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# 9

## Facial and Massage

### 9.1 Introduction

The word massage is derived from the Arabic word 'Massa', meaning to "touch" or "stroke". Massage is a scientific method of manipulation of the body by rubbing, pinching or stroking with the hands, or fingers or an instrument.

### 9.2 Objectives

After reading this lesson you will be able to

- Know the advantages of massage
- Differentiate between different types of massage
- Understand the difference between face and body massage
- Perform the facial massage in sequence
- List the benefits of making and using different kinds of packs & masks

### 9.3 Benefits of Massage

1. It relieves body tension
2. It increases blood circulation
3. It softens the skin
4. It may help relieve pain in tensed muscles
5. It stimulates the action of the skin glands

## Types of Massages

1. **Petrissage** : This involves light or heavy kneading and squeezing of the muscles. Beautician uses this movement on the face, the arms, the shoulders and the upper arm. The muscles are kneaded between the thumb and the fingers.

It is the most active movement in massage and reaction depends on its intensity. It is composed of three parts (a) the part to be treated is taken between the thumb and first fingers of both the hands to form a pleat (b) the pleat is rolled between the fingers and thumb forward and backwards alternatively moving along the whole area with out losing the pleat (c) and letting go of the pleat. This movement helps eliminate impurities in the skin and give muscle tone.

2. **Effleurage** : It is a relaxing, soothing, gentle stroking or circular massage. It is used on the face, neck and arms. A facial massage usually begins and ends with this rhythmic movement. It is done with the pads of the fingertips or with the palms of the hands.

This has three aspects (a) contact (b) moulding and (c) movement of hand in a certain direction while moulding continuously. Being slow and rhythmical, it is relaxing and is an excellent movement to start the massage. If done quickly, it stimulates the muscles to contract and stimulates the sensory nerves.

3. **Tapotement** : It is a movement that consists of striking the skin with the sides of the hand; usually with partly flexed fingers or with the fingertips. The movement is usually carried out with the swinging freely from the wrist. It increases blood circulation and stimulate the nerves. It is sometimes called percussion when it involves a tapping movement with the pads of the fingertips as used in facial massage.

Hacking, clapping and kneading the body, light tapoment or the face or under chin, helps break down fatty tissue, when done under eye, on temples, and crow's feat, it helps remove tired and strained look from the eye area. It is also good for inflammation of the sinus.

4. **Friction** : It is circular movement with no gliding, usually done with the fingertips or palms of the hands. This movement is

most often done on stiff joints of the body, but light friction is often used in facial massage.

This is a deep rubbing movement in which the skin is moved over the tissues, which in turn helps stimulate the muscle below. It also aids good circulation.

5. **Vibration** : It refers to a rapid shaking of the cosmetologist's arms while the fingertips or palms are touching the patron.

This should be quick and regular, and it needs a lot of practice. It should be done for a few seconds at one spot - along jawline, eyebrows, hairline, temples, where nerve endings can be reached.

6. **Joint manipulations** : This is used on all moveable joints, fingers, wrists, elbows, shoulders etc. This helps keep the joints and these parts of body supple. It is highly recommended for people with rheumaticky joints.

## 9.4 Facial Massage

Facial massage is one of the most pleasant services available in saloons, but unfortunately it is one that is too often neglected. Facial should be started at age 25. it can be given once a month, and as age increases it's frequency can also be increased.

**Facial Room** : The facial room should be completely free from the noise and activity of the saloon. It should be quiet, clean and comfortably warm. The facial room should be equipped with a sink, hot and cold running water, a hot plate, a cabinet for supplies, and good light.

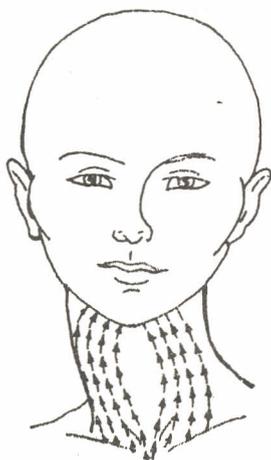
**Facial Manipulations** : The key points concerning massage.

