



Facial Masks

Overview

- ❖ The use of facial masks represents a unique approach:
 - a. to clean the face
 - b. and skin care
- ❖ The preparation is applied to the skin as a relatively thick layer and then removed some time later, usually 15-30 minutes
- ❖ It does not represent an essential technique of skin care



Functions of a facial mask:

1. Effective cleansing of the skin:

Superficial peeling effect

Deep-cleansing action → flushes out the pore of the skin

2. Moisturizing the skin:

Occlusive effect of the facial mask

Moisturizing substances

The skin becomes slightly swollen → temporarily smooth out fine wrinkles

Functions of a facial mask:

3. Ameliorating acne:

If the mask is design for that purpose and contains the appropriate ingredients.

4. Improvement of the overall feeling of well-being:

The facial skin is being ‘coddled’

and

The feeling of calmness while the mask is on the face

and

The pleasant fresh and clean feeling that follows removal of the mask

Classification:

- ▶ Clay masks
- ▶ Peel off masks
- ▶ Cream masks
- ▶ Exfoliating
- ▶ Miscellaneous masks:
 - Self heating masks
 - Seaweed masks
 - Oxygenating facials
 - Aromatherapy masks
 - Collagen masks



Clay masks:

- ▶ Based on fine-particle-size or micronized solids:
 - Adsorptive clays of different origins
 - Bentonite
 - Hectorite
 - Magnesium aluminum silicate
 - Kaolin
 - Magnesium carbonate or oxide
 - Green, red, pink clays
 - Zinc oxide
 - Titanium dioxide
- ▶ “clays” derive from silico-aluminum sedimentary rocks



Clay masks:

- ▶ Different color clays result from variations in the trace elements
- ▶ Green clays: iron oxides
- ▶ Red clays: red hematite (iron oxide containing copper)
- ▶ White clay contains high level of aluminum
- ▶ Pink clay: mix of red & white clay
- ▶ Recommended for use in facial or body masks at levels of 10-40%
- ▶ Natural or synthetic gums are added to support the high solids load
- ▶ Methyl cellulose, ethyl cellulose, carboxymethyl cellulose, PVP/VA, xanthan gum, carbomers, polyacrylates, sodium alginate, acacia
- ▶ Emollients and humectants
- ▶ Alcohol



Clay masks

- ▶ Applied to clean face in an even film over face & body
- ▶ Allowed to dry for 5-10 minutes
- ▶ As the water evaporates, the layer of mask contracts, resulting in tightening effect on the skin
- ▶ The drying clay will draw into it materials that are absorbable and adsorbable
- ▶ The particle act as mild abrasive
- ▶ Produce exfoliated, clean, smooth skin



Peel-off masks

- ▶ Based on plasticized polyvinyl alcohol
- ▶ Water-soluble emollients and humectants are the plasticizers that prevent polyvinyl alcohol from drying into a cracking film
- ▶ They also attract moisture into the skin
- ▶ Water soluble emollients' include ethoxylated fatty acid/alcohol derivatives
- ▶ Glycerin, propylene glycol, sorbitol
- ▶ Oil based additives are kept minimum or omitted completely
- ▶ Ethyl alcohol may be added



Peel-Off masks

- ▶ Applied in a thin uniform layer on the face
- ▶ As the film dry it produces a feeling of tightness
- ▶ The skin plumps up slightly because of moisture
- ▶ After 10 minutes the film is removed by peeling
- ▶ In the process of removal the film picks up dead skin cells, unclog pores, and provides a cleansing action



Cream masks

- ▶ Suitable for dry, tight, rough, aged, and environmentally stressed (chapped, wind-, and sunburnt) skins
- ▶ Rich textured emulsion
- ▶ Usually w/o cream or high oil content o/w cream
- ▶ Delivery of its emollient (water soluble vs. oil) and humectant to the skin → most important function
- ▶ Applied liberally to a clean face and allowed to remain for 5-10 minutes. Thus, the skin absorbs the emollient to produce a soft moist feel
- ▶ Wiped off or rinsed off



