

# Diploma in Beauty – Part I



## Lesson 1

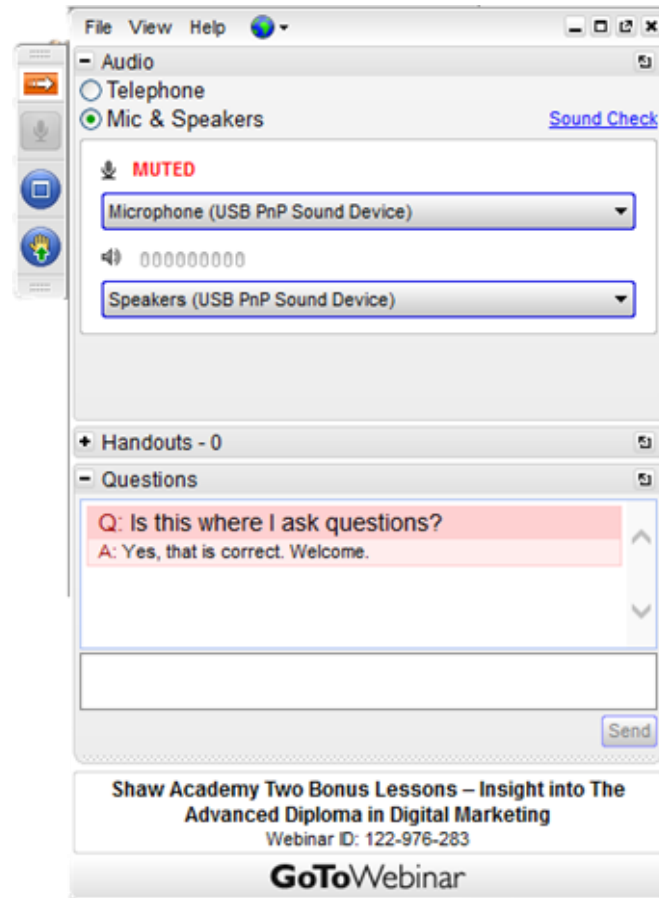
# Optimize Skincare for your Skin Type

Presented by:

**Orlagh Nolan** Course Educator  
Head of Beauty Faculty



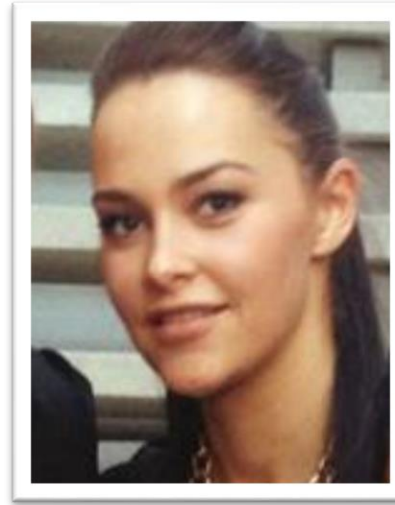
# Webinar Interaction



- Any questions? - [Our support team are here to help](#)
  - Chat box - [Comment and ask us questions](#)



## About Us



- Orlagh Nolan
- ITEC, CIBTAC & CIDESCO
- **12 Years Field Experience**
- Head of Beauty Faculty



- **Largest LIVE Educator on the Planet**
- 4+ Years / 2012
- **Offices All Over the World**

## Lesson 1

# AGENDA



### ➤ Course Agenda

### ➤ The Skin – Structure and Function

### ➤ Skin Types

### ➤ Caring for the Skin

### ➤ Summary

- Course Interaction
- Q&A



# Course Agenda

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- Week 1:** **Lesson 1 :** Optimize Skincare for your Skin Type  
**Lesson 2 :** SPF, Cellulite & Stretch Marks Exposed
- Week 2:** **Lesson 3 :** Manufactured Products Vs Natural & Homemade  
**Lesson 4 :** The Role of Lifestyle in Premature Aging
- Week 3:** **Lesson 5 :** Makeup – Flawless Foundation for your Skin type  
**Lesson 6 :** Makeup – Perfecting your Eyes & Brows \*\*\*
- Week 4:** **Lesson 7 :** Makeup – Finishing Touches with Tips & Tricks \*\*\*  
**Lesson 8:** Manicure, Pedicure & Massage \*\*\*



# Competition Time

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- Live = Best
- Libraries = Don't Teach
- We reward our most diligent students
- Shaw Academy **Lifetime Membership** Prize
  - draw during **lesson 6**
- Attend **80%+** of the lessons **live**



# COURSE TOOL KIT

INCLUDED:



Exclusive Starter Pack



Webinar Slides for every lesson



Summary Notes for every lesson



Bonus Videos

Enhance your learning experience!

