

What is the Skin Evaluation Method?

Skin Evaluation Method (SEM) is an essential component of **CHOLLEY for Face**. It is a technical guide for medical cosmetic professional who wish to use **CHOLLEY** professional treatments & products with maximum ease and clarity; and for the best possible results.

The primary objective of the SEM is to facilitate:

1. Identification of the skin type of each client based on some fundamental criteria
2. Recognition of primary contributing factors to each skin type
3. Identification of the most appropriate CHOLLEY products and treatments for each skin type
4. Selection of CHOLLEY professional treatments & products
5. Selection of CHOLLEY products for essential daily care
6. Selection of CHOLLEY products for total home care to attain the maximum potential of the skin at any age

The main consideration in the development of this guide has been ease of use and practicality, both for those with extensive knowledge of **CHOLLEY**, as well as the beginner. In either case the results will be excellent.

The most important step in using this guide is identification of the skin type from among 12 categories as follows:

1. Normal Skin
2. Mixed Skin
3. Dry skin
4. Dehydrated skin, Aged Skin
5. Sagging skin
6. Oily skin, Oily skin with Dilated Pore
7. Impure skin, Pimpled (Comedonic) Skin
8. Sensitive Skin
9. Couperose Skin, Stressed Skin
10. Dull skin, Oxygen-Deprived (Asphyxiated) Skin
11. Skin with Stains or Age Spots
12. Damaged Skin, Scarred Skin

The skin type of every client is determined by comparing its basic characteristics against those listed for each category. Following this determination, the choice of appropriate CHOLLEY professional treatments and products is very clear. The optimal professional treatments and the corresponding products are listed, and the professionals can choose among the most effective treatments. For professional & home use, the products are divided into two groups of:

1. **Professional treatments & products** - those that are very effective to help the skin achieve its maximum potential in the cabin.
2. **Products for essential home care** - those that are indispensable for daily care of each skin type, and its most common needs/problems.
3. **Products for essential total care** – recommended/optional products that help the skin achieve its maximum potential and full splendor.

In some cases, an individual may not fit neatly into one of the above-mentioned categories. In these situations, the practitioner should focus on the most important manifestations or problems, in order to find the best solution. With time, experience and reference to **CHOLLEY Technical Notes** for **Professional Treatments** and **Products** the practitioner can find the right solutions for those ambiguous conditions.