Exfoliating Masks

- ▶ Exfoliation: removal of dead skin cells or flakes that form on skin's surface
- ▶ Chemical vs. physical (mechanical)
- ▶ Enzymes, AHA & BHA



Miscellaneous

▶ **Self heating masks:**

- ✓ Produce a warming effect on the face
- ✓ Simulating a steam or hot towel treatment to open pores and cleanse deeply
- ✓ Sodium silicoaluminate (exothermic effect)
- ✓ kaolin

▶ **Seaweed Masks:**

- ✓ Administered in salons
 - ✓ Seaweed paste on face covered with gauze
 - ✓ Also available in a collagen-based mask form that is impregnated with algin for use in conjunction with a heat lamp
 - ✓ Replenishes moisture and open the pores
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Bioré Self Heating One Minute Mask (\$7.99), for instance, gets its thermal power from zeolite, a naturally occurring mineral derived from volcanic rocks and ash. “Upon contact with water, [the] chemical bonds [in zeolite] are broken, and energy is released as heat,” explains **Erica Palmer**, R&D skin care group leader at the Americas Research Labs of Kao USA, which manufactures Bioré. Somme Institute Boost Warming Mask (\$40) also uses zeolite as its active ingredient: “The warmth is activated when massaging Boost on facial skin, [which] releases the action of zeolite,” says **Edward Fallas** of Somme Institute.

But why should you opt for a self-heating mask in favor of your run-of-the-mill temperature-stabilized formula? “Self-heating masks are essential to open pores and activate blood circulation,” Fallas explains. If you suffer from blemishes, clogged pores, or oil overproduction, the enhanced pore-opening, blood flow-boosting action is perfect for you—and it enables the other ingredients in the treatment, like oil-absorbing kaolin (which is in both formulations), to work deeper within the skin to absorb impurities and debris.





Store No: 1088710



Miscellaneous

- ▶ Collagen masks:
 - ✓ A freeze dried bovine collagen that when hydrated conforms to the face
 - ✓ Collagen give outstanding hydration and it is an anti-irritant
 - ✓ It temporarily improves skin texture and reduces dryness
- Oxygenating facials:
 - ✓ A conventional deep-cleansing facial followed by a vitamin-enriched lotion and a five min spray of oxygen from a pressurized oxygen tank
 - ✓ There is no scientific evidence that this treatment has any beneficial effect on skin





Table 3. Recommended Treatment Additives for Masks

For dry skin:

Avocado (*Persea gratissima*)

Vitamin E

Lanolin derivatives

For oily/breakout prone skin:

Lysine carboxymethyl cysteinate (Tiolisina complex 30, Sinerga)

Kaolin

Sulfur

For aged/environmentally, stressed skin:

AHA

BHA

Vitamins

For normal/combination skins:

Aloe vera (*Aloe barbadensis*)

Hyaluronic acid

Green tea (*Camellia sinensis*) extract

For sensitive/allergy prone skin:

Chamomile (*Anthemis nobilis*)

Cucumber (*Cucumis sativus*)

Wheat (*Triticum vulgare*)

Sphingolipids

Zinc oxide

Possible undesirable effects from facial cleansing masks:

- ▶ Facial cleansing masks may cause:
 - a. Skin irritation which is usually due to an allergic reaction to one or more components of the mask
 - b. Skin infection
- ▶ These complications are more likely to occur from the use of masks of dubious origin
- ▶ The risks of such problems are much less when using masks from a reputable cosmetics manufacturer
- ▶ In general, before using any mask, one should establish that he is not allergic to any of its ingredients

The Do's and Don'ts of a facial mask:

- ▶ Following the use of a mask, and after it has been rinsed off, moisturizing cream should be applied to the face
- ▶ A facial mask tends to cause slight superficial 'peeling' of the outermost layers of the skin
- ▶ It is important to avoid exposure to wind, sun or polluted air directly after its removal

The Do's and Don'ts of a facial mask:

- ▶ The facial mask formula should be applied to evenly cover the entire face, avoiding eye and mouth areas.
- ▶ Leave the facial mask for the suggested period of time (as defined by product) on the skin.
- ▶ With both masks that are rinsed off and those that are peeled off: it is important that the time for which they remain on the face is in accordance with the manufacturer's directions (usually 15-30 minutes)
- ▶ Leaving the facial mask on for too long may cause excessive stimulation to the skin.
- ▶ Apply a facial mask every 5-7 days.

