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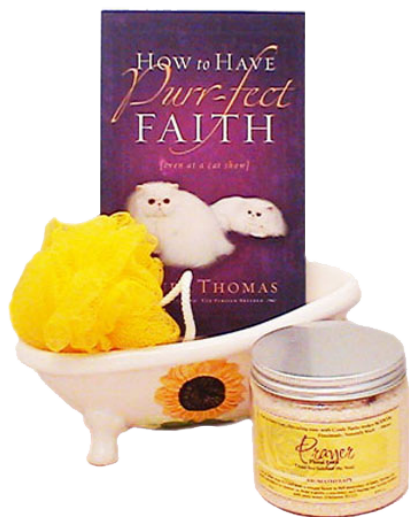
# Castle Baths

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Congratulations on becoming a member of the Castle Baths family, and taking a bold first step towards an exciting new career in the natural cosmetics industry. As part of your orientation, we've prepared this informational booklet so you can become more familiar with our company, our products, and our goals.

## —Founding and Mission—



Castle Baths was founded in 2005 by Laura Thomas, a top breeder of Persian cats who at the time had just published her book, "How to Have Purr-fect Faith, Even at a Cat Show." To market the book, she began offering it with a container of natural bath salts, scented in a meditative blend of essential oils. The blend became so popular that she eventually decided to open Castle Baths with the mission of providing health-conscious women and men with top-quality spa, skin care, and bath products made from organic, natural ingredients. As one might guess from Laura's book

title, Castle Baths is a Christian company, and strives to live God's word, and use what God gave us to keep us at our best. All Castle Baths products bear a scripture verse on their labels. We offer full lines of **spa and skin care products, beauty products, bath products, one-of-a-kind spa gift baskets, and bath products for pets**, all of which are handmade and hand-packaged with the utmost attention to detail. Our products are handmade daily, and are so natural they're edible, though your taste buds may disagree.

## —Our Products—

The original blend of essential oils that led to Castle Baths' founding is still in use to this day as our Prayer scent, one of seven essential oil blends that comprise our CB Classic brand of aromatherapy bath products and spa gift baskets. Our other three brands are Tre'Yours, which includes our high-end spa products, Exotic Earth, which includes our single-scented products, and Anna Designer Pet, which includes our natural bath and beauty supplies for pets. All of these brands will be discussed in greater detail later on. A complete list of the products you will be able to sell has also been included in this booklet, as well as tips for what to emphasize about each so that it will

appeal to its target market. You may choose to sell all four of our brands, or as few as one brand depending on your interests and expertise. For example, you may have extensive contacts in the veterinary field, and wish to focus solely on our Anna Designer Pet line. Or you may know nothing about pets, but have a vast knowledge of the spa and salon business, and choose to focus on our Classic, Exotic Earth, and Tre'Yours brands. Or you may have experience in the event planning and boutique business, and wish to focus your efforts on placing our gift bags and gift baskets in appropriate venues.



## — Our Ingredients —

As a Christian company, Castle Baths believes in being a good steward of the earth, and as such, only uses natural, organic ingredients that were created with fair labor practices and were not tested on animals. This highly selective criteria

also ensures that only the finest undiluted ingredients are used to make our products, giving our customers the most aromatherapy and skin care benefits for their dollar, and ensuring none of our products ever contain any harmful chemicals or preservatives often used in mass-produced commercial products.



All of our products that say they are all-natural, organic, and vegan actually *are*, unlike many of our mass-market competitors who include potentially harmful

man-made chemicals in their products, but still market them as “natural.”

Currently, there are no legal restrictions on the use of the term “natural” or “all-natural,” and because of this many consumers have rightfully become suspicious. However, the use of the term “organic” is much more highly regulated. By Federal law, any product that uses the term “organic” must have the U.S. Department of Agriculture seal, which must be

obtained from the USDA website via a lengthy application. While our finished products themselves do not yet have this certification, we do have the necessary permissions to state that our products are made with certified organic ingredients. This means the essential oils and other ingredients we use to make our products were created without the use of cancer-causing chemicals or pesticides. In fact, all of our products are so natural they are edible, though the taste will likely be highly unpleasant. More information on the specific ingredients we use, their benefits, and why they are superior to their chemical-made competition has been included with the list of products.

