing
- freckles
- hypo-pigmentation
- age-spots
- thread veins
- stretch marks
- cleft lip
- acne
- portwine stains
- café au lait marks
- plaque psoriasis
- vitiligo.

If you notice changes in your skin, you are advised to consult a medical professional before continuing with your camouflage applications.

Scarring as a result of:

- burn injury
- skin condition
- skin graft
- surgical procedure

- self-harm
- car accident
- other accident
- disease
- assault/violence/abuse.

Other:

- Radiographer's markings.

What can't be camouflaged?

Skin camouflage can only be used to cover healthy, diagnosed skin conditions. A beauty professional will never camouflage any of the following:

- bacterial and fungal infections including ringworm
- blistering or ulcerated skin
- chill-blains
- open wounds
- moles (moles need to be monitored in case of changes indicating cancer)
- infestations like scabies
- stitches
- varicose veins
- warts/herpes/shingles and other viral infections
- pustular forms of psoriasis
- skin cancer

- measles and chicken pox.

Benefits of skin camouflage

It is important to realise that many people live quite happily with their skin conditions and scarring without feeling the need to camouflage them - they view them as unique and natural parts of their own bodies. Unfortunately, we do live in a society that frequently stigmatises anything deemed 'different'. This means that people who live with noticeable differences also commonly live with prejudice, intrusive stares, inappropriate questioning, name-calling and even sometimes physical abuse. It is for this reason that many choose to hide their conditions with skin camouflage.

People choose to have skin camouflage because it enables them to:

- avoid extra attention
- no longer feel defined by their altered image
- blend into the crowd when they want to
- feel more confident.

Skin camouflage offers a simple solution to complex problems - its role immediately after diagnosis or at a later date can help clients regain their confidence and self-esteem and allow them to return to normal life.

Skin camouflage: General

What does skin camouflage feel like?

Some people imagine skin camouflage feels thick and heavy. This is not so - if the formula is applied properly it should be smooth to the touch with a non-greasy matte finish.

Does camouflage cream smell?

No. Camouflage creams are fragrance-free so, unlike products like fake tan, the smell won't give anything away.

I am female - can I wear normal make-up over my camouflage?

Yes, certainly - you can layer your usual products on over the camouflage - bronzer, blusher, highlighter, eye-shadow etc., to create the look you want.

What training and qualifications do practitioners need?

To ensure your skin camouflage practitioner works to the highest possible standard, you are advised to check whether they are a member of a professional body.

Chapter 10

Skin Health

Unfortunately over time skin loses its fresh, youthful look. Sun damage, unhealthy lifestyle and the pesky combination of time and gravity can take its toll on the look of skin.

To understand why this happens, it can first help to understand a little more about the anatomy of the skin.

Why do we have skin?

If, like so many of us, all your knowledge of human biology dissolved the moment you walked out of the exam hall on the last day of school, don't worry. It's simple.

The purpose of skin is to protect our innards from light, cold, heat, injury and infection. It also contains millions of receptors that allow us to process 'touch' sensations like texture and temperature.

Amazingly, the skin is the biggest organ in the body. Experts estimate that if you cut it all off and laid it flat on the ground, it would cover an area measuring between 18 and 20sq ft. That's the size of a large living room.

What is skin made of?

Skin is made up of three different layers:

1. The epidermis

The epidermis is the outer layer of the skin: the part that we can see. This layer contains a protein known as keratin (the same substance hair and nails are made out of). The main function of the epidermis is to store melanin, which determines the colour of a person's skin. The higher the melanin content, the darker the skin will appear.

Because keratin is water-soluble, the epidermis also acts as the body's 'tarpaulin' - a waterproof covering protecting the vulnerable inner organs from water saturation.

2. The dermis

The dermis layer, 10-20 times thicker than the epidermis, is essentially the engine room of the skin. It contains everything the skin needs to function: blood vessels, lymph vessels, sweat glands and hair follicles. These are all held together by tough connective tissue made up of 70% collagen and 30% elastin. Collagen gives the skin its resistance to traction and strain and elastin gives skin its stretchy quality.

