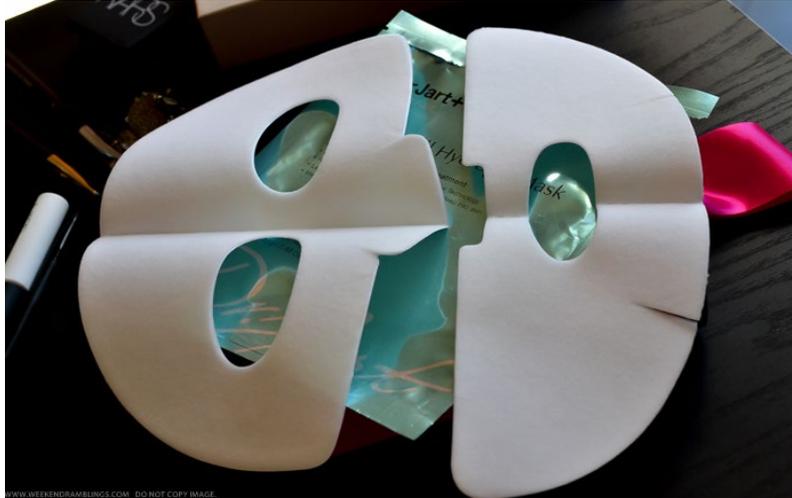


# Maskology: Customize Your Client's Experience with Masks



One of the most popular esthetic trends that shows no signs of waning is masking. It's become hugely popular for home care, especially sheet masks. Sheet masks are coming to the Euro in October!

**\*\*[Contact us to find out more or to order: Age-Defying, Calming, and Brightening & Hydrating.](#)\*\***

Always my favorite part of the facial, I think masks are way underestimated! They provide all kinds of skin benefits and are easy to add to any treatment or regimen. They can instantly improve the appearance of the complexion by adding hydration, refining pore appearance, firming, brightening, and drawing out impurities.

Since as estheticians, we know that skin issues are different based on the facial zone, one of the ways you can customize your treatments is to multimask - use different masks on different areas of the skin at the same time. We'll talk about that in another post. But how can you create a customized mask that addresses your client's particular skin condition, seasonal transitions, stress, lifestyle behaviors and other factors? You have the skills to totally elevate your client's experience and that means they'll be in a big hurry to come back for more!

Simply choose a base and add 3 or 4 ingredients for the skin type or condition. (Essential oils, serum, hemp oil, or an ampoule). Here are a few suggestions - start with these and let your creative genius go to work.

**Enzyme Masks:** Exfoliating powder (we still use our Papaya Enzyme Peel Powder Mask in our Euro treatments. This mask used to be sold wholesale - if you'd like to see it return to the shelves - [email us!](#) These fruit enzymes digest pore-clogging keratin proteins and help tighten pores. Papaya in particular helps in the desquamation of dead skin cells. Bromelain (from pineapple) soothes inflammation. Powders deliver maximum benefits when activated with steam.

**Clay Masks:** Perfect for blemish prone or oily/combo skin conditions, or just general detoxification, masks containing bentonite, kaolin, and other minerals (like our Moor Mud Mask). They absorb excess oil and draw out dirt and impurities from the pores while improving circulation and skin oxygenation.

**Cream & Gel Masks:** These boost moisture and seal it in, especially useful during seasonal changes. Peptides, hyaluronic acid, and glycerin are hydrating and healing agents that help keep TEWL at bay. Other moisturizing botanicals include shea butter, algae extracts, and rosehip seed oil.

**Rubber Masks:** One of our client and esthetician favorites - [Algae Lifting Mask](#) - contains marine algae derived from seaweed. Rubber masks trap the moisture underneath and intensely hydrate, nourish, calm, and brighten the skin. Once you add the liquid to the powder - you immediately feel the sensory experience as the skin cells are hydrated and oxygenated.

Check out our new sheet masks – [get all the info here!](#)

