



224

Facial care for men

Facial skin care for men is growing in popularity. Some salons cater only for male skin care treatments and are extremely busy. As well as improving the condition of the skin, your client may experience the luxurious feeling of having their face steamed by bathing in hot towels followed by a facial massage and face mask, leaving the skin soft and smooth.

In this unit you will learn how to analyse the skin, taking into account the growth pattern of facial hair; how to carry out the most appropriate cleansing method; and how to carry out various methods of exfoliation, skin warming, massage movements and mask therapy. You will carry out an eyebrow shape, which will include both tweezing and cutting, and cover the theory of shaving. You will also learn about different skin types and conditions and how to match them with appropriate skin products.

Assignment mark sheet

Unit 224 Facial care for men

Your assessor will mark you on each of the practical tasks in this unit. This page is used to work out your overall grade for the unit. You must pass **all** parts of the tasks to be able to achieve a grade. **For each completed practical task, a pass equals 1 point, a merit equals 2 points and a distinction equals 3 points.**

What you must know	Tick when complete
Task 1a: produce an information sheet	
Task 1b: produce a fact sheet	
Task 1c: anatomy and physiology	
Or tick if covered by a GOLA online test	

What you must do	Grade	Points
Task 2: provide facial treatment for men		

Overall grade

Candidate name:

Candidate signature: Date:

Assessor signature: Date:

Quality assurance co-ordinator signature (where applicable): Date:

External Verifier signature (where applicable): Date:



Image courtesy of iStockphoto.com/Ginaellen

What does it mean?

Some useful words are explained below

Acne vulgaris

A skin condition where there is an increase in the production of sebum, causing congestion and inflammation.

Aftercare advice

Advice given to the client following a facial in order for the client to benefit from the effectiveness of the treatment.

Astringent

A strong product used to tone the skin; often has a drying effect on the skin.

Body language

A way of communicating to clients or colleagues using gestures rather than speech.

Comedone

A spot with a black plug; may be found singularly or in clusters, and is common on greasy or combination skin types.

Contra-action

An unfavourable reaction that may occur either during or after the treatment, eg skin swelling.

Contra-indication

A condition that will prevent the facial being carried out, eg conjunctivitis.

Dermis

The layer under the epidermis, which contains collagen and elastin fibres.

Dry shave

Use of an electric razor to reduce or remove facial hair growth.

Epidermis

The top, outer layer of the skin.

Exfoliation

A process to remove dead skin that can be done manually (with hands and product) or mechanically (using a handheld or electric brush).

Facial wash

A cleaning product used with water to cleanse the face, often in gel form.



Mask

A skin cleansing product which will contain different ingredients; it can be stimulating, moisturising and toning and may be either classed as a setting mask or a non-setting mask.

Skin analysis

The process of closely looking at the client's skin after cleansing, using a magnifier with a light. This is an important part of the facial, as the findings are used to create a suitable treatment plan.

Skin texture

A term used to refer to the thickness of the skin, which may be referred to as fine or coarse.

Subcutaneous

The skin layer found under the dermis made up of adipose tissue (fat), which helps to protect the skin.

Wet shave

The use of a shaving product and a manual razor to reduce or remove facial hair growth.

What you must know

You must be able to:

- 1 describe salon's requirement for client preparation, preparing yourself and the work area
- 2 identify different consultation techniques used to identify treatment objectives
- 3 describe the factors that need to be considered when selecting techniques, products, tools and equipment
- 4 describe the environmental conditions suitable for facial treatments for men
- 5 describe the safety considerations that must be taken into account when providing facial treatments for men
- 6 identify the range of tools and equipment used for facial treatments for men
- 7 identify products used and their key ingredients
- 8 outline the treatments available for men's facial skin care
- 9 describe contra-indications that prevent or restrict facial treatment for men

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Revision tip

Exfoliation products used on the face must not be too grainy or abrasive otherwise skin damage will occur. Make sure all exfoliation product is thoroughly removed, particularly from around the facial hair area.



