

Professional Serum Selection Guide

Clinical comparison of active ingredients, mechanisms, formulation notes, and protocol placement for licensed estheticians.

PROFESSIONAL
REFERENCE

SERUM	FORMAT & TEXTURE	KEY ACTIVES & MECHANISM	PRIMARY FUNCTION	INDICATED SKIN TYPES	CAUTIONS / NOTES	PROTOCOL PLACEMENT
Licorice Brightening Serum	Water-based, thinnest of the four, fast-absorbing.	Licorice root extract (glabridin) — competitive tyrosinase inhibition. Niacinamide — inhibits melanosome transfer. NAG — synergistic tyrosinase suppression + mild desquamation. Evidence-based pigmentation triad.	Hyperpigmentation, uneven tone, PIH	All skin types, incl. deeper tones/PIH-prone	Visible results ~2 months with consistent use.	1st water-based serum layer, post-toner
Pearl Serum	Water-based, lightweight, fast-absorbing.	Hydrolyzed pearl powder — calcium/amino-acid protein complex; film-forming, humectant-supportive brightening claim rather than a validated tyrosinase-inhibition pathway. Sodium hyaluronate + panthenol for hydration/plumping.	General hydration, plumping, mild radiance	All skin types, incl. sensitive	Fragrance-free.	2nd water-based serum layer
Ceramide Fortifying Serum	Water-based, silky veil, fast-absorbing.	Rice-derived glycosphingolipids — ceramide-analog lipids supporting barrier lipid matrix. Hydrolyzed collagen — film-forming peptide humectant. Creatine — cellular-energy positioning ingredient. + HA, panthenol.	Barrier support, moisture retention	All skin types, esp. compromised/reactive barrier	Fragrance-free.	3rd water-based serum, or solo for barrier-focused protocol
Vitamin C Oil Serum	Oil-based, occlusive-leaning, no water phase.	Tetrahexyldecyl ascorbate — lipid-soluble vitamin C ester, stable at neutral pH (no L-AA pH constraint). CoQ10 — antioxidant. Kakadu plum extract + argan oil for EFA/vitamin E support.	Antioxidant defense, barrier lipids, photoaging	Dry, normal, mature skin	Caution on oily/congested/acne-prone clients due to occlusive oil base. Ester form layers safely with niacinamide (unlike L-AA).	Final step — after all water-based serums, before moisturizer

QUICK SELECTION REFERENCE — Skin Concern → Serum

SKIN CONCERN	RECOMMENDED SERUM	WHY
Hyperpigmentation, uneven tone, PIH	Licorice Brightening Serum	Glabridin + niacinamide + NAG triad
Dehydration, fine lines, general plumping	Pearl Serum	HA + panthenol hydration base
Compromised / reactive barrier	Ceramide Fortifying Serum	Rice ceramide-analog lipid replenishment
Photoaging, antioxidant protection, dry/mature skin	Vitamin C Oil Serum	Stable vitC ester + CoQ10 + EFAs

Protocol note — layering: Apply water-based serums thinnest-to-thickest — Licorice, then Pearl, then Ceramide (any combination, per client concern) — followed by Vitamin C Oil Serum as the final anhydrous step before moisturizer. The vitamin C ester in the oil serum is pH-stable and layers safely under niacinamide, unlike L-ascorbic acid systems. Skip the oil serum for oily/congested/acne-prone clients in favor of a lightweight moisturizer alone.

Professional Mask Selection Guide

Clinical comparison of active ingredients, exfoliation profile, timing, and protocol placement for licensed estheticians.