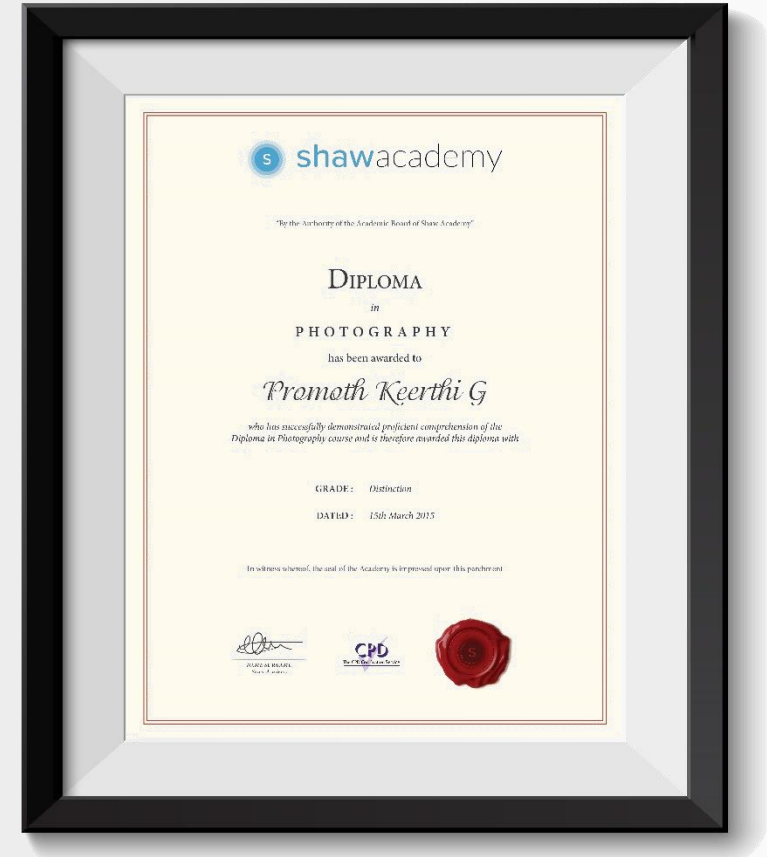


**ONLY**  
**€19.99**

# Final Assignment

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- Multiple Choice Questions
- Diploma - €19.99







THE SECRET  
OF GETTING AHEAD  
IS GETTING  
STARTED



Beauty

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# What is Beauty to You?



# Let's Begin

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## Structure & Function of The Skin



# Definition

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## The Skin :

