Edit the facial mask before you apply any skin refinement. Make sure the facial mask covers all areas that you wish for the effect to be applied to. You may also want to ensure that the strength checkbox is checked and that the levels of your effect are strong enough. You can also manually edit the facial mask to increase/decrease the area to which the mask is applied.

Reallusion FAQ
https://kb.reallusion.com/Product/52623/Why-do-I-not-see-any-changes-when-I-apply-any-skin-refinemer