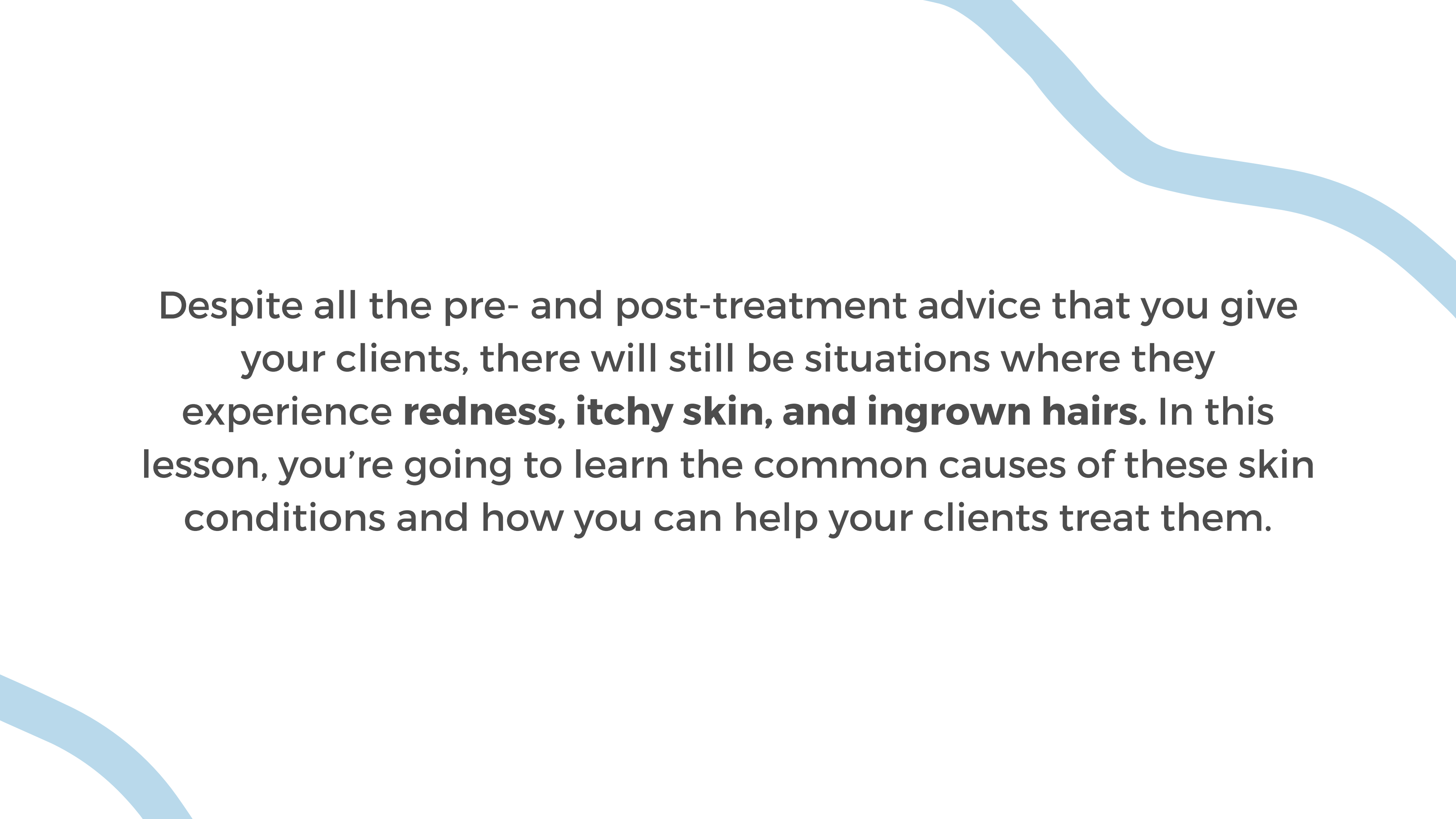


AP ACADEMY PRESENTS

Module 4 :

