

# FACE FOOD: JELLY MASK SKIN CARE

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**S**tep aside sheet masks, jelly masks are all the rave. Some may have seen these alluring and captivating masks flooding their Instagram feeds and may be wondering: what exactly are these jiggly wiggly masks everyone is raving about? Luckily, the following is a breakdown of this famous trend.

Imagine being covered in jelly from the forehead all the way down to the chin. These intriguing masks drape the entire face, including the eyes and mouth (or any other choice of body part desired). If an individual is claustrophobic, the mouth can be left uncovered. These masks go on like jelly and dry into a plaster that molds to the face. The carbohydrates in the algae solidify and form a plastic film. Jelly masks are so interactive and fun and clients seem to love them.

There are several different types of jelly masks on the market for both professionals and retail shoppers. Most have a base of refined algae from kelp and seaweed (sodium alginate or potassium alginate).

So, what is the difference between a jelly mask and a regular mask? Unlike traditional face masks, jelly masks contain no clay and they can be applied over the eyes and mouth. Not only do jelly masks differ in appearance, ingredients, and function, they also go on after skin care has been applied. The vacuum seal allows active ingredients to effectively penetrate deep into the skin. The mask itself contains highly active ingredients but adding this mask on top of topical serums enhances the results. The jelly mask creates a vacuum-like seal over the skin to lock in moisture and reduce the skin's temperature. One common jelly mask ingredient is algae, which possesses the notable power to instantly hydrate the skin. Algae contains natural polysaccharides that enhance the skin's barrier function and increase moisture



retention. Algae produces 60% of the world's oxygen, making it essential in skin care. Jelly masks reduce the skin's temperature by six degrees Celsius, making it vital for post-procedure use. Jelly masks are versatile. They can be applied after any invasive treatment – add it on after microneedling laser, resurfacing, hydradermabrasion, dermaplaning, and so forth. The cooling effect provides skin tightening and reduced pores, redness, swelling, and puffiness.

Common jelly mask types are gold for rejuvenating, charcoal for detoxifying, oatmeal for sensitive skin, vitamin C for brightening, rose for inflammation, aloe for cooling, hyaluronic acid for hydrating, biotin, and goji berry for antioxidants. These masks are customizable, providing a solution for every skin type and condition. Used alone or as an add-on treatment, clients will not be disappointed by this luxury skin care trend.

## DID YOU KNOW?



Did you know that scar tissue lacks hair and sweat glands?



“I believe there is a real need for the younger generation to understand and feel what it means to be beautiful.”

Gina Marie McGuire