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Addressing Menopausal Skincare in Your Clients Age 40 Plus

IRVINE, CA (June 23, 2009) – Aging skin and menopause go hand-in-hand for women “of a certain age.” According to skincare expert Ellen Clark, president of Global Beauty Skincare, Control Corrective International and Topical RX, the typical spa client seeking anti-aging treatments is at least 40 years old, female and has disposable income.

“While these women are likely experiencing menopausal symptoms and the accompanying signs of aging skin, they may not understand how the two are intimately connected or just how important an appropriate skincare regimen is during this stage of life,” said Clark.

Menopause is more of a process than a one-time occurring event, as peri-menopause, the hormonal changes preceding menopause, can begin 10 years prior to the cessation of menstruation.

External symptoms of skin aging include:

- Wrinkles
- Dry skin
- Teleangiectasia (dilated blood vessels)
- Sagging – Decrease in elasticity
- Rough skin
- Sallowiness
- Pigmentation Changes
- Skin Sensitivity
- Decrease in sebum excretion



Products such as Global Beauty’s Anti-Aging Moisturizer are designed specifically for menopausal skin.

“Your job as an esthetician is to perform a thorough skin analysis, and better understand your client’s experience with the above symptoms. Do you know which of your products and services *specifically* help with menopausal-based skincare problems, and do you actually offer products that do this? Do you describe your anti-aging services and products correctly to address this market?” questions Clark.

In addition, estheticians should offer skincare routines/products that incorporate the following:

- Add active peptides into home care treatment to increase cellular metabolism
- Use a daily Retinol or AHA such as Glycolic Acid to gently turn over cells
- Use a hydrator serum or gel under moisturizers to add water and calm the skin
- Begin using eye cream, as they add lipids to the thinner, more delicate skin tissue
- Treat dry or rough areas on the body with a potent AHA product
- Incorporate anti-oxidants such as vitamin A, E, C or others to help fight free radical damage and encourage collagen production
- Incorporate products with green tea, willow herb and other calming ingredients to reduce inflammation and calm skin sensitivities

“While it sounds like a lot of work, if your clients understand the nature of skin aging and how they can participate in improvements by way of good skincare treatments and products, they will truly thank you! Self esteem is a large part of enjoying one’s life and there is no need to look old or worn out,” Clark concluded.

Global Beauty, a private label line, offers the following products to specifically target menopausal skin: Lactic & Green Tea Cleanser, Hyaluronic Toner, Anti Aging Moisturizer, Peptide Anti-Wrinkle Cream and Glycolic & Lactic Skin Resurfacing Gel.

Ellen Clark is president of Global Beauty Skincare (www.globalbeauty.net), one of the only manufacturers of *clinical-based* private-label products. The company offers a variety of skin options for various menopausal skin types, and all products are professionally manufactured in a licensed, GMP laboratory that ensures quality and consistency. Clark is available at ellen@globalbeauty.net or (949) 770-4290.