Largest Organ in the  
Human Body

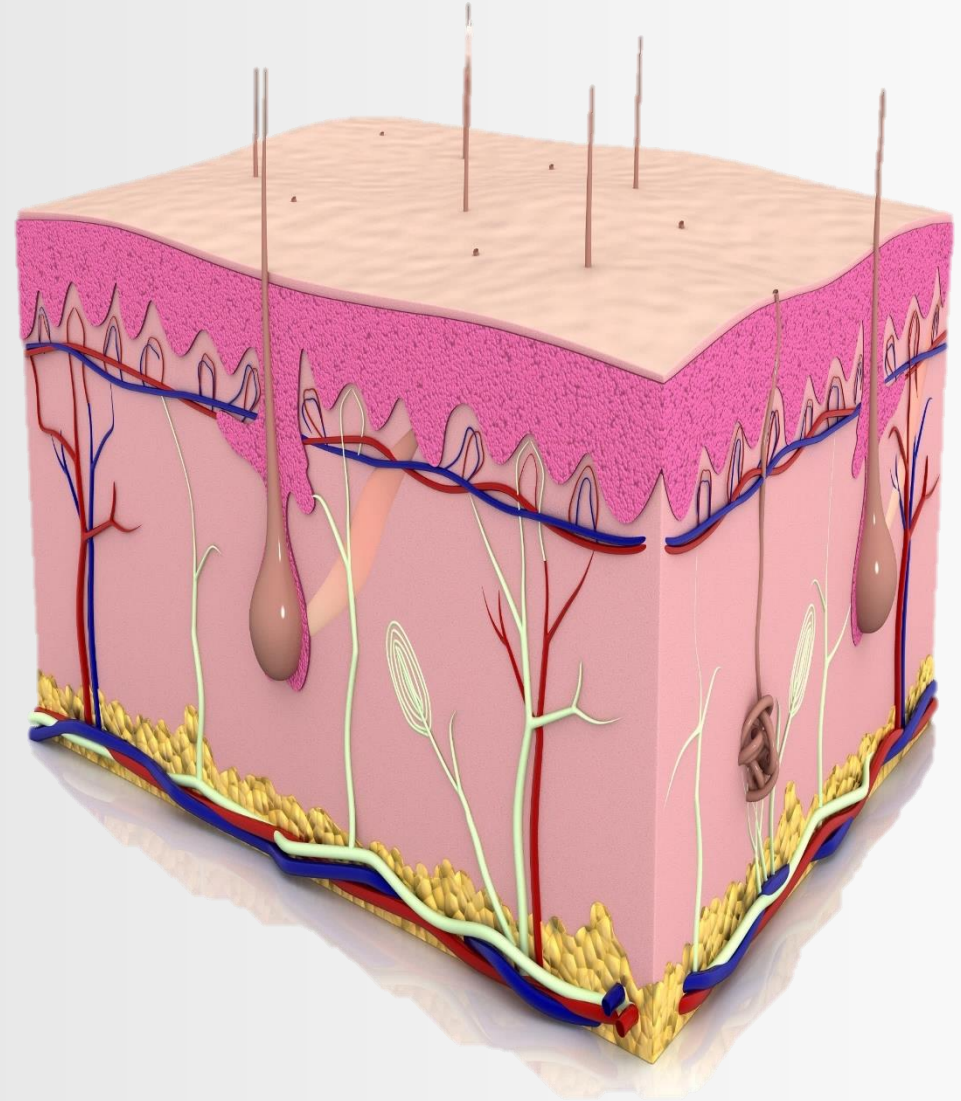
Bodies first line of  
defence

Instil confidence



## Three layers

1. Hypodermis
2. Dermis
3. Epidermis

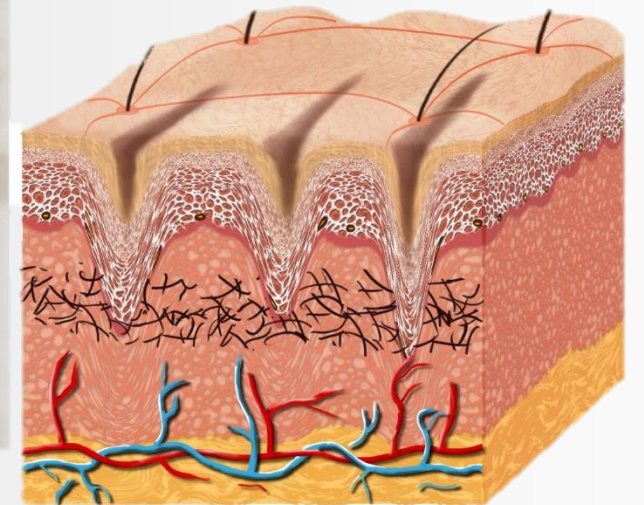
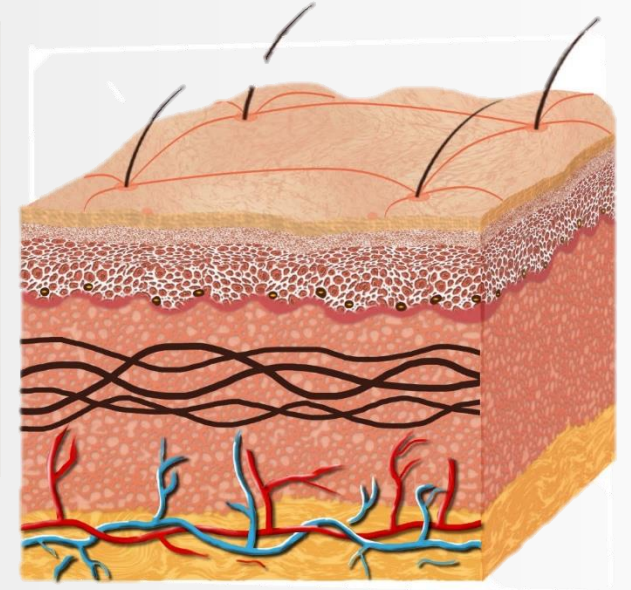