The Do's and Don'ts of a facial mask:



Apply on the forehead and nose avoiding the hairline and eyebrows. Then apply on cheeks and spread evenly on entire face, but avoid the eye area and lips



For rinse-off masks:
Rinse with water after 15-30 minutes



For Peel-off types:
After 15-30 minutes, if the surface is taut and dry, peel off in an upward motion.

Histroy

- ▶ The ultimate luxury in skin care
- ▶ It provide the user with a sense of relaxation and psychological benefits
- ▶ Its use dates back to the Egyptians: pastes of honey, milk, and flours
- ▶ Greek: mixed silts from famous rivers and stamped with the official seal as an indication of its genuineness
- ▶ Roman: milk formulated into mask was used to maintain a healthy complexion as was wet bread dough worn overnight. They also combined crude wool grease with honey, eggs, barley flour, crushed beans, narcissus bulb, orris root, powdered horns of cows, and seabird excrement
- ▶ Chinese woman used facial masks of pearl powder, ginseng, and camphor



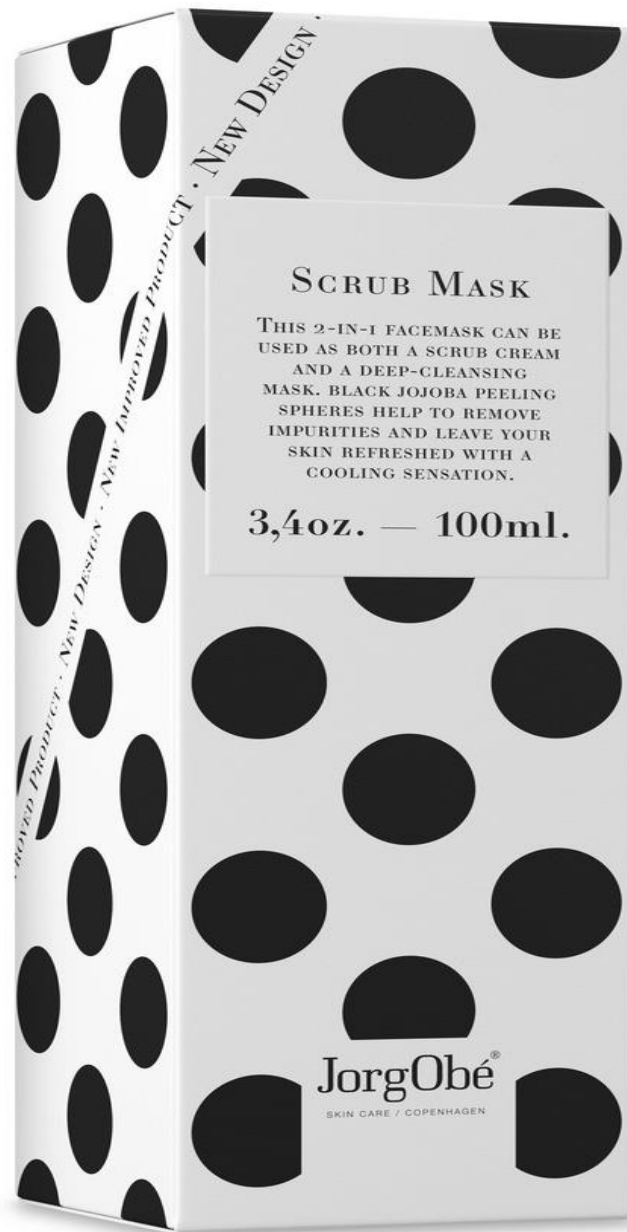
Remarks

- ▶ Masks and facials can be quite effective at cleansing, unclogging pores, and moisturizing the skin but there is no scientific evidence to prove some salon claims such as removal of toxins, skin absorption of vitamins and collagen, permanent reduction of pore size.....to name just a few





