

A close-up photograph of a man lying down with his eyes closed, receiving a professional shaving service. A person's hands are visible, applying shaving cream to the man's upper lip area with a brush. The man has a thick layer of white shaving cream on his face. The background is softly blurred, showing a white towel and a wooden wall.

# How To Bring Men To Your Professional Table ...

## Educate Them!

by Elina Fedotova



**M**en need skin care services just as much as women. Think about the problems caused by shaving and excessive sun exposure from long hours on the golf course. Many men do not have the best eating habits and poor food choices often manifest themselves through the skin. Moreover, many do not review ingredient labels and only shop for skin care products at the drug store.



### **The Challenge**

Men assume that facials are for women only; others do not care to be seen in a skin care salon. They feel shy or uncomfortable in what they think of as a woman's domain and do not want to look overly concerned about their appearance in a public place.

### **The Goal**

Your goal is to overcome these reservations and get reluctant men onto your professional table. Bringing more men to your practice is a simple way to double your business. To gain a new male client, he must experience the benefits of a deep and purifying skin rejuvenating service such as: steaming, vacuuming, exfoliation and extractions. Corrective serums should be used on sun-damaged and irritated areas of the skin and followed by natural, nourishing, healing masks. Finally, a facial massage and round of relaxing aromatherapy will leave their skin looking and feeling like it never has before. Once your male clients experience this, they will be back for more!

### **How To Bring Men To Your Professional Table**

Where are our male clientele coming from? Most are the husbands, sons and friends of your female clientele; your female clients already know about the benefits of professional skin care services and they will bring their loved ones to your table because they want the men in their lives to have healthy complexions too.

Valentine's Day is just around the corner. Offer your female clientele a complimentary gift certificate for a gentlemen's facial when they purchase your four-piece skin care collection for men. That doubles the gift and helps them to start the conversation about the benefits of professional skin care with the men in their lives.

There are a variety of other ways to attract new male clients. Of course teenage boys who are embarrassed about their acne will obviously come out of desperation. Mature men often think that their skin looks the way it is supposed to look. They reason that their red nose is not the result of sun damage or rosacea. It is just a weathered look that is age appropriate and nothing can be done. They get used to heavy, clogged pores and do not notice open comedones unless women notice it for them. So let us try to help them enjoy life even more with healthy, clean skin.

### **"Man Up" Your Service Menu**

I suggest you start with a brochure which includes a service menu just for men. Instead of offering a "Facial for Gentlemen" you might name the service "Skin Tune Up for Men" or "Gentlemen's Deep Cleansing Skin Treatment." Include detailed explanations of the benefits of each treatment for different skin conditions. Do not forget to include suggested morning and evening regimes for home care as well.

The brochure should feature photos of men receiving the services while looking manly and attractive. Then, other men will think "I can do that too." Include pictures of men engaged in various professional occupations with radiant, healthy-looking skin.

Find happy male clients and ask for testimonials. Publish these in your brochure. Look for quotes that include statements about how skin care services improved their confidence in both their professional and personal lives.

Include educational information about ingredients – what to look for and what to avoid. Print information about the benefits of herbal extracts in sulfate and fragrance-free shaving foam. For example: It is gentler and helps men avoid irritation during the shaving process. Often men suffer from skin issues due to harsh chemicals and fragrances; after reading this kind of information, they will be more willing to start a conversation about their skin.

## Offer Corrective Skin Care Products For Male Clients

Make sure you have a professional skin care product line just for men. Starting a conversation about ingredients may be more difficult with male clients who are unaccustomed to the skin care language. However, there is a simple solution: Ask your male clients to bring their products to your first consultation. If they forget, look up the product. Use this as an opportunity to educate and make a friendly comparison between the ingredients in the products they use and the product line you suggest. A home regime for men should include:

- A gentle, natural shaving foam;
- An aftershave formulation with healing, anti-inflammatory ingredients and essential oils instead of artificial fragrances; It should also contain a sunscreen like zinc oxide.
- For men who work long hours in front of the computer or on the road, recommend a non-greasy eye crème to help reduce puffiness and dark circles.
- A facial moisturizer; This is optional and can be included in the aftershave if your client wants to shorten the routine.



## Help Them Understand Each Ingredient On the Label

It is very important for an aesthetician to be able to comfortably translate information from the label into simple and common terms so they can effectively



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educate their clients. They also need to be able to explain what each ingredient does.

Using products purchased at a drug store is problematic because they are frequently full of various synthetic and potentially toxic chemicals. We need to educate not only men, but all our customers about the differences between artificial fragrances and essential oils. Artificial fragrances can cause skin reactions and unpleasant respiratory responses.

By contrast the fresh, clean smell from real plant extracts and essential oils offer antiseptic, healing properties for the skin. Simply put, essential oils are important. One of my favorites for the male complexion: essential oil of juniper berries. Juniper berries combine cooling astringent effects with strong healing properties and a very pleasant, masculine aroma. These oils can help resolve shaving problems and prevent skin infections but keep in mind, your clients can still have reactions to natural ingredients because people can be allergic to anything, including organic foods and plants.

