Meena Beauty Salon



A FRIENDLY GUIDE TO PROFESSIONAL ORGANIC FACIAL CREATED BY MEENA BEAUTY SALON

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WELCOME: SKINCARE THAT STARTS WITH YOUR SKIN



Two people can book the same service and ***need completely different things.*** *One has dry, tight skin after a long winter. Another has breakouts, and a third simply wants to look rested before a family event.*

That is why our ***organic facials*** *at Meena Beauty Salon are* ***tailored to your skin type and concerns*** *rather than delivered as a fixed routine. We use* ***natural, plant-based, botanical products,*** *and every treatment begins with an* ***assessment of your skin.***

This guide is a companion for your visits. It covers ***how customization works,*** *what each stage of the facial does,* ***how to prepare and recover,*** *and* ***how to plan a schedule*** *that fits your life.*

We welcome clients from ***Woodside, Sunnyside, Astoria, Jackson Heights,*** *and neighborhoods across* ***Queens.***

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FOUR GOALS, ONE TAILORED FACIAL



*Most facial goals fall into **four broad categories.** Your treatment can be shaped toward one or more of them, and your esthetician will help you decide **where to focus.***

Deep Cleansing:
*For skin that feels **congested, looks dull,** or has been exposed to a lot of city living. The focus is on **thoroughly clearing the skin** so it feels fresh and balanced.*

Hydrating:
*For skin that feels tight, **rough, or flaky.** The focus is on **restoring moisture** and helping the skin feel comfortable and supple.*

Anti-Aging:
*For clients who want to support the look of **healthy, resilient skin** as it matures. The focus is on **nourishment, gentle stimulation** through massage, and a consistent routine. See Section 04 for an honest look at what this means.*

Rejuvenating:
*For skin that looks **tired or lackluster.** The focus is on **refreshing the appearance** of the skin and bringing back a **healthier-looking glow.***

These goals overlap:
*Dry skin can also look dull, and mature skin often needs extra hydration. **You don't have to pick only one.** Tell your esthetician what you notice and what you'd like to change, and the **treatment can be shaped around that.***

THE FIVE PARTS OF YOUR FACIAL, AND WHY EACH ONE MATTERS



Every facial at our salon follows the same overall pattern. Understanding it makes the experience feel less mysterious. A typical appointment takes about ***45 to 60 minutes.***

1. Skin assessment and gentle cleanse

What happens: Your esthetician looks at your skin, asks about your concerns, and cleanses the face gently. Why it matters: ***Cleansing removes makeup, oil, and daily buildup*** *so the rest of the treatment can work. The assessment decides how the rest of your treatment is shaped. This is also the moment to mention allergies, sensitivities, or anything that has been bothering your skin.*

2. Exfoliation

What happens: Dead skin cells are gently removed from the surface. Why it matters: Dead cells can make skin look dull and stop products from reaching the skin. Removing them can leave the face looking smoother. Exfoliation is ***adjusted to your skin,*** *and* ***sensitive or reactive skin needs a lighter touch.***

3. Customized mask

What happens: A mask is chosen to suit your skin's needs that day. Why it matters: ***This is where much of the customization happens.*** *A hydrating mask and a clarifying mask do different things, so matching the mask to your skin matters more than the brand name on the jar.*

4. Soothing massage

What happens: A relaxing facial massage. Why it matters: Massage feels wonderful, and it also ***helps the products work into the skin.*** *For many clients, it is the part of the treatment they remember most.*

5. Nourishing serums and moisturizers

What happens: Treatment finishes with serums and moisturizer. Why it matters: This final layer helps lock in hydration and gives your skin a ***comfortable finish*** *before you head back out.*

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ANTI-AGING, HONESTLY: WHAT A FACIAL CAN AND CAN'T DO



"Anti-aging" is one of the most overused words in skincare, so here is a ***plain-language explanation.***

What a facial can do

- ***Hydrate skin,*** *which can make it look plumper and fine dryness lines look softer*
- ***Remove dead surface cells*** *so skin looks smoother and brighter*
- *Support a* ***healthy-looking glow*** *through cleansing, massage, and nourishing products*
- *Give you a* ***regular chance to talk through your skin's changes*** *with a professional*

