

# les nouvelles *esthétique* & spa

AMERICAN EDITION

LNE & Spa—the magazine for skin care and spa professionals February 2016 \$7.50



Congratulations to the **WINNERS** of the Much Sought-After Title of **LNE & SPA'S BEST!**

**SAIAN**  
ACNE SPOT TREATMENT

**Acne**



SHHH...YOUR **True**  
**Age** IS SHOWING

---

TREATMENTS FOR THE  
**NECK AND CHEST**

BY DASHA SAIAN

**T**hough the neck and décolleté are exposed to the sun, wind and cold weather just like the face, these delicate areas are often ignored in professional treatments and home care rituals. The reality is they are easily susceptible to dehydration and sun damage and must be protected with moisturizers and sunscreen.

Signs of aging in the neck area are a result of muscles losing elasticity. Along

with incorporating a proper skin care regimen, it is important to learn to firm and tone the muscles to hold the skin tightly. As we age, the neck and jowls may start to show horizontal wrinkles and folds, beginning to droop due to daily gravitational pull and the slowing down of collagen production. While many women take very good care of the skin on their face, the neck and chest often reveal their true age.







Along with incorporating a proper skin care regimen, it is important to learn to firm and tone the muscles to hold the skin tightly.



## SIGNS OF AGING

Because the skin on the neck and décolleté is thinner and less elastic than skin in other areas, it's more susceptible to environmental damage, which is compounded by the fact that this area is much more likely to be neglected and unprotected.

The most common types of skin problems that are seen on the neck and chest are:

- ✓ Hyperpigmentation (brown spots)
- ✓ Wrinkles and crinkliness
- ✓ Horizontal "necklace lines"
- ✓ Redness and blotchiness
- ✓ Elastosis
- ✓ Skin tags

More complicated issues such as cutis rhomboidalis nuchae (leathery deep wrinkling on the back of the neck) and poikiloderma of Civatte (usually affecting the front and sides of the neck in fair-skinned clients) are benign, resulting from long-term sun damage and require gentle care.

Learn about the latest equipment to rejuvenate sagging skin in the neck and chest areas in **"Give Your Clients a Lift"** on page 88.

< tip



## SPECIALIZED SPA TREATMENTS

There are a variety of anti-aging neck and décolleté treatments that can be done in the spa to address these issues. Most clients require a series of treatments to see results, so it is advised to suggest a package deal of three to six treatments. These treatments range from the most basic enzyme exfoliation to laser rejuvenation, and prices can be set according to your area.

### EXFOLIATION

To achieve a lifting effect, estheticians should start the cleansing and exfoliation routine upwards from the décolleté and continue to the face. Enzymes are a wonderful natural way to safely exfoliate the skin, clear pores, get rid of excess oils and slough off dry and dead skin for a healthy cell turnover.

Fruit enzymes, such as bromelain (from pineapple) and papain (from papaya) eat away at the oils and dry skin to expose a refreshed, clear complexion.

Enzyme masks are generally gentler and safer than acids and don't thin the skin like Retin-A. A good natural enzyme mask brightens the skin, activates cellular function, increases circulation, fades discoloration and leaves the skin feeling and looking fresh, smooth and healthy. Dry enzyme masks activated moments before application, usually based on marine clay, bentonite or oats, are a great option.

Just like a chemical peel, administer an enzyme peel with caution, making sure the client is a good candidate for the product. Some menopausal clients may experience redness and sensitivity on the décolleté, so it's better to hold off on deep exfoliation.

**Home  
Care**

At home, clients should cleanse the area daily and exfoliate with an enzyme mask once every three days. This is the only way to achieve an even transition in color and texture from bust to face. Moisturizer and sunscreen should always be applied to prevent sun damage and wrinkles.





The average time needed for enzymes to do their job is seven to 10 minutes. This treatment can be repeated once every three weeks, and can be added to any basic facial for as little as \$20.

### MASKS

Décolleté products shouldn't be too harsh, since the skin on that area is thin. It's preferable to have fragrance-free, hypoallergenic products to avoid negative reactions. Pure collagen masks are perfect hydrating anti-aging treatments for the neck and chest. A facial treatment using a specialized mask tightens skin, moisturizes, plumps and reduces wrinkles for up to three weeks. Ideally, clients should return for a facial every three to four weeks, and the average cost is \$150-\$180 for a 60-90 minute facial.

### PHOTOREJUVENATION

An intense pulsed light laser (IPL) can diminish redness, hyperpigmentation and stimulate mild collagen growth. A series of six treatments is recommended and the cost is usually around \$500 per treatment. Like all laser treatments, it's best to do this in the winter. The client will need maintenance treatments when brown spots reappear, usually once or twice a year.

Fractional lasers also treat wrinkles and post-acne scars. Non-ablative fractional lasers may cost as much as \$5,000 for six treatments and have a two day downtime. This laser will take two to six months to achieve the best results. Ablative fractional lasers have a four to eight day downtime period and give better results for the crinkly areas on the neck.

//

Ablative fractional lasers have a four to eight day downtime period and give better results for the crinkly areas on the neck.

//

The cost of this procedure is usually \$1,000-\$2,000 per treatment, and a series of four is recommended over a six-month time span. Stay safe and do not work over the thyroid or the breasts with mechanical equipment to avoid stimulation of the lymphatic system.



The key to anti-aging neck and décolleté treatments is finding a balance, as varying methods will work differently for each individual.



### GRAVITY-DEFYING EXERCISES

The gravitational pull responsible for wrinkles on the neck and bust is exacerbated by sleeping on the side or on high pillows, also causing wrinkles between the breasts and

on the neck. Wearing a neck bandage or compression garment for the face can help reverse this pull. This mechanical mode of lifting the neck works well when the client is doing housework or sleeping.

The best way to prevent sagging and reduce preexisting damage is to do simple exercises that tone the muscles. Clients typically see results within the first month of consistent exercises.

To target the "turkey neck," focus the exercises on the platysma. This muscle extends from the pectoral and deltoid muscles and rises over the clavicle, proceeding upward in a slanting manner along the sides of the neck. This group of muscles holds the neck and jawline upward in youth but may separate during the normal aging process, leading to a drooping chin, sagging jawline and loose skin under the chin. The easiest exercise to tone this muscle is "kissing the ceiling": Tilt

the head up and extend the lips, as if kissing the ceiling. It's advised to do three rounds of 20 reps each day for a toned neck.

The key to anti-aging neck and décolleté treatments is finding a balance, as varying methods work differently for each individual. Try some of these treatments, products, machines and exercises to reverse the signs of your clients' age!



**Dasha Saian** is the co-founder and CEO of SAIAN®, and has more than 17 years of experience in the spa industry. She is a licensed esthetician, certified nutrition and wellness consultant and family herbalist. Saian gives lectures and classes internationally and contributes to global trade publications. She is an expert adviser on natural living, the alkaline diet, alternative oncology protocols and positive body image.



**SAIAN**<sup>®</sup>  
NATURAL CLINICAL

Say you saw it in LNE & Spa and circle #329 on reader service card