## — Future Goals —

In addition to eventually obtaining the necessary certifications to legally market our finished products as being certified organic, some of Castle Baths long-term goals include:

- **To have Castle Baths and its brands become household names for spa and skin care products.** Castle Baths is already established throughout five continents as the go-to company for natural pet grooming cosmetics, and our Anna Designer Pet line is well known among breeders, groomers, and veterinarians. We hope to do the same for our products targeted to our human customers.
- **To help you grow your company, so we can grow ours.** For the past seven years, we have been focused mainly on the retail aspect of our business and selling our products directly to customers. Now, we’re asking you to help us with that function, and help your own business as well. If you are a wholesaler, offering our products in your establishment can make your company the go-to place for top-quality natural skin care products, and give our products more exposure to people serious about skin care. If you are a sales representative, you will be responsible for distributing our products to salons, spas, health food stores, dermatologists’ offices, aestheticians’ offices, and any other retail outlet you think might be interested in selling our products.
- **To create American jobs.** Castle Baths is proud to have its products made in the USA, and we are a strong believer in creating new employment opportunities in America for Americans. As Castle Baths grows, we hope to be able to bring in additional team members and provide them with fulfilling, corporate-style work without the corporate atmosphere. Our work environment is at present very informal; people can come to work in jeans, bring their children, and leave early when necessary without fear of dismissal. We hope to preserve this informal atmosphere as we bring new people into the fold.

## — Our Target Markets —

Castle Baths has a diverse target market. To aid us in our efforts in reaching all of our potential customers, we created personas for each target audience. These hypothetical customers' last names, such as "Joe Gift Giver" detail their objectives in shopping for our products. We even give them first names to help make them seem more real. In Joe's case, he has just been invited to a formal event such as a wedding or baby shower for someone he doesn't know very well and is uncertain what to give as a gift. He may be unable to attend, and thus, is looking for something he can send by mail. Or maybe he can attend, and wants his choice of gift to make him appear to be the most sophisticated, high-class guest at the event. Below are some other personas we will be targeting for increased sales.

**Roberta Baby Boomer** – the baby boomer generation is one of Castle Baths largest markets. Roberta Baby Boomer has had several decades to accumulate wealth and wisdom, so



she can afford to look good while saving her youth. She's health-conscious, spiritual, and wants to slow down and/or reverse the signs of aging. She also likes to shop for fun, and likes to have decoratively-packaged items to show her family and friends.



**Elizabeth Luxury** – Modeled after famed British actress Elizabeth Taylor, Elizabeth Luxury likes to be pampered. She enjoys a good long soak in a bath, complete with oil and candlelight. When she goes out, she wants everyone to know she's the paragon of high-class sophistication. Like Roberta Baby Boomer, she likes to show off what she buys, especially if it comes in an ornate package. She's wealthy, even more so than Roberta Baby Boomer, she refuses to age, and she'll spend whatever it takes to make sure she stays youthful.

**Nicole Environmentalist** – Nicole is very concerned about the environment. She eats vegan, worries about global warming, is concerned with what goes into her body as well as on it, and hates the cosmetics industry for their cancer-causing chemicals, polluting mass-manufacturing processes, and cruel

testing of their products on helpless animals. She wants her skin care products to be chemical-free, animal-product-free, and tested cruelty-free. Last year, her two-year-old son tried to eat one of our chocolate cake patterned soaps, but she wasn't worried, because she knew all of our products are so natural they could be eaten.

### **Jennifer Health Professional**

Jennifer is a dermatologist, massage therapist, dietician, aesthetician, or other health and beauty professional. She knows her facts about skin care and aromatherapy. She also knows about the dangers of using skin care products made with chemicals and preservatives, and is looking for natural alternatives to sell to her customers.

**Kate Breeder** – Kate loves animals, and is a professional breeder of either dogs or cats. She sees lots of hair and skin care products for



people, but worries, "Would these be safe for my animals?" She needs to get her animals spotless for an upcoming show, and wants to know if there are any products out there made just for pets that actually accomplishes what it promises, and can give her animals a competitive edge.

## Our Brands

As previously stated, Castle Baths has four brands of natural cosmetics: CB Classic, Exotic Earth, Tre'Yours, and Anna Designer Pet. Each of these brands is designed to appeal to a different target audience, composed of one or more of our personas (some appeal to all six.)

