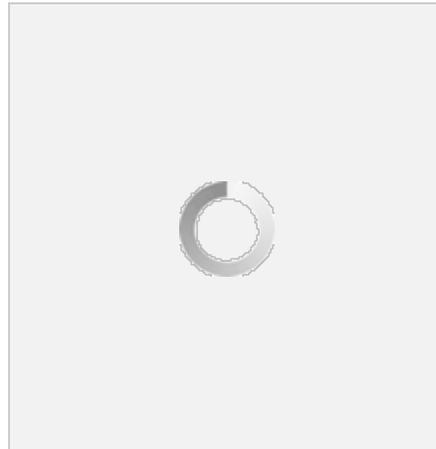


**CIDESCO International Riga School of Cosmetics**

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**Relaxing and regenerating procedure  
for men with the products of the  
company BABOR**

Riga, 2012 - 2013

## Summary

The days, when men could take pride in their weather-beaten wrinkled faces and hands smelling like whiskey and cigarettes, are over.

Successful men know that sleek appearance is important, if they want to achieve success and to climb the career ladder.

If you take care of your appearance, look good and are physically healthy, you will be more successful. But it is impossible to radiate the confidence, if you do not feel healthy and rested. *A man radiating confidence is attractive.* This proves that there is a direct connection between a sleek appearances, confidence and being successful.

External and internal factors of stress often destroy the harmony of the body, mind and soul. It can subsequently lead to irritation and sensitivity of the skin. Therefore, a man looks tired, weary and gloomy; it manifests as red and irritated skin, which is inclined to wrinkles caused by dryness, especially in the sensitive area around the eyes, showing as the dark circles around them. Result. Men not only do not feel confident, experience constant stress, but also look worn and stressed out!

Is a man in need of cosmetic products and professional facial care?

In this respect, men do not have common point of view: some believe that they look good as they are, but some say that reasonable quantity of good cologne and crèmes will do only good. The generation born in the sixties and earlier was not concerned with this problem, as they grew up believing that cosmetics is something for women only, for example, stockings and hair curlers. But times, as we all know, have a tendency to change.

Looking back in the history, we can see that kings and men of the noble families for ages have used powder and even cologne for the demonstration of their social superiority. For example, Napoleon Bonaparte owned a collection of colognes, which did not have an equivalent in Europe. Cosmetic products for men were subsequently forgotten for a while, since the displayed courage became a cult object. The use of cologne in this context was not encouraged, as it was perceived as something from the woman's world.

Several years ago, the majority of men still sincerely believed that no cosmetic products had been created for them with exception of soap. A new step in this direction was made in 1950 with the appearance of the first shaving cream, which soon became an integral part of the men's morning ritual. Modern men show more and more interest in cosmetics. An image of successful person in many respects depends on his appearance.

According to psychologists, more and more men pay attention to their appearance, as it is a key not only to happiness in a private life, but also to successful career.

*Healthy way of living, including sleek appearance is currently being in fashion!*

A man's skin in many ways is different from the woman's skin. The differences begin

already on the level of acid-alkaline balance – pH, the average value of which in men constitutes 4,5-5,0, while in women it equals to 5,7. Due to physiological qualities, the skin of the men and women requires special daily care. The man's skin in comparison with the woman's skin has its advantages and deficiencies. For example, the man's skin is by 15-25% thicker than the woman's skin, and its top layer is more solid. The man's skin differs with more intensive blood circulation, and it is darker due to higher quantity of melanin and collagen fibers. Owing to these qualities, men almost never suffer from cellulitis, stretch marks and premature aging.

Men, however, experience enough problems with the look of their skin. Very weak small vessels often cause unhealthy, obvious red-violet complexion of the face. Men have much higher quantity of the hair follicles, and also of the sebaceous and sweat glands, which are more active than those of the women. These qualities "attribute" to redness, pimples, inflammations, greasy shine and excessive sweating.

Solution of the cosmetic problems is based on the knowledge of particulars of the man's skin caused by physiological factors. Testosterone, the basic man's sexual hormone, is a reason for the formation of those differences, based on which the man's skin differs from the woman's skin.

According to statistical polls conducted during the last two years, the barber's services are used by more than 50 % of men; manicure is enjoyed by approximately 25 %, while the tanning salons are attended in average by 30% of men. The cosmetologist's services, however, are used only by up to 10% of men. A rather strange tendency can be observed: more and more men venture upon a visit to plastic surgeons, but cosmeticians for some reason are visited only in the emergency situations, while a demand for the men's skin care products constantly continues to grow. It is a reason for the creation of a great variety of cosmetic products and programs for men, available in the modern market.

I have selected a company of the cosmetic products Babor, based on the following reasons:

1. A greatest variety of the products intended for men. The manufacturer Babor currently offers 14 skin care products for a man's face and body, in comparison with other trademarks working in the market of Latvia.

2. Design and packaging of the products is developed taking into consideration the man's perception of cosmetic products— precise lines, low-key colors, packaging and inscriptions are clearly highlighted on the contrasting background, without additional splendor.

3. Skillful combination of the healing power of herbs, earth and stone. A complete product line for shaving, cleansing and moisturizing. Contains an innovative active TAUREC complex, made of taurine, hops and Siberian ginseng.

4. 4 types of procedures have been developed especially for men:

- Revitalization of energy for face (Energy release face);
- Revitalization of energy for back (Energy release back);
- Relaxing back care (Time out back);
- Relaxing face care (Time out face).

5. Special „tools” have been designed for the body procedure – massage combs made of the buffalo horn. Special brushes are used for the cleaning procedure of the face, giving to a man sensations, which are similar to those of the skin care at home. After all, men are very

sensitive to tactile sensations, and familiar elements of care give them sensation of comfort and reliability.

6. Relaxation and restoration is incorporated in the basis of the massage for men. Special rejuvenating point massage has been designed for the face and head.

