

Walk into any luxury spa on the Strip and you will see the same thing: treatment menus that look identical, yet faces that absolutely are not. Some faces hold light differently. Some can carry intense contour, others look breathtaking with the barest tint and a sheet mask. When you understand your face shape, especially if you have one of the rarer ones, facials stop being generic pampering and start becoming strategic design.

In Las Vegas, where high definition lighting and 4K cameras are unforgiving, the right facial can make all the difference between looking “freshly treated” and quietly timeless.

Let’s start with the question almost everyone asks me at some point in my treatment room.

What is the rarest face shape?

Among the classic shapes, the diamond face is widely considered the rarest.

A diamond face typically has the following characteristics:

Your cheekbones are the widest point of the face.

Your forehead and jawline are narrower by comparison. Your chin is often slightly pointed, not as dramatic as a true heart shape, but more defined than an oval. From above, the outline almost resembles a gently faceted gem.

In practice, truly textbook shapes are uncommon. Most people are a blend: a soft diamond that leans oval, or a diamond that edges toward heart because of a slightly broader upper face. But when I see the cheekbones dominate, with a taper toward forehead and jaw, I start planning as if I am working with a diamond face.

Diamond faces can be striking, almost architectural. On camera, they can photograph like a sculpture if you handle structure properly. Mismanaged, they can look hollow through the cheeks, sharp around the temples, and easily fatigued in the eye area.

That is why facials for a diamond face [SOS WAX and Skincare Teeth Whitening Las Vegas](#) must do more than “cleanse and glow.” They need to preserve volume in the right places, ease tension where bone is closest to the surface, and keep luminosity high through the center of the face.

Where the diamond face fits among the 7 facial types

People often ask me, “What are the 7 facial types?” In aesthetics, we most often refer to oval, round, square, heart, diamond, oblong or rectangular, and triangle (sometimes called pear).

Here is how I explain them in the treatment room, in everyday language, without a diagram.

Oval faces are slightly longer than they are wide, with gentle curves and no dominant corner. This is the classic “balanced” shape. Most editorial makeup is designed with an oval in mind.

Round faces are close to equal in width and length, with soft edges and fullness in the cheeks. They often look younger for longer, but can show puffiness quickly.

Square faces have a broad forehead and a strong, wide jaw, with the width of the face staying relatively consistent from top to bottom. They can carry bold brows and defined hairstyles beautifully.

Heart faces are wider through the forehead and cheekbones, narrowing to a more pointed chin. Think of an inverted triangle with softness through the temples.

Diamond faces, as we covered, are widest at the cheekbones, with narrower forehead and jaw, and usually a more petite, defined chin.

Oblong or rectangular faces are noticeably longer than they are wide, with a straighter line down the sides. The corners of the jaw can be either soft or quite angular.

Triangle or pear faces are narrower in the forehead, widening toward the jaw and chin, with the jawline appearing broader than the upper face.

Among these, the diamond pops up the least in my client base, which is why it is often labeled the rarest face shape. It is also the one where a poorly chosen facial can inadvertently emphasize hollows and angles instead of flattering them.

Is the diamond also the most attractive facial shape?

Clients sometimes whisper this as if it is a trick question: "What is the most attractive facial shape?" The honest answer is that symmetry, proportion, skin quality, and expression matter more than the template.

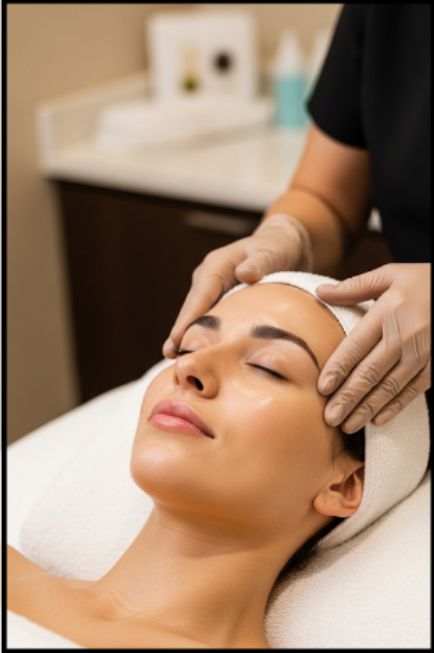
From a professional point of view, the shapes that tend to be perceived as most conventionally attractive are:

Balanced in width and length (often oval or a soft heart).

Not too heavy through the lower third of the face.



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With good projection in the midface, meaning the cheek and under-eye do not look sunken.