1. Always massage the face upwards or outwards, down on the sides and front of the neck, and up on the back of the neck.
2. Once massage movements have been started, do not lift both hands from the patron's skin until the massage is completed.
3. Carry out the massage movements rhythmically.
4. Move from one area to another slowly and smoothly without breaking continuity.

**SUGGESTED MASSAGE ROUTINE****(TWENTY MINUTES)**

Hands, wrists and fingers should be perfectly relaxed in order to follow the contour of the face; the area under treatment. If something has to give way it should be the operator's hand and not the client's bone structure. Both hands must be used equally; as a rule when massage is first practised there is a tendency for the working hand to be a little heavier than the non-working hand. So plenty of practice is needed in order to get an absolutely even balance, otherwise the client will get a lop-sided sensation.

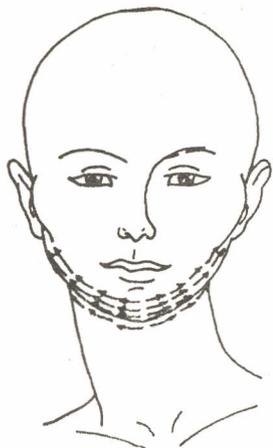
Full value is obtained from the treatment by employing as much of the hands as will suit the area which is being worked on. Whatever basic movement is being performed a certain amount of moulding is generally incorporated in it. All movements must be rhythmical, and a lullaby hummed under the breath will ensure an even tempo in the early stages of learning massage. The body is used quite a bit as swaying backwards and forwards and sometimes sideways helps tempo and more important, gives "soul" to the massage. It will be found that the body moves the hands over the skin much more than the arms do; also that the operator becomes much more relaxed and much less fatigued which in turn has the desired effect on the client.



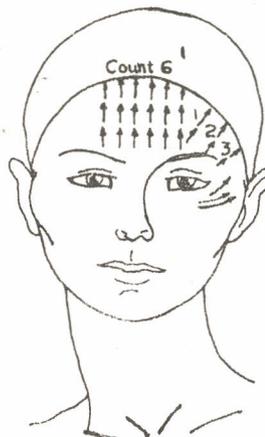
**First Movement** - Both hands working together



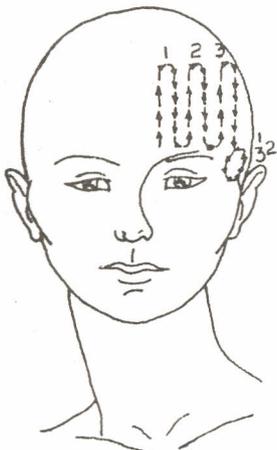
**Second Movement** - Both hands working together



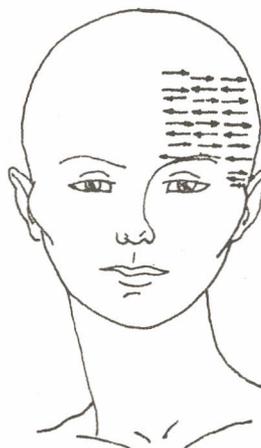
**Third Movement** - Both hands working together



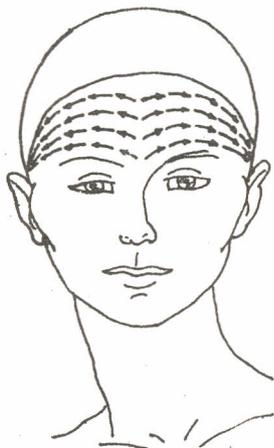
**Fourth Movement** - Both hands following each other



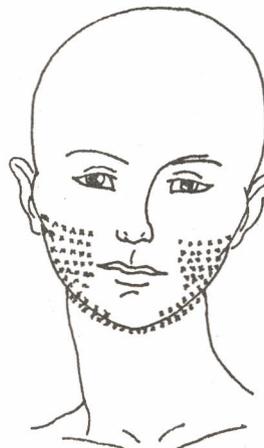
**Fifth Movement** - Both hands working together