Lesson 3

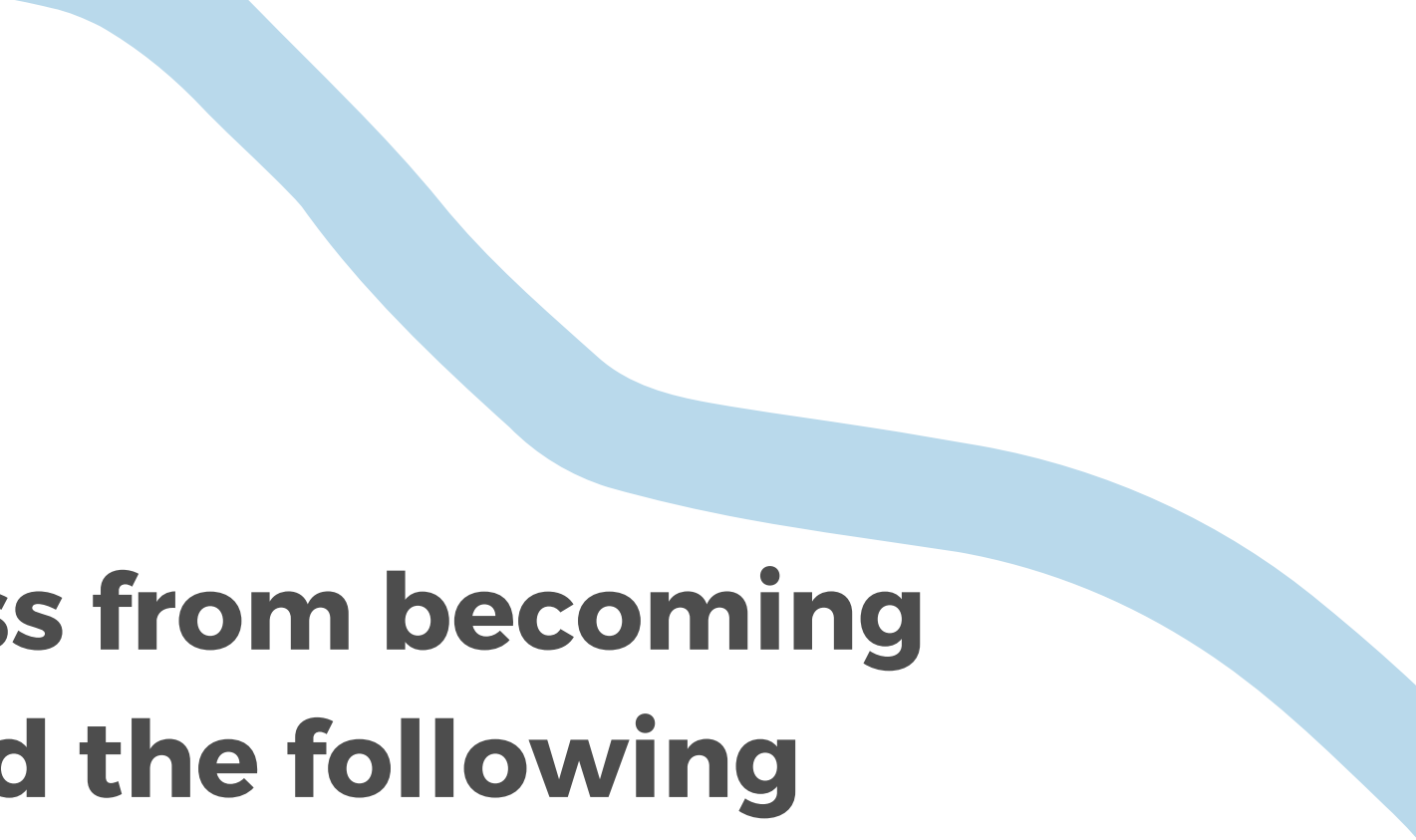
Treating Redness, Itchy Skin, and Ingrown Hairs




Despite all the pre- and post-treatment advice that you give your clients, there will still be situations where they experience **redness, itchy skin, and ingrown hairs**. In this lesson, you're going to learn the common causes of these skin conditions and how you can help your clients treat them.