**CB Classic** – The CB (Castle Baths) Classic brand is our signature line, and encompasses products scented in Castle Baths first seven proprietary blends of essential oils. In addition to our original Prayer scent, which is made from pure rose absolute and the essential oils of bergamot, pink grapefruit, and lavender, there is Bathsheba, Passion, Jubilee, Restoration, Sweet Communion, and Sweet Dreams. Products containing these scents are usually bath products such as our natural soap, body mist, or hand lotion, but we also offer some spa products such as massage oil in these scents as well. We also offer numerous combinations of these scents and products in our one-of-a-kind gift baskets.

- **Bathsheba** – Bathsheba is made from a blend of pure rose absolute and the essential oil of rosewood to produce a woody, romantic scent. This particular scent has traditionally been very popular with baby boomers and up, and is said to help people feel more confident.
- **Passion** – Passion is made from pure rose absolute, the essential oil of lavender, and the essential oil of sandalwood for a sensual, arousing aroma. This musky scent has the aromatherapy benefit of stimulating people's sexuality. Men love it when women use it, and women love their skin's sensual aroma after using it.
- **Jubilee** – Jubilee has the aromatherapy benefit of energizing, and is made from the essential oils of bergamot and pink grapefruit. Popular among both men and women, it's invigorating aroma can help wake someone up during a morning shower. Jubilee tends to be particularly popular among younger generations and among African Americans.
- **Restoration** – Restoration is designed to soothe feminine woes of midlife, and as such, its target audience consists mainly of middle-aged women. It is made from the essential oils of Sage and Geranium Rose for a floral scent reminiscent of a formal English Garden.
- **Sweet Communion** – Made from the essential oils of lavender and ylang ylang, Sweet Communion is designed to help people relax and unwind after a stressful day. It's aromatherapy benefits include relaxation and helping to restore emotional balance. It has been a top choice among lovers of lavender for many years.
- **Sweet Dreams** – As its name might suggest, Sweet Dreams is designed to help put people in a restful state of mind, allowing them to drift off to sleep naturally faster. It is made from the essential oils of lavender and vanilla, and has a sweeter aroma than sweet communion. It tends to be popular among generation Y females.
- **Prayer** – As previously mentioned, Prayer is made from the essential oils of bergamot, pink grapefruit, and lavender, blended with pure rose absolute. It has the aromatherapy benefits of relaxation and helping people reach a spiritual and more balanced state of mind. It has traditionally been most popular with baby boomers and generation X, but can be appreciated by anyone who enjoys a long, meditative soak in the tub.



## — Our Brands (Continued) —

**Exotic Earth** – Products listed under Castle Baths Exotic Earth brand have a single scent or are ingredient specific. For example, a product containing 90% pure rice bran oil or one scented only in the essential oil of patchouli would fall into this category. This is one of our largest



categories, and includes natural soap bars, body butters, bath salts, oils, and more. Because these products are made with single scents rather than blends, there are a greater variety of scents available under this brand. So, if a person wants a natural bar of soap scented in lavender and only lavender, this is the brand for him or her. This brand also includes products that are lightly scented to appeal to people with sensitive noses. These

scents, unlike those of the CB Classic brand, are not proprietary. However, they are all-natural and handcrafted, which gives them an edge over other similarly-scented soaps and salts.



**Tre'Yours** – The Tre'Yours brand is Castle Baths' high-end spa product line. These products are specifically formulated to help reduce signs of aging. Products listed under the Tre'Yours brand may not always look pretty, and tend to be the most expensive products that Castle Baths has to offer, but this is because they are packed with vitamins, minerals, antioxidants, and other nutrients that have proven helpful in slowing down the aging process. For example, our Cellu coffee bar (pictured left) is formulated specifically to help reduce the appearance of cellulite in swollen legs. The Tre'Yours line is not for everyone – just people who are really serious about skin care. Castle Baths products under the Tre'Yours brand include mud masks, exfoliating solutions, Dead Sea Salts for the Soul, and facial creams, to name a few. These are the types of products we are most interested in having for sale in aestheticians' offices, dermatologists' offices, and other health and skin care professionals' offices.