3. The hypodermis

The hypodermis is the deepest and thickest layer of the skin, bonding the upper layers to the underlying tissue with a fibrous lining of collagen and elastin proteins. The hypodermis consists mostly of fat-storing cells, which exist as an emergency energy store for the rest of the body when reserves run low. The two main functions of the hypodermis, otherwise known as the subcutaneous tissue, are:

- a) to regulate the body's temperature
- b) to protect the vital organs from impact by acting as a cushioning 'shock absorber'.

Does skin anatomy change over time?

Yes, as we grow older the skin's production processes begin to slow down, causing the anatomy of the skin to change over time. Although these anatomical changes happen naturally to all of us, how obvious they are, and how quickly they appear, depends largely on the environment we live in and the lifestyles we choose to lead.

Although much of the ageing process is genetic, studies involving identical twins have shown that two people with exactly the same genetic make-up can, in old age, grow to look completely different. This essentially means that every wrinkle, mole, blemish and scar you have is a product of the person you are and the life you've led. Consider the following:

Your personality

What kind of person are you? Are you a happy person who loves to laugh and please people? If so, you're far more likely to develop laughter lines than a person who feels perpetually moody or angry. Unhappy people are more likely to develop deep wrinkles and furrows in their foreheads because they probably spent more time frowning and grimacing.

Your hobbies

Your hobbies could have a visible effect on the look of your skin as you get older. For example, a person who spends their whole life sailing across the world under the glare of the sun is more likely to have older-looking skin than a person who dedicates their life to building computer software in their basement.

Of course, that's not to say that people with outdoor hobbies will always have older-looking skin than people with indoor hobbies. There are hundreds of other factors to take into account, too. For instance - although the software developer may have avoided sun damage, a lack of vitamin D and exercise could instead make the skin pallid, dry and malnourished - all factors that also contribute to premature ageing. The trick is to achieve a healthy balance by varying your hobbies and activities throughout life.

Your habits

Smoking and drinking are of course detrimental to skin health and smokers are thought to look around 2.5 years older than people of the same age who don't smoke.

Your favourite foods

Other than your body's fat content, your skin is one of the biggest giveaways of a bad diet. People who eat too much sugar, fat, salt and refined carbohydrate are more likely to develop spots and dry, flaky, dull skin. However, some skin conditions, like acne, are genetic and therefore unlikely to be effected very much by diet.

Skip down this page to Lifestyle and skin health to learn more.

Ageing and skin health

Age is one of the biggest determiners of skin health. Imagine you're looking at an 11-year-old and an 80-year-old standing together. Immediately you'll notice huge differences in the appearance of each individual's skin. The child is likely to have:

- smooth, firm skin
- full-looking cheeks and firm facial structure

- a clear, rosy complexion.

Whereas the older person is likely to have:

- deep lines and wrinkles - especially around the eyes and mouth
- yellowy, inconsistent colourings
- thin, papery skin - almost transparent-looking
- age spots (liver spots) - patches of discoloured skin
- sagging skin around the jaw-line and neck
- visible veins and broken blood-vessels, especially on the nose, which can often become a purple-red colour.

These differences occur over time because of certain anatomical changes in the skin:

1. Changes to the hypodermis (deepest level of the skin)



The fatty hypodermis layer provides padding, which gives the face and body the bulk of its physical structure and explains why young people tend to have fuller-looking cheeks. The size of a person's hypodermis layer depends on their age, sex and health. The hypodermis layer tends to be around 8% thicker on females than it is on males. As we get older the distribution of fat in the hypodermis changes and the volume decreases. This results in the 'sallow' look associated with old age, which encompasses hollow cheeks, bony feet and spindly hands. However, subcutaneous fat around the thighs, waist and abdomen tends to increase as we age.

2. Changes to the dermis (middle layer of the skin)

Reserves of collagen and elastin (the proteins that give skin its bouncy, firm feel) start to deplete with age at a rate of around 2% a year. The loss of structure in the dermis results in skin rigidity and decreased elasticity. You can test your skin's elasticity by pinching the back of your hand. Young skin will spring back immediately, whereas older skin will take a lot longer to sink back to its original form.