A diamond face can be extraordinarily beautiful because it naturally emphasizes the midface and the eyes, but only if the skin looks hydrated and relaxed, not tight or drawn.

Las Vegas lighting punishes dehydration. If you have a diamond shape and walk into a Strip restaurant after a day of air travel, casino air, and not enough water, your angles will look harsher, and faint lines will read deeper, especially around the eyes and upper cheeks. The right facial reverses that optical effect within about an hour.

How to know your face shape before booking a facial

When clients ask, “How do I know what type of facial to get?” the first step is always understanding the canvas.

Stand in front of a mirror with your hair pulled away from your face. Look at three things:

Where is your face widest?

How long is your face relative to its width? Is your jawline soft and rounded, or more angular and defined?

If your cheekbones form the broadest part and your forehead and jaw are narrower, and the overall length of your face is only slightly longer than its width, you likely have at least some diamond characteristics.

If you are unsure, a seasoned aesthetician will be able to tell you within seconds as they cleanse your skin. I have changed a client’s entire treatment plan after clocking a rare diamond shape and noticing they were overdoing strong peels that hollowed them out visually.

So if you are in doubt, book your facial with time for a proper consultation rather than a rushed “express” slot. In Las Vegas, this usually means a 75 or 90 minute treatment.

What is the best kind of facial treatment for a diamond face?

There is no single “best” kind of facial treatment for everyone, but for diamond faces I look for three things:

Hydration that plumps the midface, especially under the eyes and along the cheekbones.

Light-driven clarity, because diamond shapes sparkle when the skin surface is smooth and reflective. Tension release along the temples, jaw, and sides of the face, which can otherwise look overly chiseled or tired.

In Las Vegas, that often leads to a hybrid of technology and touch. Many of my diamond-faced clients gravitate to three broad categories.

First, sculpting facials with a heavy focus on lymphatic drainage and massage. These lift fluid from under the eyes, relieve tension in the masseters, and softly lift the cheek area. Microcurrent can be beautiful on a diamond shape if the intensity is chosen carefully, as it picks up the cheekbones without hollowing the cheeks.

Second, hydrating technology facials, similar to HydraFacial or OxyGeneo style treatments, which deeply cleanse and then infuse hydrating serums. For a diamond face, I avoid aggressive vortex suction at the outer cheeks, but I love it around the nose and chin to keep the center luminous.

Third, gentle collagen-stimulating facials that do not strip volume, such as low-level LED light therapy, radiofrequency at controlled strengths, and gentle enzyme resurfacing instead of deep chemical peels.

People frequently ask me, “What is the most popular facial treatment?” In Las Vegas, some variation of a HydraFacial-style treatment is still the most requested, followed closely by anti-aging sculpting facials. Popular does not always mean appropriate. If you have a diamond face that is dry or maturing, you may need a slightly softer protocol than your friend with an oily, round face.

What are the newest facial treatments for 2026 and beyond?

The question, “What are the new anti-aging treatments for 2026?” comes up in nearly every luxury consultation right now. The trends I see rolling into the high-end Las Vegas market are:

Subtle biostimulator facials that pair gentle in-office collagen stimulators (like diluted injectables or polynucleotides) with LED and massage. These are not volume fillers, but “skin quality” boosters.

Device-stacked facials, combining microcurrent, ultrasound, radiofrequency, and LED in one curated session. The art is knowing what to omit for each face shape, not what to add.

Exosome and growth factor facials, often layered after microneedling for high rollers willing to pay for experimental results. Evidence is still emerging, and I am careful about promising miracles, but the glow can be impressive.

Many clients ask, “What works 11 times faster than retinol?” because of splashy marketing around some of these treatments and ingredients. In reality, no serious dermatologist or aesthetician is going to hang their reputation on that kind of precise multiplier. Some retinoid alternatives such as retinaldehyde or certain peptides may act more quickly or with less irritation in some skin types, but I treat this category with measured optimism, not hype.

Can you get a facial while using retinol?

Retinol always deserves a frank conversation. “Can I get a facial while using retinol?” The answer is yes, but with boundaries.

If you are using a prescription-strength retinoid, your skin is more fragile and reactive, especially across the angles of a diamond face where the skin can be thin. For at least three to five days before a more active facial, you should typically pause retinoids unless your provider specifically tells you otherwise. That is particularly true if we are doing peels, microdermabrasion, or microneedling.

This is where the question “What not to do before a facial?” gets serious. A short, clear checklist helps, especially in a destination city where guests often arrive sunburned and sleep-deprived.