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- ▶ Aqua (Water), Kaolin, Glycerin, Cetearyl Alcohol, Cera Microcristallina (Microcrystalline Wax), Vaccinium Myrtillus (Bilberry) Fruit Extract, Glyceryl Stearate, PEG-100 Stearate, Saccharum Officinarum (Sugar Cane) Extract, Phenoxyethanol, Benzyl Alcohol, Globularia Cordifolia Callus Culture Extract, Maris Sal (Sea Salt), Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Sodium Stearoyl Glutamate, Menthol, Alcohol, Sodium PCA, Sodium Lactate, Menthyl Lactate, Arginine, Acer Saccharum (Sugar Maple) Extract, Parfum (Fragrance), Geraniol, Aspartic Acid, Disodium EDTA, Ethylhexylglycerin, Pca, Dehydroacetic Acid, Sodium Hydroxide, Linalool, Lecithin, Pistacia Lentiscus (Mastic) Gum, Malachite Extract, Glycine, Alanine, Serine, Valine, Limonene, Isoleucine, Proline, Threonine, Histidine, Phenylalanine, Potassium Sorbate, Boswellia Carterii (Frankincense) Gum Oil, Cinnamomum Camphora (Camphor) Oil, Citrus Aurantium Amara (Bitter Orange) Leaf Oil, Cymbopogon Martini (Palmarosa) Oil, Eucalyptus Globulus Leaf Oil, Pogostemon Cablin (Patchouli) Oil, Silica, Ci 75810 (Chlorophyllin-Copper Complex)



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- ▶ Echinacea Purpurea Root Extract, Caprylyl Glycol, Salicylic Acid, Menthol, Jojoba Esters, Xanthan Gum, Maltodextrin, Denatonium Benzoate, Sodium Gluconate, Citric Acid, Phenoxyethanol, Ci 77499, Aqua, Kaolin, Zinc Oxide, Polylactic Acid, Alcohol Denat, Glycerin, Glyceryl Stearate, Prunus Armeniaca Kernel Oil, Glyceryl Stearate SE, Niacinamide, Butyrospermum Parkii Butter, Silica, Lauryl Glucoside, Menthyl Lactate, Bisabolol



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- ▶ Aqua/Water/Eau, Propylene Glycol, Glycerin, P-Anisic Acid, Camellia Sinensis Leaf Extract, Citric Acid, Dipotassium Glycyrrhizate, Glyceryl Acrylate/Acrylic Acid Copolymer, Hydrogenated Starch Hydrolysate, Hydroxyethylcellulose, Limonene, Mannose, Methylparaben, Parfum/Fragrance, PEG-40 Hydrogenated Castor Oil, Phenoxyethanol, Potassium Hydroxide, Potassium Sorbate, Propylparaben, Pvm/Ma Copolymer, Sodium Benzoate, Sodium Hyaluronate, Xanthan Gum



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- ▶ Zeolite, Ethylhexyl Palmitate, PEG-20 Glyceryl Triisostearate, Isononyl Isononanoate, Butylene Glycol, Dimethicone, Magnesium Stearate, Ci 77891/Titanium Dioxide, Phenoxyethanol, Charcoal Powder, Salicylic Acid, Polyethylene, Bambusa Arundinacea (Bamboo) Stem Extract, Citrus Paradisi (Grapefruit) Fruit Extract, Menthol, Parfum/Fragrance