3. Changes in the epidermis (outer layer of the skin)

This layer contains melanin, the substance that controls the skin's pigment. The amount of melanin present in the epidermis decreases at a rate of 2-8% every 10 years, resulting in uneven pigmentation in elderly skin. The production of sebum, the oily substance that keeps the skin hydrated and the hair shiny, also begins to deplete with age, which can result in dry-looking skin and hair.

4. Changes to the skin's thickness

At the age of 20, skin ceases to grow any thicker. After that, it becomes progressively thinner - a process that speeds up with age. Skin thinness is most pronounced in areas we leave exposed to the sun and elements - i.e. the face, neck, hands, forearms and chest. Skin thickness decreases faster in women than it does in men.

The physical effects of ageing can differ from person to person depending on a number of factors, including their genetics and the way they choose to live their lives.

Environment and skin health

While your lungs, heart, liver, kidneys, brain and other vital organs sit snug and warm inside your body, encased in a protective framework of bone and muscle and layers of cushioning fat, your skin is out there, exposed to the elements, taking the full brunt of life.

The problem with being soft and squidgy in a world full of hard edges, hazardous substances, dangerous microbes and harmful rays, is that the environment can quickly and easily leave its mark on the skin in the form of scars, moles, blemishes, dry patches and wrinkles.

Some environments damage the skin more than others, including:

Sunny places

Harmful UV rays can trigger premature signs of ageing and dramatically change the appearance of skin. One study involving identical twins found that individuals who spent more time in the sun than their siblings looked noticeably older⁶. UV rays can cause:

- pigment changes
- moles
- exposed blood vessels
- easy bruising
- skin tearing
- fine wrinkles
- skin cancer.

One way to avoid the ageing effects of sun damage is to wear sun-cream with SPF15 (although 30 is better) everyday. Lots of good moisturiser companies incorporate low-factor sun-cream into their formulas.

When sitting in direct sunlight, cover up with protective clothing like sunglasses, brimmed hats and t-shirts - studies show that the skin we expose regularly to the sunlight, such as our face, forearms, neck and hands, tends to age a lot faster than the unexposed skin on, say, our back, stomach and thighs.

Polluted cities

After spending just one day travelling around a large city, skin can take on an oily, slightly gritty feel. This is because city air is full of toxins, dirt and dust, which clogs up pores and causes:

- skin dullness
- skin allergies
- eczema

- blood vessel damage.

Free radicals also present in polluted air can reduce the supply of oxygen to the skin cells. With limited oxygen, the skin's processes begin to slow down and the production of collagen, the protein that keeps skin firm and supple, begins to deplete. This is thought to contribute to:

- fine lines
- wrinkles
- dry patches
- rough skin.

For many of us, avoiding pollution is impossible. 90.1% of the UK population currently live in urban areas, with an expected 2% rise over the next 20 years.

However, there are certain measures we can take to protect our skin from pollution (aside from leading greener lifestyles), including:

- Carry moisturising face wipes around with you so you can cleanse your skin regularly throughout the day, whether you're on a train or in a meeting at work.
- Exfoliate twice a week to remove all dead skin that could clog up your pores.
- Use moisturiser every day to prevent your skin from drying out.
- Drink plenty of water (filtered) to hydrate the skin and increase cell production.
- Use products that contain antioxidants.

Lifestyle and skin health

As well as the environment you live in, the lifestyle choices you make can effect the health and appearance of your skin. Some lifestyle choices are thought to increase the likelihood of skin damage and some are thought to reduce it.

Smoking

As well as causing cancer and a whole host of nasty respiratory diseases, smoking can cause extensive damage to the skin.

Smoking limits the body's ability to absorb oxygen, which effects the healthy production of skin cells and proteins and can cause:

- dry, dull skin
- hundreds of tiny lines
- yellowish pallor
- uneven skin tone
- sagging skin
- sagging breasts and 'bingo wings' (hanging arm skin)
- deep lines around the lips (caused by inhaling smoke)
- age spots
- stained fingers and nails
- psoriasis - thick, scaly skin.

