

and that skin type can change depending on lifestyle, medications, allergies, or diet. ASCP members agree to follow a code of ethics, which ensures that you're treated responsibly and with the utmost respect. ASCP also provides comprehensive resources that allow members to keep up with the ever-changing trends and treatments the way only a true professional can, making certain you'll receive the most up-to-date skin care therapies available. (You can find an ASCP professional in your area at www.ascpskincare.com or by calling 800-789-0411.)



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Beauty That Is More Than Skin Deep

Kalón By Kiesha provides an integrated approach to skincare by interconnecting the whole body and mind together. Our goal is to provide you with an experience that is more than skin deep...securing the spirit to nourish (the skin/body), empower (the soul), and educate (the mind) to sustain a healthier life. Come see for yourself why Beauty is More Than Skin Deep.

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Beauty, Health & Wellness Skincare Boutique

MEMBER



What is Exfoliation?

Exfoliation is a skin care therapy in which the outer layers of dead skin cells are gently sloughed off with the use of an abrasive tool or product, such as a loofah sponge or brush, or a skin cleanser containing sea salt or ground nut shells. Any area of the skin can be exfoliated, but it is important to exfoliate your face using products intended for your skin type.

Why Should I Exfoliate?

Exfoliation speeds up the skin's natural process of shedding dead skin cells and prevents pimples and black heads by keeping pores clear of impurities. If pores and sebaceous glands are blocked by dead skin cells, buildup of debris can cause blemishes to develop.

Types of Exfoliators

There are three ways to exfoliate: 1. using a tool that scrubs, like a loofah or washcloth, 2. using a product that contains abrasive particles, like a walnut facial scrub, or 3. using a product that contains gentle exfoliating acids, like alpha-hydroxy, beta-hydroxy, or salicylic



acids. The first two options require rubbing action on the skin. The third does not. Instead, the product removes the outer layers of skin by reacting chemically with dead skin cells.

How to Exfoliate

Exfoliating can be a great home care tool for maintaining the results you see from spa treatments. For instance, if you exfoliate regularly after a waxing session, you will be less likely to experience ingrown hairs and blackheads on the waxed area. You can also schedule spa appointments for professional exfoliation sessions, which are often more intensive than at home treatments. Some of these include microdermabrasion and chemical exfoliation. Check with your esthetician if you feel either of these treatments might be right for you.

To Exfoliate at Home, Follow These Steps:

- Moisten the area of your skin that you want to exfoliate.
- Use a sponge, exfoliating gloves, or loofah if exfoliating more resilient skin, like that found on the arms, back, and legs.
- Apply an exfoliating cleanser to your skin or squeeze some onto your loofah. If exfoliating delicate areas, like your face and neck, simply pour the cleanser into your hands. Make sure to use a cleanser that is suited to your skin type and is not too abrasive, especially if you have sensitive skin.
- Scrub the exfoliating cleanser over your skin using a circular motion.
- Rinse skin completely.
- Follow with a moisturizer designed for your skin type.

Tips

- Only use exfoliation products designed for the face, on your face. Products intended for the body are usually harsher and more abrasive; using them on your face could cause irritation, rashes, and/or breakouts.
- Always moisturize your face if you exfoliate regularly. Exfoliation can tend to dry out the skin, which can cause wrinkles over time.



Why Choose an Associated Skin Care Professional Practitioner?

Your skin care treatments should be provided by a properly trained professional. Don't hesitate to ask your skin care therapist about his or her background, training, and experience—especially as it relates to the treatment you are considering. As a member of ASCP, your skin care professional's state licensing credentials and/or core training have been validated. ASCP member materials emphasize that each client's skin is as unique as the individual beneath it,