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SQUEAKY CLEAN

Choosing top tier cleansers for clients

by Andrea Gregaydis, licensed aesthetician

Ask any aesthetician – the best place to start when it comes to a skin care routine is with a cleanser. If the face or canvas is not prepared properly, many products will not work properly. Cleansers are not a one-size-fits-all product, and there are too many types of cleansers to not find the right choice for clients. Some clients may even benefit from multiple cleansers in their routine if they target different concerns, different times of the day, or even require specialty cleansers that are

incorporated weekly. Ingredients will vary from cleanser to cleanser, whether designed to calm redness, control oil, or even incorporate some exfoliation within the cleansing step.

DOUBLE CLEANSING

Before diving into the types of cleansers, let's discuss double cleansing and the benefits that it may provide to clients. Double cleansing is back-to-back cleansings. The first cleanse often involves an oil cleanser to break up and dissolve makeup, dirt, debris, oil, pollutants, and anything skin may be exposed to during the day. The second cleanse can be



Bella Schneider Beauty
BSB Cleansing Mousse
pro.bellaschneiderbeauty.com

Code of Harmony
OCD Oil Cleanser Deluxe
codeofharmony.com



Color Up
REMOVE Foaming Cleanser
colorupco.com

Nelly De Vuyst
Soft Net Cleansing Cream
nellydevuyst.com



Dermastart Brands:
Prana SpaCeuticals
Hoo Haa Cleanser
dermastart.com

of any consistency depending on skin type or condition. This cleanse is intended for a deeper cleaning with more targeted ingredients. Some clients prefer to double cleanse at night to remove what is left on their skin after a long day. If clients do not want to spend so much time cleansing, they can commit to just one cleanse and aim for 60 to 90 seconds of actual cleansing to get a thorough cleanse.

OIL CLEANSERS

Some clients are hesitant to use oil on their face, especially those who are prone to oily skin. However, oil cleansers can benefit anyone. Look for oil or oil balms with ingredients specific to clients' needs. Different types of oils have a lesser chance of being comedogenic than others, so consider all ingredients when recommending oil cleansers. Jojoba is a great all-around recommendation; it is closest to skin's natural oil and can balance oil production. Tea tree is a great recommendation for acne clients due to its antibacterial and anti-inflammatory benefits. There are no shortages of great oils out there, just find the one that works for individual client concerns. The oil cleansing method can be used on oily and acne clients and involves specific natural oils, a combination of oils, or oil balms to massage away oil and impurities trapped within skin. After all, oil dissolves oil. While oil cleans-

ing can be beneficial for most skin types, researching to find the different options for oily to dry skin is important.

GEL & FOAM CLEANSERS

Many clients prefer cleansers that foam up and create bubbles when water is added to lift dirt, debris, and oil. The tiny bubbles give them the impression that the product is working; however, not every skin type or condition is a good candidate for this type of cleanser. Clients with dry skin may not prefer foam, as they may feel it stripping their natural oils away. This cleanser is often included in oily, combo, or acne skin care lines or paired with some advanced treatments like microdermabrasion or chemical peels that remove excess oil. Gel cleansers are great for combination skin types with ingredients that can balance areas of oil. Some gel cleansers have a combination of different acids like lactic, salicylic, and glycolic acid. They can be incorporated into a full skin care routine for individuals that may want to boost their exfoliation or even out their skin tone. It can be added to the routine and used once or twice a week instead of daily.

CREAM CLEANSERS

Unlike gel or foam cleansers, cream cleansers do not produce suds. Some clients do not like this type of cleanser

Face Reality Skincare

Mandelic Face and Body Wash

pros.facerealityskincare.com

**Viktoria DeAnn Peptide Cosmeceuticals****Purifying Cleanser**

viktoriadeann.com

Hale & Hush

Quiet Wash

haleandhush.com

**Pevonia Natural Skincare**
CleanRefresh Foaming Oil Cleanser

pevoniapro.com

Rhonda Allison Cosmeceuticals

Maui Cleanser

rhondaallison.com



for that reason. However, cream cleansers have countless benefits just like any other. They are generally gentle and soothing to already irritated and inflamed skin. They are great for almost any skin type but especially beneficial for sensitive or dry skin. They can contain ingredients like vitamins and botanicals to work effectively yet gently, without creating more sensitivity or further irritation. This can be a great addition to a skin care routine for soothing skin after peels, microneedling, or any post-treatment maintenance. Some clients may even like to use cream cleansers in the winter when their skin may feel a bit more irritated, dehydrated, or chapped from the cold winter air.

EXFOLIATING CLEANSERS

These two-in-one cleansers offers a variety of benefits and some time-saving steps. It generally utilizes gentle exfoliating beads in a cleanser to gently slough away dead skin while preserving the natural oils and avoiding irritation. Gentle exfoliating cleansers can help with hesitant clients who may be very sensitive to standalone exfoliation or dislike its abrasive feeling. Also, since it saves time; clients who prefer less maintenance with their skin care routine can benefit from an exfoliating cleanser.

The types, ingredients, and benefits of cleansers are endless. Skin care professionals have a variety of options to choose from, and clients can have a customized solution to the first step of their daily routine. Whether selecting more than one cleanser to target specific needs or choosing to oil cleanse, clients may not realize the impact the correct cleanser will have on their skin. Proper cleansing will provide a smooth, even, and flawless starting point for all the other skin care products that follow to work effectively and efficiently.



Andrea Gregaydis is a licensed aesthetician and international CIDESCO diplomat. She holds multiple additional licenses as a New York state instructor and nail technician, as well as certified laser technician. Gregaydis is the lead instructor at the Aesthetic Science Institute and has over 10 years of experience as a practitioner, team coordinator, and role model for hundreds of future skin care professionals. She is contributing author to top industry trade magazines, as well as a speaker at various aesthetics conferences across the United States. She is also a CIDESCO International Examiner.