**Anna Designer Pet** – The Anna Designer Pet brand is designed to bring the cleansing and healing powers of Castle Baths' Classic, Exotic Earth, and Tre'Yours brands to the animal kingdom. Many products listed under the Anna Designer Pet brand contain Dead Sea salts, natural glycerin, antibacterial agents, and many other beneficial properties shared by Castle Baths other three brands, except these

are designed specifically for use on pets. The fact that their creator, Laura Thomas, was once a renown breeder herself can go a long way to selling these products to veterinarians, animal groomers, and other breeders. The Anna Designer Pet brand is already being sold by several veterinarians, many of whom have personally endorsed its effectiveness. But the biggest selling point for the Anna Designer

Pet brand is simply that nothing else like it exists. Castle Baths is the first and so far only company to make a natural doggie soak from Dead Sea salts or a stud tail soap bar designed to remove grease and oil from longhaired cats' stud tails.



## — Gift Baskets and Bags —

We also offer prepackaged gift baskets and gift bags for almost every occasion you can imagine. Our gift baskets and bags include select products from all four of our brands (though not in the same basket.) For example, we offer our hand and body lotion, body mist, and Dead Sea Salts for the Soul, all scented in our Sweet Dreams



scent, in our Wedding Wishes gift basket. Likewise, someone wishing to purchase a selection of our Tre'Yours products may be interested in our Dead Sea Spa gift basket, which offers our Lavender Seaweed Dead Sea Body Scrub, Authentic Pure Dead Sea

Mud, Dead Sea Mud Soap Bar, and Passionate Melting Tart together in a decorative gift basket. Many of our gift baskets come with bonus items such as bath scrunchies or greeting cards. We offer our online customers the opportunity to request a custom, handwritten message inside the included greeting card at the time of their purchase.

We also have products such as our coffee bon bons and chocolate rose gift soap (pictured left), that are available exclusively as gift baskets. We hope to be able to offer our gift baskets and gift bags in

boutiques, gift shops, and event planning businesses such as wedding planners.



## — Helpful Reading —

### The skin-care dictionary: terms and definitions to help you explain products to customers

When comparing skin-care or aromatherapy products, the bottom line for your customers most likely is, "How will this product help me?" It would be nice if every product you viewed spelled this out in plain, simple English, but often it doesn't work out that way. Many cosmetic and aromatherapy products from a variety of sellers get away with using a few technical cosmetic industry terms to describe their products without ever explaining what any of those terms mean. So, to help you explain our products to your customers, we at Castle Baths thought it might help you to have a list of some common cosmetic-industry terms and their definitions as they pertain to you.

**Alpha-Hydroxy-Acids** – Alpha-Hydroxy-Acids (AHAs) are compounds most commonly found in products containing citrus fruit, which can help stimulate and maintain your skin's collagen levels. Collagen is the main protein responsible for keeping skin smooth and youthful. As we age, hormonal changes decrease skin's ability to produce collagen. To take advantage of AHA's anti-aging benefits, cosmetic products containing them should have a concentration between 8 and 15%.

**Antioxidant** – Antioxidants are natural compounds that help eliminate oxides or free radicals from your skin. Oxides and free radicals are unstable molecules that can accelerate the aging process and potentially cause cancer. Shockingly, many of the mass-produced cosmetics you see for sale at your local drug store or department store contain numerous ingredients ending in -oxide, which means, in the long term, many of them will do more harm than good. To infuse your skin with antioxidants, try looking for products made from organic green tea.

**Astringent** – Astringent refers to a products ability to tighten skin, causing it to look firmer and younger temporarily. Many mass-produced commercial cosmetics that claim to be astringent contain alcohol, which can

irritate skin. For a natural alternative that is also astringent, try looking for products containing organic Witch Hazel.

**Cellulite** – Cellulite refers to the appearance of fatty, bulging skin, usually around the thighs. It can also appear in the abdominal area or around the neck. Skin care products that are listed as being astringent (skin-tightening) can be an effective temporary solution for reducing the appearance of cellulite deposits. Cellulite is not at present considered an official medical term.

**Eczema** – Eczema is a skin condition whereby skin becomes red and itchy. Skin may crack and in extreme cases, a rash may form. Eczema can sometimes occur during wintertime, when colder temperatures tend to dry out skin.

**Emollients** – Emollients are another primary ingredient in your moisturizer. They help your skin retain the moisture it already contains, and help smooth your skin by filling in the cracks between clusters of dead skin cells. These will not deliver any additional moisture to your skin; for that, you need a humectant, but if you just finished taking a bath or shower and you want to preserve that silky, smooth look your now-wet skin has, moisturizers containing emollients are the best way to go. Some of the best natural emollients include products made with olive oil, jojoba oil, or coconut oil.

