EarthMD was created to allow for complete customization of each treatment while solving your client's unique concerns. EarthMD medical grade skincare products deliver maximum results, allowing your clients to better achieve their skin care goals. EarthMD Facial Steps are divided into three categories:

- THE 30 MINUTE FACIAL
- THE 50/60 MINUTE FACIAL
- THE 80/90 MINUTE FACIAL

Each set outlines the steps EarthMD Skin Experts suggest the aesthetician take while performing a facial. Follow these steps to maximize the results of your treatment. The EarthMD protocol examples can be modified to fit a 30/50/60/80/90 minute facial by making adjustments based on your client’s skincare concerns. EarthMD offers the following protocol examples for you to follow and tailor to your client’s needs:

- Sensitive Skin Facial
- Oily/Breakout Prone Facial
- Dry/Aging Skin Facial
- Uneven Skin Tone/Brightening Facial
- Normal/Combination Skin Facial

**TREATMENT TIPS**

- Apply every product using a facial massage
- Don’t be afraid to touch your client’s face (avoid “dead fish” or floppy hands).
- Avoid chatter unless your client requested you tell them what products you are using. Let the client relax!
- The goal is to make your client feel as though they’re receiving a massage as well as a facial, so use every second to go above and beyond. Give them a hand, foot, or scalp massage – even if it’s only for 1 minute!
- The timing of each step in the facial protocol is flexible because it depends on your client’s wants and needs. For an example, if a client doesn’t want or need extractions, spend more time on the massage and vice versa.
- We recommend using the following protocols simply as a guide and training tool. The best results are delivered when customizing these treatments according to your client’s favorite parts of the facial and their specific skincare goals.
- Only use steam on non-compromised skin.
- You can use the EarthMD Massage Oil for the scalp massage portion of the facial, but always ask your clients if they are ok with having oil in their hair.
- Every great facial starts with a successful consultation.
1. **BEGIN** - Three deep breaths with an essential oil in front of the nose.
2. **Double CLEANSE** - Use Detox Anti-Age Cleanser, Phyto Peptide Cleanser or Clear Skin Cleanser to remove oil, impurities and makeup. Remove cleanser with warm towel.
3. **EXFOLIATION** - Use Blueberry Detox Mask, Phyto Scrub or Acne Mask. Remove with warm towel.
4. **EXTRACTIONS** - Only perform extractions if the client wants them—this should be asked during the consultation.
5. **TONE** - Spray three pumps of Skin Therapy – CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.
6. **FACIAL MASSAGE/MASK** - Massage in CBD HA Mask or apply CBD Sheet Mask for 10 minutes. Perform hand, foot or scalp massage with CBD Massage Oil while mask sits on skin. Remove mask with warm towel.
7. **TONE** - Again, spray three pumps of Skin Therapy – CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.
8. **SERUM** - Massage and possibly layer HA CBD Serum, HA Serum or Vital CE Serum.
9. **EYES** - Massage in Eye Love Peptide Therapy (if available, use jade roller to increase penetration of product into the skin).
11. **LIP** - Apply Pout MD with a lip brush.
12. **FINISH** - Three more deep breaths/essential oil or a scalp massage.
**50/60 MINUTE FACIAL STEPS**

**1. BEGIN** - Three deep breaths with an essential oil in front of the nose.

**2. Double CLEANSE** - Using Detox Anti-Age Cleanser, Phyto Peptide Cleanser or Clear Skin Cleanser to remove oil, impurities and makeup. Remove cleanser with warm towel.

**3. EXFOLIATION** - Use Blueberry Detox Mask, Phyto Scrub or Acne Mask. Remove with warm towel.

**4. EXTRCTIONS** - Only perform extractions if the client wants them—this should be asked during the consultation.

**5. TONE** - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

**6. FACIAL MASSAGE/MASK** - Massage in CBD HA Mask or apply CBD Sheet Mask for 10-15 minutes. Perform hand, foot or scalp massage with CBD Massage Oil while mask sits on skin. Remove mask with warm towel.

**7. TONE** - Again, spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

**8. SERUM** - Massage and possibly layer HA CBD Serum, HA Serum or Vital CE Serum.

**9. EYES** - Massage in Eye Love Peptide Therapy (if available, use jade roller to increase penetration of product into the skin).