Follow in the footsteps of... “ *Georgina McKinney*”

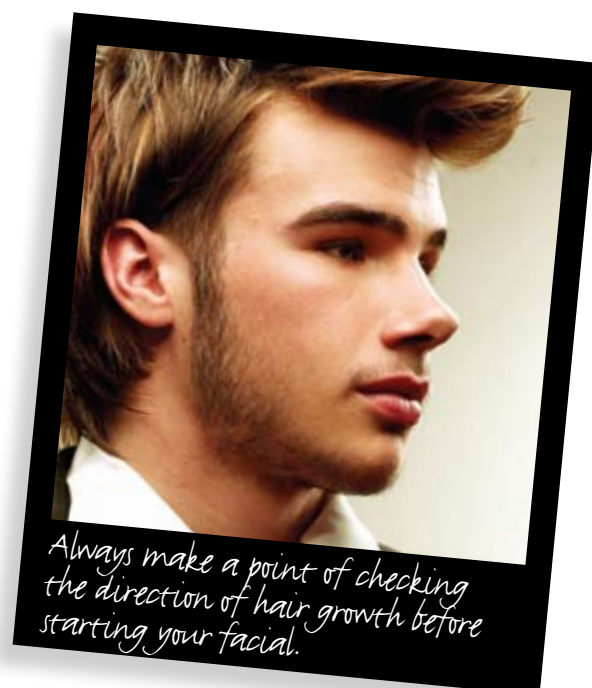
Georgina's mother was in the beauty therapy industry and often worked from home. Georgina loved watching her carry out the various treatments and began to ask lots of questions. When she went to Bournemouth and Poole College she started her Level 1 VRQ in Beauty Therapy and loved it! She quickly progressed to Level 2. Georgina has been offered a job at the Marriot Highcliffe Hotel in Bournemouth. After gaining a few years' experience she would love to travel the world finding out about different treatments and products. **Look for the pink quote marks to see what she has to say to you!**

- 10 describe how to communicate and behave in a professional manner
- 11 state the importance of positioning yourself and the client correctly throughout the treatment
- 12 describe safe and hygienic working practices
- 13 describe the contra-actions which might occur during and following the treatment and how to respond
- 14 describe the aftercare advice that should be provided
- 15 state the importance of completing the treatment to the satisfaction of the client
- 16 state the methods of evaluating the effectiveness of the treatment
- 17 describe the use of shaving products
- 18 describe methods of shaving
- 19 state the importance of protecting the eye area correctly
- 20 describe methods of minimising discomfort during treatments
- 21 describe the normal response of the skin to eyebrow shaping treatments
- 22 state the basic skin types and conditions and how to recognise them
- 23 describe the structure and main functions of the skin and hair
- 24 state the importance of recording procedures and products used during facial treatments for men

Image courtesy of Adam Sloan at Big Yin

Revision tip

Client consultation is carried out before treatment begins and also at various stages throughout the treatment to ensure that the correct products are used.



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Choose to use sponges over cotton wool pads as much as possible – you will find it far easier.



It's important to communicate with your client, especially if it's their first ever facial treatment.

Image courtesy of Lee Horsey at Big Yin

Facial care



During the consultation, always ask the client what they do to their skin at home and what they want to achieve from the facial care treatment.

Image courtesy of Germain de Capuccini

Male clients should be advised to shave a few hours before their facial to avoid skin irritation.

re for men

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Male clients really listen to advice you give and are really keen to buy products that you have recommended, so get selling!



What you must do

Practical observations

This page shows what you need to do during your practical task. You can look at it beforehand, but you're **not** allowed to have it with you while carrying out your practical task. You must achieve **all** the criteria; you can achieve 1 mark, 2 marks or 3 marks for the criteria indicated with *****.

- 1 Prepare yourself, the client and the work area for facial treatment for men
- 2 Use suitable consultation techniques to identify treatment objectives *
- 3 Carry out a skin analysis *
- 4 Provide clear recommendations to the client *
- 5 Position yourself and the client correctly throughout the treatment
- 6 Select and use appropriate cleansing products
- 7 Select and use appropriate exfoliating and skin warming techniques
- 8 Apply a suitable massage medium

Conversion chart

Grade	Marks
Pass	17–19
Merit	20–25
Distinction	26–29

Please tick when all pre-observation requirements have been met.