REVIVE GOLD SLEEPING MASK

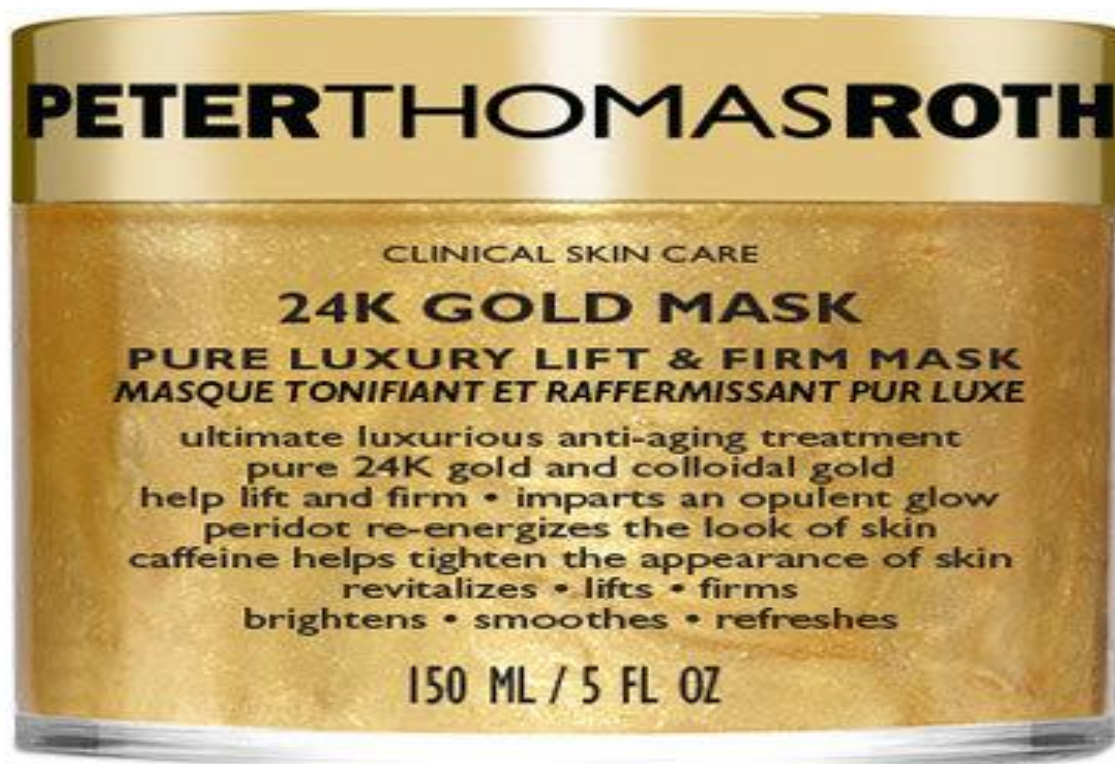
INTENSIVE NOURISHING + BRIGHTENING
NUTRITION INTENSE + ÉCLAIRCISSEMENT

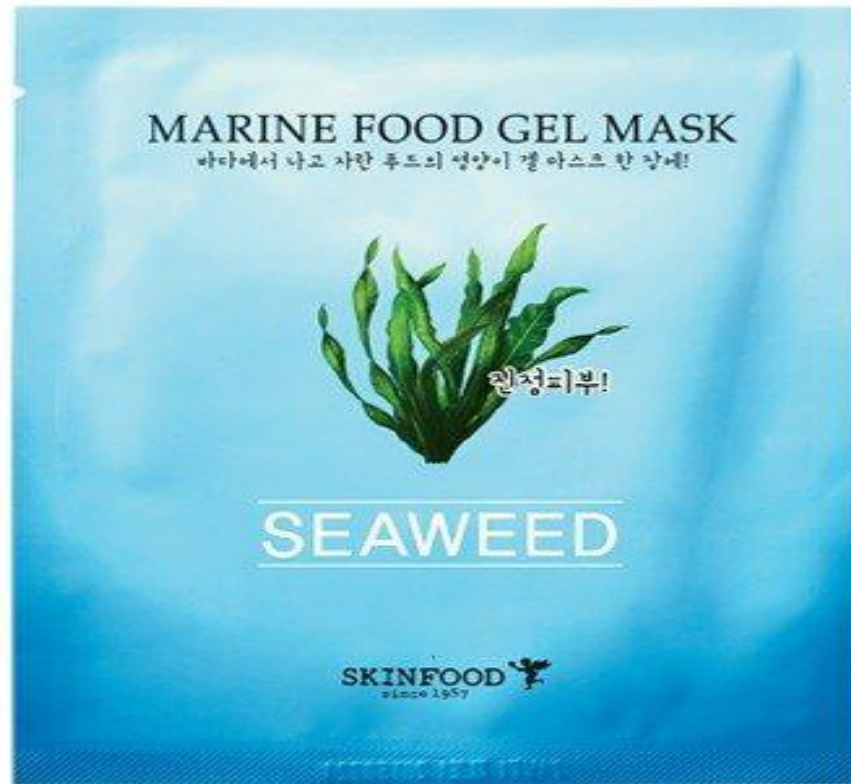
Net 10 g / 0.35 oz.