Drinking alcohol

As well as making you look like a bleary-eyed wreck the morning after, drinking excessive amounts of alcohol could have detrimental long-term effects on the appearance of your skin. Alcohol is a diuretic, draining the body of moisture. Dehydration deprives the skin of the oxygen and nutrients it needs to look healthy and glowing. The long-term effects of alcohol consumption on the skin include:

- Rosacea - a skin disorder that starts with a tendency to blush and can eventually lead to facial disfigurement.
- Dilated blood cells - these give the skin a flushed, red look, eventually causing red bumps and pus spots.

- Bloated, puffy face - caused by a build up of toxins.
- Cellulite (bumpy, 'orange-peel' skin - most commonly found on the buttocks, thighs and tummy area).
- Smelly sweat.

To avoid skin damage from alcohol, you are advised to drink no more than:

- women: 2-3 units a day (175ml glass of wine)
- men: 3-4 units a day (pint and 1/2 of beer).

Stress and depression

One U.S study found that women who experienced distress over a divorce looked on average 2 years older than their married or widowed twin siblings.

However, researchers aren't sure if premature ageing is a result of distress itself, or of the anti-depressants that are commonly used to treat it.

Physical activity

People who lead physical lifestyles tend to stave off the signs of ageing longer than those who lead sedentary lifestyles.

Exercise helps the skin by:

1. Boosting circulation - pushing oxygenated blood to the surface improves skin tone and encourages a healthy glow. It also feeds the dermis with vital nutrients and vitamins to increase the efficiency of the skin's processes.
2. Making the body sweat - sweat washes through the skin's pores and cleanses the body of spot and blemish-causing toxins.
3. Producing 'feel good' hormones like serotonin reduces feelings of stress, an emotional state known to contribute to skin conditions like acne and psoriasis. In addition, people who feel

happier in life are probably less likely to frown and therefore less likely to develop deep lines and creases in their foreheads.

Good hygiene

People who live healthy, hygienic lifestyles with regular grooming rituals often have better-looking skin than those who neglect theirs. It's important to scrub dead skin off regularly, wash daily to prevent pores from becoming clogged with dirt, and keep skin moisturised to prevent dryness and dehydration.

Skin conditions

As well as ageing and natural wear and tear, skin conditions can occur at any age to any skin type. Some of the most common skin conditions include:

Acne

Most people will suffer from acne at some point in their lives. Acne (clusters of spots) is most prevalent on the face, back and chest and can range from very mild to very severe. Very severe acne can last for many years and even produce deep scarring.

Acne has been linked to hormonal changes during adolescence and is thought to be caused by overactive sebaceous glands. Contrary to common belief, there is no evidence to suggest that acne has anything to do with poor hygiene or diet.

Dermatologists can be called in to help treat particularly severe acne - especially when the skin develops boils or cysts that need specialist treatment.

Psoriasis

Psoriasis is a condition that causes red, scabby, scaly patches to appear all over the body. The condition affects around 2% of the population and occurs as a result of a build up of immature skin cells. Psoriasis occurs most commonly on the elbows, knees, lower back and scalp and can cause an itching or burning sensation.

For some people, psoriasis is a minor irritation but for others, it can severely impact the quality of their life. It is a chronic condition and often goes through a cycle of flaring up and calming down. Psoriasis is not infectious.

Rosacea

Rosacea is a skin condition most common in fair-skinned females between the ages of 30 and 50. It's characterised by the regular inflaming of the skin on the face and can even lead to a thickening of the skin resulting in facial disfigurement.

Episodes can be triggered by stress, hot drinks, cold weather, certain types of food and exposure to sunlight. Rosacea can be treated by a dermatologist with creams, antibiotics and dietary advice.

Chapter 11

Teeth Whitening

A smile is a fantastic tool. A smile can immediately transform your appearance, make you feel happier, make you appear in control, make others feel happier and even extend the length of your life. However, according to the British Orthodontic Society, a massive 45% of adults are unhappy with their teeth and 25% believe the state of their teeth affects their self-esteem¹. This begs the question - just how many of us are hiding our smiles simply because we don't like our teeth?