Provide facial care for men		
1		
1	2	3
1	2	3
1	2	3
1		
1		
1		
1		

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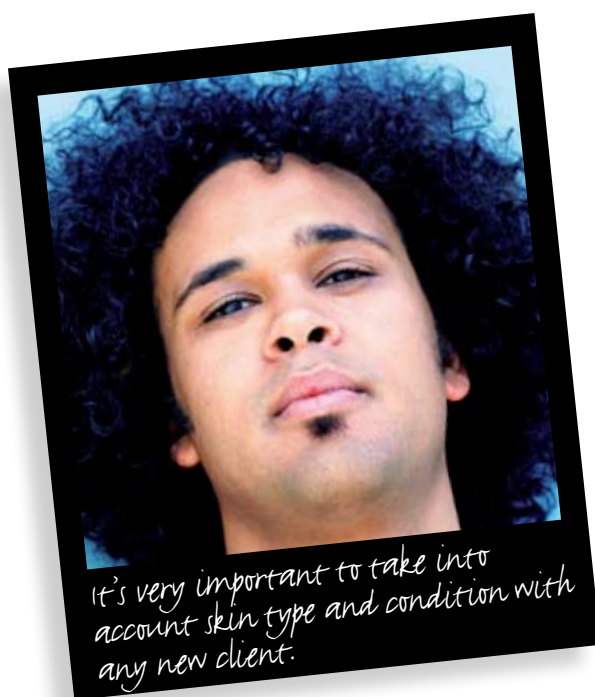


Image courtesy of iStockphoto.com/hidesy

- 9 Use and adapt appropriate massage techniques *
- 10 Select and use appropriate mask product to suit client skin type and conditions
- 11 Use tweezing techniques taking into account identified factors
- 12 Complete the treatment using toning, moisturising products and specialist products
- 13 Complete the treatment to the satisfaction of the client *
- 14 Provide suitable aftercare advice *
- 15 Record and evaluate the results of the treatment with the client
- 16 Follow health and safety working practices
- 17 Communicate and behave in a professional manner

Total

Grade

Candidate signature
and date

Assessor signature
and date

Provide facial care for men		
1	2	3
1		
1		
1		
1	2	3
1	2	3
1		
1		
1		

Image courtesy of iStockphoto.com/keeweboy (left) and iStockphoto.com/Arty (right)



What you must do

Practical observations descriptors table

This table shows what you need to do to achieve 1, 2 or 3 points for the criteria indicated with * on the previous page.

	1 mark	2 marks	3 marks
2 Use suitable consultation techniques to identify treatment objectives	Basic consultation carried out. Examples: closed questions used throughout, questioning covered contra-indications.	Good consultation carried out. Examples: open and closed questions, positive body language, questioning covered contra-indications, general health, lifestyle and expectations.	Thorough consultation carried out. Examples: open and closed questions, positive body language, questioning covered contra-indications, general health, lifestyle and expectations, confirm understanding of treatment objectives with the client.
3 Carry out a skin analysis	Skin cleansed, magnifier and light used. Some recording of skin characteristics.	Skin cleansed, magnifier and light used, good observations of skin characteristics recorded.	Skin is cleansed thoroughly, magnifier and light used, detailed observations of skin characteristics recorded.
4 Provide clear recommendations to the client	A basic treatment plan is recommended. Examples: objectives of the treatment identified.	A good treatment plan is recommended. Examples: objectives of the treatment, and products used.	A thorough treatment plan is recommended. Examples: objectives of the treatment taking into account skin type/condition, products to be used, and their specific effects; how the treatment will feel and benefits of each process.
9 Use and adapt appropriate massage techniques	Adapts the massage to suit skin type and skin conditions.	Adapts the massage to suit the skin type, skin condition, varies the rate and rhythm according to the treatment objectives identified.	Adapts the massage to suit the skin type, skin conditions, varies the rate and rhythm, pressure, sequence and time according to the treatment objectives identified.

Continues on next page

What you must do

Practical observations descriptors table (continued)

This table shows what you need to do to achieve 1, 2 or 3 marks for the criteria indicated with * on the previous page.

	1 mark	2 marks	3 marks
13 Complete the treatment to the satisfaction of the client	The treatment is completed within the agreed time and brought to a satisfactory close.	The treatment is completed within the agreed time and the client is shown the result.	The treatment is completed within the agreed time, brought to a satisfactory close, the client is shown the result, result adapted if necessary, client is assisted where necessary.
14 Provide suitable aftercare advice	Basic aftercare advice is provided including possible contra-actions.	Good level of aftercare advice to include possible contra-actions, homecare products, advice on home care routines and further treatments.	Excellent aftercare advice to include possible contra-actions, homecare products, advice on home care routine, recommended lifestyle changes and further treatments.

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Exfoliate under steam, as the product works over the skin easier and the skin is warmed and softened at the same time.

Comment form

Unit 224 Facial care for men

This form can be used to record comments by you, your client, or your assessor.

Try to avoid facial products that have sweet or flowery scents; your client will probably prefer a more masculine aroma.



Image courtesy of iStockphoto.com/tropicalasian images