



Bio France Lab
Sublime Facial Oil
 biofrancelab.com

Viktoria De'Ann Peptide
Cosmeceuticals
PEPTI-repair
 viktorideann.com



Saian Natural Clinical Skincare
Pure Squalane
 saian.net



Société Clinical Skin Care
Hydro Revitalize HA Serum
 societeskincare.com



tion. Niacinamide may be used to reduce inflammatory acne as well.

Multiple serums can be used to treat numerous concerns. For instance, a hydrating serum pairs well with others, especially retinol. It will ease side effects such as dryness and flaking. When pairing serums together, remember that all do not mix well together. Exfoliating serums and retinol do not play well together, as well as vitamin C and retinol. These will increase the risk of irritation and sensitivity. When layering serums, product application is incredibly important to achieve expected results. Serums typically have a water-like or gel substance. They are lightweight and absorb quickly. Also, as they are concentrated and potent formulas, they are most effective when applied to cleansed and toned skin. They should be applied according to viscosity, or from thinnest to thickest texture. For example, a water-like serum will be applied prior to a gel and followed by a lotion. It is best to allow one to two minutes in between products to allow for proper absorption.

OIL FINISH

A facial oil recommendation may be met with some hesitancy from clients; however, with some education they will see that these products are nothing to fear and are not to be overlooked. Oils offer a host of benefits, from strengthening the skin barrier to regulating sebum production and moisturizing. In addition, they deliver antioxidants, vitamins, and minerals. Clary sage oil is calming and balances oil production, marula oil is hydrating, camellia oil is moisturizing, hemp seed oil delivers vitamins and antioxidants, and rosehip

seed oil contains vitamins C, E, and essential fatty acids to increase moisture, smooth texture and tone, and brighten hyperpigmentation. This is also an excellent organic alternative to vitamin A for those with sensitive skin.

When applying oils, remember the viscosity rule. As oils are heavier, they are applied after a moisturizer. Not only does that provide barrier protection but it also leaves skin with a remarkable glow. Dewy, glazed skin is a popular look right now and nothing provides that quite like an oil can.

Serums and facial oils offer a host of benefits and not only allow professionals to customize treatments to their best ability but also give clients a potent, effective treatment to elevate their routines. With concentrated ingredients and smaller molecular sizes for deeper absorption, these products are a worthy investment of time and money for clients.



Alisha Shumake is a licensed aesthetician of 15 years and owner of The More You Glow in Detroit, Michigan. She obtained a degree in small business management and has worked in a variety of different roles in the aesthetics industry such as sales, salons, and medical spas. Shumake decided to take the step into entrepreneurship in 2020, opening The More You Glow. In addition to providing corrective and age management-based treatments, she also strives to educate clients in product knowledge and the latest in treatment advancements to accomplish their skin care goals.

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