

# Offering Facials in Your Barber Practice

*Most barbers provide shaving services, so why not include a facial with it?*

Face treatments are not only a relaxing experience; they also serve a purpose by improving the health and appearance of skin.

**Even the most basic facial routine can help:**

- Brighten the skin
- Prevent acne
- Reduce the appearance of aging
- Help fight sun damage
- Reduce razor burn and dry skin

Skin treatments have many practical benefits as well, such as a smoother, cleaner shave when properly exfoliated and moisturized. Providing facial treatments are a fairly new territory for barber shops; some barber schools are even adding facial courses to their [curriculum](#). Traditionally viewed as a salon treatment, high-end barber shops have begun offering facials for men.



# Can You Offer Skin Care Treatments With A Barber License?

In most states, offering facial treatments falls within the scope of a barber license. However, there are some restrictions. So long as the services you provide are non-invasive and do not involve any chemical exfoliates or peels, only topical moisturizers and other natural agents, you should be in the clear to offer facials without any additional licensing. Please check your [local state boards](#) for any clarification.



Via Esquire

## Special Considerations When Giving Face Treatments

Your products need to be compatible for your customer. Consider skin types, age, and even the person's occupation. You might consider offering a menu of facial services or just keeping it simple with a mask. And there are many resources that can help you choose the right products for your customers.

A great way to start is by identifying the products you'll need to use in order to give your client the best possible facial. [Intrinsics](#) has you covered with our 4 Step Facial: Cleanse, apply, remove, and exfoliate. Our [Gentle Cleansing Wipes](#) (cleanse), [2x2" Silken Wipes](#) (apply), [2x2" Cotton Wipes](#) (remove), and [Cotton-Filled Gauze](#) (exfoliate) are a *must* when doing facials. These products will save you time and money, as help you achieve the results you are looking for.

**Whether you call them facials, deluxe shave, or facial treatments, offering these can be a classy addition to the suite of services you offer in your barber practice. You are a trusted ally in a man's grooming routine, they will trust you with their face too. Boost your business, be innovative, and start offering facials today!**