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# Warm Up



## to the Reiki Facial

by linda bertaut

Think that Reiki is just for massage therapists? Think again. Reiki, pronounced *ray'-key*, is a healing and balancing energy transmitted through the palms of the hands that lifts your spirits and allows you to come into balance. Beyond relaxation, Reiki offers balance with a sense of inner peace and higher consciousness. Reiki takes facials to the next level. With stressful lifestyles being the norm, clients are seeking ways to achieve peace of mind and feel grounded and rooted into their own identity.

Reiki is one of the few healing arts that work to balance the entire person—the physical, emotional, mental and spiritual aspects of each individual. Awareness of its benefits is more and more widespread within the beauty industry. However, even with all the benefits it has to offer, how do you sell Reiki to your clients? Speaking of it as a balancing and healing energy that comes from your hands sounds rather nebulous. Most people don't understand the value of something that is not tangible. They can't see it or take it with them, and having the treatment only once in a while has a temporary effect.

To make it sustainable, think of Reiki as part of an entire experience, not as a separate entity. Speak about the benefits of the experience and offer a program that includes regular, even weekly treatments, plus products to take home for daily use. The products might be part of a mood management system that includes aromatherapy, flower essences and herbology. The benefits to your clients are more balance, a sense of well-being and feeling better equipped to deal with day-to-day stressors.


### Reiki fundamentals

When you break down the word: *Rei* means “universal, that which surrounds and permeates everything;” and *ki* means “life force energy, personal energy that comes from within.” Combine the two and you have a very powerful balancing and healing potential.

Reiki involves three levels or degrees of energy activation called attunements. Each degree promotes an expanded consciousness and amplifies the universal healing energy beyond the previous level. Proper Reiki training by a certified Reiki master teacher is required for anyone interested in offering this service to clients. It is recommended that

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*Skin care professionals should receive specialized training before offering any new services. This article is based on the author's presentation at the **Face & Body Spa & Healthy Aging Conference and Exhibition** held in San Francisco, September 6–8, 2003.*



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you wait at least two weeks between attunements in order to acclimate to the new energy level.

**1. First degree or Level 1 allows for hands-on healing.**

This stage includes your first level energy activations and instruction on how to give hands-on treatments to yourself and others. With this level, certain habits or practices that do not resonate with your new energy level may naturally find their way out of your life.

**2. Second degree or Level 2 allows for remote healing.**

This level is the continuation of Reiki 1 and amplifies the universal healing energy to a higher level of activation. During Level 2 you are trained to provide a Reiki treatment to others from a distance. You learn to clear emotional and mental energy as well as physical spaces. Second degree Reiki has a profound effect on your overall well-being, bringing more balance to the emotional self and body/mind connection.

**3. Third degree or Level 3 allows you to activate others.**

This level is for those who have a calling to work on a broader scale of healing and possibly teaching. With Level 3 you are able to activate others to Reiki levels 1, 2 and 3.

Reiki was developed in the mid-1800s by a Japanese theologian from Kyoto, Japan. Mikao Usui went on a mission to discover how to heal with the hands. His travels and research allowed him to discover the keys to activating and directing universal life force energy for healing in ancient Tibetan writings. From these sources, and with years of implementing his research, he perfected the form of Reiki we practice today.

Reiki benefits both the receiver and the giver. Once you have been attuned, you are able to perform treatments that help to balance body, mind and spirit. By adding Reiki facials to your service menu, and mood management products such as essential oils, flower essences and teas to your retail area, you can increase repeat business and customer loyalty with a service that benefits everyone involved.

Charlotte Gaylord, vice president of relationship marketing at City National Bank, reported that she noticed a heightened

awareness and consciousness that carried beyond the program after receiving a series of six weekly Reiki facials.

In a recent Reiki facial pilot program where participants were treated weekly, they reported the following benefits from their experience: increased energy levels, increased self-confidence and self-esteem, relief from anxiety and depression for days at a time, weight loss due to having more energy to exercise, and feeling more grounded and centered with a stronger sense of purpose in life. Participants felt more at peace, with increased confidence to create what they want in life and be less affected by circumstances or external influences. Using the mood management products at home on a regular basis enhanced and sustained the effects they experienced in the weekly treatment.

### Incorporating Reiki

Think of Reiki as one element of an entire experience that you create. The experience is part of a system called Energy Management. This system defines a program where you guide clients to bring balance into their lives by focusing on four areas: the physical, mental, emotional and spiritual aspects of their life. Within each category you provide ways for clients to bring balance to that area.

Refer to the **Energy Management** chart to see which services and products best address the categories of body, mind and spirit. Notice that each affect all aspects to some degree, however focus on offering the services and products that target each area the most.