**11. LIP** - Apply Pout MD with a lip brush.

**12. FINISH** - Three more deep breaths/essential oil or a scalp massage.
1. **BEGIN** - Three deep breaths with an essential oil in front of the nose.
2. **Double CLEANSE** - Using Detox Anti-Age Cleanser, Phyto Peptide Cleanser or Clear Skin Cleanser to remove oil, impurities and makeup. Remove cleanser with warm towel.
3. **EXFOLIATION** - Use Blueberry Detox Mask, Phyto Scrub or Acne Mask. Remove with warm towel.
4. **EXTRCTIONS** - Only perform extractions if the client wants them—this should be asked during the consultation.
5. **TONE** - Spray three pumps of Skin Therapy—CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.
6. **FACIAL MASSAGE** - Using CBD Massage Oil
7. **MASK** - Perform neck, back and shoulder massage with CBD Massage Oil while mask sits.
8. **TONE** - Again, Spray three pumps of Skin Therapy—CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.
9. **SERUM** - Apply HA CBD Serum.
10. **LED LIGHT THERAPY** - Place light over the face for 10-15 minutes.
11. **SERUM** - Massage and possibly layer HA CBD Serum, HA Serum or Vital CE Serum.
12. **EYES** - Massage in Eye Love Peptide Therapy (if available, use jade roller to increase penetration of product into the skin).
14. **LIP** - Apply Pout MD with a lip brush.
15. **FINISH** - Three more deep breaths/essential oil or a scalp massage.
PRODUCTS NEEDED

- Detox Anti-Age Cleanser
- Skin Therapy – CBD Phytonutrient Antioxidant Quenching Ph Mist
- CBD Massage Oil
- Blueberry Detox Mask, HA CBD Mask
- CBD HA Serum
- Eye Love Peptide Therapy
- Intense Recovery Cream or CBD Intense Recovery Cream
- A2Z SPF 50
- Pout MD Lip Hydrator

TREATMENT PROTOCOL

CLEANSE - Cleanse with Detox Anti-Age Cleanser and remove with lukewarm towel (Do not use steam or cleansing brush for sensitive skin). Perform second cleanse with Detox Anti-Age Cleanser by mixing a quarter size amount of product with water and massage in a circular motion. Remove with lukewarm towel.

TONE - Spray three pumps of Skin Therapy – CBD Phytonutrient Antioxidant Quenching Ph Mist onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

EXFOLIATE - Gently massage Blueberry Detox Mask into the skin for 1 minute. Let sit for 5-10 minutes. Remove with lukewarm towel.

EXTRACTIONS - Perform extractions only if clients have asked for them - always ask during consultation.

FACIAL MASSAGE - Perform a facial massage using CBD Massage Oil.

MASK - If using HA CBD Mask:
Apply a thin layer of HA CBD Mask using a fan brush. Allow to sit on the skin for 10 to 15 minutes. Remove with lukewarm towel.

BODY MASSAGE - While mask sits, perform neck, back and shoulder massage using CBD Massage Oil.

LED LIGHT THERAPY - If available and time permits, prime the skin with HA CBD Serum (because this is a clear serum and will allow for the light to pass through the barrier) and place LED Light over the face for 10-15 minutes.

SERUM - Lightly massage CBD HA Serum or HA Serum into skin until fully absorbed.

EYE CREAM - Gently apply Eye Love Peptide Therapy around the eye area with fingertips.

MOISTURIZER - Apply HA Booster, Vital C Cream, Intense Recovery Cream or CBD Intense Recovery Cream. Massage into skin until fully absorbed.

PROTECT - Apply A2Z SPF 50 (For any skin type, glow finish, non - tinted), Phyto Tint SPF 45 Light/Med (For normal to dry skin types, BB cream, tinted) or HA SPF 44 (For any skin type, sheer, dewy finish, tinted). Massage into skin until fully absorbed.

LIPS - With a small brush, apply Pout MD to the lips to finish the facial.
PRODUCTS NEEDED

- Phyto Peptide Cleanser or Clear Skin Cleanser
- Acne Detox Mask
- Oil Control Toner
- CBD Massage Oil
- Phyto Scrub
- Phyto Acne Serum, Vital CE Serum, HA CBD Serum or HA Serum
- Eye Love Peptide Therapy
- Intense Recovery Cream, CBD Intense Recovery Cream or Vital C Cream
- A2Z SPF 50 (non tinted) or HA SPF 44 (tinted)
- Pout MD Lip Hydrator

TREATMENT PROTOCOL

CLEANSE - Double cleanse with Phyto Peptide Cleanser or Clear Skin Cleanser and remove with lukewarm towel.

TONE - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

EXFOLIATE - If acne is not inflamed, apply a thin layer of Acne Detox Mask onto the skin. Allow to sit for 10 minutes. If acne is inflamed, very gently massage Blueberry Detox Mask into the skin for 1 minute. Let sit for 10 minutes. Remove with lukewarm towel.