7. The information for beginners has been provided in a comprehensive way for easy understanding and learning.

BABOR has developed an innovative concept of care for the increase of the skin resistance to stress even in extreme situations. Creation of the cosmetic line for men was inspired by Siberia, the home of one of the oldest treatment systems - healing. All BABOR MEN cosmetic products are a set of unique energetic and relaxing techniques and adapted rituals of the Siberian healers.

Individual character of the skin requirements defines the particulars of the BABOR programs for the skin care in salons and at home. Each line contains all necessary qualities for the purposeful satisfaction of needs of any skin type/condition.

A procedure described by me in the diploma paper is a successful and appropriate example of how to take care of the man's facial skin, and reminds that an excellent beginning of the procedure guarantees tuning of the man to relaxation during the procedure. At the beginning of each procedure for men, a relaxing massage of the collar area takes place using a massager made of the buffalo horn; cleansing with brushes and mousse prepares skin for the effect of the active components. I have performed 15 such procedures. Usually men, who have undergone the aforementioned procedure, were positively impressed with the short time spent in a salon and the result of the procedure. The men frequently had to wait until the effect of mask or cream would set in. During the subject procedure, a head massage is performed right after the application of the mask, which is followed by a facial massage right on top of the mask. For this reason, different „tools” are used during the procedure for men, offering various tactile sensations, and there is no need to wait until effect of the components sets in, since the massage is performed during the absorption of these components into the skin, which significantly reduces the time of the procedure. It allows the men on tight schedule to relax and get wholesome result in just 45 minutes. Depending on the purpose of procedure (moisturizing, nutrition, regeneration, lifting, depigmentation, desensibilization, etc.), positive results were achieved already after the first procedure: release of tension, disappearance of skin irritation, activation of regeneration process and increase of ability to resist stress.

The purpose of this diploma paper is prove that both men and women are in need of cosmetic care of their body and face, in order to become more resistant to stress, durable and strong, and of course, more attractive.

In total of 6994 words.

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## 1. Introduction

The days when men could take pride in their weather-beaten wrinkled faces and hands smelling like whiskey and cigarettes, are over.

Successful men know that sleek appearance is important, if they want to achieve success and to climb the career ladder.

If you take care of your appearance, look good and you are physically healthy, you will be more successful. But it is impossible to radiate confidence, if you do not feel healthy and rested. *A man radiating confidence is attractive.* This proves that there is a direct connection between a sleek appearance, confidence and being successful.

External and internal factors of stress often destroy the harmony of the body, mind and soul. It can subsequently become a reason for irritation and sensitivity of skin. Therefore, a man looks tired, weary and gloomy; it manifests as red and irritated skin, which is inclined to wrinkles

caused by dryness, especially in the sensitive area around the eyes, showing as dark circles around them. Result. Men not only do not feel confident, experience constant stress, but also look worn and stressed out!

But stress, emergency work and airplane are on your agenda again ...A man these days demands from himself the maximum activity and endurance. With that in mind, BABOR has developed an innovative skin care conception for the increase of skin resistance to stress even in extreme situations.

Creation of the line of cosmetics for men was inspired by Siberia, the home of one of the oldest treatment systems -healing. All BABOR MEN cosmetic products are a set of unique energetic and relaxing techniques and adapted rituals of Siberian people. Active complex BABOR MEN (Siberian ginseng, taurine and hop) charges the skin with new energy.

At the beginning of each procedure for men, a relaxing massage of the collar area takes place using a massager made of the buffalo horn; cleansing with brushes and mousse prepares skin for the effect of the active components. Relaxing and energizing rituals of the Siberian nations, directed toward restoration of the balance between a Man and Nature have found their reflection in a special head massage and revitalizing facial massage for men. BABOR has not ignored the faith in healing power of herbs and earth. The natural elements such as healing herbs and volcanic mud have become essential elements of the BABOR MEN procedures.

## 2. Skin – the largest organ of the body.

Skin is the largest and multifunctional organ of our body. Skin provides a connection between the body and surrounding environment, and ensures the constancy of its internal environment. Skin takes up approximately 16% of the body weight and performs a number of important bodily functions - protective, thermo regulating, breathing, secretory and synthesizing. Skin protects the body from an impact of the factors of surrounding environment: physical, chemical and biological. Protection against physical factors is provided by the cornified layer of the epidermis, collagen and elastic fibers and hypoderm. Chemical agents are also combated by the cornified layer of the epidermis covered with hydrolipidic film. Owing to immune system, skin pH and constant exfoliation of epidermis cells, the bacterial flora does not penetrate the skin barrier and stays on the surface of healthy skin.

*Skin consists of three basic layers: epidermis (top), dermis (middle) and hypodermis or subcutaneous tissue (bottom).*

*Epidermis* consists of 5 layers. The top cornified layer of epidermis is made of dead, flat skin cells. It is followed by translucent layer, granular layer, spinous layer and germinal layer (called also a basal layer).

*Dermis* lies underneath the epidermis and is separated from it with basement membrane. It is 0,3 to 3 mm thick depending on the area of the body and sex, for example, in a man's skin, dermis is thicker. Dermis is composed of collagen and elastin tissues, the space between which is filled by mucopolysaccharidosis gel, able to retain a large quantity of water due to hyaluronic acid. Dermis consists of 3 layers: papillary, subpapillary and reticular layers. Dermis contains: blood and lymphatic vessels, hair follicles, sebaceous glands, muscles, sweat glands, nerve

fibers and receptors. Fibers of dermis turn into hypodermis.

*Hypodermis* or subcutaneous tissue is the deepest layer of the skin. Fat cells are enveloped by connective tissue and a mesh of blood and lymphatic vessels. Hypodermis protects the body against the loss of water and performs numerous other important bodily functions.

The germinal layer of epidermis consists of «immortal» cells, which split up (produce similar to them cells). Oxygen plays a significant role in this process called regeneration. From day to day, the new cells are pushing their senior relatives to further positions, eventually moving them to the surface of skin. In the process of movement, cells lose their moisture, fill up with firm albumen carotene, turn into flat flakes and peel off from the surface of skin. This is the rejuvenation process of our skin, the process of constant dying and resurrection. The faster the cells regenerate, the better skin looks. Migration of cells in young people takes place in approximately 20 days. By 20 – 25 years of age, this cycle slows down and extends to 45 – 60 days. With age, the cells are not that „energetic” and lose ability to push up the dead cornified flakes. Slowdown of the skin peeling means also the slowdown of the production of new cells and the whole process of skin regeneration. Therefore, the older we get, the more often we need to use peeling products (scrubs and exfoliators) as a rejuvenating procedure, which in this sense may not be replaced by anything else.

