

## Treating Skin From A Holistic Perspective

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Holistic is a word that is becoming more common in the beauty industry for hair, skin, and nails. However, the concept “holistic” is not revolutionary, but has been around for thousands of years dating back to Ancient Chinese practices. Now more than ever, holistic approaches are at the forefront of the beauty industry. Despite the multitude of interpretations of the word, the actual definition describes it best.

According to the Cambridge English Dictionary, holistic is defined as “relating to the whole of something or to the total system instead of just to its parts. Holistic medicine attempts to treat the whole person, including mind and body, not just the injury or disease.”

Ginamarie Products were formulated to treat skin from this exact holistic perspective. They were developed 40 years ago to topically duplicate what the body does internally. As we know, skin is the largest, uninterrupted organ of the body. It is a mirror to our general well-being. Because skin is an uninterrupted organ, meaning no beginning or end, everything is connected. If we are going to treat holistically, it is imperative that we have a basic understanding of the “whole” and how it affects our skin. When I am treating skin, whether it be in consultation with the client, teaching students or actual skin treatments at our center, I try to gather as much information from the client to help guide me in assessing the best treatments and home use for them. Home use is a key component to the healing of skin. For example, facial treatments have an incredible benefit, but if the client is not taking care of his or her skin on a daily basis, our facial treatments act only as a band-aide. I suggest approaching skin as a puzzle. As professionals and “experts” in our industry, it is our job to figure the puzzle out. Gathering as much information about our clients, to truly understand them, is the first step in putting together the pieces of the puzzle we call skin.

Keeping in mind that everything starts with a single cell, understanding what is required for the health of a cell makes this very complex subject simple. All we are is one cell multiplied into trillions of cells. A single cell requires *water, oxygen, rest, sun, nutrition, elimination, activity*. DAILY. If we do not meet the requirements of the cell this is where the “whole” begins to break down. There are two conditions that can impair or kill a cell: *toxin and pressure*. It is our job to do everything we can to avoid these two conditions, to teach our clients to avoid these conditions, and to give the cell (multiplied by 72 trillion or so) what is required on a daily basis.

The holistic approach can be simplified into a three part model. It consists of the *universe*, meaning our outside surroundings such as sun, oxygen, and water; our *body*, including the circulatory system, respiratory system, etc.; and our *mental/emotional state*. If any of these three categories are out of balance, our skin and overall health will reflect this imbalance. We are no longer “whole”. When treating skin from a holistic perspective, the licensed professional must take all three areas into consideration in order to assess how they can connect the pieces of that puzzle to make the skin healthy again. It is not just taking a piece of the puzzle and treating that part; we must take the whole picture into consideration if we hope to make a difference and to truly have a positive effect on the skin long term.

With this understanding, there are two key factors that are going to heal and assist in making the skin healthy: **balance and blood flow**. Balance is a key factor in healing the skin and the body. In the world that we live in today that is much easier said than done. We can assume that most people are not completely in balance. An example of this would be growing up in a sunbelt state. The sun exposure (universe) will have a much different effect on the skin (integumentary system) than someone who lives in the midwest. When treating the skin holistically, we must take this into consideration and learn as much from our client as possible to help connect those pieces.

Blood flow is the other key factor. The only way one can heal either topically or internally is through blood. Circulation is essential for healing. There are many factors to take into consideration; for example, the quality of circulation and blood pressure. The esthetician or licensed professional has to determine how to increase more vascular activity moving through the skin. Low blood pressure is something we should all strive to have. However, when it comes to the health of skin sometimes it can make the skin look sallow, contribute to dark circles, give a pasty look to the skin, and make the skin look sluggish. More times than not, premature aging takes place because there is not enough vascular activity moving through the skin. Therefore, the lack of nourishment can result in sagging and premature aging skin. The missing ingredient is a strong and high quality blood flow. The quality of our blood is dependant on our nourishment through food, exercise, oxygen, stress control, water, rest and elimination. The lack of a strong vascular activity in the skin can be corrected by using non-aggressive products topically on a daily basis along with skin treatments. The results are immediate and it is only a matter of a short time before the skin looks alive, radiant, and most importantly healthy and whole.

When treating skin from a holistic perspective, non-aggressive methods should always be at the forefront of our decision making. Starting slow and being conscious of meeting the requirements of skin as an organ is one of the first steps in taking a holistic approach. Remembering, that like any other organ of our body, skin has the same requirements to keep it healthy and whole. Proper cleansing, toning the muscles and stimulating vascular activity, topically nourishing, and a moisture support as needed. If our body takes care of our heart, liver, lungs, and all other organs, it is only logical that we try to meet the same requirements for the largest, uninterrupted organ of our body.

Giving the cell what it requires on a daily basis, avoiding toxin and pressure, and meeting the requirements of this incredible organ through our skincare regimen is as holistic as one can get. Skin will always respond in a favorable way when we treat it holistically. No one has perfect skin and many outside sources and life circumstances can affect our skin and how it behaves. As professionals, when treating skin holistically, we start with awareness and fill in the missing pieces. Supplementing with vitamins, minerals, using products that help to increase blood flow such as niacin and incorporating water-based products, antioxidant rich ingredients and pH balanced products are all essential components to assist in making one's skin as healthy as possible. One should never use abrasive ingredients or products that will risk the breaking of the capillaries in the skin, since this is the main source of healing.

Ginamarie Products meet the requirements of skin as an organ. They offer a holistic, non-aggressive approach to treating skin without the risk of damaging our largest, uninterrupted organ. Our products can be used on the entire body and are for all skin types. They are extremely versatile and offer several treatment options to the professional. They have been formulated to be used on children, teens, men, and women. The Ginamarie skincare line is simple but delivers immediate results to the client.

Ginamarie Products is looking for like-minded people to partner with as wholesale associates. We pride ourselves on being an educational leader in our industry and excellent customer service for 40 years. If you are interested in learning more about our holistic skincare, clean cosmetic line and wholesale opportunities visit us at [www.ginamarieproducts.com](http://www.ginamarieproducts.com) or call 800-452-2116.