# Structure & Functions of the Skin

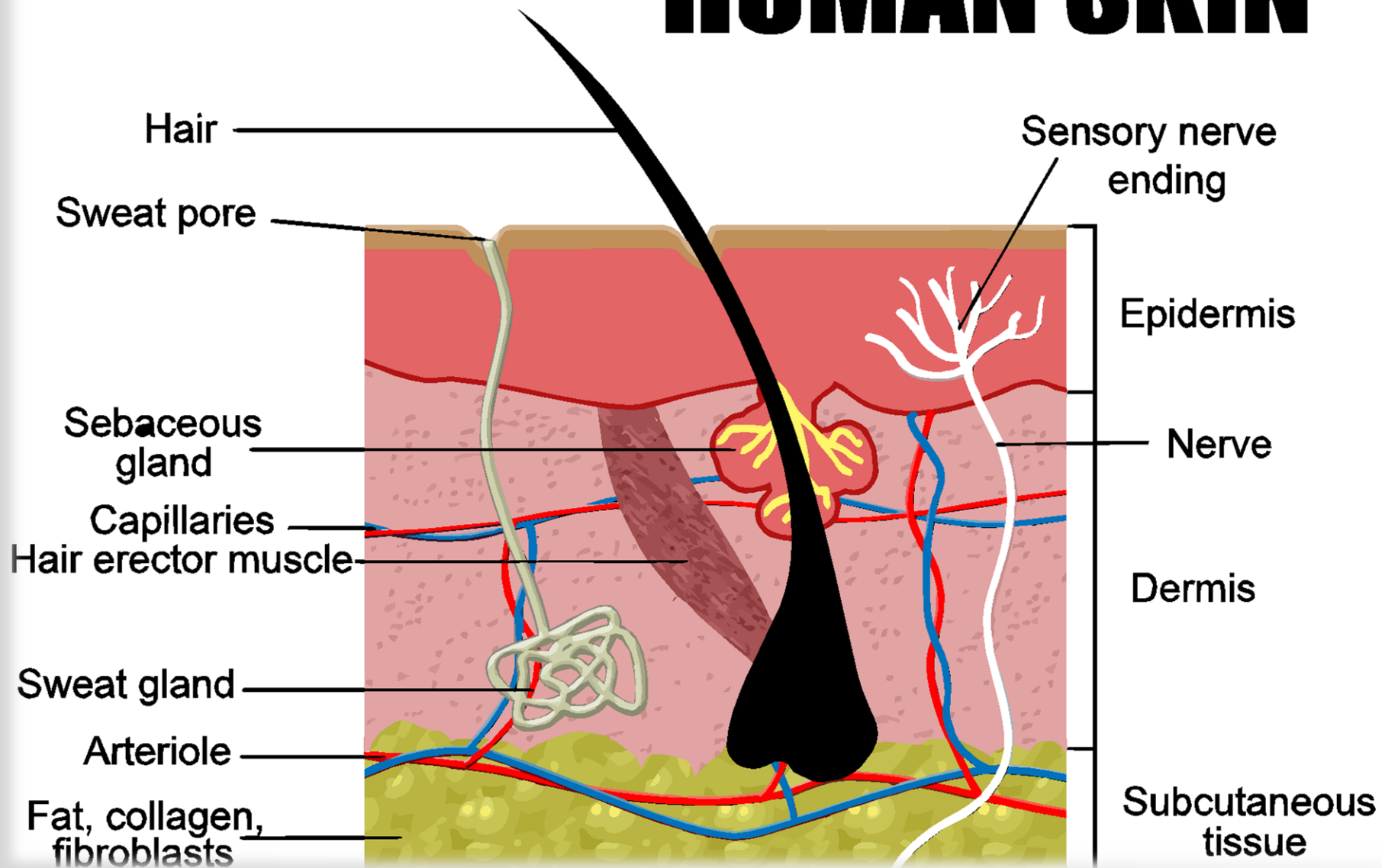
## Collagen and Elastin

- Proteins in the skin
- Work together
- Prevent Wrinkles



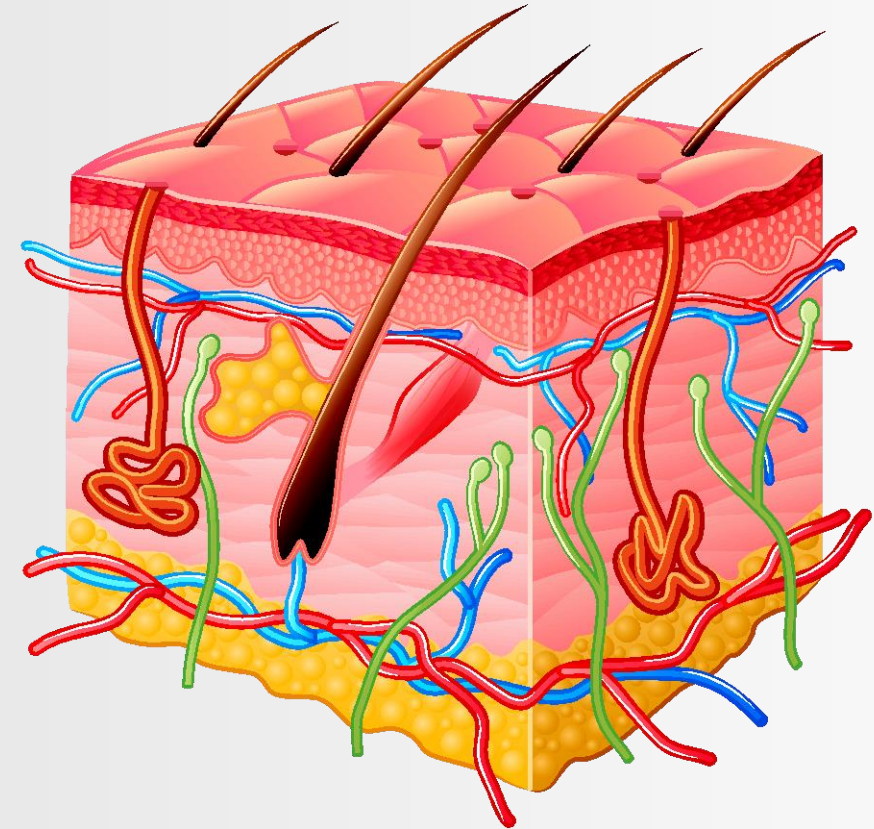
# Structure & Functions of the Skin

## HUMAN SKIN



# Structure & Functions of the Skin

- Protection
- Temperature regulation
- Sensory
- Excretion
- Vitamin D production





