

EF Acne Reset™

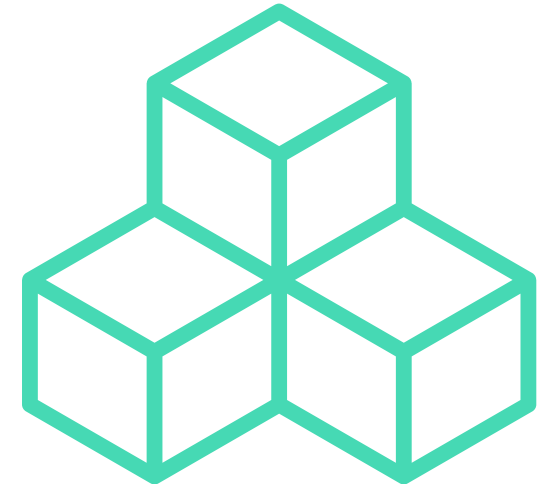
A 6-Week Acne Correction Program for Estheticians

Designed to improve results,
retention, and retail compliance

The Problem

Why Acne Treatments Fail Without Structure

Most acne clients don't fail because products don't work. They fail because treatment plans **lack structure**.

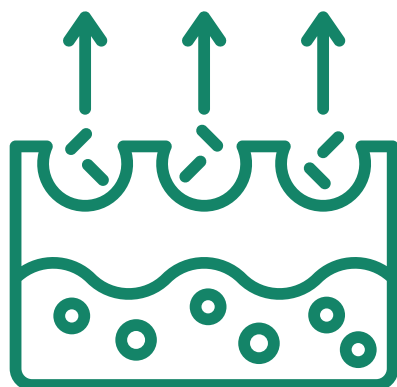


The most common breakdowns:



- **Inconsistent treatments**

- Sporadic facials with no long-term plan lead to stalled progress and client frustration.



- **Over-exfoliation**

- Too much too fast disrupts the barrier, increases inflammation, and prolongs acne cycle



- **No barrier repair strategy**

- Acne-prone skin still needs protection, hydration, and recovery to heal properly.

Without a clear system, even good products produce inconsistent results

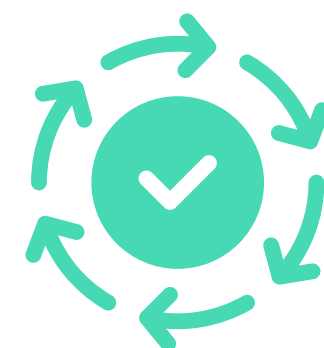
Our Philosophy

How EF Approaches Acne Correction

At Esthetic Formula, we approach acne as a condition driven by inflammation, imbalance, and impaired barrier function.

Our core beliefs:

- **Acne = inflammation + imbalance**
 - Clearing congestion without calming the skin delays real progress.
- **Stronger ≠ better**
 - Over-treating often leads to sensitivity, rebound breakouts, and poor compliance.
- **Consistency wins**
 - Structured treatments + consistent homecare outperform aggressive, one-off services.