Here is how I brief my Las Vegas clients before a results-focused facial:

1. Avoid retinol or prescription retinoids for several days before any peel or aggressive exfoliation, unless your practitioner says it is safe.
2. Skip intense sun exposure and tanning beds in the week leading up to your appointment, especially pool parties and desert hikes.
3. Do not book waxing, laser, or at-home dermaplaning on the face within a few days of your facial.
4. Keep alcohol intake modest the night before; you will swell and flush more under steam and massage.
5. If you are on antibiotics, isotretinoin, or have a new rash or cold sore, disclose it before you lie down on the table.

I have turned away clients who prepped for a big event by doing everything at once: aggressive retinoids, sun, at-home peels, then a strong spa treatment. That stack is exactly how you earn irritation and post-inflammatory hyperpigmentation, particularly along the high points of a diamond face.

Facials and aging: can a treatment take 10 years off your face?

People arrive in Vegas hopeful and blunt. “What procedure takes 10 years off your face?” or “How to make your face look 20 years younger?” makes for dramatic marketing, but the answer is layered.

No single facial will turn back an entire decade. However, the right combination of treatments, skincare, and lifestyle changes can absolutely reduce the visible markers that make a face read older: dullness, sagging, volume

loss, and uneven tone.

For facials alone, the protocols that often create a “ten years younger” effect in photos include:

Collagen-stimulating treatments like radiofrequency or microfocused ultrasound, when appropriate for your skin type, repeated in a series.

Regular sculpting and lymphatic massage to keep the jaw and midface lifted. Consistent gentle resurfacing to maintain glow and refine texture.

From a long-term standpoint, the true “youth cheats” are usually not single hero procedures but disciplined habits. Clients often ask, “Which drink is best for anti aging?” There is no magical beverage, but consistently high water intake, moderate green tea, and minimal sugary cocktails make a visible difference in Vegas, where dehydration is the uncredited villain behind many tired faces.

As for the big promise questions like “How to take 10 years off your face” or “How to take 20 years off your face,” I shift the conversation to “Which changes will give you the greatest visible payoff with the least regret?” For some, this is facials plus injectables. For others, especially diamond faces with already-strong bone structure, it is about skin quality, not aggressive fillers.

Many celebrities lean into skin treatments and avoid or minimize neuromodulators, which is where the question “What do celebrities use instead of Botox?” comes from. Light laser resurfacing, radiofrequency microneedling, microcurrent, and intense skincare regimens are all part of that toolkit. But remember, celebrities also have world-class lighting, makeup artists, and post-production editing, which no serum can match.

Retinol, age, and the mature diamond face

“Should a 60 year old use retinol?” and “What should a 70 year old woman use on her face?” are two of the most important anti-aging questions I hear, especially from visitors in their 60s and 70s treating themselves to a destination facial.

Retinoids are still the backbone of serious anti-aging skincare for many people, but you have to personalize.

At 60 or 70, the answer is often yes, you can benefit from retinol, but at lower strengths and frequencies, paired heavily with barrier repair. A diamond face in this age group tends to show more prominent bony contours and potential hollowing at the temples and under the eyes. Overusing retinol can exaggerate that by thinning an already delicate surface.

This is where the so-called “7 sins of skincare” come to life in my treatment room: over-exfoliating, overusing actives, skipping sunscreen, picking, sleeping in makeup, ignoring the neck and chest, and excessive product hopping. These habits will age a diamond face particularly quickly, because the shape gives you less margin for error.

I often simplify routines for older clients. When asked, “What are the only 4 skin products proven to work?” my practical shortlist is:

A broad-spectrum sunscreen, used daily.

A retinoid or retinol, used as tolerated. A well-formulated vitamin C or antioxidant serum. A gentle cleanser and a barrier-supporting moisturizer tailored to skin type.

Yes, I cheated and blended cleanser and moisturizer into one slot, because otherwise the list never ends.

In Las Vegas's dry climate, I often add a hydrating serum rich in glycerin or hyaluronic acid during facials, especially for diamond faces, then send clients home with a simplified nighttime routine rather than a suitcase of samples.

What is the best facial treatment for over 60?

For a diamond face over 60, the best facial treatment in Las Vegas is usually not the most aggressive peel, but the one that balances gentle renewal with volume-friendly techniques.

I favor facials that blend light enzymatic exfoliation, microcurrent for a soft lift, LED for collagen support, and long, sculpting massage. Under the eye, where the diamond face can look especially tired as we age, I avoid strong acids and instead use targeted hydrating masks and very cautious lymphatic work.

