

online skin analysis

Although social distancing is still very much part of our lives, this should not stop you from still conducting a skin analysis on current and potential customers. Consultant Martie Kruger, from Centurion, explains how she conducts a skin analysis online.



Why Do a Skin Analysis?

You need to analyse a customer's skin before suggesting Annique products because not all products can be used on any skin type as they are formulated and tested for specific skin types.

Current customers also need to have a skin analysis done because the skin can vary from season to season, even week to week, depending upon:

- General health – are you looking after yourself during Covid-19?
- Atmosphere – home and work environment
- Diet – do you drink the Annique Shakes and supplements?
- Hormonal imbalance
- Lifestyle (sleep, exercise, relaxation)
- Stress
- "Lockdown skin" – did you take care or neglect your skin during lockdown?

Skin Analysis Process

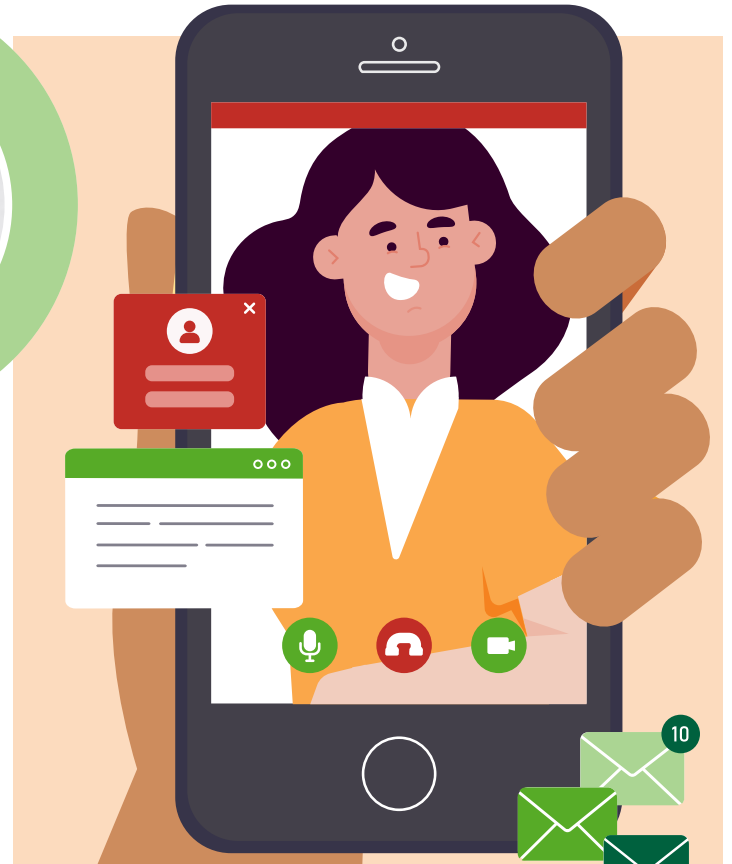
Ask your customer for a recent headshot or a selfie without makeup in "natural light"

Ask the following questions as a background check:

- Age – this will give you an idea which products to use, but not necessarily what skin type they have
- Gender – men tend to have more oily skin than women
- Lifestyle
- Medication/allergies
- Illnesses
- Incorrect treatment methods – like severe chemical peels
- Sun, wind and weather – does the customer spend a lot of time outdoors? A sunscreen might be needed
- Steaming and cleansing with warm/cold water – cleansing with very warm water might result in broken capillaries
- Pollution – smoking depletes the vitamin C in the skin. Vitamin C helps with cell generation

When you receive your customer's photo, you need to analyse certain areas:

- Eyes – crow's feet
- Corners of mouth – a good indicator whether someone smokes
- Neck – ageing shows most prominently on the neck and hands
- Skin texture – are there broken veins on cheeks, blushing or blemishes?
- Visible clear layer of dead cells (thickening of skin)
- Pimples, blackheads and whiteheads
- Horizontal dehydration lines on cheeks and neck
- Acne and scarring
- Enlarged pores
- Dark circles under eyes



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What skin type do you have?