Teeth yellowing and staining is, sadly, a natural part of the ageing process. Sometimes even years spent avoiding cigarettes, tea, coffee and red wine can't reverse the natural yellowing of teeth that occurs over time. Yellowing occurs because the brilliant white outer layer of enamel gradually thins over time, revealing the yellowish layer of dentin beneath. One way to tackle the effects of yellowing and rejuvenate a long-concealed smile, is to undergo teeth whitening treatment, otherwise known as bleaching.

About teeth whitening

Teeth whitening is a type of cosmetic procedure undertaken either by any professional registered with the General Dental Council, or by yourself with a DIY whitening kit. There are two types of teeth whitening treatment to choose from. These are:

- chemical bleaching
- laser treatment (power whitening).

Skip straight to 'Types of teeth whitening' to find out more about how each of these treatments are administered.

History of teeth whitening

Having a set of bright, white teeth has been an indication of health and beauty for many thousands of years. In the past we've gone to great lengths to achieve the perfect smile - the ancient Romans even swilled their mouths with human urine in the belief that it would make their teeth stronger and whiter. This rather strange belief was not entirely unfounded - urine happens to be rich in ammonia, a substance still commonly used in dentistry today.

Teeth whitening in Britain during the 18th and 19th centuries was carried out by barbers, many of whom doubled as dentists and surgeons. The process involved filing the teeth down with a special kind of metal file, then dabbing them with nitric acid, a highly-corrosive substance which whitened teeth initially but eventually destroyed the enamel and frequently led to serious tooth decay. This less than ideal treatment was replaced in the 1980s by dentists who, by fluke, discovered that oral anti-septic gel, used to treat gum problems, also appeared to whiten the teeth. This rather fortunate discovery soon spawned a global industry that, by the late 1990s, was worth around \$33.7 million².

DIY teeth whitening kits were introduced to the market in the 90s and proved extremely popular among people looking for a dazzling smile in a matter of weeks. Today, many toothpaste and mouthwash brands try to capitalise on the teeth whitening industry by promising 'whiter teeth within 14 days', but these methods are far less effective.

The Academy of General Dentistry reports that now, thirty years after its conception, the teeth whitening industry is worth around £600 million, a figure that continues to grow by 15-20% every year.

Types of teeth whitening

There are currently two widely accepted forms of teeth whitening treatments available:

- chemical bleaching
- laser whitening (power whitening).

Chemical bleaching

What does chemical bleaching do to the teeth?

Chemical bleaching is the most common form of teeth whitening. Dentists tend to use a formula made up of 15-35% hydrogen peroxide gels. However, home kits usually only consist of around 10-20% hydrogen peroxide for safety reasons. The hydrogen peroxide is used to soak through the surface enamel of the tooth in order to oxidise the organic composites within the staining. The oxidation process leaves smaller, lighter molecules in the place of the bigger, darker ones in order to lighten the tooth by a number of shades.

How is chemical bleaching administered?

There are two possible ways to administer chemical bleaching:

- via a dental professional
- with a DIY whitening kit.

Dentist

Dentist supervised chemical tooth whitening can be carried out in your own home or at a dentist surgery. The treatment will begin with a check-up to ensure gums are healthy and any cavities are filled in. Your dentist will then gently clean your teeth with pumice and place a protective barrier over your gums. The hydrogen peroxide paste is then coated over the teeth and left to soak in for several minutes, after which it is washed off and applied again, perhaps several times.

The benefits of choosing dentist treatment over DIY treatment include:

- a health check-up to make sure you have no other problems such as tooth decay or gum disease
- stronger, more effective formula
- guarantee of correct application.

DIY whitening kit

The formula found in DIY teeth whitening kits is usually much weaker than that used by dentists. It also contains glycerine, sodium hydroxide, carbomer, water and flavouring agents. You will be required to squeeze this into a mouth guard, which you will then wear over your teeth for a couple of hours a day for up to six weeks. Benefits of choosing DIY treatment over dentist treatment include:

- often cheaper
- you can do it in your spare time.

