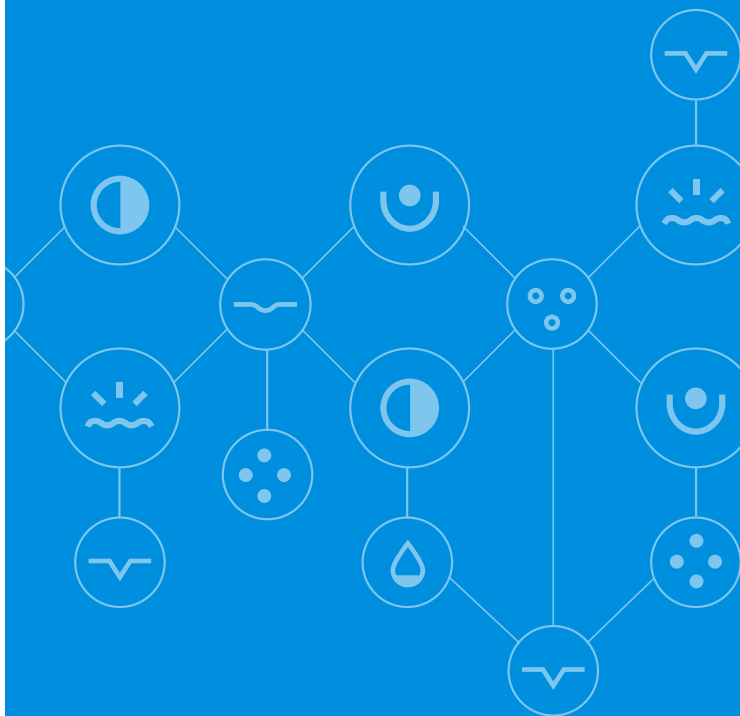


# FACE MAPPING<sup>®</sup> TRAINING MANUAL

**dermalogica<sup>®</sup>**





# my skin goals



1. Within the last year, have you been under a physician's care or experienced any health problems?  Yes  No

2. Do you have metal implants, a pacemaker or body piercings?  Yes  No

3. Are you pregnant, trying to become pregnant or lactating?  Yes  No

4. Have you used any of the products or receiving any of the laser or light therapy (within the last month) or chemical peel?  Yes  No

product \_\_\_\_\_  daily  \_\_\_\_\_ times / week  
how to use \_\_\_\_\_  
 ☀ am  🌙 pm

product \_\_\_\_\_  daily  \_\_\_\_\_ times / week  
how to use \_\_\_\_\_  
 ☀ am  🌙 pm

product \_\_\_\_\_  daily  \_\_\_\_\_ times / week  
how to use \_\_\_\_\_  
 ☀ am  🌙 pm



notes:

I certify that the information I have provided on this form is true and that I have read with held any information...

Dermalogica takes privacy seriously. For a full discussion of the following five principles underpin our approach to respect your privacy and that I have read with held any information...

1. We value the trust that you place in us by giving us your personal information. We will work with you to ensure that your information is fair and worthy of that trust.
2. You are entitled to clear information about how we use your personal information, we will work with you to ensure that your information is fair and worthy of that trust.
3. If you have any concerns about how we use your personal information, we will work with you to ensure that your information is fair and worthy of that trust.
4. We will take all reasonable steps to protect your personal information, we will work with you to ensure that your information is fair and worthy of that trust.
5. We will comply with all applicable data protection laws and regulations and we will co-operate with you to ensure that your information is fair and worthy of that trust.

For more information on our privacy policy, please visit our website at [www.dermalogica.com](http://www.dermalogica.com).



# CONTENT

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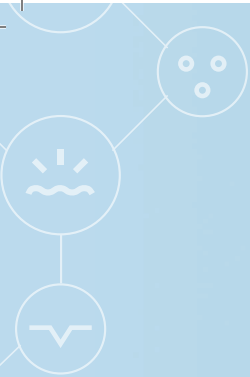


# THIS IS FACE MAPPING<sup>®</sup>

Hello! Welcome to Dermalogica's unique approach to skin analysis, designed to help you connect with your clients and truly understand their skin.

In just 5 easy steps, you'll be able to use Face Mapping to transform a simple retail interaction into a lasting relationship based on warmth, knowledge and trust. Best of all, the whole Face Mapping experience takes a few minutes.





