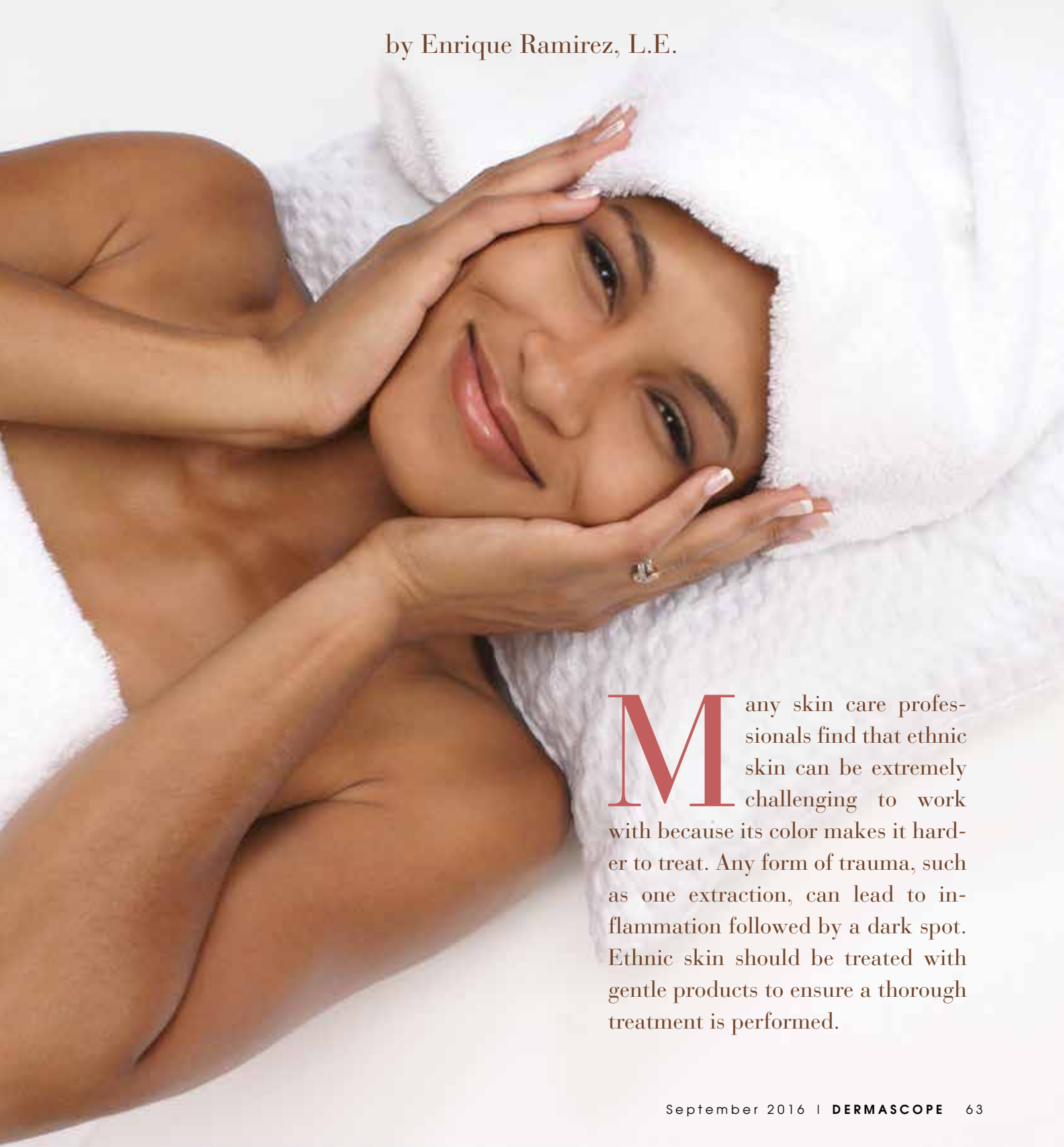


New York Minute Treatment for Ethnic Skin

by Enrique Ramirez, L.E.



Many skin care professionals find that ethnic skin can be extremely challenging to work with because its color makes it harder to treat. Any form of trauma, such as one extraction, can lead to inflammation followed by a dark spot. Ethnic skin should be treated with gentle products to ensure a thorough treatment is performed.



skin will react. They should keep in mind that treatments for pigmentation and uneven skin tone require patience.

Sun Protection

It is also important for ethnic clients to always protect their skin with SPF. On average, many clients with darker skin do not use SPF consistently as they mistakenly believe that they are not at risk for burning or cancer. This belief can be attributed to the lack of information about darker skin and the dangers of skin cancer. According to the American Academy of Dermatology, people of color have a lower risk of developing skin cancer than Caucasians, but they are not immune to the disease. In fact, skin cancer is often diagnosed at a more advanced stage in people of color, which can then make it difficult to treat.