EXTRACTIONS - Perform extractions only if clients have asked for them - always ask during consultation.

TONE - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

FACIAL MASSAGE - Perform a facial massage using CBD Massage Oil. Avoid massaging any areas where there is inflamed acne.

MASK - If using CBD HA Mask: Apply a thin layer of CBD HA Mask using a fan brush. Allow to sit on the skin for 10-15 minutes. Remove with lukewarm towel.

BODY MASSAGE - While mask sits, perform neck, back and shoulder massage using CBD Massage Oil.

LED LIGHT THERAPY - If available and time permits, prime the skin with CBD HA Serum (because this is a clear serum and will allow for the light to pass through the barrier) and place LED Light over the face for 10-15 minutes.

SERUM - Lightly massage Phyto Acne Serum, HA Serum or Vital CE Serum if post-breakout spots are present, into skin until fully absorbed.

EYE CREAM - Gently apply Eye Love Peptide Therapy for dark circles and fine lines around the eye area with fingertips.

MOISTURIZER - Apply CBD Intense Recovery Cream, Intense Recovery Cream or Vital C Cream. Massage into skin until fully absorbed.

PROTECT - Apply A2Z SPF 50 (For any skin type, glow finish, non - tinted), Phyto Tint SPF 45 Light/Med (For normal to dry skin types, BB cream, tinted) or HA SPF 44 (For any skin type, sheer, dewy finish, tinted). Massage into skin until fully absorbed.

LIPS - With a small brush, apply Pout MD to the lips to finish the facial.
AGING / DRY SKIN FACIAL

PRODUCTS NEEDED

• Detox Anti-Age Cleanser or Phyto Peptide Cleanser
• Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist
• CBD Massage Oil
• Blueberry Detox Mask or CBD HA Mask
• Phyto Scrub
• Vital CE Serum, CBD HA Serum or HA Serum
• Eye Love Peptide Therapy
• CBD Intense Recovery Cream, Intense Recovery Cream, HA Booster or Vital C Cream
• A2Z SPF 50 (non-tinted), HA SPF 44 (tinted) or Phyto Tint SPF 45 Light/Med (tinted)
• Pout MD Lip Hydrator

TREATMENT PROTOCOL

CLEANSE - Double cleanse with Detox Anti-Age Cleanser or Phyto Peptide Cleanser and remove with lukewarm towel.

TONE - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

EXFOLIATE - Apply a thin layer of Blueberry Detox Mask for fine lines and wrinkles for drier skin. Allow to sit for 15-20 minutes.

EXTRACTIONS - Perform extractions only if clients have asked for them - always ask during consultation.

TONE - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

FACIAL MASSAGE - Perform a facial massage using CBD Massage Oil.

MASK - If using Blueberry Detox Mask:
Apply a thin layer of Blueberry Detox Mask using a fan brush. Allow to sit on the skin for 10-15 minutes. Remove with lukewarm towel.

BODY MASSAGE - While mask sits, perform neck, back and shoulder massage using CBD Massage Oil.

LED LIGHT THERAPY - If available and time permits, prime the skin with HA CBD Serum (because this is a clear serum and will allow for the light to pass through the barrier) and place LED Light over the face for 10-15 minutes.

SERUM - Lightly massage Vital CE Serum or HA Serum into skin until fully absorbed.

EYE CREAM - Gently apply Eye Love Peptide Therapy for dark circles and fine lines around the eye area with fingertips.

MOISTURIZER - Apply CBD Intense Recovery Cream, Intense Recovery Cream, HA Booster or Vital C Cream and massage into skin until fully absorbed.

PROTECT - Apply A2Z SPF 50 (For any skin type, glow finish, non-tinted), Phyto Tint SPF 45 Light/Med (For normal to dry skin types, BB cream, tinted) or HA SPF 44 (For any skin type, sheer, dewy finish, tinted). Massage into skin until fully absorbed.

LIPS - With a small brush, apply Pout MD to the lips to finish the facial.
Uneven Skin Tone / Brightening Facial

Products Needed

- Detox Anti-Age Cleanser, Phyto Peptide Cleanser or Clear Skin Cleanser
- Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner
- Phyto Scrub
- CBD Massage Oil
- Blueberry Detox Mask
- Vital CE Serum, CBD HA Serum or HA Serum
- Eye Love Peptide Therapy
- CBD Intense Recovery Cream, Intense Recovery Cream, HA Booster or Vital C Cream
- A2Z SPF 50 (non-tinted), HA SPF 44 (tinted) or Phyto Tint SPF 45 Light/Med (tinted)
- Pout MD Lip Hydrator

Treatment Protocol

Cleanse - Cleanse with Detox Anti-Age Cleanser or Phyto Peptide Cleanser and remove with lukewarm towel. Perform second cleanse with Phyto Peptide Cleanser or Clear Skin Cleanser to remove pore clogging impurities. Remove with lukewarm towel.