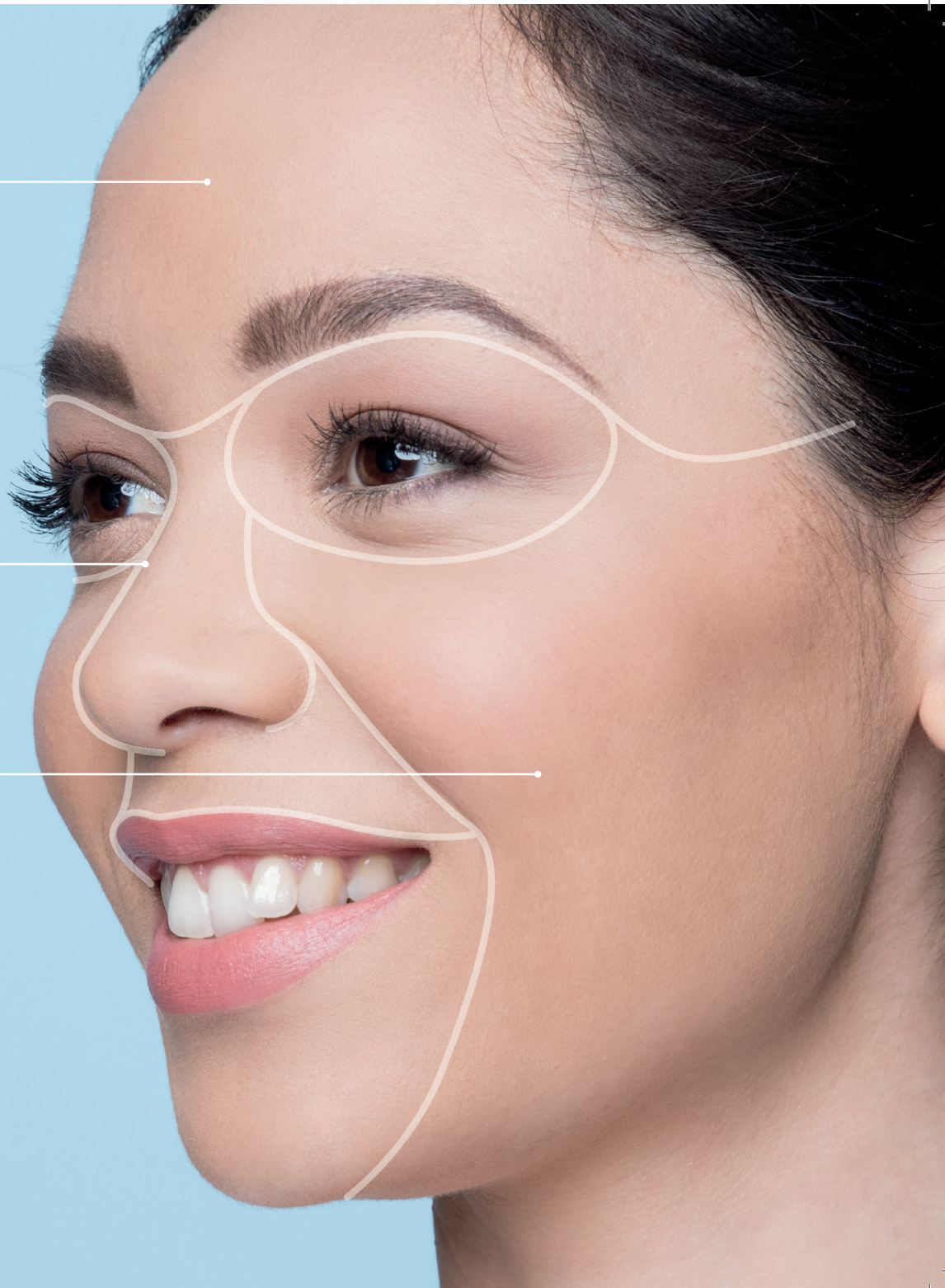
**breakout activity**  
from hairspray



**oiliness**  
from astringent use

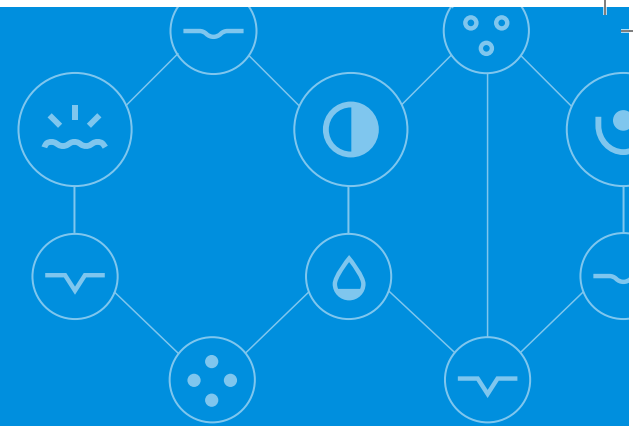


**comedones**  
from new blush



# 01

## GREET YOUR CLIENT



### say hello

When a client enters your business, connect with them! Smile, make eye contact and introduce yourself within 5 seconds.