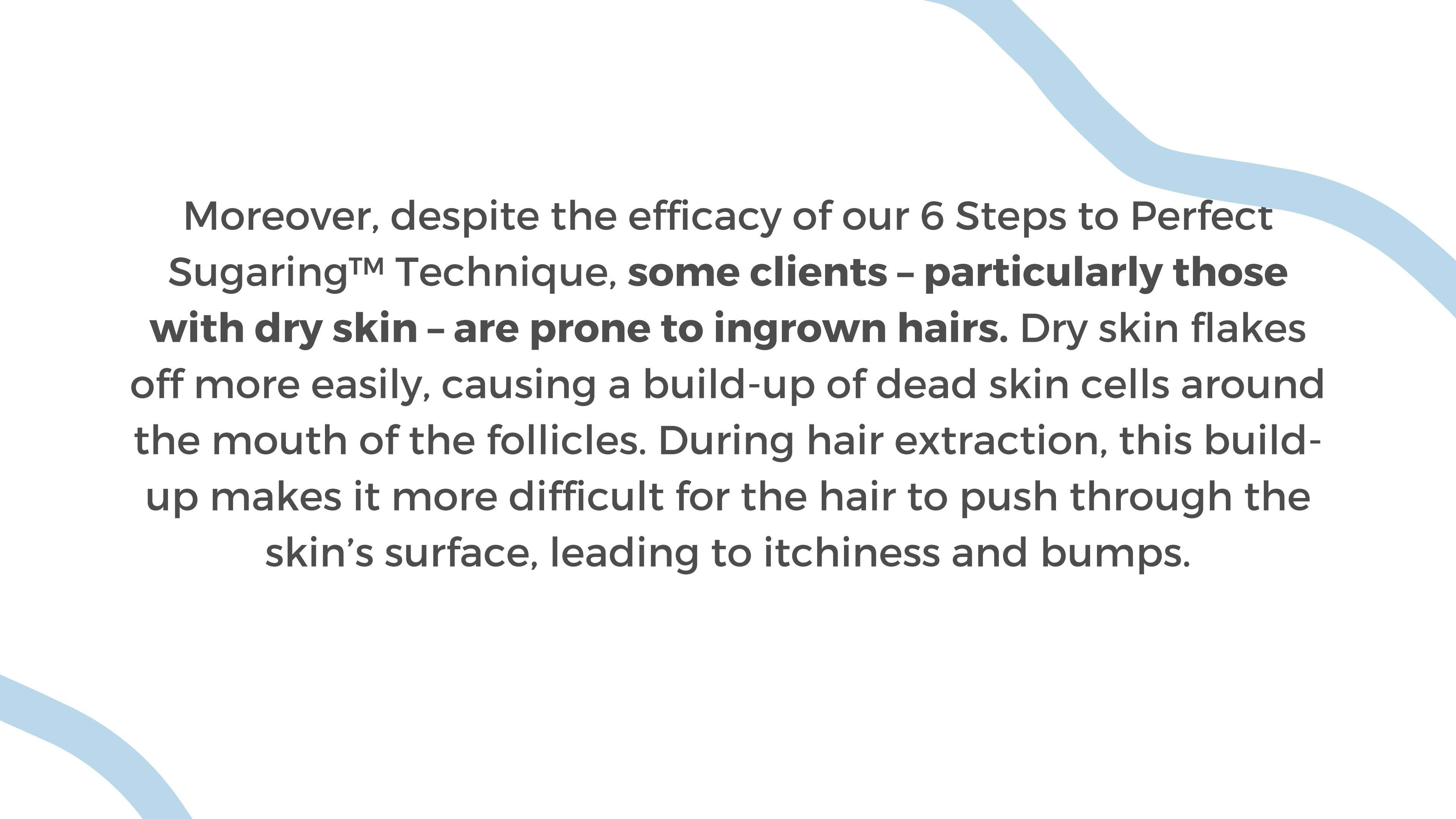
Redness and itchy skin are actually quite normal after a treatment. These reactions are due to excessive blood-flow to the treatment areas and they usually disappear within an hour or so. However, clients vary – some might take longer to react whereas others might not react at all. Nevertheless, as a practitioner, **you can reduce inflammation and calm the skin by applying our Mud Puddle®, Essential Tonic™, and Restore™ Hydrating Lotion** – especially after a bikini, chest, or back treatment.