**Sixth Movement** - Fingers working together

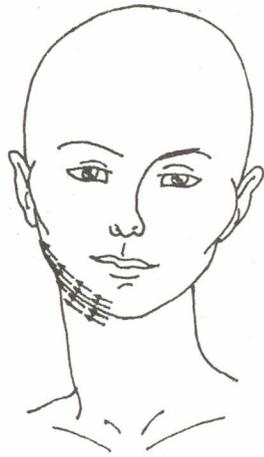


**Seventh Movement** - Both hands working together

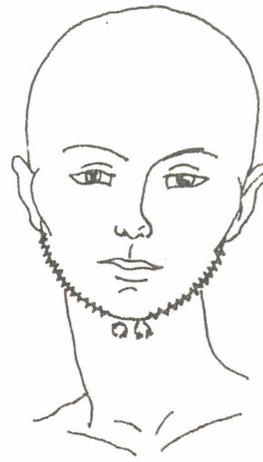


**Eighth Movement** - Both hands working together

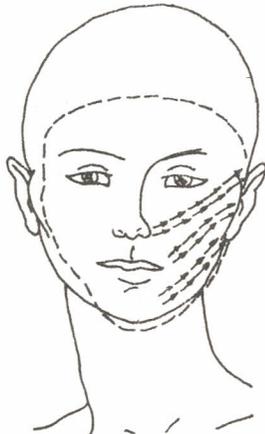
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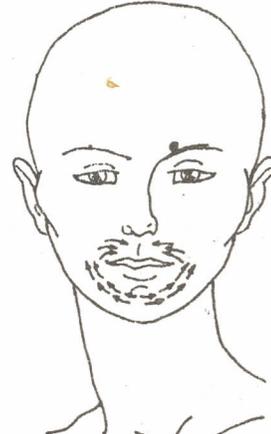
**Ninth Movement** - Left hand follows right together



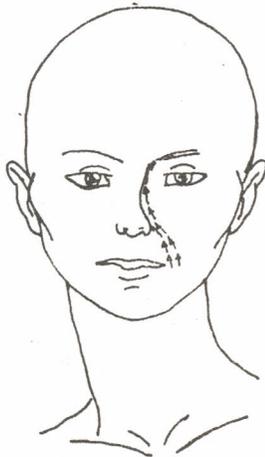
**Tenth Movement** - Hands working together



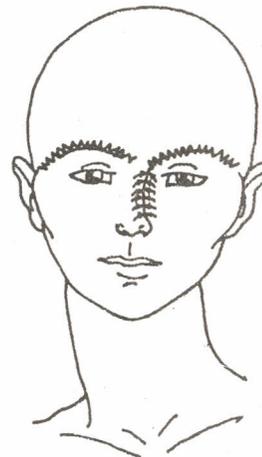
**Eleventh Movement** - One hand following the other



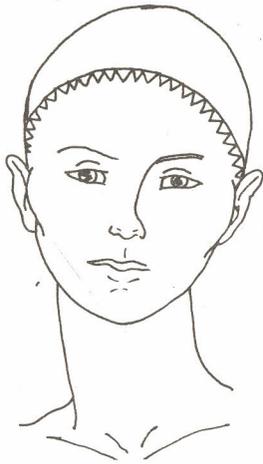
**Twelfth Movement** - One hand following the other



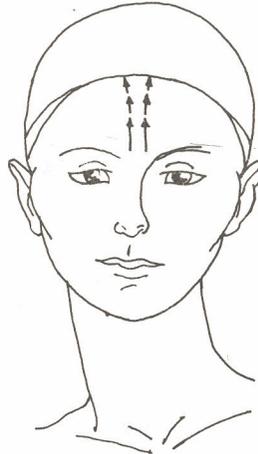
**Thirteenth Movement** - One hand following the other



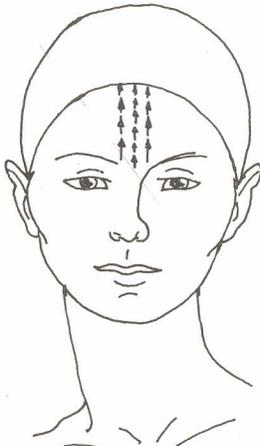
**Fourteenth Movement** - Hands working together