One of the reasons darker skin reacts quickly is because it is rich in melanin; when a melanin-rich cell is injured, it creates a dark spot on the surface of the skin that can take months to fade, even with the help of professional skin care treatments. This extra melanin is beneficial, however, as this extra layer serves as a protective barrier from the sun. As a result, ultraviolet rays penetrate less and cause less damage such as wrinkles or fine lines. Essentially, the higher the melanin content in the cells, the slower the skin ages. Clients with less melanin have skin that shows its true aging colors at a faster rate.

Uneven pigmentation, which affects at least six out of 10 people of color, is a common concern for ethnic clients. Many ethnic people have, at some point in their life, had to deal with uneven skin tone due to sun damage and/or scars left behind by acne or ingrown hairs. This skin concern can easily be addressed with a light fruit acid peel or microdermabrasion treatment. In some cases, ethnic skin can be treated with a low dose of trichloroacetic acid, but extreme caution should be used as darker skin can react negatively to the acid. Trichloroacetic acid can stimulate melanin production, leaving a dark spot for several days. Ethnic clients should always have an area of their skin tested a few days prior to the treatment to see how their

In order to protect their skin from the sun, ethnic clients should seek shade whenever possible; wear sun-protective clothing, including hats and sunglasses; and stay out of tanning beds. They should also be sure to apply a sunscreen with an SPF factor of at least 30 to all exposed areas of the skin 15 to 30 minutes prior to going outdoors; this sunscreen should be reapplied every two hours and immediately after sweating or getting out of the water. It is also helpful for them to perform monthly at-home skin exams by standing nude in front of the mirror and checking their entire body mindfully and search for dark spots, growths, or darker patches of skin that are growing, bleeding, or changing in any way; sores that either will not heal, have a hard time healing – especially if the sore appears in a scar or on skin that was injured in the past – or heal and return; and uneven dark moles in the shape of a pear or fig or are just irregular looking. If a client has suspicions about their skin in relation to skin cancer, skin care professionals should refer them to a board certified dermatologist.

Because many ethnic clients are misinformed about their risk of skin cancer, professionals can partner with a dermatologist to offer free skin cancer exams on an annual basis in the spa. Professionals can offer the exam for two full days and schedule the event before summer starts. It is also a great idea to give out free samples of SPF 30 and a beverage while they wait.

Ethnic Approaches to Outer Beauty

The black community believes they define beauty differently than other consumers with some members feeling that outer beauty is a reflection of a person's inner beauty or personality traits. Confidence, individuality, and a showcase of a person's best features are often seen as ways to display beauty. They also have higher interest in natural ingredients.

The black community tends to view aging as beautiful, so fewer black consumers are interested in anti-aging products.

Black consumers are more prone to dry skin and prefer products that are formulated to their skin, although many feel that there is a lack of products on the market that are specifically made for black skin.

New York Minute Treatment Step by Step Procedure

This fast and fabulous treatment combines miniature microdermabrasion treatment with an oxygen mist and is specifically for skin in



need of evenness and clarity. This 30 minute facial treatment can be marketed as a lunchtime fix or as a last minute pre-event option that is safe for all skin types and colors.

1 Begin this miniature facial with a thorough cleansing of the entire face with a milky cleanser. Be sure not to forget about cleansing the neck and décolletage.

2 Completely remove the cleanser with a warm towel soaked in eucalyptus to open up the sinus cavities for better breathing access.

3 Apply a pre-peel acid to degrease the skin as microdermabrasion treatments work better when the client's skin is completely dry and free of excess oils.

4 Start three passes of microdermabrasion from the forehead to the cheeks, chin, neck, and




eye area. Microdermabrasion does wonders to target wrinkles, fine lines, and, in the case of this facial, uneven skin tone. This treatment is also beneficial for treating ingrown hairs due to shaving.

5 Clean the skin again to remove the crystals from the microdermabrasion treatment and any unseen dead skin.

6 Follow by using a toner and a light, hydrating balm with chamomile and geranium, which will give the skin a boost of moisture.

7 Apply a lightening mask to the client's face and neck in order to further lighten and even out skin tone.

8 Remove the mask after 10 minutes and drench the cli-

ent's skin with an oxygen mist. Follow the mist with an application of vitamins and minerals followed by an oxygen blast to renew, brighten, and rehydrate. 



Born in Mexico and raised in Chicago, Enrique Ramirez has built a career as a skin care and massage expert. A graduate of the prestigious Swedish Institute and the Christine Valmy School of Esthetics, Ramirez is renowned by clients for a friendly, professional demeanor, a natural, intuitive touch, and the utmost precision. face to face nyc opened in New York City's Flatiron district in 2004 and offers a cozy, relaxed atmosphere and a wide range of skin care, massage, and beauty services. The salon has built a loyal following due to the unmatched personal attention given to each client.

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