Clients ask, "Which is no. 1 facial?" or "What's the best facial for aging?" In truth, the "number one" facial is the one that respects your bone structure, your skin's history, and how you live. A glamorous Las Vegas showgirl in full stage makeup five nights a week needs a different protocol from a retired executive who golfs and gardens.

For many of my long-term clientele, the best investment for aging well has been a schedule: a serious facial every 4 to 6 weeks, with a slightly stronger series once or twice a year. For a 60 year old woman, that frequency keeps texture and tone in check without constant, inflammation-driven turnover that can ultimately thin the skin.

When asked directly, "How often should a 60 year old woman get a facial?" my answer is usually: often enough that we never have to play aggressive catch-up. For most, that is once a month or once every other month, with consistent home care in between.

What is going on with celebrity faces?

Some of the keywords that circulate online reflect genuine concern, others are just gossip: "What's going on with Goldie Hawn's face?" "What has happened to Lady Gaga's face?" "Has Taylor Swift had a rhinoplasty?" "What illness does Goldie Hawn suffer from?" "What disability does Gaga have?" "What illness does Kim Kardashian have?" and so on.

From an ethical standpoint, speculating about specific, unconfirmed procedures or health issues in public figures is not something a responsible professional should do. Our job is to educate, not to dissect strangers.

What I can say is that lighting, makeup, injectables, surgical work, and even temporary swelling or weight changes can transform how a face photographs, particularly under harsh Las Vegas-style lighting. A diamond face that is slightly overfilled in the midface, for instance, can lose its crisp architecture and look "different" overnight, leading to public commentary.

The takeaway for you, sitting in the treatment room, is this: your goal is not to mimic a celebrity's before-and-after, but to protect what is unique about your own structure. For a rare diamond shape, that means preserving cheek contour, maintaining eye brightness, and avoiding the temptation to over-slim an already delicate jaw with aggressive treatments.

The Las Vegas facial experience: etiquette, tipping, and comfort

A luxury question that comes up in hushed tones: "How much should you tip for a \$300 facial?" In Las Vegas, where resort spas and high-end boutiques set the standard, 18 to 25 percent is typical for excellent service. For a \$300 facial, that places you in the \$54 to \$75 range. If the facial involved extensive extras, tight scheduling, or true transformation before an event, many of my clients round toward the higher end.

Related questions that float around: "Is \$10 a good tip for \$100 salon?" For basic hair services at a non-resort salon, \$10 on \$100 is on the low side. Most professionals rely on tips as part of their income. "Is \$40 a good tip for a 90 minute massage?" In a luxury spa environment, \$40 on a 90 minute massage is considered respectful, though heavy-hitting regulars often tip more.

"Do you tip on a peel?" In my practice, yes, clients usually tip on whatever is on the invoice, whether it is a facial, peel, or combined package. If you are unsure, ask the front desk discreetly how gratuity typically works.

One charmingly human question: "Do I take my bra off for a facial?" In a proper high-end spa, you will be given a wrap or gown and privacy to undress to your comfort level. For most facials, especially in Las Vegas where décolleté massage is common, clients remove their bras but remain fully draped. You should never feel exposed. If you prefer to keep it on, simply say so; a good aesthetician will adjust.

Which Las Vegas facial styles flatter a diamond face most?

To pull everything together, let us look specifically at what tends to flatter a diamond face in a Las Vegas setting, where you are likely juggling late nights, dramatic makeup, and dry air.

Facials that usually work beautifully for diamond shapes include:

1. Lymphatic and sculpting facials that de-puff without over-thinning, focusing on lifting the midface and softening jaw tension.
2. Technology facials with controlled microcurrent and hydrating infusion centered around the cheekbones and eyes.
3. Gentle resurfacing facials that combine enzymes, light acids, and LED, careful to avoid over-peeling the outer cheeks and temples.
4. "Red carpet" facials before events that emphasize instant radiance, oxygenation, and smoothing rather than aggressive peels that cause downtime.
5. Seasonal maintenance facials that adjust for desert dryness, focusing on barrier repair and glow keeping rather than constant stripping.

If you are coming to Las Vegas and wondering, "How do I know what type of facial to get?" share your usual routine, how much retinol you use, your travel schedule, and your face shape with your aesthetician. Mention if your cheekbones are your standout feature. A pro will hear "diamond" and design a treatment that lets light glide over your face rather than sink into it.

The rarest face shape deserves that level of deliberate attention. When structure, skin health, and thoughtful technique meet, the result is not a generic "after" picture. It is that quiet luxury moment where you catch yourself in a hotel elevator mirror and think, simply, "Yes. That looks like me, at my very best."

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