Dermis is made up of 80% of water, while epidermis only of 10 – 13%. The loss of 3% of water in the cornified layer at such low water content will have an immediate negative effect on the appearance and activity of the skin.

Water is an environment for all reactions taking place in the skin and serves as the ferment activator. Epidermis without water ages faster, loses its elasticity and is covered with wrinkles. Water penetrates the skin not from outside, but from the inside of the body. Hyaluronic acid in dermis, working as padding, retains water, turning the moisture into gel. (Just 10 grams of hyaluronic acid can «turn» several liters of water in dense gel!) Remaining water rises up to the surface of skin and evaporates through the cornified layer. The moisture in epidermis is retained by such substances as urea, pyrrolidone carboxylic acid, lactic acid, aminoacids, low molecular peptides, carbamide, etc. This composition of moisture retaining molecules is called „natural moisturizing factor of skin”. Their quantity in skin reduces with age, and skin dehydrates.

In order to maintain the water balance of skin from inside (to strengthen the process taking place in our body with the help of hyaluronic acid), we must drink at least 1 liter of mineral water per day. We also need to use the cosmetic products, which not only moisturize skin, but also add water retaining qualities, cognate to our skin. They are as follows: urea, lactic acid, hyaluronic acid, hitozan (obtained from chitin shell armor of crustaceans), allantoin, lactic and silk proteins, aminoacids, sorbitol, carbamide, semi alpha hydroxyl acids, polysaccharides and seaweed. It is known that seaweed successfully endures long periods without water during the low tides of the ocean and immediately restore their moisture level with the first drops of water. As soon as the level of the natural moisturizing factor of the skin is restored, it starts to work independently and absorbs moisture from the cosmetic products.

The water in the skin is retained also by the protective barrier of epidermis.

## 2.1. Protective barrier of epidermis

Protective barrier of epidermis has two layers.

*The first layer* – it is a hydrolipidic film. Hydrolipidic film, whose basic components are sweat, sebum and cornified cells, retains a microflora balance of the skin. Sweat and sebaceous glands envelop the skin in emulsion of water and fat, which, if the skin is healthy, has physiological pH level of 5,5. Values in pH scale are based on the concentration of hydrogen ions in liquid environment and range from 0 to 14, with 0 being strongly acid, 7 – neutral and 14 strongly alkaline. Thus, the subacidic environment is characteristic to healthy skin, which has reflected on the second name of the hydrolipidic film - acid mantle. Hydrolipidic film performs protective function along with the outer layers of epidermis. In addition, it plays significant role in prevention of dehydration. Hydrolipidic film is invisible to a naked eye film located right on top of keratin layer. It has antimicrobial properties, protects the skin against aggressive acidic/alkaline environments and decomposition of sweat by pathogenic bacteria.

*The second protective layer* – the cornified cells and so called intercellular cement (the lipids of intercellular substance connecting epidermis cells with one another). Unlike sebaceous matter (produced by sebaceous glands), which mechanically protects the skin, epidermal lipids (produced by skin cells) perform more complicated functions. They react to the change of external environment, increase or decrease penetrability of the protective layer, and protect the skin against excessive drying out. Aging, stress, various diseases of the whole body and skin, bad eating habits, excessive time spent in sun, cold, strong wind, dry climate, and too aggressive products for washing (soap), hot and hard water, alcohol-based lotions and low quality make-up destroy this protective system.

Intercellular cement consists of various kinds of lipids– ceramides, cholesterol and free fatty acids, which have to be in strict proportion. If this proportion is damaged, the structure of protective barrier is damaged as well. It loses durability. It gets tears, allowing easy penetration of toxins and allergens. It leads to irritation of skin to the stage of allergic reactions. The damaging of epidermal barrier is very unpleasant thing. Normal functioning of the whole epidermis becomes impossible. Skin actively reacts to all irritants, poorly tolerates heat and cold, reddens and starts to peel. The damaging of epidermal barrier leads to dehydration of epidermis and premature aging of skin. Therefore, it is necessary to control and perform timely cleansing, toning, nourishment and moisturizing of skin, in other words, to take good care of your skin.

The stress can also affect the condition of epidermal barrier. A related research was performed with the students during the examination period and with the same students after the winter holidays. It turned out that the stress caused by exams resulted in increased permeability of skin and in slower restoration of epidermal barrier. Condition of epidermal barrier normalized after the winter holidays.

It is known that stress plays significant role in the development of many skin diseases. Many diseases, such as psoriasis, atopic dermatitis and eczema appear due to stressful conditions of life. In that case, the methods directed toward the restoration of epidermal barrier and applied during or after the stress, may prevent skin diseases or minimize their consequences. Timely rest or visit to grooming salon can return the radiance of skin. Necessary nourishment or moisturizing, removal of irritation or timely cleansing of skin and other procedures can slow down the effect of stress on the body and to return healthy and therefore more attractive appearance of skin. The result: if you take care of your appearance, look good and you are

physically healthy, you will be more successful.

## 2.2. Characteristics of a man's skin

The skin of a male in many ways is different from that of a female. The differences begin already on the level of acid-alkaline balance – pH, the average value of which in men constitutes 4.5-5.0, while in women it equals to 5.7. The man's skin in comparison with the woman's skin has its advantages and deficiencies.

