

## Skin Typing: Diagnosis or Marketing Tool?

At the Euro Institute, we are focused on teaching our students how to accurately diagnose the skin. It is a big part of our esthetics training (and a critical skill for any esthetician) because the skin is a complex living organism which is constantly undergoing change. There are so many considerations, for example, climate and environment have a huge impact on the skin. Women, in particular tend to overdo it when it comes to products and overload the skin with ingredients that compete instead of protecting.

Gender matters too (men's skin is thicker than women's and tends to be less prone to premature aging due to hormones but can be more prone to breakouts). Biological conditions like thyroid disorders, digestive conditions, allergies, and illness influence the skin. Skin typing is often based on age which is not necessarily an accurate factor in all cases. And of course, poor diet, lack of sleep, stress, medications, environmental pollutants, exposure to chemicals, climate – all take their toll on our skin.

In the beauty industry, skin typing is a powerful marketing tool. Cosmetic marketers label products based on traditional skin types, assuming that you – the consumer – are willing to spend lots of money on a line of new skincare products whenever you experience changes in your skin. It's why we're so dedicated to making you - the esthetician – the educator. You guide your clients to make treatment and product decisions that get them their desired results; not buy into the next "hope in a jar" hype. Your professional expertise is the diagnosis and the treatment.

The truth is none of us are only one "skin type". Sometimes we are oilier in the T-zone, combination to normal on the cheeks, sometimes dry - and dryer on the neck, around the mouth and in the sensitive eye area. The cosmetic industry wants us to believe there is one ideal skin type and none of us have it (poreless, dewy, blemish and wrinkle free baby's bottom soft skin) and that the only way we can correct it is to purchase lots of products. It's much simpler and more complicated than that.

The power of skin diagnosing lies in the esthetician's ability to base the treatment on the current condition of the skin and to educate the client on how to listen to their skin's "voice" – and focus on its changing needs. Skin conditions take time to reach the outer layers of the epidermis, so we strive to see the bigger picture (what is happening internally). As a professional, your guidance and skill will help your clients feel and look beautiful from the inside out and they will thank you for it. You treat and educate – and change lives. It's not easy, but it is incredibly rewarding. [\*Are you ready to begin your esthetics journey?\*](#)