Sodium Laurel Sulfate (SLS) and other sulfate foaming agents have the ability to over-dry the skin which is not beneficial for either dry or oily complexions. It stimulates sebum production as a defense mechanism in oil-prone skin and for those on the dry side, it may irritate the skin. For years our industry lacked better option, but now many companies, even mainstream ones, are making sulfate-free foaming products. Many conventional male products also have alcohol in them for its anti-bacterial effects, but it can over dry and irritate the skin as well.

Look for men's products that include ingredients that offer refreshing, healing, calming and nourishing properties. Some suggestions: organic plant extracts like aloe vera, calendula, chamomile or echinacea.

When we review an ingredient list, it is very important to look for a minimum of unnecessary skin ingredients like synthetic solvents. Also, do not forget that FDA regulations require that cosmetic ingredients must be listed in descending order of content predominance.

### Educate

Some aestheticians may say that they do not have time to educate their male clients because they are booked. My answer to that is – and this is especially true for first time clients – you need to be able to invest that time in them. By educating the client, they will begin to appreciate you as a true professional who can teach them valuable information about skin wellness.

Simply performing treatments with applications of different products ... is not necessarily enough. By offering the client a combination of effective treatments and information, you can help them understand what makes their skin healthy so they can make more conscious choices about their skin regime. This way they are far more likely to become regular clients and start using the products you offer.

If you do a thorough consultation together, you can work towards certain goals such as reduced skin irritation, relief from the symptoms of rosacea, or a decrease in couperose skin. If you both agree on a plan to use certain tools to improve their com-



plexion (like a healthier skin regime at home and corrective skin services) your new client will be very grateful. They will appreciate your attention and professional skills and are far more likely to come back.

### **First Time On Your Table**

During your first consultation, realize that for some men it is hard to relax on the table. In order to relieve the tension, they might feel the need to talk during the first session. Use this as an opportunity to discuss the products they use and/or beneficial ingredients for their skin.

Keep in mind, men sometimes have a lower pain threshold than women. Whether it is because women are designed to give birth, or because they are used to different facial procedures (like tweezing their brows), women seem to have a naturally higher tolerance. Men, however, have a more difficult time with deep cleansing facials the first time.

Moreover, most men are terrified of extractions. They tend to be very sensitive in the nose area and many have fragile capillaries. So the first time you have a man on your table, be extremely gentle with him – especially when it comes to performing extractions and other procedures that can be less pleasant.

Remember, the goal of your first treatment is to provide your client with cleaner, fresher, healthier skin. By providing a first time male client with this, along with useful information, he will be more likely to include professional skin care as part of his wellness regime.



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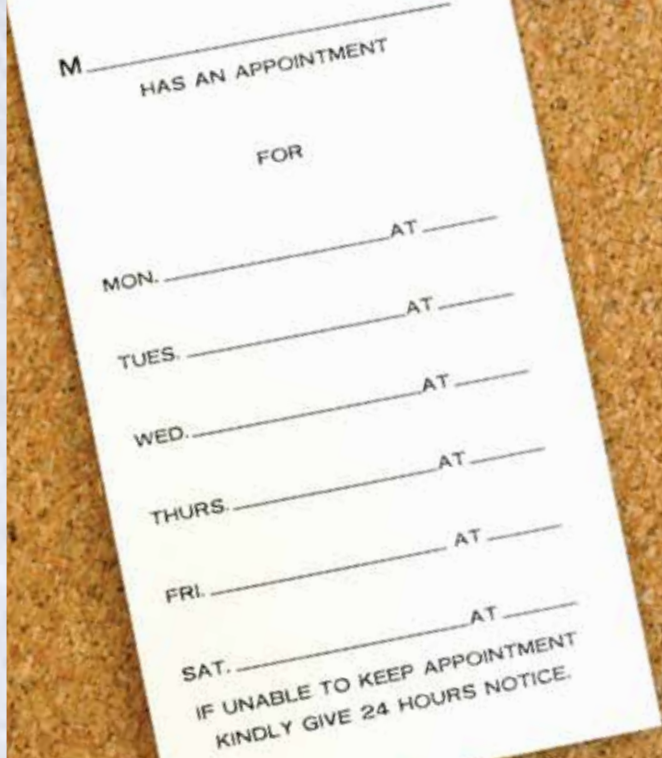
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## Rescheduling

For busy people – both men and women – if they do not put an event on their schedule it never happens. If you want your first time male client to return, be sure to book another appointment!

Make sure your new male client knows how very important it is to reschedule.

Acknowledge how busy they are and offer to make an appointment that best suits their busy life. Advise him to book it that day because the most desirable times are the first to go. Any successful professional person will agree with you and reschedule right away.

After five or six weeks, your first time male client will start to notice that his skin feels heavier. He will remember how great he felt after leaving your clinic. Craving that fresh baby skin feeling, he will look forward to his next appointment with you.

Oh, and do not forget to order special apparel for male services so you do not offer them girly gowns! Good luck! **D**



*Elina Fedotova is a cosmetic chemist, herbalist and licensed aesthetician who uses the intelligence of nature to heal, restore and beautify the skin. She brought her passion for natural skin care to the U.S. from Russia in 1991. Fedotova is the CEO of Elina Organics, and the founder and president of the Association of Holistic Skin Care Practitioners. For more information: [www.elinaorganics.com](http://www.elinaorganics.com) and [www.holisticskincarepractitioners.org](http://www.holisticskincarepractitioners.org).*

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