# Structure & Functions of the Skin

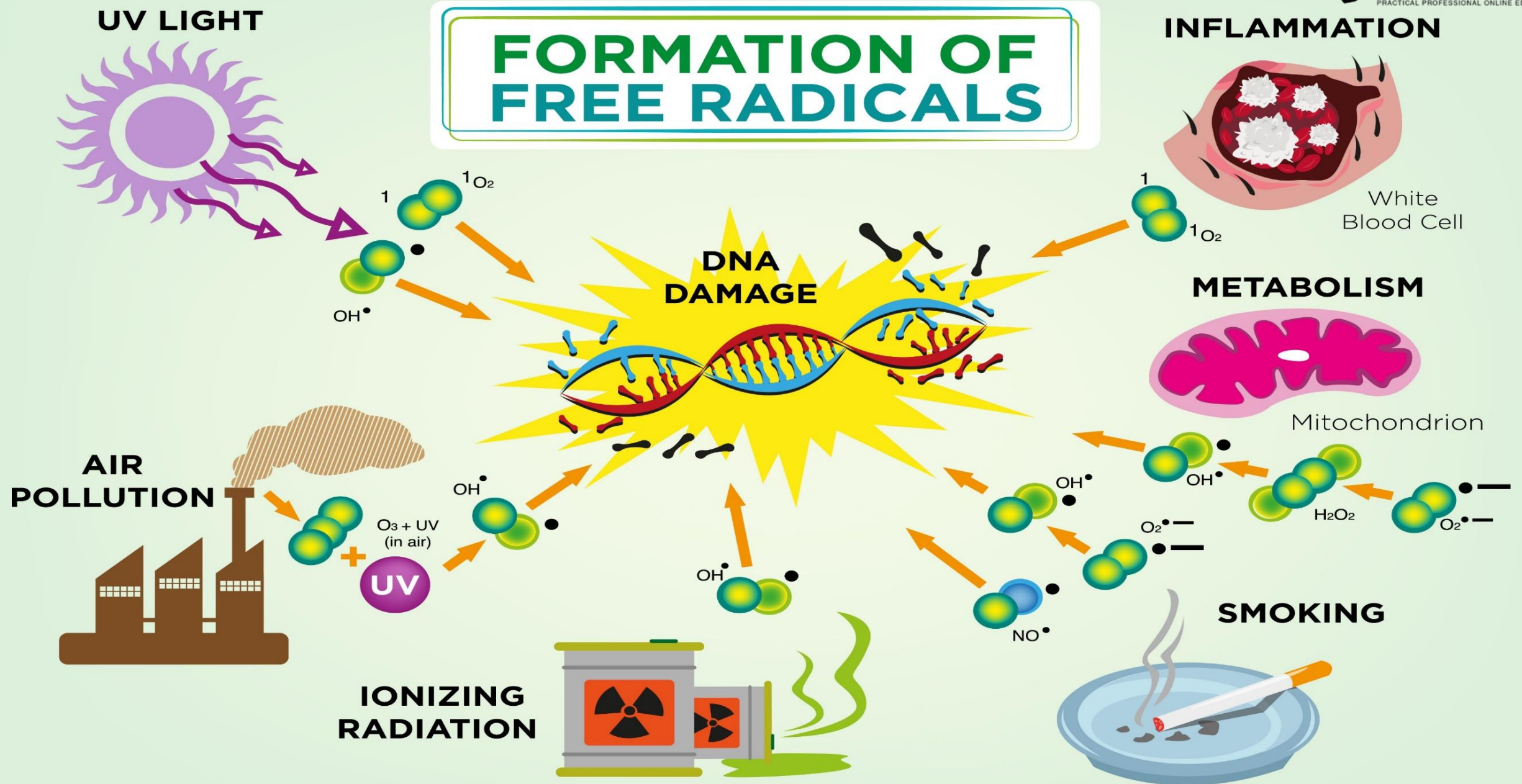
## Skins protective barrier

- Lipids keep the skin hydrated, firm and soft
- A good lipid barrier prevents water loss
- Naturally moisturises
- Keeps out bacteria and germs



## Damaged Barrier Function

- Lipids are damaged or depleted
- Dry, flaky tight skin
- Sensitized - stinging





# Too much information??

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Feeling under pressure?

Don't worry, this will all be available for you to review again tomorrow

And we are here to answer any questions you might have!

**Do you know your Skin Type?**

# Skin Types Definition



## Dry

- Lacking Oil
- Dull
- Tight
- Flaky
- Matt appearance
- Prone to Milia
- Premature aging



## Dehydrated

- Skin cells lacking water
- Fine lines and wrinkles more noticeable
- Cellular function reduced



- Can be caused by environmental factors





## Oily Skin

- Large Pores
- Shiny Appearance
- Over active sebaceous glands
- Prone to blemishes, blackheads and pimples



## Normal Skin

- Good Hydration levels
- Balanced sebaceous glands
- Smooth skin without open obvious pores
- Even skin tone



## Combination Skin

- Identifying more than one definitive skin type within your face
- Common combo - Oily T-zone with dry or dehydrated cheeks

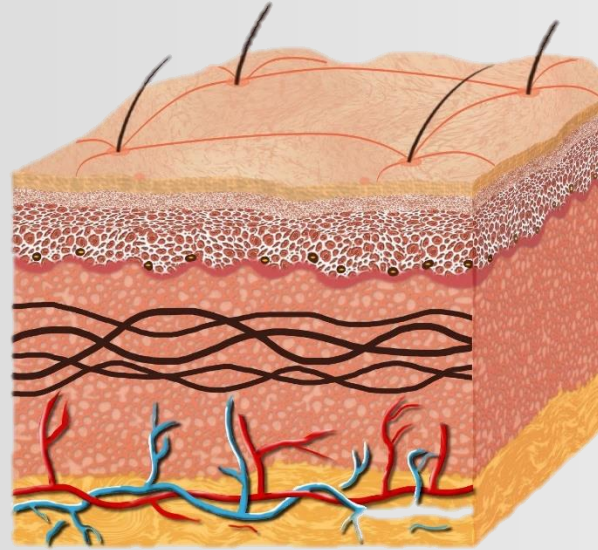


## Mature/Aging Skin

- Elasticity is lost
- Becomes drier
- Becomes thinner
- Uneven tone
- Becomes more sallow

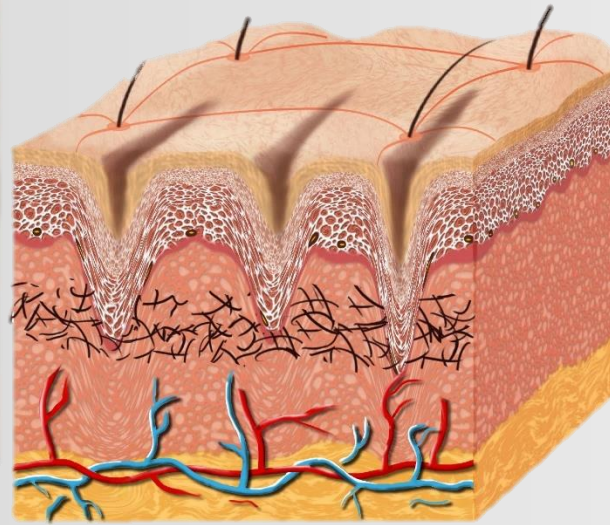






**Skin Structure changes  
as we age**

**..... How can  
we delay  
this?**



## Acne

### Vulgaris

- Hormonal imbalance
- Overactive Sebaceous glands
- Reduced natural exfoliation
- Scarring

### Rosacea

- Chronic redness
- Hyper sensitivity
- Broken capillaries





## Sensitive Skin

- Thin
- Translucent
- Reactive
- Tightness
- Prone to Broken Capillaries



## Male Skin

Different structure

- Thicker
- Oilier
- Different aging process





**Why is it so  
important to care  
for the Skin?**





**How long do you spend  
with your current  
skincare routine?**

## Basic Steps:

## AM

## PM

1. Cleanse	yes	yes(double)
2. Buffing Powder/ Facial Brush	optional (either morning or evening)	optional
3. Toner	yes	yes
4. Serum	no	yes
5. Eye cream	yes	yes
6. Moisturiser	yes	yes
7. SPF (if not contained in moisturiser)	yes	no