For example, a man's hydrolipidic film of the skin (an emulsion of water and fat) is more saturated with moisture, epidermis is by 15-24% thicker than the epidermis of a woman, and its keratosis is more pronounced. The man's skin in comparison with the woman's skin releases more sebaceous matter. Higher activity of sebaceous glands facilitates formation of greasy shine and development of acne. Skin pores, as a rule, are enlarged. The man's skin differs with more intense blood circulation, it is darker, since it contains more melanin. The structure of the man's skin is richer with collagen and elastic fibers, therefore, it is more elastic; the men age later than their women contemporaries, but the changes taking place in them are more intense and distinct. With age, the men experience more obvious changes to the shape of the face, lines and bags under eyes, and the formed wrinkles are deeper than those of the women.

A typical man's problem also is the weakness of small vessels, giving the face red-violet tint; hypertrophy of sebaceous glands can cause seborrheic dermatitis and excessive sweating.

The basis for these characteristics of the man's skin is the impact of male hormone testosterone. Testosterone facilitates development of internal and external genitals, secondary development of sexual distinctions, an increase of the muscle mass, splitting of fats, and forms the man's hunter-like way of thinking.

Due to impact of the male hormone, his skin in large areas is covered with hair. A beard contains between 6000 and 30000 hair fibers and covers cheeks, chin and neck. The hair fibers containing keratin form effective protection, which in these days is usually shaven off. Daily shaving aggressively affects the skin, weakens its hydrolipidic film, and forcefully „takes off” the cornified cells from the outermost layer of the skin. It subsequently causes dryness, sensitivity, redness and burning sensation on the skin. Skin becomes thinner and irritated. This results in lowering of protective reaction of the skin and increases the risk of infection.

The activity of sebaceous glands also depends on the hormone level; the man's skin contains a large quantity of sebaceous glands, which form thicker hydrolipidic film, protecting the skin against the loss of moisture. The increased discharge of sebaceous matter has its negative side – the man's skin is more often subjected to seborrhea, he experiences the problems connected with enlarged pores, ingrown hair and acne.

Based on the above information, both men and women are in need of: daily skin care, attending of beauty salons, and in some cases, a consultation of the dermatology specialists.

## 3. Characteristics of the man's cosmetology.

Men have never been eager to go beauty parlors, but the situation has changed, and social reasons require men to pay a visit to a grooming salon, in order to obtain sleek and solid appearance. It is not easy, however, to break the old stereotypes, therefore, the cosmetologist's success depends on his or her ability to understand the man's psychology and problems.

If the grooming salon where you are working is for women and men only pay a visit to a barber, you will have to ensure that a man who has gathered enough courage to come to the grooming salon, does not meet with other clients. It would be reasonable to add extra time for the previous and next client in case of unforeseen delays.

Make sure that the most recent newspapers and magazines for men are available in your grooming salon: the waiting will be less aggravating. If you can allot a separate room where your client can peacefully enjoy a cup of coffee and chat on the phone, while avoiding unnecessary attention, it will create additional comfort. An opportunity to exit through another door avoiding other visitors is the best possible option.

Perhaps, you will be able set special days when your grooming salon will provide services exclusively to men. The optimum choice, of course, would be a grooming salon for men, employing a team of specialists in various fields, representing different age groups.

Pay special attention to your apparel. Consideration of details is very important: avoid low-cut and unbuttoned clothing, which might attract unnecessary attention. Apparel must be low-key and professional, preferably a pant suit.

Avoid touching intimate and personal topics during the conversations. Your obligation is to help the client to release stress, „charge the batteries”, improve his appearance, instead of combining the procedure with a visit to psychotherapist. The subjects of politics and religion should be avoided during the conversation with the client; it is suggested to converse about the procedure and grooming products. Try to avoid the conversations about your other clients.

Depending on abilities of the grooming salon, men can be offered various skin care programs for the face and body. For example:

- facial cleaning;
- masks;
- kriomassage;
- paraffin therapy;
- chemical peeling;
- microdermabrasion;
- microcurrent therapy;
- electric stimulation of face and body;
- lymphatic drainage;
- hair loss treatment;
- hand care (manicure, massage)
- full set of body care services.

Men experience the same cosmetic imperfections as women (wrinkles, «bags» under eyes, seborrhea, pimples, etc.). Men in general are not worried about these imperfections as much as the women, but for some men occupying particular social status their appearance indeed matters.

The most important thing for a man in the procedure is immediate result. The result has to be

visible and tangible. Majority of men with the word “result” understand a specific effect, for example: reduction of fatigue, reduction of skin irritation, smoothing of skin surface and color, removal of hand dryness, pain and hypostasis in legs. Of course, the women also want to see immediate results, but men are more impatient, and would set a particular task to the beautician during their visit to a grooming salon, and precisely know the goal of their visit.

The technique of cosmetic procedures for men does not significantly differ from that for women’s skin. But it is based on the principle: the less steps, the better. Many modern products are available these days combining, for example, moisturizing components and SPF filters.

When selling cosmetic products to men, they need to be clearly and specifically instructed about the sequence of application and effect of each product, and of course, a full range of products must be available in the grooming salon. Men, as a rule, wish to purchase a full set of the skin care products used during the procedure, and not purchase them in portions or order them.

Remember: a client – man will definitely return to your grooming salon if you are able to give him psychological comfort.

#### 4. Cosmetic company Babor.

Already for 55 years, the company is working in close cooperation with the world beauty experts for the satisfaction of the most exquisite needs. The company performs detailed research focusing on solutions for specific skin care needs, and creates interdisciplinary work groups of geneticists, biochemists, molecular biologists, diabetes specialists and practicing dermatologists. The operation of its own laboratory in Aachen, cooperation with universities and scientific research institutes is a guarantee for the highest quality and effectiveness of the products. One of the integral work principles is a careful and thoughtful attitude toward the nature. Therefore, the company uses raw material cultivated on ecological plantations in the scope of philosophy regarding the use of renewable natural resources. Purity and exquisite quality of the cultivated raw material ensures unsurpassed effectiveness, optimum hypoallergenic indicators and complete safety of the products. When developing the product formulas, BABOR is not using any of the following components:

- PEG (polyethylene glycol)
- synthetic silicon oils
- mineral oils
- paraffins and their products
- raw materials of animal origin





Long time ago the first product of the company BABOR started a new era in the cosmetology, and the legendary FIDROPHILIC OIL HY-ÖL® now has been famous already for fifty years. The next global discovery of the company BABOR were the BEAUTY AMPOULES, raising the skin care to a new level. From the very first steps, the company directed all efforts toward creation of professional products based on active ingredients of natural origin.