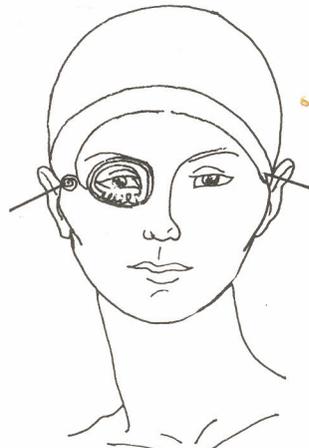
**Fifteenth Movement** Hands working together



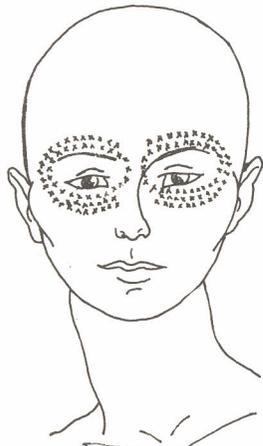
**Sixteenth Movement -** Fingers following each other



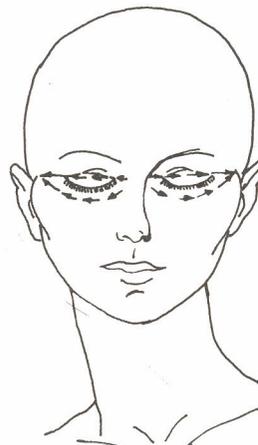
**Seventeenth Movement -** Fingers following each other



**Eighteenth Movement -** Hands working together

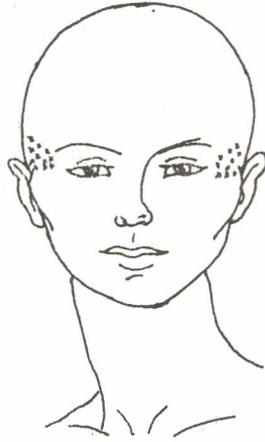


**Nineteenth Movement -** Both hands working together



**Twentieth Movement -** Hands working together

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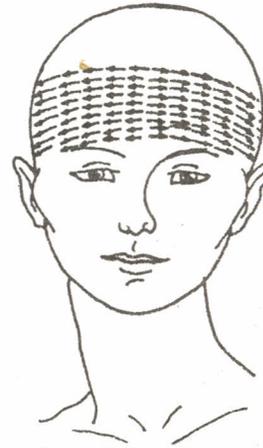
**Twenty-first Movement** - Hands working together on each temple



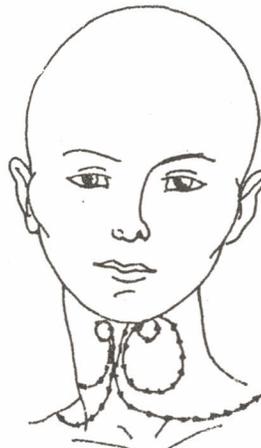
**Twenty-second Movement** - Hands working together on each temple



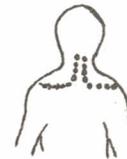
**Twenty-third Movement** - Hands working together on each temple



**Twenty fourth Movement** - Hands working together



**Twenty-fifth Movement** - Back view, six circles along trapezius, six circles up vertebrae and pull



**Intext Questions 9.1**

1. Massage should be always
  - (a) downward
  - (b) inward
  - (c) outward
  - (d) upward and outward
2. Massage –
  - (a) relieves tension
  - (b) improves blood circulation
  - (c) soften the skin
  - (d) all the above
3. Indicate whether the statement is True (T) or False (F) :
  - (a) facial room should be away from the noise.
  - (b) effleurage is sometimes called percussion movement.
  - (c) massage movements should be carried out rhythmically.
  - (d) facials can be started at any age.

**9.5 Packs and Masks**

Packs and masks help the skin to retain the moisture, it needs. A pack is the name usually given to a product for oily skin.

**Benefits of Face Packs and Masks**

1. They increases the firmness of the skin for a few hours.
2. They increase the circulation of the blood in the area they cover.
3. They absorb and remove unwanted surface grime.
4. They remove surface dirt.
5. They remove skin debris.
6. They soften and smoothen the skin.

7. They help to relax the patron
8. They refresh the patron/face.

## Types of Face Packs and Masks

### MASKS

Masks are used as correctives; it is, therefore necessary to understand fully the different actions, that many types of masks have on the skin. Obviously a mask suitable for an oily skin condition would be disastrous on a dry one and vice versa.

