



Winter Rescue Hand Treatment

Training Guide

Introduction:

As the winter season approaches so does the onset of environmental changes to our skin's condition which can lead to a whole range of uncomfortable issues. In particular the backs of our hands may become very dry and even chapped. Remnants of Summer sun exposure may also cause the hands to look dull and dehydrated with possible pigmentation. The dip in outdoor temperature can strip vital oils from the skin and the onset of turning on the central heating often resulting in moisture loss.

We can advise our clients to wear cozy gloves when they are outdoors, to use washing up gloves when doing the dishes and avoid cleaning with harsh chemicals as well as the daily use of hand cream.

For those who are experiencing winter hands symptoms we can recommend the Eve Taylor® **Winter Rescue Hand Treatment**.

This targeted hand treatment is perfect to offer to clients as a stand alone service, as part of a manicure or as an add-on to the Winter Rescue Facial.

Products needed:

Ultra Soothing Cleanser

Lavender Hydrolat

Exfoliating Mousse

Regenerative Serum

Soothing Masque

Colloidal Activator

Lavender AromaWax Massage Candle

Hand and Nail Rescue Cream (SPF20)

Treatment time:

20 minutes.

Treatment protocol:

1. Cleanse the hands with **Ultra Soothing Cleanser** customised with a few drops of **Lavender Hydrolat**. Remove product by enveloping hands with hot mitts or steam towels.
2. Exfoliate the back of the hands, tops of fingers and around cuticles with **Exfoliating Mousse**. Remove product thoroughly with hot mitts or steam towels.
3. Apply **Regenerative Serum** to the backs of the hands, tops of fingers and gently massage into cuticles.
4. Mix two pumps of **Colloidal Activator** with one pump of **Soothing Masque** and 4 drops of **Lavender Hydrolat** in a bowl and stir with masque brush to create a creamy gel consistency

With a masque brush apply to backs of hands, tops of fingers and cuticles.

Allow to infuse into the skin for 10 minutes.

Optional: Hands may be placed into liners followed by hot mitts for additional warming, comforting benefits.

While masque is on, carry out optional nail file and cuticle work should your client require it to ensure a neat finish to your treatment.

*Alternatively carry out **Skin Profiling Analysis** on your client's skin and complete **Skin Profiling Recommendation Sheet** with product recommendations.*

Remove Masque with hot mitts or steam towels

5. Carry out hand and arm massage with **Lavender AromaWax Massage Candle**.
6. Apply **Hand & Nail Rescue Cream (SPF20)** to hands.

Treatment cost to perform:

Ensure you use the Cost Modeler available in the professional area of the website to calculate a costing accurate to the size of products used.

Treatment course:

The Eve Taylor® Winter Rescue Hand Treatment is designed to give immediate improvements to the skin. If homecare is adhered to between treatments then we recommend ongoing treatments at 2-4 week intervals over an 8-12 week period.

Homecare products and retail:

To maintain the results of the **Winter Rescue Hand Treatment** we would recommend: **Regenerative Serum** – applied to the backs of hands and massaged into cuticles as needed.

Hand & Nail Rescue Cream (SPF20) – applied daily.

Marketing the Eve Taylor® Winter Rescue Hand Treatment:

We can recommend **The Eve Taylor® Winter Rescue Hand Treatment** to a wide demographic of clients in the winter months and is suitable for all skin types and conditions. Those who work outdoors or are exposed to the elements will benefit especially from this treatment the most.

Promote the **Winter Rescue Hand Treatment** in-salon and through social media as this season's must have treatment and recommend it to all clients.

An A4 POS Poster is available to download in the Professional area of the website under 'Point of Sale' with matching social media visual loaded into the Facebook page ready to share to your business page.

Treatment description:

Relieve the skin on your hands from redness, irritation and dryness this season with the Winter Rescue Hand Treatment. Nutrient rich oatmeal and lipid rich botanicals hydrate and nourish leaving the hands silky soft, smooth and moisturised.

Suggested treatment price:

We recommend a suggested average price of £12.00 for an Eve Taylor® Winter Rescue Hand Treatment.