#### *History of the company BABOR.*

The history of BABOR brand is the history of innovations. The wind of revolutionary changes in the world of beauty was breezing already in 1955, when doctor Michael Babor applied for the registration of the legendary FIDROPHILIC OIL HY-ÖL patent. A year later, a new era in professional cosmetics was started with the establishing of the company Dr. Babor GmbH in Cologne. The black rose as a sign of rare and absolute beauty then selected by Michael Babor as the symbol of his new company, to this day remains the logotype of the company BABOR.

A new landmark in the history of the company was its acquisition by the entrepreneur doctor Leo Vossen. An adherent to the naturalistic philosophy, he made significant investment in the long term successful development of the brand and moved the whole company to Aachen, the home of Vossen family.

Doctor Vossen already in the 60-ties of the XX century saw the future of professional cosmetics in the products created in harmony with nature, increasing the comfort of life and bringing out an individual beauty. It also became an integral part of the philosophy of the company BABOR.

In line with the natural products and innovative active ingredients, the brand from the moment of its establishing emphasizes strict quality control, development of formulas in its own laboratory and the own production. Therefore, to this day, the specialists in Aachen develop complete high-tech conception of future products and care. They combine the best of the nature with the latest scientific discoveries and excite not only the beauty experts, but also our clients worldwide. To date, the company has developed more than 20 lines of cosmetic products.

Such variety of cosmetic lines offers the specialists working in the beauty industry a broad scope of application. I believe that such great variety ensures an individual approach to a client's needs.

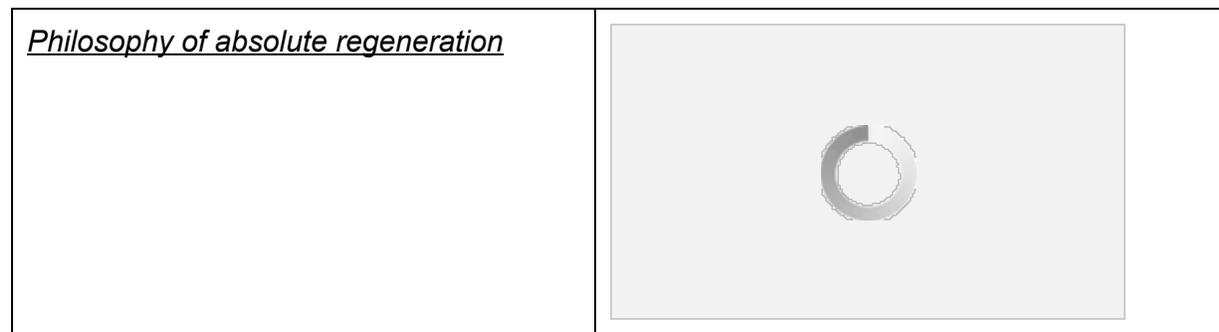
Individuality is a key to attractive appearance. Elegance and unconstraint, natural enhancement and imperceptible charm – individuality finds something for itself in everything.

Therefore, each client is unique, just like his skin.

The specific needs of each individual skin needs defines the particulars of BABOR programs for the skin care in salons and at home. Each line contains all necessary qualities for the purposeful satisfaction of the needs of any skin type/condition. In the presence of indications, a cosmetologist can combine various products for different skin types/conditions in one procedure

without the detriment to the main purpose of this procedure.

#### 4.1. Philosophy of absolute regeneration. Skin care line BABOR MEN.



But stress, emergency work and airplane are on your agenda again ...A man these days demands from himself the maximum activity and endurance. With that in mind, BABOR has developed an innovative skin care conception for the increase of skin resistance to stress even in extreme situations.

Creation of the line of cosmetics for men was inspired by Siberia, the home of one of the oldest treatment systems – healing. All BABOR MEN cosmetic products are a set of unique energetic and relaxing techniques and adapted rituals of Siberian people. Active complex BABOR MEN (Siberian ginseng, taurine and hop) charges the skin with new energy.

Relaxing and energizing rituals of the Siberian nations, directed toward restoration of the balance between a Man and Nature have found their reflection in a special head massage and revitalizing facial massage for men. BABOR has not ignored the faith in healing power of herbs and earth. The natural elements such as healing herbs and volcanic mud have become essential elements of the BABOR MEN procedures.

##### Elements used in the procedures for men:

In order to make this world of extremes more tangible, BABOR MEN procedures contain relaxing skin care rituals and methods. They all are based on ancient traditions and customs of the Siberian healers.

During their rituals, healers used traditional for them symbolism to magnify the healing power.

Horns as the headdress – it is a symbol of strength and power. By duplicating the symbols of these traditional customs, mostly, the headdress made of a horn, each BABOR MEN facial and body procedure is started with relaxing massage of the neck, using the buffalo horns.

Cleansing rituals. At least once a year, the healers gathered together in groups to perform the rituals for cleansing of body and soul. The purpose of these rituals was strengthening of mind and restoration of energy. These cleansing rituals can be successfully transferred to BABOR MEN facial procedures.

Since male epidermis approximately by 20% thicker than female, each BABOR MEN procedure for facial skin includes intense and deep cleansing with brushes. The basic cleansing of the skin – it is a removal of oil- and water-soluble dirt particles from the skin. The skin after

these cleansing steps is ideally prepared for the following skin care products.

Relaxation and activating massage. A wide range of relaxing and activating massages is traditionally used to fight diseases and to restore the balance between a man and nature. Each facial care procedure includes a special massage of the head. Special massage technique of the head increases the speed of reaction, while a mask gives effect of energy and strength remobilization. Special revitalizing facial massage with the purpose to achieve deep relaxation enables the client to return to his daily workload with double energy and vigor.