**Essential Oil vs. Fragrance** – Essential oils are 100% organic scents created from plants. Many have documented aromatherapy benefits such as relaxation or energizing, and some even have aphrodisiac-like effects. Fragrances, on the other hand, are synthetic and are purely scents. They have no aromatherapy benefits, and they contain synthetic and potentially harmful chemicals. The only up-side to fragrances is that they last longer and are substantially cheaper than essential oils.

**Exfoliation** – Exfoliation is the process of removing dead skin cells by scrubbing with a lightly-textured exfoliation solution. Exfoliation solutions are made from salt or sugar, and are scrubbed onto the body via a body brush, loofah, or exfoliation gloves.

**Humectants** – Humectants are essentially what make your moisturizer moisturize. They help draw water vapor into your skin from the surrounding air. Some of the most common humectants used in skin care products are glycerin, which is a byproduct of handmade natural soap, and sorbitol, which is a sugar alcohol.

**Petroleum Products** – Petroleum products are cosmetics that contain petroleum jelly (the generic ingredient behind Vaseline), which can mimic many of the functions of emollients and humectants, but can have some harmful side effects. Petroleum products form a waterproof plastic-like film on top of skin, trapping bacteria, dead skin cells, and dirt onto the skin's surface. They can be extremely irritating to damaged skin and may cause acne.

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## — Helpful Reading (Continued) —

### What are essential oils, and why are they so essential?

If you've explored the Castle Baths website, you know that almost all of our products contain essential oils. But if you're new to aromatherapy, you might be wondering, "What exactly are essential oils, and why are they so essential?"

Essential oils are the molecules responsible for giving plants their scent. The reason a lavender plant smells like lavender is because of its essential oils. These oils flow through the leaves, bark, flower petals, or fruit of plants. They function as the plant's immune system, circulatory system, and endocrine system, allowing the plant to fight off insects and disease, heal wounds,

and attract animals to pollinate and fertilize it for reproduction. Centuries ago, these oils were considered to be the "essence" or "inner nature" of plants, similar to what we would call the soul in humans, hence the term "essential oils."

Some essential oils can only be derived from the flower petals of a plant, and thus, require more plants to produce a usable amount of oil. These types of essential oils are called absolutes, and are typically more expensive than oils that can be derived from bark, leaves, stems, or fruit.

Essential oils are essential in the literal sense as well,

as they are necessary for the plant to survive and propagate. As stated, they are responsible for healing and protecting the plant, among other functions. These healing properties can be passed on to humans via inhalation of the aroma of these oils, a process termed “aromatherapy” in modern days. Depending on which aromas you inhale, essential oils can help you feel relaxed, energized, or even sexual. Essential oils are not synonymous with carrier oils such as jojoba oil or coconut oil. Carrier oils, while containing numerous skin care benefits such as moisturizing, are unscented and have no aromatherapy benefits.

Essential oils are extracted from their respective plants in laboratories via a process known as steam distillation. The process begins with the intact plant being suspended over boiling water while being housed in a closed container to prevent steam from escaping. The steam causes the essential oils to evaporate from the plant and travel upwards with the steam to the top of the container, where it enters a tube surrounded by cold water. The cold water forces the evaporated oil to return to its liquid state, as pure oil. It typically takes dozens if not hundreds of plants to produce even one ounce of pure essential oil.



The resulting oil is extremely potent, and a little goes a long way. Just one drop of peppermint essential oil is equivalent to the concentration of 20 peppermint tea bags. Often, the resulting

oils will be blended with other essential oils to create unique, proprietary scents such as Castle Baths Classic line of aromatherapy products, which include the following scents:

- **Bathsheba** – aromatherapy benefits include inspiring confidence and a romantic mood
- **Passion** – aromatherapy benefits include arousal, stimulating of sexuality, and inspiring confidence
- **Jubilee** – aromatherapy benefits include energizing of the mind and body
- **Prayer** – aromatherapy benefits include relaxation and helping people reach a spiritual, meditative state of mind
- **Restoration** – aromatherapy benefits include helping to soothe feminine woes of midlife and relaxation
- **Sweet Communion** – aromatherapy benefits include relaxation and helping to restore emotional balance
- **Sweet Dreams** – aromatherapy benefits include relaxation and helping people reach a restful state of mind so they can drift off to sleep naturally

More information on specific essential oils and their uses can be found on Castle Baths’ essential oil page. Information on specific carrier oils we use in the making of our products can be found on Castle Baths ingredients page.