SOO'AE
NEW YORK

- ▶ Water (Aqua/Eau), Glycerin, Dipropylene Glycol, Cyclopentasiloxane, Niacinamide, Isononyl Isononanoate, Cetearyl Alcohol, Hydroxypropyl Starch Phosphate, Coptis Japonica Extract, Scutellaria Baicalensis Root Extract, Phellodendron Amurense Bark Extract, Gardenia Florida Fruit Extract, Scrophularia Buergeriana Extract, Piper Methysticum Root Extract, Lecithin, Olea Europaea (Olive) Fruit Oil, Squalane, Butyrospermum Parkii (Shea) Butter, Ceramide NP, Milk Protein Extract, Gold, Trehalose, Nelumbium Speciosum Flower Extract, Lilium Candidum Flower Extract, Lilium Tigrinum Extract, Jasminum Officinale (Jasmine) Flower Extract, Citrus Aurantium Amara (Bitter Orange) Flower Extract, Bellis Perennis (Daisy) Flower Extract, Rose Extract, Prunus Mume Flower Extract, Chamomilla Recutita (Matricaria) Flower Extract, Gardenia Florida Flower Extract, Butylene Glycol, 1,2-Hexanediol, Glyceryl Stearate, PEG-100 Stearate, Ci 19140, Polysorbate 60, Phenoxyethanol, Hydroxypropyl Cyclodextrin, Disodium EDTA, Ethylhexylglycerin, Glutathione, Propanediol, Hydrolyzed Pea Protein, Phytosterols, Caprylyl Glycol, Tropolone, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Adenosine, Tromethamine, Tocopheryl Acetate, Fragrance (Parfum)





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- ▶ Water, Butylene Glycol, Glycerin, Caprylic/Capric Triglyceride, Citrus Paradisi (Grapefruit) Fruit Extract, Ceratonia Siliqua Gum, Chondrus Crispus Powder, Sodium Polyacrylate, Cellulose Gum, Polysorbate 20, Undaria Pinnatifida Extract, Hydrogenated Polydecene, Trideceth-6, Algae Extract, Laminaria Japonica Extract, Gelidium Cartilagineum Extract, Salicornia Herbacea Extract, Sea Water, Disodium EDTA, Phenoxyethanol, Fragrance



- ▶ *peel-off charcoal face mask that actively unclogs, purifies and minimises pores. Formulated with charcoal powder, pineapple extract and Detect Technology with Salicylic Acid that work to gently remove impurities, dirt and oil and reduce blackheads to help you achieve flawless skin.*

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- ▶ Aqua, Alcohol Denat, Polyvinyl Alcohol, Glycerin, Butylene Glycol, PVP, Xanthan Gum, CI 2-13 Pareth-9, Salicylic Acid, Undecylenoyl Glycine, Parfum, Ananas Sativus Fruit Extract, Charcoal Powder, Potassium Sorbate, Sodium Benzoate, Ci 77499