What a facial can't do

- ***Stop time or permanently remove wrinkles***
- ***Replace daily sun protection,*** *which is the most important habit for long-term skin health*
- *Deliver the* ***results of medical procedures***
- ***Guarantee a particular outcome,*** *since skin responds differently from person to person*

The real anti-aging routine

The most useful habits are not exciting: sunscreen every day, a gentle cleanser, a good moisturizer, enough sleep, and regular facials to keep skin comfortable and refreshed. Think of a facial as ***one part of that picture, not a shortcut.***

If you want to learn about stronger options, such as prescription products or medical treatments, a ***dermatologist is the right person to ask.***

MATCH YOUR CONCERN TO A PLAN



*Use this table as a **starting point** for your conversation with your esthetician. It isn't a diagnosis.*

If you notice...	What to mention	What to avoid in the days before
Dryness: tight, rough, or flaky skin	How long it has felt this way and what you use now	**Hot water, harsh cleansers,** and new exfoliating products
Dullness: skin looks tired or flat	Your sleep, stress, and sun habits	**Piling on new products** at once
Uneven tone: patchiness or marks	Whether it's from sun, breakouts, or something else	**Picking at skin** and **heavy sun exposure**
Breakouts: spots or congestion	When they appear and what you've tried	**Squeezing spots,** over-scrubbing, and drying products on top of each other

*Our facials can be **customized for acne, dryness, dullness, and uneven skin tone,** and many clients notice smoother, brighter-looking skin after a single facial. Results depend on your skin and your routine, and a **series of treatments combined with good home care** usually matters more than any single visit.*

*For clients with persistent breakouts, we also offer an **acne-focused facial.** Ask us about it when you book.*

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YOUR FACIAL TIMELINE: FROM THE DAY BEFORE TO THE WEEK AFTER



A little planning makes a noticeable difference. Here is how to think about the days around your visit.

The week before:

- *Keep your **routine steady.** This is not the time to try a new serum or a strong exfoliant.*
- *Protect your skin from **sunburn.***
- *If you use **retinoids or exfoliating acids,** ask us whether to pause them.*

The day before:

- *Avoid **scrubs, peels,** and other strong exfoliating products.*
- *Drink water and get a **good night's sleep** if you can.*
- *Note any questions about your skin, so you don't forget to ask.*

The day of:

- *Come with a **clean face** if possible, or arrive a few minutes early to remove makeup.*
- *Tell your esthetician about **allergies, sensitivities, medications** that affect your skin, and recent treatments.*
- ***Speak up** during the treatment if anything feels uncomfortable.*

The day after:

- *Keep your **routine simple:** gentle cleanser, moisturizer, sunscreen.*
- ***Go easy on makeup** if your skin feels sensitive.*
- *Avoid **picking, scrubbing,** and very hot water.*

The week after:

- *Keep up your **regular, gentle routine.***
- *Hold off on **strong exfoliants** until your skin has settled.*
- *Notice how your skin feels, and tell us at your next visit what worked and what didn't.*

***If you have an event:** book your facial several days ahead rather than the day before. That gives your skin time to settle.*

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BUILDING A YEAR OF FACIALS



*We recommend a facial **every 4 to 6 weeks.** That fits most people's skin well, and it keeps results consistent instead of leaving them to fade between occasional visits.*

What that looks like across a year
***Every 4 weeks** is about 13 visits a year*
***Every 6 weeks** is about 9 visits a year*

Most people land somewhere in between. Your esthetician can suggest a rhythm after seeing your skin.

Adjusting for the season
***Winter:** dry air and heating can leave skin tight and flaky. Hydration usually becomes the priority.*
***Summer:** heat, sweat, and sun make **cleansing and sunscreen** especially important.*
Spring and fall:** these transition seasons are good times to **reassess your routine.

Adjusting for your life
***Before a big event:** book 5 to 7 days ahead.*
After a vacation:** a facial can help **refresh skin** that has been exposed to sun, travel, and changes in routine. **During stressful periods:** skin often shows it. A regular appointment can be a **welcome break.