When applying and removing masks there are a few rules to follow; these rules vary slightly with the type of mask being used. In all cases, the eyes are covered with compresses of cotton wool dipped in eye lotion or witch hazel. This will protect the eyes as well as rest them; only thin pieces of cotton wool are used, as thick ones soaked in lotion will press heavily on the eyes tiring instead of resting them.

Masks are removed with cotton wool squares dipped in water, using both sides of the squares before throwing them away and starting with fresh ones. Soiled squares are not to be immersed in the water, as it must be kept clean if it is to remove the mask effectively; this applies to all masks, especially the "clay" variety. The operator removes the mask by pressing the squares on to the mask and lifting by turning the hand in towards centre of face, upwards and outwards – a kind of rolling movement from first finger on to the little one – she does not "spread". Both hands are used, on each side of the face, for quick removal. Gauze tie-ups are used if the mask to be applied is a liquid one, as in the case of oil or when it is advisable to "hold" the mask in a certain place. Cotton bandages, cut to the shape of the face, are quick and easy for this purpose. One three-inch-wide bandage will cover the lower part of the face from ear to ear, with a slit cut for the mouth. A second three-inch-wide strip covers the centre portion from the temple across the cheek bones and nose-eye pads under the gauze must not be forgotten – and finally a two-inch-wide strip to cover the forehead; this piece must not overlap the head band, which must always be kept dry. If an actual tie-up is desired the two-inch-wide bandage is used, as the three-inch is too wide and cuts into the

“Adam’s apple”. The operator places the tie-up on the point and under the chin and with a slight backward movement runs it along the jaw-line to the lobe of the ear, lifts, and holding the tension ties it on the crown of the head, in order that it will not slip either backward or forward. There is little value in a tie-up except as a morale booster; chin straps of any kind are like corsets, they keep the flesh firm when they are on, but it sags again when the support is removed. Wetting the bandages before placing them on the face helps them adhere to the skin.

There are various types of masks –

1. Stimulant, to liven up adult sallow skin.
2. Astringent, for a coarse skin with dilated pores or capillaries.
3. Demulcent, a cooling, soothing mask for inflamed skins.
4. Emollient, to soften and nourish dry skins.
5. Sulphur, for acne
6. Nature masks of various types for different purposes.
7. Bleaching masks.

### Intext Questions 9.2

Fill in the blanks

1. Face packs and masks increase \_\_\_\_\_ of the skin.
2. \_\_\_\_\_ should never be covered with a face pack.
3. The mask chosen should suit the type of \_\_\_\_\_ of the client.
4. \_\_\_\_\_ mask is a cooling and soothing for inflamed skin.
5. \_\_\_\_\_ mask is used to liven up adult sallow skin.

### 9.6 Face packs for Dry Skin

1. **Golden Touch** : Mix the yolk of egg with one teaspoon of almond oil adding the oil drop by drop to the yolk and stirring continuously. Apply to the face and neck. Leave it on for 15 to 20 minutes. Remove it with warm water.

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2. **Olivie** : Add Olivie oil drop by drop to two tablespoons of white flour, until it is the consistency of soft porridge. This pack should be kept for half an hour. If possible, remove this pack with rain water or rose water.
3. **Brown velvet** : Mix one tablespoon of pure butter or ghee with half tablespoon of cocoa powder. Leave it on the skin for 15 minutes. This pack has a wonderful softening effect. Remove it with warm water and soap.

### 9.7 What have you learnt

In this lesson you have learnt about the

- Massage and its benefits
- Different types of massages
- Facial massage and facial manipulations.
- Suggested facial massage sequence and routine
- Benefits of face packs & masks.
- Types of face packs and masks.

### 9.8 Terminal Questions

1. Explain some important facial manipulation.
2. List the different types of massages.
3. Explain Tapotement.
4. What are the benefits of face packs & masks.

### 9.9 Answers to Intext Questions

#### 9.1

1. (d)
2. (d)
3. (a) T (b) F (c) T (d) F

**9.2**

- 1) Firmness
- 2) eyes
- 3) skin
- 4) demulcent
- 5) Stimulant