Laser treatment (power whitening)



Laser treatment, otherwise known as power whitening, is the newest form of teeth whitening and is generally believed to produce the fastest and most effective results. This kind of treatment can only be administered by a dentist due to the nature of the technology required.

After your mouth has been assessed for good health, your dentist will then place a rubber dam over your teeth in order to protect your gums before painting your teeth with bleaching paste. Your dentist will then shine a laser over your teeth in order to activate the chemical and speed up the whitening process. Dentists claim that power whitening has the ability to turn your teeth up to six shades lighter than their original colour.

Teeth whitening FAQ

Will teeth whitening work on me?

Teeth whitening treatment cannot promise to change the appearance of your teeth. Often, the results are very subtle and don't tend to have much effect on heavily stained teeth.

Teeth whitening is not recommended in the following situations:

- if you have false teeth/dentures
- If your enamel has worn away leaving the root exposed
- when your teeth are very brown
- if you are pregnant
- if you are under the age of 18.

How long will teeth whitening last?

This varies significantly from person to person and can range from anything between a few weeks and three years.

How much does teeth whitening cost?

Costs of procedures vary widely from practice to practice depending on location, experience and materials used. Generally speaking, teeth whitening administered by a dentist should cost in the region of a few hundred pounds. DIY whitening kits can range from around £8, to over £100.

What are the risks of teeth whitening?

Although teeth whitening can be an effective cosmetic treatment, it doesn't come without its risks. Side-effects of having your teeth whitened include:

- increased tooth sensitivity straight after treatment
- sore throat
- tender gums
- white patches on gums
- gum blisters.

You are advised to avoid teeth whitening treatments until you are over the age of 18, once your teeth are fully developed.

Who is qualified to whiten teeth?

As it stands, teeth whitening is not a recognised qualification in the UK, nor is it a service which is subject to statutory regulation. This means that whilst procedures often involve the use of potentially harmful bleach or lasers, no training is required to set-up shop and deliver these services to consumers.

The General Dental Council (GDC) is the organisation responsible for regulating dental professionals in the UK, and have decided that teeth whitening is part of the practice of dentistry. This means that you should only let a fully qualified professional whiten your teeth. Here at Beauty Resource, you will only find individuals advertising their teeth whitening services if they have provided us with proof of membership with the GDC. More information about this organisation can be found below:

General Dental Council (GDC)

The General Dental Council is the statutory regulator for all dental professionals in the UK, and by law, the following groups must be registered with the council in order to work:

- dentists
- clinical dental technicians
- dental hygienists
- dental nurses
- dental technicians
- dental therapists
- orthodontic therapists.

Primary aims of the GDC include:

- Ensuring that all of the above professionals keep their skillset and knowledge up-to-date.
- Ensuring the standard of dental education throughout the country is high.
- Ensuring that a high quality of care is given to patients.

- Ensuring that patients complaints and questions are dealt with.

Only dentists, dental hygienists and dental therapists are permitted to carry out teeth whitening, and any other practitioners carrying out these services could face disciplinary action.

References

1BOS.org, 'YouGov Survey'

2Enotes, 'Teeth Whitener'

Chapter 12

Make Ups



Many of us are guilty of not paying as much attention to our makeup as perhaps we should. From foundation lines and clumping mascara to looking as if we've been 'tangoed', we've probably all had disasters at some point. Most beauty professionals agree that it should enhance your best features and minimise the negative ones; not make you look like a completely different person!

Whether you've got a big occasion coming up (such as your wedding) and you want your makeup to be perfect, or you just want to learn about how professionals apply makeup, most beauty salons offer cosmetics application for occasions and make-up lessons.

Wedding make up



A woman's wedding day is often considered the most important day of her life and every bride dreams of a perfect wedding. This includes looking perfect so it makes sense to leave the wedding makeup to the professionals – the risk of a disaster is then far less likely! Not only could the entire day be ruined if the wedding makeup goes wrong, but the wedding photographs will be around to haunt the bride forever!

