

Designing Your Facial Choices

What is freedom? Freedom is the right to choose: the right to create for oneself the alternatives of choice.

Archibald MacLeish

Since our expertise lies in skin care, and I actually use this method in my practice, we'll go into greater detail in this chapter. Those of you in other departments will be able to use this information as a blueprint for your own brilliant treatment menu options that follow the rules of *The Power of Three Method*.

The easiest way to illustrate how to design your client's facial choices is to give you a breakdown of the facials I use from our spa menu. Take these examples, combined with your current product mix and menu options and design your own. Remember the two rules:

1. All treatments have to be one hour in duration.
2. All treatments need to be more powerful result producers as well as a larger investment as you move up the scale.

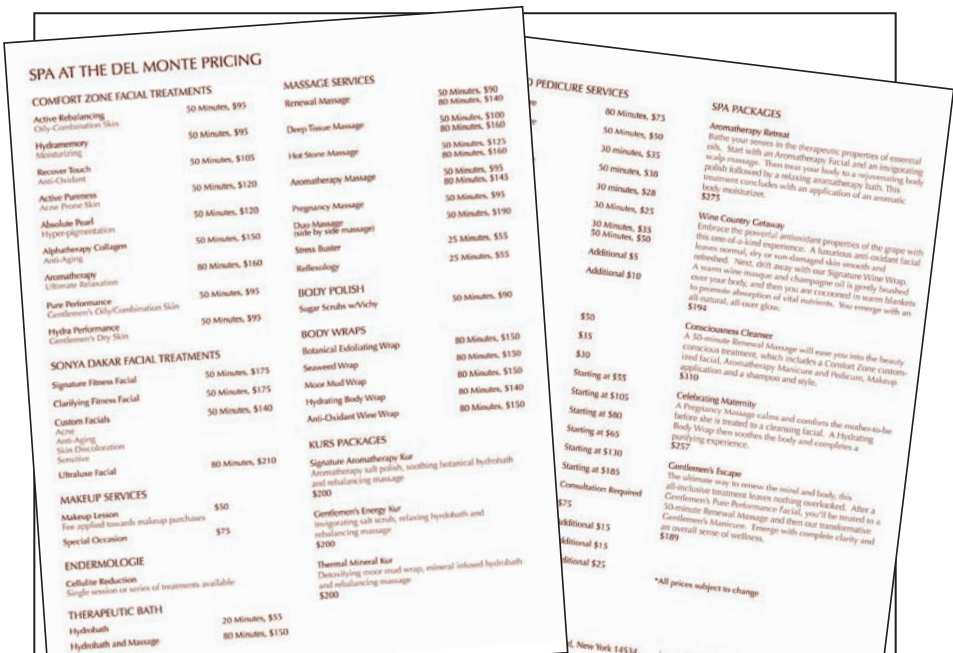
Giving your client a choice grants them the freedom to create their experience and result with you. This is the greatest form of respect you can show them, and it will be rewarded with client loyalty and commitment to you and your business for years to come.

The Basic Facial

The way in which our choices are structured at the Spa at the Del Monte, the first three physical steps of each service option are the same regardless of the facial choice, and the last two steps are also the same. It's what occurs in the middle, where exfoliation steps can be added or not, that designates which facial, as well as which result and experience the client will end up with.

Our Basic facial is similar to the standard European facial. With steam going:

1. Perform a single or double cleanse where appropriate
2. Apply the first exfoliation step, a papaya enzyme cream, and massage the hands and arms, placing warm mitts on. The enzymes are digestive in nature and may tingle the client. It is this step we use to start the determination of the client's skin sensitivity with our tingle scale rating system.
3. Apply a toner to pH balance, and perform the extractions as needed, followed with toner to disinfect.



Menu sample