The Plateau Check-In

BUSINESS & PRACTICE

For when a client says, "My skin got used to it."

Usually the skin didn't "get used to" anything. Find out what changed before swapping products.

Client: _____ **Date:** _____

Product they say stopped working: _____

Ask Before You Change Anything

- ☐ How often are you using it right now, honestly?
- ☐ How much do you use each time?
- ☐ When did you open it, and where do you keep it?
- ☐ Has anything else changed? New products, medications, travel, stress, sleep?
- ☐ What did you expect it to do that it isn't doing?
- ☐ **Look at the skin, not just the shelf.** What do you see that the client didn't mention?

Find What Changed

- ☐ **Slow stage.** Quick wins came first. Deeper changes take months.
- ☐ **Routine drifted.** Used less, less often, or with new products.
- ☐ **Season or life shifted.** Dry air, heat, stress, travel, sleep.
- ☐ **Product changed.** Open too long, darkened, or kept in heat.
- ☐ **Goal moved.** One concern improved; now they see the next.
- ☐ **Wrong fit.** Never right for them, or their needs changed.

Choose the Next Step

- ☐ **Adjust one thing:** frequency, amount, order, or winter hydration.
- ☐ **Add a professional step** or treatment series.
- ☐ **Replace or add one product** for a real gap.
- ☐ **Give a timeline** so waiting feels like a plan.

Timeline I gave: _____

Check-in date: _____

Say It Simply

> *"That happens a lot, and usually it's not the skin getting used to it. Something around it has changed. Let's figure out what that is before we swap anything out, so whatever you use next actually works."*

Professional insight, translated for real life.

Robin Lee
esthetician • educator • writer

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