



BESTOW UNIVERSITY

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THE GRACES SOOTHING DUO - PART ONE

Welcome. In this video, I'd like to begin by doing something a little bit different. Make sure you are sitting in a comfortable spot where you will not be interrupted. I invite you to close your eyes and imagine a scene with me. I will guide you and let you know when it's time to open your eyes again. Perhaps you could begin by taking a couple of deep breaths to centre yourself.

With eyes closed, here's the scene I'd like you to imagine. It's a typical day at work. You're in your element as a beauty therapist, giving facials, making product recommendations, offering skin advice. You're feeling good - confident in what you know and what you do. Your clients are leaving happy and all is good with the world.

Part way through the morning, you welcome a client into your room who is too shy to look you in the eye. Her skin is in bad shape. It's red, angry and inflamed. The skin on her cheeks and forehead is dry and flaky - hot and tight to the touch. Nervously, she tells you she has tried many times to fix her skin and everything has made it worse. She is really hoping that you can help her.

Keep your eyes closed and check in with yourself. How are you feeling in this moment? What is happening in your body? In your chest, in your gut? What is going through your head? Are you thinking about your go-to products? Worrying that they too will just make her skin worse? Where are your confidence levels now? I now invite you to open your eyes and bring your attention back to me.

How was that for you? If your response to this scene was one of calm confidence that you knew exactly how to help this client, that's great! But if your response was one of fear, anxiety or doubt - you are not alone. In fact, this is exactly how I used to feel as a young therapist whenever a client with a skin disorder walked into the room. If they didn't specifically ask me for help, I would just avoid talking about it. Why? Because I just didn't know what to do with a skin like that.

That troubled me. It drove me to seek answers. Ultimately it took me on my 30-year journey of learning how to transform skin and teaching other therapists how to do the same. So, in this video, I am going to teach you what to do the next time someone like this client walks into your clinic. I'm going to introduce you to two topical skincare products I have developed to strengthen sensitised skin. And I will show you a skincare routine to soothe troubled skin. By the end of this video, you will have the knowledge and the strategies you need to face this client with confidence. But, before we look at the solution, we need to better understand the problem. So, let's talk about sensitised skin.

Sensitised skin is visibly unhappy. It can show up as red, angry

inflamed skin or as stressed, blemished skin. It is evident in skin disorders such as acne, eczema, rosacea and peri-oral dermatitis. The root of the issue is a compromised skin barrier. When we talk about skin barrier function, we are referring to two of the uppermost parts of the skin structure - the acid mantle and the stratum corneum. Together, these structures are part of the skin's first line of defence. They literally form a barrier that stand between the harsh, aging effect of the environment and the deeper, vulnerable layers of skin beneath. Their entire purpose in life is to protect, protect, protect.

When these layers are weakened or damaged, toxins and irritants can get into the deeper layers of the skin. This can set up irritation and sensitivity. A damaged skin barrier also allows moisture to escape. This means sensitised skin is often dry, tight and dehydrated.

Now, I can hear you thinking, what is the difference between sensitive and sensitised skin? That's a good question. Let me explain. Sensitive skin is genetically less robust than other skin types. It requires gentle handling even when it is healthy. Sensitive skin is a skin type. While it might require gentle care, it is not actually disordered. Sensitised skin on the hand, is normal skin that has become reactive because of a compromised skin barrier. In other words, sensitised skin is a skin state, not a skin type.

People with genetically normal, oily or dry skin types can end up with sensitised skin. This is most commonly the result of using products or having treatments that thin the skin barrier. Products containing AHA's or BHA's can do this. Over-doing treatments such as microdermabrasion or chemical peels can do this. Grainy exfoliants can scratch or damage the skin's upper layers. Soaps, foaming cleansers or strong toners can strip away the acid mantle. All of these topical factors can sensitise skin.

Sometimes there are also internal causes such as nutrient deficiencies or food intolerances. Once skin has become sensitised, it needs to be handled very carefully. The bad news is that many skincare products will make sensitised skin worse. Even quality products are often simply too much for skin that is brittle and reactive. The good news is that the skin is capable of repairing and rebuilding the skin barrier, with the right care. Sensitised skin requires pure, healing products and a very simple skincare routine. It needs gentle therapy that works in harmony with the skin's natural defences, not against them. So, what topical products are gentle and healing enough to do this? Not many! Which is one of the reasons why I formulated my own.

Let me introduce you to The Graces Soothing Duo, two products that work together to soothe sensitised skin. They are the Graces Soothing Serum and the Graces Soothing Oil. My team and I developed these two plant-based products to bring

much-needed relief to sensitised skin. They are first-aid remedy products for skin that is in trouble and they will put your client on the path to healing. Let's take a closer look at each individual product.

The Graces Soothing Serum offers gentle plant therapy to repair and strengthen sensitised skin. It features calming botanicals to reduce inflammation. This lays the foundation for soft, smooth, beautiful skin. The soothing serum contains an abundance of plant ingredients that are known for their healing qualities. Let's look at just a few of them. Organic aloe vera promotes rapid healing and reduces inflammation and eczema. It is high in antioxidants, which improve the skin's natural firmness and plumpness. Mamaku Gel Extract is a skin hydration booster. This New Zealand native also promotes healthy skin renewal and is internationally sought after because of this.

Kowhai flower extract, another New Zealand native, has skin soothing and nourishing properties. The flowers help to calm the skin. Lavender helps to reduce redness and re-balance skin. It is anti-bacterial, anti-fungal and anti-inflammatory. This makes it effective for treating acne. The serum contains UMF Active Manuka honey, which soothes inflamed skin and heals blemishes.

Other ingredients in The Graces Soothing Serum include rose, chamomile, calendula, marshmallow root, comfrey, vitamin C and grapefruit seed extracts. Each of these has been carefully selected for the healing and strengthening gifts they offer. This serum is like a healing balm for sensitised skin. It will put your client on the best pathway to repair their skin barrier. Next, let's take a look at The Graces Soothing Oil.

The Graces Soothing Oil is a replenishing facial oil to cleanse, soothe and moisturise sensitised skin. It is rich in healing plant oils that nourish the skin and seal in moisture. Improved hydration stimulates enzyme action, which in turn helps to rebuild a damaged skin barrier. The healing plant oils are key to the effectiveness of this product. Let's take a closer look at four of them.

Organic Jojoba is a liquid wax that moisturises the skin without blocking the pores. It strengthens and protects the skin barrier. Organic avocado oil contains a rich feast of nutrients for skin. It is an ideal oil for treating psoriasis, rosacea and eczema. Raspberry seed oil soothes inflamed skin. It is rich in linoleic acid, one of the most important EFAs for skin health. Mandarin Oil is a natural antiseptic. It contains high levels of vitamin C and promotes clear, flawless skin. Even tiny amounts of it can improve skin circulation and reduce inflammation.

The soothing oil also contains passionfruit seed oil, grapefruit seed extract, organic lavender essential oil and vitamin E. It's a healing and nourishing product that both repairs and strengthens the skin barrier.

Together, these two soothing products provide gentle plant therapy for sensitised skin. They work together to rebuild the skin barrier. When you prescribe The Graces Soothing Duo, ask your clients to stop using everything else. Explain that they will need to use only these two products until their skin barrier is healed.

Now that you are familiar with The Graces Soothing Duo, it's time to show you how to use them. In the next video I am going to introduce you to a very important piece of the puzzle – The Graces Skin Soothing Routine. I'll see you there.



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