Healing power of herbs, earth and stones. Even nowadays, people believe in the healing power of nature. For this reason, BABOR uses natural elements such as sage, rosemary and lava stones.

Facial procedures:

ABSOLUTE ENERGY: “office” paleness and dark circles under the eyes disappear, the color of the face becomes fresh, and the skin is charged with energy – 60 minutes

TIME-OUT: the stressed man’s skin is regenerated, it radiates with freshness and energy again – 60 minutes.

Procedures for back:

ABSOLUTE ENERGY: new energy and vitality of the body – 35 minutes

TIME OUT: relaxation of body and soul – 35 minutes

Skin care line BABOR MEN – it is an artful complex of skin care products for men containing innovative formula and made of taurine, hops and Siberian ginseng.

A set contains the products for shaving, creams, shampoo, deodorant and eau de toilette.

The line has been developed with the characteristics a male skin in mind, in order to charge it with new vital energy and provide the skin with all necessary means to create a pleasant, well-groomed appearance regardless of the age.

The products included in the skin care line for men have a low-key design, are easy to use and contain the components fully satisfying the needs of the man’s skin:

		<p><b>ENERGIZING AGE PREVENTING GEL CREAM</b></p> <ul style="list-style-type: none"> <li>• With complex Taurec for active regeneration.</li> </ul>
		<p><b>LINE REDUCING EYE CREAM</b></p> <ul style="list-style-type: none"> <li>· reduces puffiness and dark circles under the eyes</li> <li>· Contains the active complexes TAUREC and Eye Pro3X, wheat proteins, hyaluronic acid and light reflecting pigments</li> </ul>

		<p><b>REFRESHING FACIAL WASH</b></p> <ul style="list-style-type: none"> <li>• Effective cleanser: removes existing small blemishes and prevent appearance of new ones.</li> <li>• Gentle cleansing without drying out skin and causing tightness</li> <li>• Optimum preparation for shaving, softening bristles</li> <li>• With revitalizing mint fragrance</li> </ul>
		<p><b>LINE REDUCING EYE GEL</b></p> <ul style="list-style-type: none"> <li>• Effective anti-stress program for skin in the eye area</li> <li>• Moisturizes, visibly minimizes fine lines</li> <li>• Cools and stimulates microcirculation</li> <li>• Reduces signs of fatigue, puffiness and dark circles around the eyes</li> <li>• Dermatologist and ophthalmologist tested</li> </ul>
		<p><b>RELAXING ANTI JETLAG CREAM</b></p> <ul style="list-style-type: none"> <li>• Removes small inflammations, irritations and signs of fatigue</li> <li>• Restores natural biorhythms of skin</li> <li>• Removes signs of long journeys</li> <li>• Result: vital, smooth and radiantly fresh complexion</li> </ul>
		<p><b>DYNAMIC FACE MOISTURIZER</b></p> <ul style="list-style-type: none"> <li>• Selected milk protein binds surplus oils</li> <li>• Reduces unattractive shine and mattifies</li> <li>• Aloe vera an panthenol supply</li> </ul>

		<p>intensive moisturizing</p> <ul style="list-style-type: none"> <li>● TAUREC active complex activates energy Exchange in skin cells</li> </ul>
		<p><b>FRESH LOOK CREAM</b></p> <ul style="list-style-type: none"> <li>● Light gel cream with TAUREC active complex</li> <li>● Strenghtens natural protective functions</li> <li>● Has regeneration effect</li> <li>● Light self-tanning effect</li> </ul>
		<p><b>VITALIZING HAIR &amp; BODY SHAMPOO</b></p> <ul style="list-style-type: none"> <li>● Gently cleanses hair and skin of body and head</li> <li>● Tones up and moisturizes</li> <li>● Contains TAUREC active complex, algae and menthol</li> </ul>
	<p><b>DEO-STICK</b></p> <ul style="list-style-type: none"> <li>● Deo-stick with fresh masculine fragrance</li> <li>● Controls perspiration</li> <li>● Reliable and lasting protection against body odor</li> <li>● Light effect: alcohol-free</li> <li>● Guarantees freshness throughout the day</li> </ul>	
	<p><b>ULTRA COMFORT SHAVING FOAM</b></p> <ul style="list-style-type: none"> <li>● Foam for clean and comfortable shaving experience</li> <li>● Forms firm and thick foam: it lets the razor blade glide very gently and smoothly over the skin</li> <li>● Helps to prevent shaving microcuts</li> </ul>	

	<ul style="list-style-type: none"> <li>• Helps to prevent razor burn, sensation of tightness or dryness</li> <li>• Contains the innovative TAUREC active complex, aloe vera and vitamin E</li> </ul>	
	<p><b>CALMING AFTER SHAVE FLUID</b></p> <ul style="list-style-type: none"> <li>• Instantly soothes tension, redness and razor burn</li> <li>• Intense moisturizer</li> <li>• Active complex TAUREC promotes the regeneration of microcuts</li> <li>• Contains zinc, copper, magnesium, micro-algae, wheat proteins and panthenol</li> </ul>	
	<p><b>BABOR MEN EAU DE TOILETTE NATURAL SPRAY</b></p> <ul style="list-style-type: none"> <li>• Fresh bergamot and lemon notes combined with woody notes and musk</li> <li>• Spicy improvisation on a classical theme</li> </ul>	
	<p><b>BABOR MEN EAU DE TOILETTE No.2</b></p> <ul style="list-style-type: none"> <li>• Masculine composition of fresh ozone aquatic and warm spicy notes</li> <li>• Top notes: hemp leaf, cardamom, frankincense</li> <li>• Heart notes: hemp resin, ginger, cypress</li> <li>• Base notes: amber, musk, vetiver</li> </ul>	

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#### 4.2. Description of the procedure for men.

The procedure is started with cleansing of the collar area – two-phase cleansing using hydrophilic oil and phytoactive.