The Reiki facial adds three elements to your current facial regimen:

1. Creating the environment
2. Mood management products
3. The Reiki treatment

Designate an area in your spa as a relaxation/rejuvenation room. Dim the lights and play soft, soothing music. Provide a mood management bar that consists of any of the following: decaffeinated tea, aromatherapy mists and lotions, herbal elixirs and flower essences. Keep the selection

## Energy Management

Service/Product Provided	Physical Body	Mental Body	Emotional Body	Spiritual/Energy Body
Reiki	✓	✓	✓	✓
Massage	✓	Some effect	Some effect	Some effect
Exercise/Diet	✓	Some effect	Some effect	Some effect
Herbology/Supplements	✓	✓	✓	Some effect
Aromatherapy	Some effect	✓	✓	Some effect
Music/Visualizations	Some effect	✓	✓	✓
Flower Essences	Some effect	✓	✓	✓

simple, with brief descriptions of what each product is known for balancing. Allow clients to experiment and help themselves to the various potions.

Schedule an initial consultation to get a profile of your client and the issues they want to address. From this interview, you provide the solutions with services and mood management products. For instance, you can help to relax and calm the mental and emotional aspects of your clients with soothing music, aromatherapy and flower essences;

the physical body with massage, herbology and supplements. You enhance the spiritual connection with Reiki, flower essences and guided visualizations.

The Reiki portion of the facial will take approximately 15–20 minutes, depending on the amount of time you remain in each position. Review the pictured hand positions in **Adding Reiki to Your Current Facial**. There are two ways to include Reiki into your treatments. One is an addition to your current facial regimen, and the second is a



*Place hands on shoulders in Step 1.*



*Place hands over the eyes in Step 2.*



*Place hands on top of the head in Step 4.*



*Place hands over the ears in Step 4.*



*Place hands beneath the head in Step 4.*

## Adding Reiki to Your Current Facial

Prepare your client for a facial as normal. Follow the hand positions in the order shown as they fit into the appropriate segment for your facial routine:

**Step 1:** In the beginning of the treatment, take a couple of minutes to connect with your client while you are waiting for the steamer to heat up. Place your hands on the sides of her shoulders and ask her to take deep breaths with you to start the relaxation process.

**Step 2:** Spray an aromatherapy mist onto your hands to enhance a mood and place your hands over the eyes of your client. Rest your hands on her forehead while keeping your fingers and palms slightly off the face. Leave your hands in this position for 2–3 minutes, and then continue with the cleansing process of the facial.

**Step 3:** Perform the next steps of your facial as usual.

**Step 4:** During the mask portion, you will complete the remaining five Reiki hand positions. Select a mask for the face only that is appropriate to the time you plan on doing the Reiki treatment, 10–15 minutes total. Leave your hands on each position—at the top of the head, over the ears, beneath the head, at the neck and over the décolleté—for 2–3 minutes. You may want to focus on areas where you feel more heat or energy and spend less time on areas with less activity. At the end of the Reiki treatment, slowly remove your hands from your client's décolleté and complete your facial.

**Step 5:** Gently let your client know that the treatment is over and select another aromatherapy spray to help wake her.



*Place hands at the neck in Step 4.*



*Place hands over the décolleté in Step 4.*



## Reiki benefits both the receiver and the giver.

modified version designed to allow clients to enjoy the service without the added time involved in fixing the hair and replacing makeup after the treatment. Select the method that best serves your spa and clients. Pricing should reflect the time allotted for the entire treatment.

Explain to your client that you will be using your hands in various positions around her face, neck and décolleté to perform the Reiki portion of the treatment. She may feel a slight tingling sensation or heat as the energy gets activated. Her only job is to relax and focus on what her life would be like with less stress and more balance.

### Reiki-on-the-go

This is a simpler version that allows your clients to get in and out to their next appointment or back to work. If your spa is located in an urban or professional area with a lot of business people, Reiki-on-the-go is ideal. Clients can bring their lunch or you can cater in from a set menu that you arrange with a local restaurant or deli.

As clients eat their lunch or wait for their turn, they are content to just sit and start the relaxation process. You may want to have warm foot baths for them to soak their feet, individual CD players with headphones and a library of CDs ranging from classical music to guided visualizations and positive affirmations.

Once in the treatment room, you provide Reiki plus a shoulder and neck massage. There is no need to wrap the head, as you will not be using products on the face. This saves time and avoids the wacky hair look after a facial. Use a lemon balm or lavender and chamomile massage cream for the shoulders and neck, paying special attention

to working out the stress and tension built up there. When you are done with this area, your hands will carry the scent to enhance the first Reiki position over the eyes and nose. Keep your hands slightly off the face in this position if your client is wearing makeup.

Use the pictured hand positions with your hands in each position for 2–3 minutes. The places where you feel more energy and heat will warrant more time. Please note that it is important to create a similar environment in the facial room to what was experienced in the waiting area. Soft music, guided visualization or affirmations enhance the experience.

Total time in the facial room is 25–30 minutes. Your clients can be in and out of your place within 45 minutes or they can relax and linger in the rejuvenation room until they are ready to leave.

For this service, package a series of weekly treatments and take-home products. Design a replenishment program that is charged bi-monthly and includes their in-spa treatments plus their take-home mood management products. By selecting the program, they receive the equivalent of one free treatment a month.

### A balance

Beyond relaxation, Reiki offers balance on all levels of body, mind and spirit. Position Reiki facials with mood management products to create an environment that clients will want to experience weekly. Offering the products used in your spa for your clients to use at home allows them to sustain the benefits they received when in your environment. By incorporating Reiki facials into your practice, you too can heat up your business. ■