# Caring for the Skin



## 1. Cleanser



## Why do we Cleanse in the Morning?

- Removes residue from night cream and damaging free radicals
- Stimulates lymph flow to drain toxins
- Increases blood flow for more oxygen circulation



## Why do we Cleanse at night?



- First cleanse removes makeup
- Second cleanse deep cleans pores
- Removes environmental stresses
- Allows penetration of rejuvenating night products

# Caring for the Skin



## Why Cleanse?

Remove:

- Makeup
- Dead skin cells oil
- Dirt
- Pollutants from the skin
- Free radicals

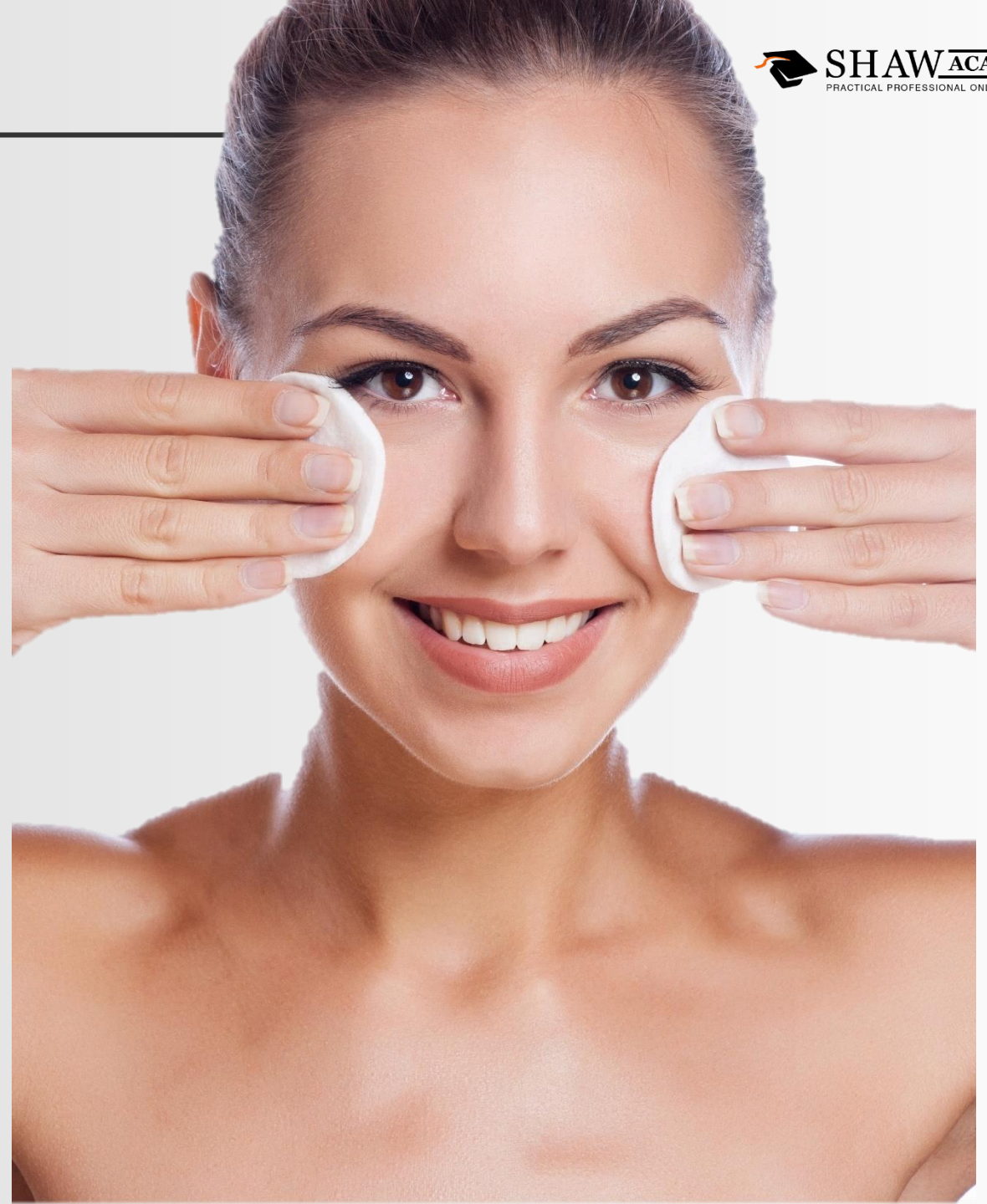


# Caring for the Skin

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## How to Cleanse:

- Small circular movements
- Work upwards
- Work more in the crevices
- Take your time
- Warm water
- A.M. & P.M.





# Caring for the Skin

## Skin Type:

- Dry
- Dehydrated
- Oily
- Normal
- Combination
- Mature/Aging
- Acne
  
- Sensitive



## Cleansing Product:

- Cream Cleanser
- Cream Cleanser
- Oil/Foam/Clay
- Cream/Foam
- Depends on Combo
- AHA/BHA
- Salicylic/Benzol peroxide cleanser
- Sulphate-free/  
Paraben-free/ Acid-free

## Never use Soap

- pH of soap is alkaline
- Strips skin acid mantle
- Cause tightness, dryness, flakiness



## NO to Makeup Wipes

- Full of stripping alcohol
- Full of chemicals
- Contain preservatives
- Moves dirt and grime around the face blocking pores
- Push makeup into the pores





# Caring for the Skin

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## Removing Eye Makeup

- Eye makeup remover
- Cotton wool
- Soak over eye area
- Small gentle circular motions
- Wipe upwards to ensure lashes are clean







Clean Skin  
.....  
What next?