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	ENZYMATIC EXFOLIATION	AHA + ENZYMATIC	HUMECTANT / REPAIR	ADSORPTIVE / AHA
	Tropical Enzyme Exfoliating Mask	Cranberry Pumpkin Brightening Mask	Snail Mucin Moisturizing Mask	Charcoal Kelp Detoxifying Mask
ACTIVES	Mandelic Acid AHA Papain Enzyme Bromelain Enzyme Aloe Vera Soothing	Glycolic Acid AHA Pumpkin Enzyme Enzyme Cranberry Enzyme Enzyme + Antioxidant Honey Powder Humectant / Soothing	Snail Secretion Filtrate Peptides / Humectant Lactic Acid AHA (mild) Calendula Extract Anti-inflammatory Aloe Vera Soothing	Activated Charcoal Adsorptive Mandelic Acid AHA Sea Kelp Antioxidant / Hydrating Aloe Vera Soothing
MECHANISM	Dual-action: enzymatic proteolysis (papain + bromelain) + mandelic AHA. Mandelic's larger molecular weight = slower, more even penetration. Ideal for AHA-naïve clients.	Highest intensity in lineup. Glycolic (smallest AHA molecule, fastest penetration) layered with dual fruit enzymes. Reserve for resilient, photoaged, or hyperpigmented skin.	Primarily repair and humectant. Lactic acid provides mild surface exfoliation as secondary benefit. Snail mucin supports barrier and peptide delivery.	Adsorptive purification via activated charcoal; mandelic AHA simultaneously refines texture. Sea kelp offsets dehydration risk post-treatment.
PROCESSING TIME	5 – 10 min Extend toward 10 min for thicker skin or experienced clients.	5 – 10 min Start at 5 min; extend cautiously due to glycolic potency. Monitor for flushing.	5 – 10 min Flexible — longer contact increases hydration saturation.	5 – 10 min Remove before fully dry to avoid over-adsorption of natural sebum.
INDICATED SKIN TYPES	Normal · Combination · Oily Acne-prone · Dull / Textured	Normal · Combination Photoaged · Hyperpigmented · Dull	Dry · Sensitive · Dehydrated Mature · Post-procedure	Oily · Combination Congested · Acne-prone
CONTRAINDICATIONS	Avoid: Active rosacea, compromised barrier, latex/tropical fruit allergy (bromelain/papain cross-reactivity). Caution post-peel or post-extraction.	Avoid: Sensitive/reactive skin, active acne lesions, isotretinoin use, recent waxing or laser. Not for first-time AHA clients.	Avoid: Known snail or shellfish allergy. Otherwise most broadly tolerated mask in the lineup.	Avoid: Dry/dehydrated skin without post-treatment hydration. Active cystic acne — adsorptive masks can irritate inflamed nodules.

	ENZYMATIC EXFOLIATION Tropical Enzyme Exfoliating Mask	AHA + ENZYMATIC Cranberry Pumpkin Brightening Mask	HUMECTANT / REPAIR Snail Mucin Moisturizing Mask	ADSORPTIVE / AHA Charcoal Kelp Detoxifying Mask
EXFOLIATION INTENSITY	Moderate — 55 / 100	Strong — 75 / 100	Minimal — 20 / 100	Moderate — 45 / 100
PROTOCOL PLACEMENT	Step 2–3 post-cleanse and steam. Pairs with enzyme-prep serums. Can precede extractions on congested skin.	Primary exfoliation step in brightening facial. Do not layer with additional AHAs same session. Follow with soothing mask or serum.	Post-extraction calming step, post-peel neutralization, or sole mask in sensitive facials. Excellent post-waxing or post-laser.	Post-cleanse/steam, before serums. Extractions can follow given pore dilation from charcoal adsorption. Follow with hydrating mist.
FREQUENCY	Home: 1–2x/week In-treatment: 1–2x/month	Home: 1x/week In-treatment: 1x/month Avoid concurrent AHA use	Home: 2–3x/week In-treatment: no restriction	Home: 1–2x/week (oily); 1x/week (combination) In-treatment: 1–2x/month

QUICK SELECTION REFERENCE — Skin Concern → Mask				
	Tropical Enzyme — Rough / uneven texture — Dull, lackluster complexion — Mild congestion — AHA-naïve clients — General maintenance facial	Cranberry Pumpkin — Hyperpigmentation / dark spots — Sun damage / photoaging — Uneven skin tone — Brightening-focused facial — Experienced exfoliation clients	Snail Mucin — Dry / dehydrated / sensitive — Post-peel or post-laser — Barrier-compromised skin — Mature skin (peptide support) — Post-extraction calming	Charcoal Kelp — Oily / congested / pore-focused — Blackhead removal prep — Acne-prone (non-inflamed) — Sebum regulation — Pre-extraction detox step

Protocol note — combination layering: The Snail Mucin Mask can follow any of the three exfoliating masks in the same session as a calming second-mask step — particularly after the Cranberry Pumpkin to offset glycolic-induced sensitization. Do not layer two exfoliating masks in the same session. For congested yet dehydrated clients, pair Charcoal Kelp with a follow-up HA or B5 mist before finishing moisturizer.