## —How to use spa products—

### Cleansers

How do I cleanse my skin? It sounds like a “no-brainer” question everybody is tempted to answer with something obvious like, “Use soap and water.” But, in reality, the answer isn’t so simple, and cleansing your skin improperly can actually do more harm than good. Below are some step-by-step instructions for how to remove dirt, odor, makeup, and dead skin cells from your face without damaging your epidermis (the outer layer of your skin.)

You should start by selecting a soap or facial cream that is made with natural ingredients as opposed to detergent-based commercial soap. Natural soap-making processes preserve glycerin, which helps moisturize skin, and often contain other



organic moisturizers and beneficial ingredients. If your skin type is naturally dry, you may want to consider using a facial cream instead of soap, as facial creams have a low pH, meaning they contain more acid than alkaline properties, and thus, are more gentle on naturally acidic dry skin. The soap or cream you choose should also be one that produces a rich, thick lather that can be spread across your face easily.

Once you have selected an appropriate bar of soap or cream, use water to work up a lather in your hands, and spread the lather over your face with your fingers. Do not use a wash cloth, as its rough texture can irritate and abrade the skin. For a deep cleansing, let the lather remain on your skin for a few minutes before rinsing.

When you are ready, rinse your face by splashing water on it with your hands. Take as much time to rinse as you did to lather, and make sure you have removed all traces of soap from your face. Lather, even if produced from natural soap or facial cream, can dry out your skin if any lingers on your face after washing.

Once you have removed all the

lather from your face, dry yourself by blotting your face with a soft towel. Do not scrub or use a coarse towel such as a washcloth, as this will irritate your skin.

Repeat these steps twice per day – once in the morning and once at night. Soon you should begin seeing a noticeable reduction of acne, dry skin, rashes, and other skin blemishes.



## —How to use spa products—

### Facial Toners

I just finished washing my face; why do I need to use a toner? The answer can be summarized in one word: balance. Specifically, people use skin toners to restore their skins' natural balance of oil. Skin produces oil naturally. However, sometimes it can produce too little, which can result in dry skin and put you at risk of premature aging, and sometimes it can produce too much, resulting in acne. Facial cleansers, even ones made with organic ingredients, can sometimes leave skin with too little oil, upsetting its natural balance. Applying a toner after cleansing can help restore this balance.

If you want to get technical, you may recall from high school chemistry the difference between acids and bases, and how a substance's acidic versus alkaline (basic) properties are measured in on a pH scale of 1 to 14, with 7 being neutral. Skin, by virtue of producing oil, is naturally acidic, and has a natural pH between 4.5 and 6.0. Most cleansers, even organic ones, have a pH between 6.5 and 7.0, with some even being on the alkaline side of the spectrum. Most toners have a pH between 4.0 and 4.5, which, when applied to skin, will balance out the alkalinity of your

cleanser and restore your skin to its optimal pH range.

In addition to restoring your skin's pH balance, skin toners have several other beneficial properties. Those made from alcohol are astringent, which means they help tighten skin, resulting in a more firm, youthful look. Astringent toners are also the most acidic, making them the ideal choice for people with dry skin. However, as alcohol-based products, they will cause a slight stinging or prickling sensation when applied to the skin, so if your skin is sensitive, you may be better off with a tonic toner.

Tonic toners are slightly less acidic than astringent toners, and have a lower alcohol content. These toners typically feel cooler than room-temperature water when applied to skin, and have less of a stinging sensation, though not completely free of the prickling associated with alcohol. Tonic toners are ideal for people with both oily and dry skin on different areas of the face.



The third type of toner is called a freshening toner, and is typically alcohol-free. These toners are typically made with citrus acid or other organic ingredients that possess no astringent properties, and simply freshen the skin while removing any leftover lather from your cleanser. They also contain only a small quantity of acid, and are the best choice for people with naturally oily skin.