Hydrophilic oil removes oil-soluble dirt particles and residue of sebaceous matter. Oil is applied to the skin with massaging movements, slightly massaging the shoulder area, then phytoactive corresponding to the client's skin is applied to hands, and 3 circles in combination with oil are made with massaging moves along a muscle trapezius and in the collar area. Add a bit of cool water, owing to which water-soluble dirt particles are removed. In conclusion, the emulsion composed of water, phytoactive and hydrophilic oil is carefully washed off using two warm compresses. The compresses are followed by massage.

Massagers made of the buffalo horn are used to perform a relaxing massage for the collar area.

	<p>Place the massagers directly at the beginning of cervical vertebrae and move down along the backbone using stroking movements. Having reached the last cervical vertebrae, turn the massagers and perform the movements with the massagers in direction of the shoulders. The second and the subsequent lines of stroking are performed lower, starting from the chest section of the spine dispersing in direction of shoulder blades. The following movements of friction are performed along the spine, but each subsequent line further than the previous line moves in direction of shoulder blades along the muscle trapezius. The movements are made as points in the pattern “69”. It is followed by repeated stroking using massagers.</p>
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Following the relaxing massage, a specialist asks the client to turn to his back, and starts a facial procedure.

A disposable cap is placed on the client's head.

The procedure is also started with two-step cleansing.

The first part of the cleansing. Application of hydrophilic oil and phytoactive (for sensitive, dry, combined skin or the skin in need of regeneration).

Squeeze 4 doses of hydrophilic oil into your palm, apply it on the face, neck and décolleté area, and slightly work it in. Squeeze 2 doses of phytoactive according to the skin type/condition

into your palm and distribute it onto the face, neck and décolleté area. Dip your fingers in cool water and mix the formed mixture of oil and phytoactive until it turns into emulsion - milk on the skin.

Performance methodology of BABOR compresses – alteration of warmth and coolness!

Remove emulsion based on performance methodology of BABOR compresses. Cleansing, peeling and mask is removed using at least 2 warm compresses up to 40°C.

A cool, well wrung out compress using the folding methodology BABOR is used to complete the procedure.

	<p>Place a compress on the face, apply light pressure using the surface area of your palms, and slightly rock the client's head from side to side.</p> <p>Then begin a step by step folding of the compress. On each control line, make circular moves applying slight pressure with the pads of your fingers on top of the compress-fixation in direction away you.</p>
	<p>Fixations-circles along the hair line.          Folding to eyebrows + fixations-circles.          Folding to cheek bones + fixations-circles.          Folding to cheek bones + fixations-circles.</p> <p>When you have reached chin, turn the compress in the way for it to cover the décolleté area.</p>
	<p>In the décolleté area, fold the compress simultaneously from both sides for it to eventually form "wall" in the center.</p>

	<p>Perform synchronized pressure with your palms simultaneously with folding of the compress, based on the breathing rhythm of the client.</p>
	<p>After formation of the “wall”, place your palms on it (on top of each other) and apply pressure during an exhalation phase of the client. Remove the compress.</p>

Folding technique and stimulation of active points soothes the client and increases the level of relaxation.

Application of warm compress at the beginning has two purposes:

- complete removal of all remaining traces of cosmetic products and dirt;
- simultaneously warms up the client.

A cool and well wrung out finishing compress – it is an adopted technique of „water treatment and contrast baths” according to Sebastian Kneipp, the essence of which is based on the positive short term effect of cold water.

The contrasting impact of warm and cool water on the skin creates special thermo effect. Short term contact of the skin with cool water first causes narrowing of blood vessels, which is quickly replaced with their reflexive expansion, activating the blood circulation. Activated blood circulation results in increased supply of oxygen and nutrients to tissues, and in stimulation of removal of waste products (slags and toxins).

The 2nd part of the cleansing – this cleansing using brushes and mousse prepares the skin for the effect of active components.

	<p>Mix in a bowl fermented cleansing powder with a small amount of water, and add 2-3 doses of cleansing foam. Apply the prepared mousse with the brushes, using circular moves and starting from the center of the forehead throughout the face, neck and décolleté area.</p> <p>Repeat it three times.</p>
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This procedure results in deep cleansing and peeling of the skin:

- Cornified cells and dirt are softly removed;
- Tone and micro relief of the skin is smoothed out, regeneration processes are initiated;
- Skin calms down, the feeling of tension disappears, skin tone smoothes out;

Follow with the compresses using BABOR method.

The main part of the procedure.

Apply the calming concentrate on the client's face, rub it in the skin using light massage movements until it absorbs.

- Immediately removes irritation, redness and burning sensation.
- Intense moisturizer.
- Contains zinc, copper, magnesium, microalgae, wheat proteins and panthenol.

	<p>Apply the mask " Specific mask" on the face, neck and décolleté area using the brushes. Perform a head massage while the mask works. Follow with point massage directly on top of the creamy mask.</p>
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**Rejuvenating point massage.**

Massage is performed with pads of the fingers. Each pressing is applied on every second inhalation, the pressure gradually goes down. Then go to the next point, without losing the contact with the client's skin.

**Point massage of the head**

Special movements for massage of the head to achieve relaxation and improve blood circulation in this area.

Massage can be performed with the mask on the face.

	<p>1. 2 thumbs are working simultaneously applying pressure on the tender points. Start from the beginning of the hair line in the forehead area and continue in direction of the temples. The next lines are parallel to the first line. On each line, apply pressure to at least 4 points. All pressings are applied with circular movements. Repeat it 3 times.</p>
	<p>2. Repeat the first line of massage in vertical line in the direction of a top of the head. Repeat it 3 times.</p> <p>3. Place both hands on the ears of your client and hold this position for the duration of 3 exhalations. Then slowly release your hands.</p>

### Rejuvenating facial point massage

1. **Apply cream based mask using a brush or pads of your fingers**, with calming and flowing movements from the center of the face to the sides. Start with the forehead and finish with the décolleté area.