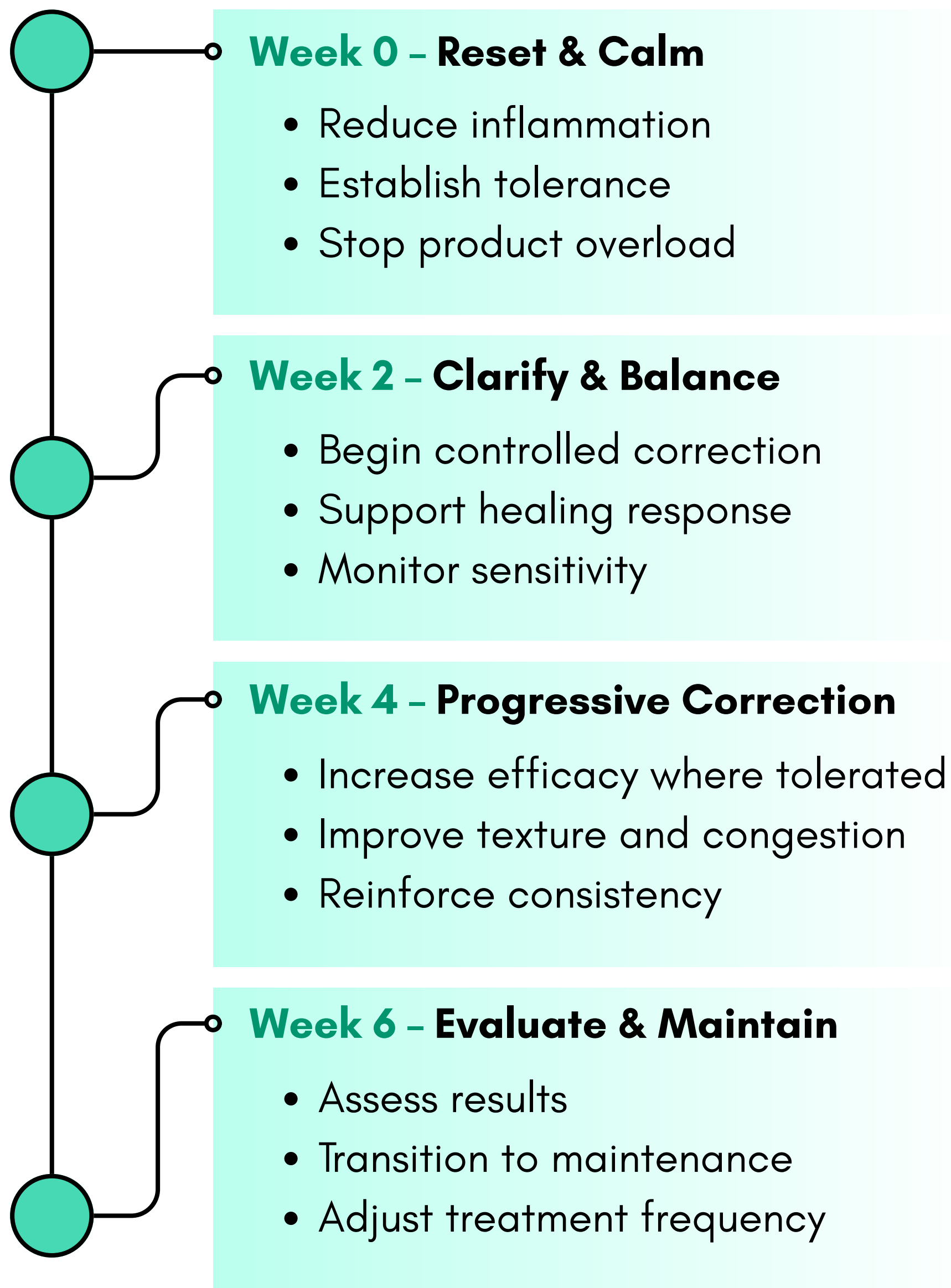


*The **EF Acne Reset**TM is designed to work with the skin, not against it.*

The 6-Week Framework

The EF Acne Reset™ Timeline

This program is built around predictable phases of skin response.



This pacing protects the barrier while allowing visible progress.

In-Room Treatment Logic

Why Treatment Spacing Matters

Acne correction is not linear. Skin needs time to **respond, recover, and adapt.**



The EF approach prioritizes:

- Controlled stimulation
- Adequate recovery time
- Progressive adjustments based on tolerance



When to hold back:

- Excessive dryness
- Increased sensitivity
- Barrier compromise



When to progress:

- Reduced inflammation
- Improved texture
- Consistent homecare compliance

This is why treatment cadence matters more than treatment intensity

Homecare Non-Negotiables

Why Most Acne Programs Fail at Home

In-room treatments alone cannot override daily habits.

Homecare is mandatory for success because:

- Acne is influenced daily, not monthly
- Inconsistent use delays results
- Product hopping disrupts progress

EF Acne Reset™ Rules:

- Follow the prescribed routine exactly
- No introducing outside acne products
- No skipping “calm” steps
- Communicate changes early

Pause the following unless approved:

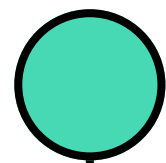
- Physical scrubs
- Strong retinoids
- Random online acne treatments
- DIY exfoliation methods.

Consistency creates results clients can trust.

Expected Milestones

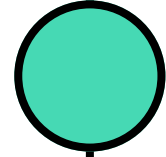
What's Normal – And What Isn't

Setting expectations protects trust and retention.



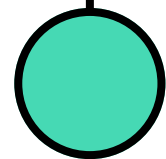
Weeks 1-2

- Mild purging or congestion movement
- Reduced redness and oil imbalance
- Skin may feel "different," not worse



Weeks 3-4

- Improved texture
- Fewer inflamed lesions
- Better tolerance to treatments



Weeks 5-6

- Clearer overall appearance
- Reduced reactivity
- Easier maintenance planning

Not normal:

- Burning or stinging
- Excessive peeling
- Worsening inflammation without improvement

Clear communication keeps clients committed

Monetization Without Pressure

Turning Acne Into a Program (Not a Single Facial)

Structured acne programs benefit both the client and the practice.



Best practices:

- Package treatments upfront
- Pair services with required homecare
- Schedule follow-ups in advance



Retail bundles simplify compliance

- Fewer decisions
- Clear instructions
- Better consistency



Maintenance pathways

- Monthly corrective facials
- Spot-treatment plans
- Seasonal skin adjustments

Programs create better outcomes – and more predictable revenue.

EF Product Integration (Soft)

Executing the EF Acne Reset™

To properly deliver this system, practitioners should stock:



A professional
acne cleanser
option



A clarifying toner



Controlled
exfoliation support



Targeted salicylic
treatments



Barrier-supporting
hydration



Sun protection

Products are selected based on **tolerance, consistency,**
and long-term skin health, not maximum aggression.

(Refer to protocol sheets for specific sequencing.)

The Next Steps

Supporting Your Success

Available resources:

- Detailed in-room treatment protocols
- Homecare prescription templates
- Client communication scripts
- Reorder and stocking checklists

Need help?

Our team is here to support implementation, education, and reordering.

Next Action:

Download the **Acne Reset™ Protocols** and begin integrating this program into your treatment menu.