To prevent the redness and itchiness from becoming worse, advise your clients to avoid the following actions or activities post-treatment:

- Hot baths, sunbeds, and sunbathing
 - Rubbing or scratching the area
 - Wearing tight clothing
 - Exercising immediately after
- 



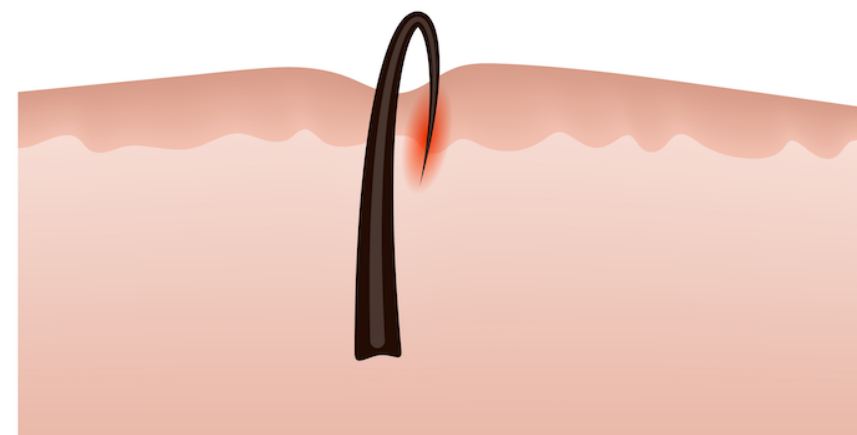
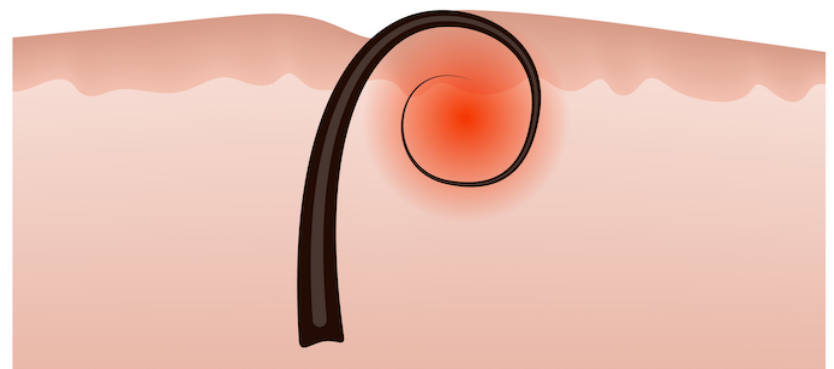
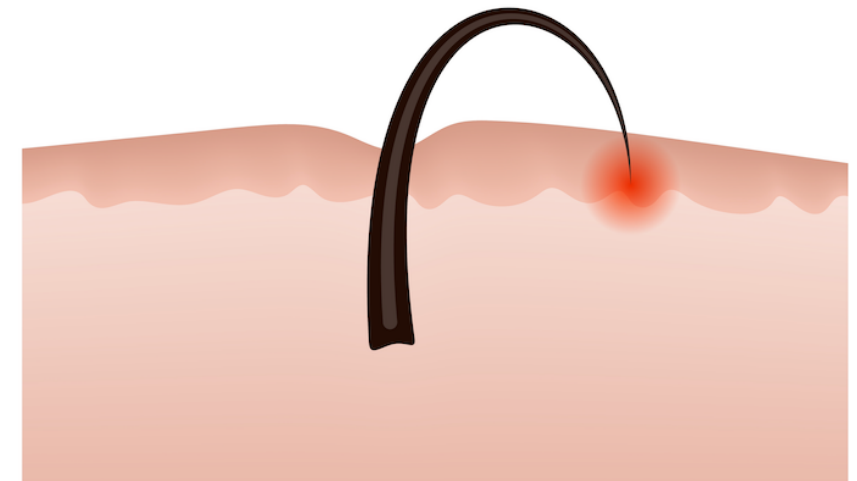
Moreover, despite the efficacy of our 6 Steps to Perfect Sugaring™ Technique, **some clients – particularly those with dry skin – are prone to ingrown hairs.** Dry skin flakes off more easily, causing a build-up of dead skin cells around the mouth of the follicles. During hair extraction, this build-up makes it more difficult for the hair to push through the skin's surface, leading to itchiness and bumps.

There are **three types of ingrown hairs** you should know about, each with their own set of recommendations to help your client restore their skin, and avoid ingrowns in the first place.