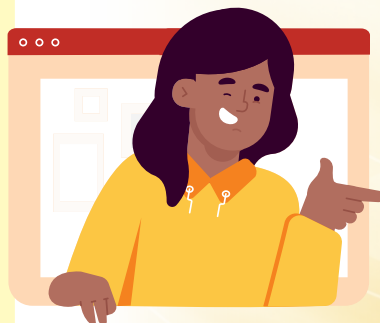
- Appearance of the skin (oily, normal, dry, problem)

Basics Questions to Ask to Determine Skin Type and Skin Condition

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Why do you THINK that is your skin type?

- Appearance of the skin (oily, dry, problem)
- Is it the same all over or only certain areas?

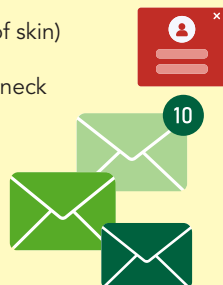


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What else concerns you most about your skin?

- Ageing
- Skin's reaction to the sun – sensitivity
- The texture/feel of the skin to the hand – elasticity
- Deviation on the skin, such as veins, pigmentation, pimples, blackheads and whiteheads

Answers to the first two questions will determine your customer's skin type. Depending on the answer to the third question, it will determine what skin condition your customer has. Based on this you can recommend Essense or Forever Young treatment products.

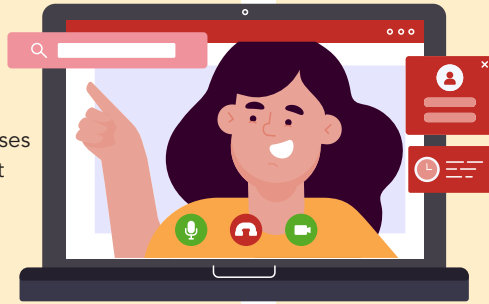


HOW TO

As the seasons change, so does your skin! So conducting a thorough skin analysis is critical to achieve your customers' desired skin results. What's important about a skin analysis is that it gives you a clear picture of the current state of your customer's skin, from which a treatment plan can be made.

Skin Analysis Tools

- Skin Care User Guide (Recommendation Wheel)
- Client Consultation Form
- Success Guide
- Annique Training Academy Courses
- Webstore Business Development Documents
- Previous Annique Training Presentations
- Replique
- Beautè



Skin Type vs Skin Condition

A **SKIN TYPE** is determined genetically by our parents and can be measured by the amount of oil secretion in the skin.

Gender also determines the skin type.

- Overactive sebaceous activity will produce an oily skin.
- Underactive sebaceous glands will produce a dry skin.

A **SKIN CONDITION** is something that is happening to your skin, due to external or internal factors such as hormones, dust, lifestyle, stress, weather etc.

Most skin types may be classified or divided in the following Basic types

Skin Types

Dry, dehydrated and mature: Lucid

Normal / combination skin: Hydrafine

Oily / problem skin: Synergy

Younger / problem skin: Face Facts

Sensitive / allergic skin: Essense

Skin Conditions

Acne

Sensitive / sensitized / allergic

Rashes / eczema

Aged

Pigmentation / blemishes

A person's skin type can change over years i.e. puberty and old age. Never base your decision of skin type purely on a client's age.

Product Recommendation taking Skin Type and Skin Condition into Consideration

Basic products:

- Rooibos Tea
- Cleanser
- Night cream
- Moisturiser
- Freshener
- Sunscreen



Remember:
if your client does not use any products and only soap and water before analysis, follow the steps for treatment of a sensitive skin.

Add-on products:

- Exfoliator
- Masque
- Miracle Tissue Oil
- Essense Treatment Products – concerns
- Forever Young Treatment Products – ageing
- Forever Healthy Products



After you have done a skin analysis and made recommendations, you should add a morning and evening skin care routine as well as a free skin analysis voucher to their order.