## 2. Buffing Powder

- Speed up removal of dulling dead cells
- Increase circulation for brighter skin
- Smoother base for makeup
- Reduces congestion
- More supple skin
- Deeper exfoliation is still required weekly





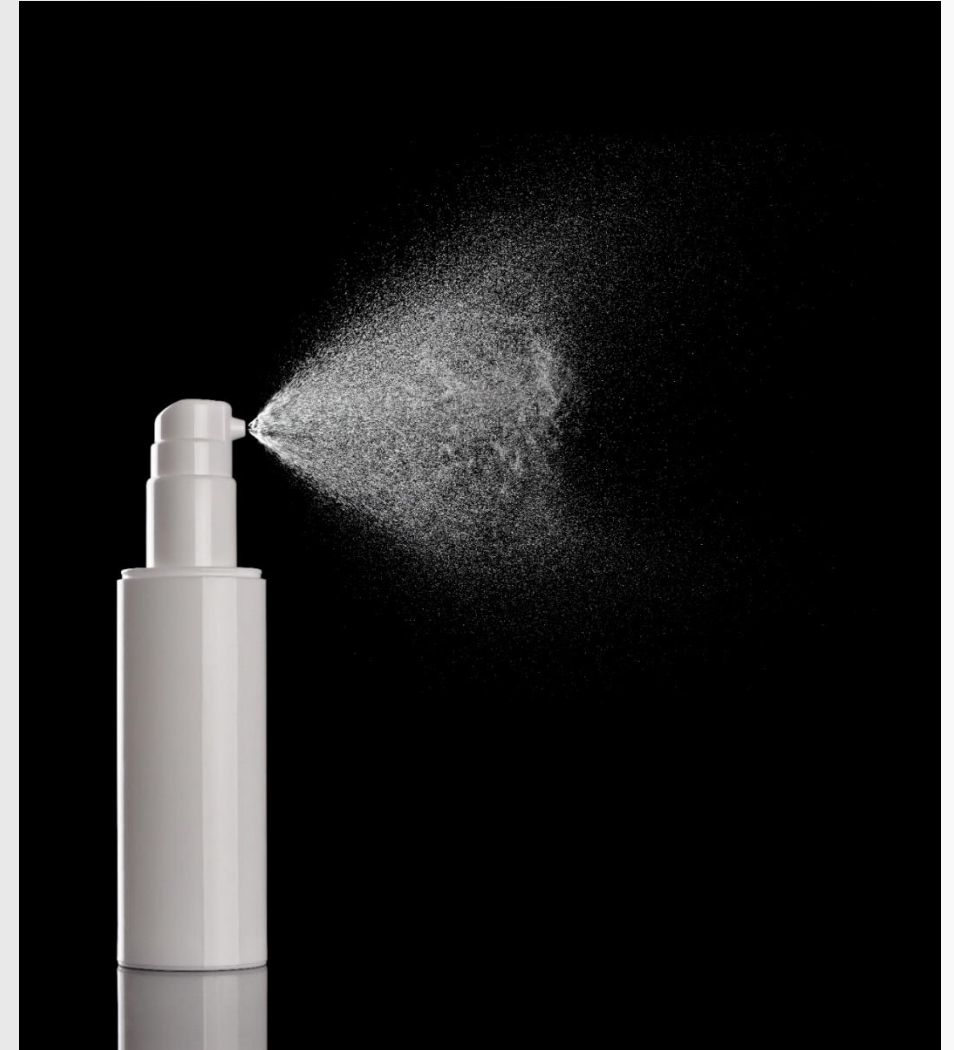
## 2. Facial Brush

- Exfoliating
- Increase Circulation
- Deep cleansing
- Keep pores clean



## 3. Toner

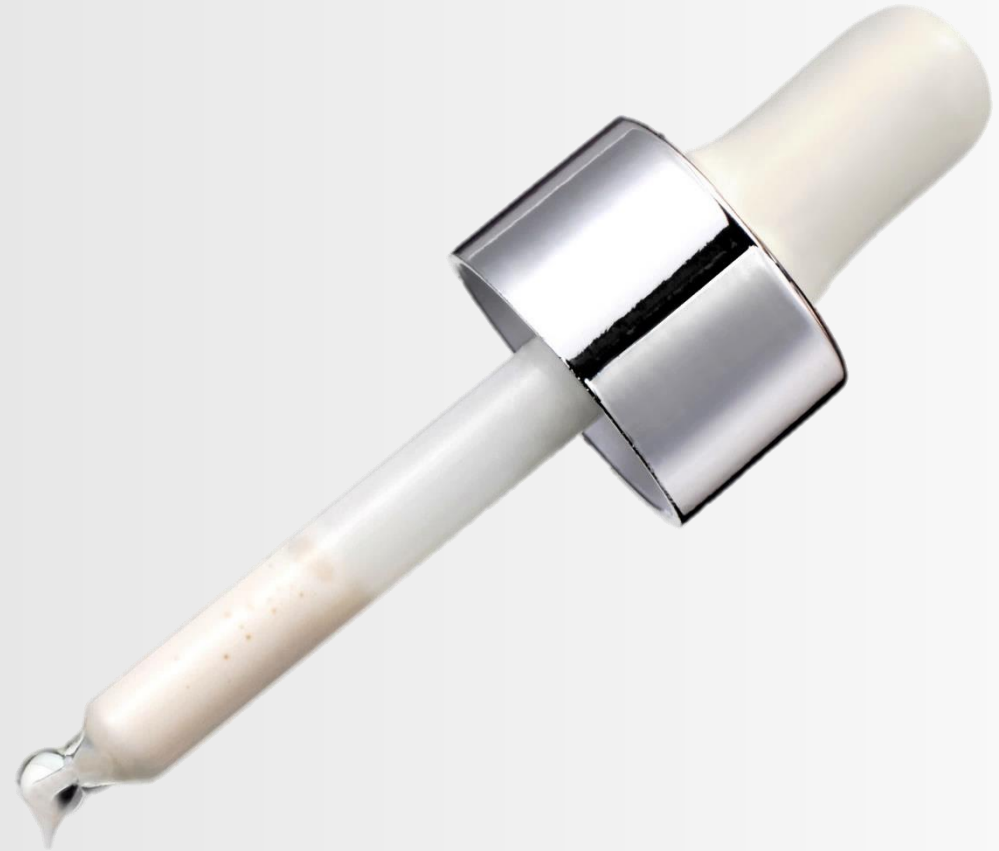
- Balances pH of skin
- Hydrates
- Absorbs oil
- Tightens pores
- Use less moisturiser as it binds to it and delivers it deeper in the skin