2. **A scheme of the forehead point massage**

	<p>Place your thumbs on top of each other.</p> <ol style="list-style-type: none"> <li>1. Apply pressure to at least 4 points on the first line from the center of the forehead between the eyebrows in direction of the hairline.</li> </ol> <p>Continue to apply pressure on the tender points in parallel lines from the first line of the forehead. The remaining fingers are located on the temples.</p> <ol style="list-style-type: none"> <li>2. Apply 4 pressings from the inner corner of the eyebrows to the hairline.</li> <li>3. Apply 4 pressings from the center of an eyebrow to the hairline.</li> <li>4. Apply 2-4 pressings from the end of the eyebrow to the hair line.</li> </ol>	
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**3. A scheme of the point massage for the area around the eyes.**

	<p>Place one hand on the forehead of the client. The area around each eye is treated separately.</p> <ol style="list-style-type: none"> <li>1. Apply pressure to 4 points on the skin around the eyes (below the eyebrow), working from the inner corner to the outer.</li> <li>2. Apply pressure on 4 points on the lower line of the eye, working from the inner corner to the outer.</li> </ol>	
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**4. A scheme of the point massage for the area around the nose.**

	<p>Place the middle finger on top of the index finger for increase of pressure. Your remaining fingers are softly resting on the cheek bones.</p> <ol style="list-style-type: none"> <li>1. Apply pressure to 3 points from the sides of the nose on the vertical line leading to the mouth.</li> </ol>	
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**5. A scheme of the point massage for the area around the lips.**

	<p>Place your thumbs on top of each other.</p> <ol style="list-style-type: none"> <li>1. Apply pressure to the point in the middle over the upper lip. Apply pressure simultaneously using both hands (remaining fingers rest on the chin of your client).</li> <li>2. Apply pressure to 3 points, working from the center to corners of the mouth.</li> <li>3. Continue to apply the pressure down on the lower lip - 4 pressure points, working from the center to the corners of the mouth.</li> </ol>	
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**6. A scheme of the point massage for the area around the cheek bones.**

	<p>Place fingers on the cheek bones. Apply circular pressure, in turn applying pressure with fingers down in direction of the ear, starting from the index finger and finishing with the pinkie. Repeat 3 to 4 times.</p>	
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**7. A scheme of the auricle point massage**

	<p>Make circular movements and apply slight pressure on auricles of the ear starting from the ear lobe.</p>	
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**8. A scheme of point massage around the orbits of the eyes.**

	<p>Distribute your fingers of both hands covering with them the orbits of the eyes, and gently massage apples of the eyes.</p> <p>Apply slight pressure, and then release fingers, starting from the index finger.</p>
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### **9. A scheme of the point massage –effleurage.**

Apply calming stroking movement for completion of the facial point massage. Start from the chin and finish with the décolleté area.

#### The finishing part of the procedure.

All masks with cream texture are cleaned off after the recommended time, using warm compresses up to 40°C.

In order to softly “wake up” the client after the mask and to flowingly move to completion of the procedure, the warm compresses should be followed by a cool compress using BABOR folding method.

The finishing state consists of:

1. Cream or gel for the area around the eyes, and a correcting cream or gel from the man’s skin care product line at choice.
2. A day cream based on skin type/condition. From the man’s skin care product line:
  - energizing age preventing gel cream;
  - relaxing anti-jetlag cream;
  - dynamic face moisturizer;
  - cream with light self-tanning effect.

Cream is applied to face, neck and décolleté area with soft movements.

The purpose of the closing part of the procedure is the maximum prolongation of the result and creation of more favorable “visual” frame for this result.

Of course, it is advisable to complete the procedure with recommendations on skin care at home and suggestions regarding the products for daily care.

## **5. Conclusions and recommendations**

Both men and women are in need of cosmetic care of their body and face, in order develop better resistance to stress, stamina and strength.

In the world experiencing fast changes, for example, in the field of information technologies and mass media, politicians, businessmen and famous persons more often pay a visit to the grooming salons. The purpose of my diploma paper is to prove that it is more reasonable for men to see a specialist rather than seek to handle the grooming matters on their own, moreover

this market is subject to fast development, and the proportion of grooming products for men constantly increases.

Men are scared of ageing just like women, they want to be liked and look more attractive. Therefore a visit to a grooming salon can significantly reduce time spent on searching for the right skin and body care solutions. Moreover, an experienced cosmetologist can always recommend the right methods for facial care at home. The results achieved in the grooming salon must and need to be maintained. Several rules must be followed for this reason:

- to use special shaving foam for the morning shave, preferably, containing soothing components;
- to follow it with an application of soothing after shave balm, lotion, fluid or serum with calming and disinfecting effect on the face;
- to use creams for meeting the specific needs of skin (moisturizing, nourishment, lifting, removal of irritation or protection);
- to take care of the area around the eyes with especially developed creams for this area of the face;
- once a week, the skin requires deeper cleansing, for example, peeling.

The selection of cosmetic products is the choice to be made by the men themselves, but we can give recommendation regarding their correct application and sequence.

The procedure described by me in the diploma paper is a successful and appropriate example how to take care of male facial skin, and proves that an excellent beginning of the procedure helps to prepare a man for the relaxation during the procedure. At the beginning of each procedure for men, a relaxing massage of the collar area takes place using a massager made of the buffalo horn; cleansing with brushes and mousse prepares skin for the effect of the active components. I have performed about 15 procedures. Usually men who have undergone the aforementioned procedure, were positively impressed with the short time spent in a salon and the result of the procedure. The men frequently had to wait until the effect of mask or cream would set in. During the subject procedure, a head massage is performed right after the application of the mask, which is followed by a facial massage right on top of the mask. For this reason, different „tools” are used during the procedure for men, offering various tactile sensations, and there is no need to wait until effect of the components sets in, since the massage is performed during the absorption of these components into the skin, which significantly reduces the time of the procedure. It allows the men on tight schedule to relax and get wholesome result in just 45 minutes. Depending on the purpose of procedure (moisturizing, nutrition, regeneration, lifting, depigmentation, desensibilization, etc.), positive results were achieved already after the first procedure: release of tension, disappearance of skin irritation, activation of regeneration process and increase of ability to resist stress.

The purpose of this diploma paper was to prove that both men and women are in need of cosmetic care of their body and face, in order to become more resistant to stress, durable and strong, and of course, more attractive.