Making it a habit
*Put your next appointment in your **calendar before you leave.** A schedule you actually keep beats a perfect plan you forget.*

YOUR HOME ROUTINE IN THREE LEVELS



A facial works best alongside a sensible routine at home. You don't need ten products. Choose the level that fits your life.

Minimal (2 minutes)
1. Gentle cleanser
2. Moisturizer
3. Sunscreen in the morning

Standard (5 minutes)
1. Gentle cleanser, morning and evening
2. Hydrating serum
3. Moisturizer
4. Sunscreen every morning
5. A gentle exfoliant once or twice a week, if your skin tolerates it

Extended (10 minutes)
Everything in the standard routine, plus a ***weekly mask or treatment*** *suited to your skin type, and an* ***eye cream*** *if you like one.*

Rules for any level
Introduce ***one new product at a time.***
Patch test *new products on a small area first.*
Don't use several strong exfoliating products *together.*
Wash your hands *before touching your face.*
Sunscreen *is the single most valuable step, even on cloudy days.*

If you're unsure which products suit your skin, ***ask your esthetician.*** *Bring* ***photos of what you currently use.***

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COMMON MISTAKES BETWEEN FACIALS



A few habits can undo the work of a good facial. Here are the most common ones.

Over-exfoliating: *More scrubbing does not mean better skin. Too much exfoliation can leave skin* ***red, sore, and more reactive.***

Picking and squeezing: *This can cause* ***irritation, marks, and scarring.*** *If something is bothering you, wait for your next visit and ask us.*

Skipping sunscreen: *Sun exposure is a leading cause of* ***visible skin aging and uneven tone.*** *A facial can't compensate for an unprotected week at the beach.*

Changing everything at once: *If you start* ***four new products*** *and your skin reacts, you won't know which one caused it.*

Going to bed with makeup on: *It can lead to* ***congestion and irritation. Using very hot water.*** *It can* ***strip moisture*** *and leave skin tight.*

Ignoring your skin's signals: Stinging, burning, *or* ***lasting redness*** *mean a product isn't right for you.*

Expecting one facial to fix everything: *Skin changes gradually.* ***Consistency over months*** *matters more than any single appointment.*

WHEN A FACIAL ISN'T THE ANSWER



A facial supports healthy skin, but it is ***not medical care.*** *Please see a* ***doctor or dermatologist*** *if you have:*

- ***Painful, deep, or widespread acne,*** *or acne that leaves scars*
- *A* ***mole or spot that changes*** *shape, color, or size, bleeds, or doesn't heal*
- ***Persistent rashes****, swelling, or skin that is hot, painful, or oozing*
- ***Symptoms of infection***
- *A skin condition you've been told to manage under* ***medical supervision***
- ***A sudden, unexplained change*** *in your skin*

If you're unsure, ask. We would rather you ***get checked than wait.*** *And if you do have a medical skin condition,* ***tell your esthetician*** *before your treatment so we can tailor your visit.*

QUICK ANSWERS TO COMMON QUESTIONS



What is an organic facial?
A facial that uses ***natural, plant-based, botanical products,*** *tailored to your skin type and concerns.*

What are the benefits?
Many clients enjoy ***hydration, a smoother-looking texture,*** *and a* ***healthier glow.*** *Results vary from person to person.*

Is it safe for sensitive skin?
Organic facials are generally a good fit for ***sensitive skin,*** *but natural ingredients can still cause reactions in some people. Please* ***tell your esthetician about any sensitivities or allergies*** *before your treatment.*

How often should I get one?
Every 4 to 6 weeks *for most people.*

What happens during a treatment?
A skin assessment and gentle cleanse, exfoliation, a customized mask, a soothing massage, and ***nourishing serums and moisturizer.*** *See Section 03 for details.*

Can it help with acne or dry skin?
Yes. Treatments can be ***customized for acne, dryness, dullness, and uneven tone.*** *It's not a substitute for medical care for persistent or severe acne.*

How long does it take?
Most treatments take about ***45 to 60 minutes.***

Will my skin look better after one facial?
Many clients notice ***smoother, brighterlooking skin right away.*** *Lasting improvement comes from* ***regular visits and a good home routine.***

READY TO BOOK YOUR FACIAL?



Reserve online or call us today.

https://meenathreading.com/bookanappointment.html

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