Now that you know the different types of skin toners and their benefits, it's time to cover how to properly apply toner to your skin. First, you should be sure to fully complete the cleansing process before applying toner. To apply the toner, use a cotton ball or pad, and gently dab the toner onto your forehead, cheeks, chin, nose, or your entire face. Be careful to avoid getting toner into or near your eyes. Also, be sure to avoid touching your face with your fingers while applying toner, as this will disrupt the balancing process.

## —How to use spa products—

### Exfoliation Solutions

What does “exfoliate” mean, and how will it help my skin? If your customers have been asking this question when shopping for skin-care products, and have yet to find a complete, understandable answer, this step-by-step guide should help. To start, exfoliation is the process of scrubbing off dead skin cells from your body. As people age, skin cells replace themselves less frequently, which contributes to skin’s tendency to appear aged. By removing dead skin cells, exfoliation helps restart the cell replacement process, resulting in more youthful, smooth, silky skin. The exfoliation process takes approximately 10 minutes, and should be done once or twice per week for best results.

The first thing you will need to exfoliate is a salt-based or sugar-based exfoliating solution. Salt-based exfoliating solutions contain larger granules, and are more abrasive than sugar-based solutions. However, they also contain minerals such as magnesium, potassium, and calcium, that can help further safeguard skin from signs of aging. Sugar-based exfoliating solutions, on the other hand, contain smaller, less abrasive granules, and will dissolve quickly, making sugar-based solutions the preferred choice for people with sensitive skin, or for sensitive areas of the skin. However, sugar-based solutions do not contain the numerous minerals found in salt-based solutions.

Once you have selected a solution, the next thing you will need is a loofah, body brush, or pair of exfoliating gloves. A loofah is a sponge-like husk grown from the Loofah plant that, when dried, can be used to scrub skin for the purpose



of exfoliation and softening. A body brush is a circular-shaped bristle brush specifically created for exfoliation. Exfoliation gloves are brightly-colored gloves that are lightly textured to exfoliate skin. Only one of these three options is necessary, so you may choose the product that is most comfortable for your skin.

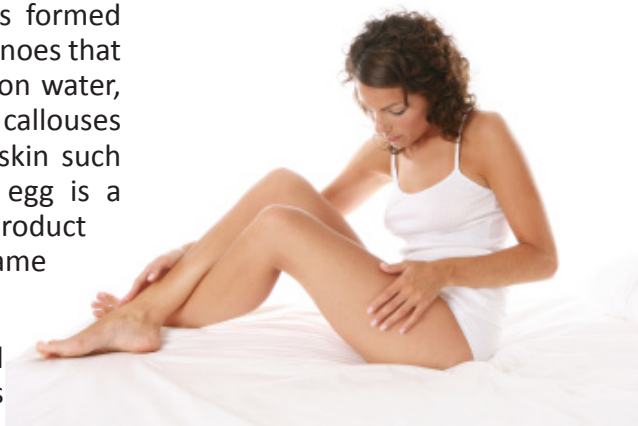
The final item you will need before beginning the exfoliation process is a pumice stone or pedicure egg. Pumice stones are stones formed from the eruption of volcanoes that are light enough to float on water, and are used to exfoliate callouses and coarse areas of the skin such as the foot. A pedicure egg is a synthetic commercial product which accomplishes the same task as a pumice stone.

Now that you have all the necessary tools, it's

time to start exfoliating. To begin, rub the loofah, body brush, or exfoliating gloves all over your body (excluding the face) to remove any loose skin. Then, soak your skin in a hot bath or shower. Once your skin is wet, take the pumice stone or pedicure egg and scrub the rough spots and callouses on your feet. Then, take a scoop of your salt or sugar exfoliating solution, apply it to your loofah or exfoliation gloves, and begin gently rubbing it over your entire body (again, excluding your face) in a circular motion. Do not scrub too hard. You can use the body brush to exfoliate hard-to-reach areas of the skin

such as the back. Once you have exfoliated your entire body, rinse any remaining solution off your body. Be careful when exiting the tub, as the exfoliating solution may have made it slippery.

A few final precautions: do not attempt to exfoliate your skin if you have sunburns, cuts, or wounds. Do not exfoliate more than twice per week, as over-exfoliating can irritate and possibly damage skin.



