Carson

Open photo

Use the pen tool to make a bath around his teeth  
make the path a selection the copy it into a new layer (short cut ctrl J)

Open the layer style window

select pattern overlay and set it to a rockfish pattern with about a 75% opacity and a low scale

select stroke set it to an orangish color

select bevel and emboss

select inner glow

select inner shadow

merge the layers

make a pats with the pen stretching from the forehead to above the eye

create a brush in a v shape by drawing a v with the brush tool then selecting define brush preset

select the brush make the size small and set the color to red

select the pen tool right click the path and stroke it with the brush

then make a path under the eye and stroke it as well

on the layer with the path

select layer styles

select bevel and emboss -117 angle and the gloss contur to the fourth one on the first row

select gradient over lay

make four equally far apart colors all with 100 opacity make three of them shades of maroon and the fourth a whiteish color

add a stroke with an opacity of 1 and a dark maronish color

select the smudge tool short cut R

set the strength to 50%

use to on his hair starting from the bottom and going up repeatedly so his hair looks spiked