A pre-wedding consultation is essential. Colours and styles can be discussed and tried until the bride finds her perfect look. It's all very well having a professional to do the make you up, but

the bride won't be happy unless she feels comfortable with her look, so a 'rehearsal' should leave her feeling confident and you could pick up some makeup tips along the way. This will make the actual day of the wedding more relaxing as she'll know what to expect and won't be surprised with the finished look.

Brides should allow at least an hour and a half for their appointment. This will be plenty of time to perfect the look and allow for any interruptions. However this may vary with different beauticians so check this in advance!

Makeup lessons



Some women are lucky enough to be born with a natural creativity which helps them to apply their makeup. Other women spend huge amounts of time studying how others apply it and browsing magazines for inspiration and make up tips. With enough practice they too can master the application. So what happens to those of us without a natural creativity or time to learn the art of applying cosmetics? The answer's simple: either we accept our faces will never look like that of a models or we call in the professionals for help.

Beauticians will be able to advise you on the colours that suit you and how to apply all the different products to achieve the best look. It's amazing the difference applying cosmetics correctly can make – just a foundation can transform your skin from drab and dull to radiant and glowing.

Every person has a different skin tone, eye colour, lip shade, cheekbone structure, face shape and hair colour, and all will be complemented by a different coloured foundation, eyeshadow, lipstick, blusher, mascara etc. Unless you know which colours complement your unique appearance, you won't be making the most of your make-up. All products can also be applied differently too, so there's a strong possibility that the way you're applying your cosmetics now could be improved. A beautician will be able to discuss this fully if you book a makeup lesson.

Professional makeover

Another trend that is sweeping the UK beauty and make up stores is to offer makeovers for willing shoppers. This is a great way for them to sell you some of their products while you are in their store, if you are happy with the results of your makeover.

However, this will not always be the best makeover option for you. Going to a professional make up artist or beautician is likely to leave you with a better makeover which suits your personality, skin type, colouring and budget. This is because make up artists and beauticians who are not working for a make up store are more likely to have a choice of different brands and types of makeup and so are more likely to have ones that suit you. Their end goal will always be to make you look your best rather than sell you some of their products and they will be properly trained and know how to look after and enhance your particular skin type.

Makeup tips

There are loads of things you can do to make your cosmetics suit you and most tips will be different for each person, but here are a few which apply to everyone:

- Start with a good natural look - Your make up will only look great if it is applied on a well looked after base. The skin on your face should be clean, free from dead skin and well groomed before you even attempt to apply any cosmetics
- Use a gentle face scrub once a week to keep skin clear from dead skin and dirt
- Invest some time in shaping and plucking your eyebrows. Eyebrows shape your face, and no amount of makeup can do it as well as a good shaped brow. If you are scared to work out your own shape or pluck your eyebrows have a qualified beauty therapist do it for you. It shouldn't be too expensive and it will be well worth it
- Less is more - Don't go overboard on your basics, they are there to enhance your features, not drown them
- Choose colours that complement your skin tone, when buying, try them out and use a mirror to work out what suits you best, which colours make your eyes stand out and enhance your features

- When choosing foundation, go for your natural colour, it is designed to create an even skin tone, not give you a tan. Too dark a colour will create streaks and too light will make you look ill!
- Use a well lit area and a good mirror when applying your makeup

Semi Permanent Makeup

Semi permanent makeup can be the solution to so many of our beauty worries, from filling out an ageing lip line to restoring the natural look of breasts after cancer surgery. As a means of enhancing a youthful appearance semi permanent make-up is often a great alternative to fillers and botox and is used for a wide range of treatments such as lip enhancement, eyebrow tattoos and scar coverage.

Well filled out eyebrows and a perfectly drawn eye-liner can take years off of the face and semi permanent makeup doesn't carry the risks associated with invasive cosmetic surgery. If nothing else, semi permanent makeup is a great time saving device – you'll never need to worry about popping to the toilet to reapply your lipstick or eyeliner because you know you'll always have a perfectly fresh face.

