

# PROTOCOL STEP BY STEP:

## ENBRIGHTENMENT™ DISCOLORATION TREATMENT<sup>SM</sup>



### STEP 1: GREETING *(Not included in time reserved for the service)*

- Offer the guest a Sensory Ritual, such as Aveda Comforting Tea upon arrival.
- If the guest is a first-time customer, offer a guided tour of the salon/spa. Be sure to explain the service menu.
- The guest prepares for the service with guidance on how to change into the gown/robe, remove jewelry and where to go next.



### STEP 2: ANALYSIS AND CONSULTATION

#### Consult *(5 minutes)*

- Connect—perform scalp and foot compressions.
- Consultation takes place as guest is lying on treatment table.
- Determine areas of focus for facial treatment.



#### Perform Enbrightenment™ Foot Ritual

- Wrap aromatic steam towels over each foot.



- Use compression strokes over the feet.
- Remove the towels when they cool.



- Standing at the guest's feet, apply a small amount of Foot Relief.™
- Massage along the inside arch of both feet with the thumbs using a press and release motion.



- Move from the heel to the toe. Then from the toe to the heel.
- Repeat 3 times.
- This is the spinal reflex in foot reflexology.



- Perform Aroma Sensory Journey.



### STEP 3: TREATMENT AND ACTIVITY

#### Connect (1 minute)

- Ensure your guest's comfort.
- Perform the Opening Ritual by placing 1–2 drops of the chosen aroma onto your wrists.
- Invite your guest to take several deep breaths inhaling her chosen aroma as you hold your hands over her nose.



#### Cleanse (3 minutes)

- Use a towel or other head wrap to protect the hairline throughout the treatment.
- Remove eye makeup using cotton pads moistened with the Pure Comfort™ Eye Makeup Remover.



- Remove lip makeup using a moistened cotton pad and Beautifying Composition,™ wiping from the corners of the mouth inward to the center of the lips.



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- Pre-cleanse the skin using the Botanical Kinetics™ Purifying Creme Cleanser, Botanical Kinetics™ Purifying Gel Cleanser or Beautifying Composition™ depending on the guest's skin type.



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- As you introduce the aromatic steam towel onto the guest's décolleté, the aroma will diffuse.
- If the guest has some skin sensitivity, you may decide alternatively to use cool, moistened cotton pads or the Aveda Shammy Cloth to remove any product.
- Use an aromatic steam towel to remove the cleanser and makeup from the guest's skin. Customize the towel by placing one drop of the guest's chosen aroma onto one of your wrists and gently spread onto the other wrist.



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- Moisten the entire surface of the face, neck, and décolleté with warm water.
- Apply the Enbrightenment™ Brightening Cleanser in gentle sweeping movements upward from the décolleté to the forehead.



6a

- Use gentle cleansing manipulations to adequately loosen all traces of dirt, makeup and debris from the skin.
- Remove the cleanser from the guest's skin using an aromatic steam towel, cool, moistened cotton pads or the Aveda Shammy.



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**Treat (2 minutes)**

- Saturate cotton pads with the Enbrightenment™ Brightening Treatment Toner.



7a

- Wipe these over the décolleté, neck and face.
- Continue by pressing any residual product into the skin.



**Analyze** (1 minute)

- Complete the skin analysis using a Dermascope.
- Confirm customized treatment focus and objectives.

## INTRODUCTION TO REFINEMENT

The Botanical Skin Resurfacing Techniques are Aveda’s natural alternative to microdermabrasion. It features the Tourmaline Charged Radiant Skin Refiner. Unlike the aggressive microdermabrasion approach, we are able to achieve similar results by manually manipulating the Skin Refiner on the surface of the skin using the esthetician’s hands.

The Botanical Skin Resurfacing techniques have been proven to have similar results to microdermabrasion

without the high levels of redness and irritation. The Tourmaline Charged Radiant Skin Refiner refines the skin through mechanical manipulation. This effectively addresses skin texture, smoothness, fine lines and wrinkles, age spots and clarity and tone.

The Botanical Skin Resurfacing techniques can be incorporated as one of the refinement options in the Enbrightenment™ Discoloration Treatment.<sup>SM</sup> You also have the option of substituting the Outer Peace™

Professional Exfoliating Formula for your refinement masque. This is a good option if your guest has skin sensitivities or does not prefer mechanical exfoliation.

The most effective refinement option is Aveda’s Perfecting Plant Peel.<sup>TM</sup> This treatment option would be an additional cost as a treatment enhancement for the Enbrightenment Discoloration Treatment. Please see the additional techniques section for the complete step-by-step of the Perfecting Plant Peel.<sup>TM</sup>



**Refine** (15 minutes)

- To conduct the Botanical Skin Resurfacing Techniques drape a towel over the guest’s décolleté.
- Protect the guest’s hairline with tissue that will keep the granules from the guest’s hair.
- Also protect the eye area with cotton eye pads.



- Use the back of one hand as a palette for dispensing product as you work.
- You will only need a small amount of Tourmaline Charged Radiant Skin Refiner to cover the whole face and neck areas.