## —How to use spa products—

### Mud Masks

I just got cleaned up! Why would I want to deliberately smear mud on my face? Have your customers been pondering this question, or wondering why so many women spend top dollar to have these treatments performed on them at spas? Though women in mud masks may appear quite strange, the health benefits of using masks are numerous, and backed scientifically. The primary skin-care benefit of using a mud mask is that it can remove dirt and toxins from the deep layers of facial skin, where few other treatments can reach. Using a mud mask can also help exfoliate facial skin, stimulate facial blood flow, hydrate skin, reduce the size of pores, and tighten skin. Additional skin-care benefits, such as nourishing skin with minerals and antioxidants, can be achieved as well if the mud mask contains Dead Sea Mud.



There are many mask formulas on the market, and choosing the wrong one for your skin type can result in dry or blotchy

skin. Furthermore, not all masks are designed to achieve the same goals. Some are formulated for general moisturizing, while others are formulated specifically for reducing or preventing wrinkles. If you have oily skin, be sure to select a mask formula focused on cleaning your skin's deep layers. If you have combination skin (oily + dry) a mask that contains moisturizers would be a good choice. Consult a dermatologist if you have specific concerns or skin conditions for which you are considering applying a facial mask.

Once you have chosen the mask formula appropriate to your needs and skin type, it is time to apply it. To apply a mud mask to your face, first cleanse your face and if you have long hair, put it in a ponytail to avoid getting any of the mud in your hair. Then, use your fingers to apply a thin layer of mud to the center of your face, working outward. Use gentle strokes and massage some of the mud into the skin while applying. Do not apply mud in or near the eyes, and avoid getting any directly on your lips. When your entire face has been coated lightly with mud, apply a second layer. After applying the second layer, sit or lie in a comfortable place or soak in a hot bath for 15 to 20 minutes while the mask dries. To remove the mask, first soak a wash cloth in warm water and drape it over your face for a few minutes to soften the mask. Then, dip the wash cloth in cold water and wipe away the mud.

Repeat this process once per week for best results. Do not apply mud masks more than two or three times per week.

## —How to help your customers understand their skin type—

### Skin Types

There are four different skin types recognized by the cosmetics and skin-care industry: normal, oily, combination, and dry. Do your customers know which one they have? If not, this simple "tissue test" should help them determine your skin type.

- 1 Begin by cleansing your face. This will remove any cosmetics, oil, or dirt on your face.
- 2 Then, wait an hour while your skin returns to its normal condition. Be sure not to touch your face while waiting.
- 3 When the hour is up, dab a tissue on your forehead and other parts of your face, and examine the results.

## —The five skin types—

If there is neither oil nor flakes of skin on the tissue, you have normal skin. If there is oil, but no flakes, you have oily skin. If there are flakes, but no oil, you have dry skin, and if there is oil on the forehead but all other points are normal or dry, you have combination skin.

Normal skin looks very supple, elastic, and vital. It is the least problematic skin type, and should continue to look good well into advanced age. To maintain normal skin, wash your face twice per day with a mild soap, and be sure to use sunscreen when outdoors.

**Oily skin** tends to look greasy and thick, and may have visible pores. Oily skin should be treated with warm water and soap to prevent pores from becoming clogged, but don't wash your face more than two or three times per day, as this will just stimulate the production of more oil. The good news is, oily skin tends to be naturally resistant to wrinkles and signs of aging.

**Dry skin** tends to feel flaky, dry, and tight. It is easily dehydrated and thus, much more prone to wrinkles and other signs of aging than the other three skin types. To care for dry skin, wash your face twice per day with a mild, anti-dehydrating cleanser. Dry your skin by dabbing it gently, and be sure to moisturize regularly.

**Combination skin** tends to feel normal or dry in places such as the cheeks, and oily in the "T zone," which refers to the forehead, nose, and chin. This can be the toughest skin type to care for because you have to deal with both ends of the spectrum. To care for combination skin, use a mild cleanser on your face twice per day, and look for skin-care products that contain Vitamin A and Alpha Hydroxy Acids.

**One final note:** Some people have sensitive skin, which is sometimes classified as the fifth skin type. This skin type can be oily, dry, normal, or combination, and may react badly to certain skin-care products by becoming itchy or developing a rash. If you have sensitive skin, you have probably already discovered this by now, but you must be extremely careful when choosing skin-care products. Check their ingredients against products to which you know you react badly. Use soft, gentle wash cloths and very mild soap when washing, and always wear sunscreen when outdoors.

## —Contact Information—

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