Tone - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

Exfoliate - Apply a thin layer of Blueberry Detox Mask for fine lines and wrinkles. Allow to sit for 15-20 minutes.

Extractions - Perform extractions only if clients have asked for them - always ask during consultation.

Tone - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

Facial Massage - Perform a facial massage using CBD Massage Oil.

Mask - If using Blueberry Detox Mask:
Apply a thin layer of Blueberry Detox Mask using a fan brush. Allow to sit on the skin for 10-15 minutes. Remove with lukewarm towel.

Body Massage - While mask sits, perform neck, back and shoulder massage using CDD Massage Oil.

LED Light Therapy - If available and time permits, prime the skin with CBD HA Serum (because this is a clear serum and will allow for the light to pass through the barrier) and place LED Light over the face for 10-15 minutes.

Serum - Lightly massage Vital CE Serum, CBD HA Serum or HA Serum into skin until fully absorbed.

Eye Cream - Gently apply Eye Love Peptide Therapy for dark circles and fine lines around the eye area with fingertips.

 Moisturizer - Apply CBD Intense Recovery Cream, Intense Recovery Cream, HA Booster or Vital C Cream and massage into skin until fully absorbed.

Protect - Apply A2Z SPF 50 (For any skin type, glow finish, non-tinted), Phyto Tint SPF 45 Light/Med (For normal to dry skin types, BB cream, tinted) or HA SPF 44 (For any skin type, sheer, dewy finish, tinted). Massage into skin until fully absorbed.

Lips - With a small brush, apply Pout MD to the lips to finish the facial.
PRODUCTS NEEDED

• Detox Anti-Age Cleanser or Phyto Peptide Cleanser
• Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner
• Blueberry Detox Mask or CBD HA Mask
• CBD Massage Oil
• Phyto Scrub
• CBD HA Serum, Vital CE Serum or HA Serum
• Eye Love Peptide Therapy
• CBD Intense Recovery Cream, Intense Recovery Cream, HA Booster or Vital C Cream
• A2Z SPF 50 (non-tinted), HA SPF 44 (tinted) or Phyto Tint SPF 45 Light/Med (tinted)
• Pout MD Lip Hydrator

TREATMENT PROTOCOL

CLEANSE - Double cleanse with Detox Anti-Age Cleanser or Phyto Peptide Cleanser and remove with lukewarm towel.

TONE - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

EXFOLIATE - Apply a thin layer of Blueberry Detox Mask for fine lines and wrinkles. Allow to sit for 15-20 minutes.

EXTRACTIONS - Perform extractions only if clients have asked for them - always ask during consultation.

TONE - Spray three pumps of Skin Therapy — CBD Phytonutrient Antioxidant Quenching Ph Mist or Oil Control Toner onto two cotton rounds, allow patient to inhale the wonderful aroma of the toner then swipe across face and neck.

FACIAL MASSAGE - Perform a facial massage using CBD Massage Oil.

MASK - If using Blueberry Detox Mask:
Apply a thin layer of Blueberry Detox Mask using a fan brush. Allow to sit on the skin for 10-15 minutes. Remove with lukewarm towel.

BODY MASSAGE - While mask sits, perform neck, back and shoulder massage using CBD Massage Oil.

LED LIGHT THERAPY - If available and time permits, prime the skin with HA CBD Serum (because this is a clear serum and will allow for the light to pass through the barrier) and place LED Light over the face for 10-15 minutes.

SERUM - Lightly massage Vital CE Serum or HA Serum into skin until fully absorbed.

EYE CREAM - Gently apply Eye Love Peptide Therapy for dark circles and fine lines around the eye area with fingertips.

MOISTURIZER - Apply CBD Intense Recovery Cream, Intense Recovery Cream, HA Booster or Vital C Cream and massage into skin until fully absorbed.

PROTECT - Apply A2Z SPF 50 (For any skin type, glow finish, non-tinted), Phyto Tint SPF 45 Light/Med (For normal to dry skin types, BB cream, tinted) or HA SPF 44 (For any skin type, sheer, dewy finish, tinted). Massage into skin until fully absorbed.

LIPS - With a small brush, apply Pout MD to the lips to finish the facial.