What can be achieved with semi permanent makeup?

When people think of permanent makeup they think of harsh tattooed on make up lines which remain indelibly on the skin, turning an unnatural colour and looking increasingly misplaced as the skin ages. However modern techniques can create a look far from this unflattering image, inherited from the 80's when the treatment first became popular.

Today's techniques can achieve fine light lines of colour which can be subtly layered to create natural results indistinguishable from regular makeup. This can create great looking effects with popular techniques such as eyebrow tattoos and lip enhancement. Most semi permanent makeup these days lasts for the amount of time that that client desires so they don't have to worry about it looking odd as the skin ages.

The procedure

Most treatments start with a consultation and colour analysis to discover what the best makeup look for each individual is. Pharmaceutical grade pigments will then be custom mixed to suit their colouring. An airbrush type gun is used to add pigments to the top layer of the skin (the dermal layer) and often a numbing cream will be applied to the area before this happens. For the first couple of days the pigment may appear darker than it will eventually look. The surrounding area may also be slightly red but scabbing is infrequent. A retouch might be scheduled for a few weeks time to achieve a perfect result.

Popular semi permanent makeup solutions

Eyebrows

For really natural looking brows, soft thin hair lines can be achieved using multiple colours to create a beautiful full looking brow. This is a great option for those who have lost all their hair through alopecia or those who suffer from bald patches from over enthusiastic plucking. This technique can enhance the natural shape of the brow and add length where the tails of the brow are missing. Fuller eyebrows create a more youthful appearance and makeup techniques can be used to raise the eyebrows slightly creating a more uplifted look.

An eyebrow tattoo block technique is also available where one colour is applied to create a flat shape. This might be preferred by some alopecia sufferers who are more comfortable with the block shape they are used to drawing on themselves. Blocks can be softened with lighter application and adding a few hair strokes, this can create a natural but strong looking colour great for those who suffer from light colour brows or older clients.

Eyes

It's so hard to maintain a smoky eye look that lasts. Black pencil sitting in the creases below the eyes can completely ruin a makeup look making the eyes look tired and old. However a completely smudge proof eyeliner has yet to be invented. Liquid eyeliners offer a more long lasting solution but create a very strong black line and the application is very difficult for makeup mortals to master.

Semi permanent eyeliner can be applied to varying degrees, whether that's a thin light line to bring out eyes framed by pale eyelashes, or a hassle free bold tattooed make up impact effect.

Different techniques can be used to achieve the look of full lashes such as dotting between the lashes for a more subtle effect or stronger lines above the lash which can be layered to achieve the desired intensity or thickened at the end to give the eye an almond shape.

Lips

Semi permanent lip liner and lip colour can be used to completely transform the look and shape of the lips or just to give a subtle lift in colour for more natural lip enhancement. It can remedy uneven lip shape and enhance the volume of one or both of the lips to create a more balanced full lip. Lips that have lost their shape and some of their volume and colour as they've aged may benefit from this procedure and it's a good lip enhancement alternative to lip fillers.

Techniques include retracing the natural lip line to give the individual back their original shapely lips. This can be done in a very natural way by fading the line into the centre of the lips. Colour can also be added to the centre to create a natural tint – clear lip gloss can then be added for a glamorous makeup look.

Breasts

Reconstructive breast surgery can result in very natural looking breasts, however many people worry about the appearance of their areola and the nipple after surgery. Semi permanent make up is often considered the best long term solution for this problem. Pigments can be used to create a natural looking nipple and areola as well as covering up any post operative scarring giving those who have undertaken breast surgery their confidence back.

Scar coverage

Semi permanent makeup is becoming a popular way of transforming burns, scars and postoperative scars. It often achieves excellent results when used to camouflage scars that are a different colour from the natural skin colour and can be useful in restructuring the texture of the skin to give a more natural look.

How long do effects last?

Generally, semi permanent or tattooed makeup lasts at least several months. Many patients see great results for two years and can have colour top-ups to maintain the look for as long as they wish.

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