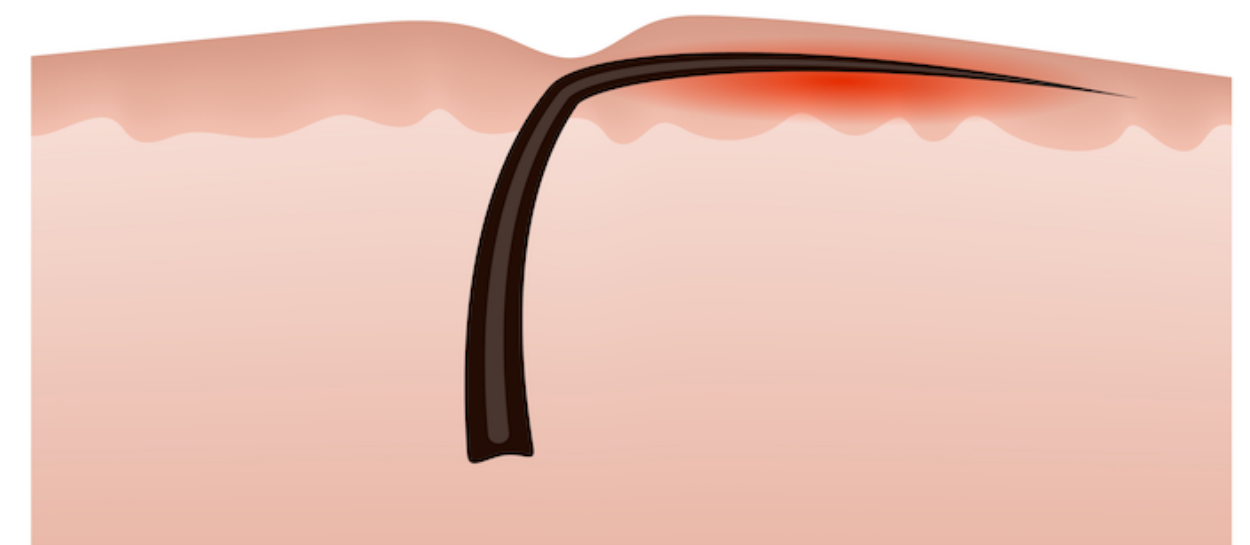
Ingrown hairs can take on many forms, such as:

- Blockages in the pores
- Hair running parallel to the epidermis
- Hair trapped deep within the follicle
- Infected spots

Ingrown hairs that form as **blockages in the pores** often become **blackheads**. In this case, the hair grows out of the follicle and then pulls a U-turn, heading back down towards the follicle base, or spiraling just below the skin's surface. This is known as **pseudofolliculitis**. You could try removing the hair by applying very light pressure, but **if it's being stubborn, just leave it alone**. Otherwise, the surrounding tissues will be at risk of scarring. This is a great opportunity to advise your client of a home regimen and any relevant products.



When the client's **ingrown hair** is **running parallel to the epidermal layer**, our sugaring technique can generally extract them if there's just a few at a time. The presence of these types of ingrowns shows that **the client doesn't know about or use a proper regimen**. With our basic ingrown prevention regimen, they won't experience these types of superficial ingrowns.



Sometimes, the **ingrown's trapped so deep within the follicle** that you can't see it. The skin forms into a hard, often dark lump. **If this occurs more than once or twice, you should review your technique.** It's possible that you're breaking hair instead of fully extracting it. Likewise, if the ingrowns appear as an infected spot, with trapped hair struggling to break through the skin's surface, then you should also review your technique.



To help release ingrown hairs, recommend our **Full Circle of Skin Conditioning®** products to your clients! And as a preventative measure, have them regularly exfoliate and hydrate their skin with lotions that contain a high percentage of purified water, such as our Restore™ Hydrating Lotion. It's helpful to explain how purified water works to help prevent ingrown hairs. We call this the **Cornflake Analogy**.





Imagine you have two bowls of cornflakes, a bottle of syrup, and a glass of milk. The cornflakes are dry skin cells, the syrup – a high emollient cream, and the milk – a good water-based moisturizer. You pour syrup over the first bowl of cornflakes and milk over the second bowl. What happens in each case? In the first bowl, the syrup would cover the first layer of cornflakes, making it look shiny. It might even seep down a couple more flakes. Whereas in the second bowl – with the milk – all the flakes would be soggy.

This “sogginess” is what the skin needs – maximal absorption of purified water for maximal hydration. Now, there’s nothing wrong with emollient creams. But rather than penetrating the skin layers, they rest at the surface, locking in moisture that’s hopefully already there. That’s why, at the very least, emollients should be used in combination with lotions containing high amounts of purified water.

Clients who heed all the aforementioned skin care strategies will notice a difference in their skin tone, color, and ingrown hair problems **in just 3 to 6 treatments.**