## 4. Serum

- Skin regenerates at night so adding in serum boosts this process
- Serums combat specific problems from dullness to wrinkles
- Better penetration than a moisturiser due to its molecular structure



## 5. Eye Cream

- Dryness - milia
- Fine lines
- Wrinkles
- Dark circles
- Puffiness



## 6. Moisturiser

- Essential even for oily skin
- Reduces fine lines
- Dry skin ages quicker
- Keeps skin supple
- As skin ages it needs a different night cream to day to replenish and nourish



## 7. SPF – ESSENTIAL every day

- Even in cooler climates – UV damage is in daylight not just direct sunlight
- UVA damage causes Premature aging
- UVA promotes tanning but also can cause cancer
- UVB causes burning and pigmentation
- UVB can also cause cancer
- UVB causes damage all year round





## Basic Steps:

1. Cleanse
2. Buffing Powder/  
Facial Brush
3. Toner
4. Serum
5. Eye cream
6. Moisturiser
7. SPF (if not  
contained in  
moisturiser)

## Facial Steps:

(once-twice weekly)

1. Cleanse
2. Exfoliate
3. Massage
4. Mask
5. Toner
6. Serum
7. Eye cream
8. Moisturiser
9. SPF (if not  
contained in  
moisturiser)

# Facial Steps

(Extras)

- **Exfoliate**
- **Mask**
- **Massage**



- ✓ Structure & Function of the Skin
- ✓ Skin Types
- ✓ Caring for your Skin

Congratulations you have just laid the foundations

## *Tús Maith Leath na hOibre*

- Now we can continue to build upon this knowledge
- Attend all of the lessons live to **ask Questions** in real time and benefit the most
- We're here to help, so contact us anytime!



# Next Lesson

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- The next session is **SPF, Cellulite & Stretchmarks Exposed**

- Skin Conditions

- Cellulite &

- Stretch Marks

- Your Skin and The Environment

- SPF

- Attend all of the lessons LIVE and your knowledge will grow
- Shaw Academy **Lifetime Membership** Prize during **Lesson 6**
- Recordings are available within 24 hours

Go to [www.shawacademy.com](http://www.shawacademy.com) and then the Top Right Corner – **Members Area**





**Let's look at the Members Area**

# Lesson Recordings & Assignments

## LESSON 1: OPTIMIZE SKINCARE FOR YOUR SKIN TYPE



Problem viewing this video?


Log in to your members area:  
[www.shawacademy.com](http://www.shawacademy.com)


Recordings are available within 24  
hours


ASSIGNMENTS

RESOURCES

# Lesson Recordings & Assignments

 MENU

 **SHAW ACADEMY**  
PRACTICAL PROFESSIONAL ONLINE EDUCATION

 LESSON

COURSE DETAILS

**ASSIGNMENTS**

TOOL KIT

Lesson 1: Optimize Skincare for your Skin type

Lesson 2: SPF, Cellulite & Stretch Marks Exposed

Lesson 3: Beauty Products: Natural Vs Homemade & Natural

Lesson 4: The Role of Lifestyle & Premature Ageing

Lesson 5: Makeup - Flawless Foundation for your Skin Type

Lesson 6: Makeup - Perfect your Eyes & Brows

Lesson 7: Makeup - Finishing Touches with Tips & Tricks

Lesson 8: Manicures, Pedicures & Massage

Assignment 1

Assignment 2

Assignment 3

Final Assignment

Log in to your members area:  
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Assignments are available within 24 hours

# Social Media

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<https://www.facebook.com/shawacademy>



<https://twitter.com/ShawBeautyO>



# Our new YouTube channel

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<https://youtube.com/theshawacademy>

## Challenge

- Collect ALL your beauty products
- As you use them, move to a different area
- Observe and keep me posted!!



# Student Feedback....

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Here at the Shaw Academy we strive for continuous improvement.



After the lesson we will ask you to rate the lesson on a scale of 1 (lowest) to 5 (highest).

Next Lesson is

## SPF Cellulite & Stretchmarks Exposed

- We begin by outlining the importance of body care
- You will learn about **SPF**, **Cellulite**, **Stretchmarks** and **False Tan**
- Covering these topics will allow us to move into more application focused areas
- We reveal one of the most impressive product collections submitted!



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