### come out from behind the counter

Clients are more comfortable when you are open and accessible to them, so avoid standing behind a barrier, folding your arms or staring at your cell phone.



### read their body language and tone

Is your client in a hurry, or are they just browsing? Are they looking for something in particular? Ask open-ended questions, observe and listen actively so you can adjust your approach.





# 02 GET TO KNOW THEIR SKIN

Now that you've introduced yourself to your client, it's time to get to know their skin. A thorough understanding of your client's skin is necessary in order to give them accurate recommendations that will address their skin's needs.

Rule No. 1: Don't assume your client knows their skin. Unless your client says otherwise, assume you will be getting to know their skin together.



## DID YOU KNOW

There's a difference between a skin type and a skin condition. You're born with a skin type, such as combination, dry, oily or sensitive. But skin conditions are acquired and vary throughout life, i.e., dehydration, redness, pigmentation or breakouts.







Start by asking your client friendly, open-ended questions that will clue you in on their skin type, lifestyle and possible skin condition(s).

#### do ask

“Tell me about your skin. Any problem areas or concerns?”

“What is your at-home skincare routine like?”

“What is a typical day like for you?”

#### avoid asking

“What’s your skin type?”

“Do you know what products you want?”

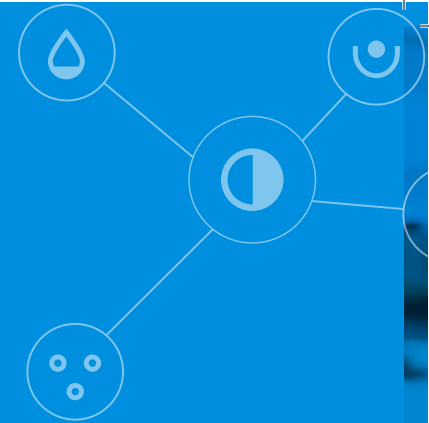
### when to suggest a face mapping®

After you’ve gained a better understanding of your client’s skin, it’s time to transition the conversation to Face Mapping. Many clients will not know what Face Mapping is, so be sure to explain it. Let them know it takes only a few minutes and helps reveal their skin’s true needs.

# 03

## BEGIN FACE MAPPING

®



Now that you have your client's permission to get started, follow these best practices to ensure they are comfortable and engaged.



### before you face map

---

- Invite your client to have a seat at your Skin Bar®.
- Ask if it's OK to touch their skin so you can feel its texture.
- Sanitise your hands.



### while face mapping®

---

- Start at your client's forehead and move down the face (see p.9).
- Describe what you see and feel.
- Keep your tone positive, i.e., "I'm seeing signs of dehydration," not, "You look like you don't drink enough water."





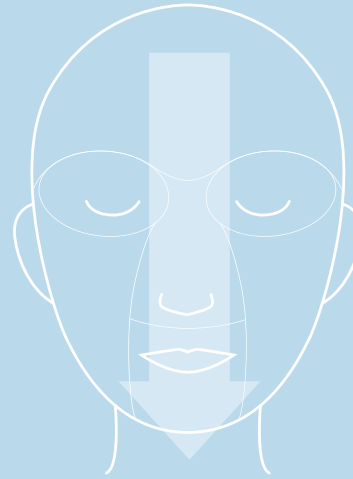
//

USE YOUR  
HEAD,  
HANDS &  
HEART.

**JANE WURWAND**  
FOUNDER & CHIEF VISIONARY, DERMALOGICA

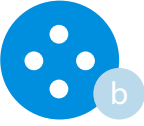
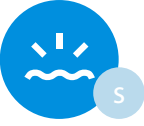







# WHAT TO LOOK FOR

During your client's Face Mapping, use sight and touch to identify the following skin conditions. Remember what you see so you can record it on your client's Skin Fitness Plan (see p. 13) using the letters in light blue circles below.

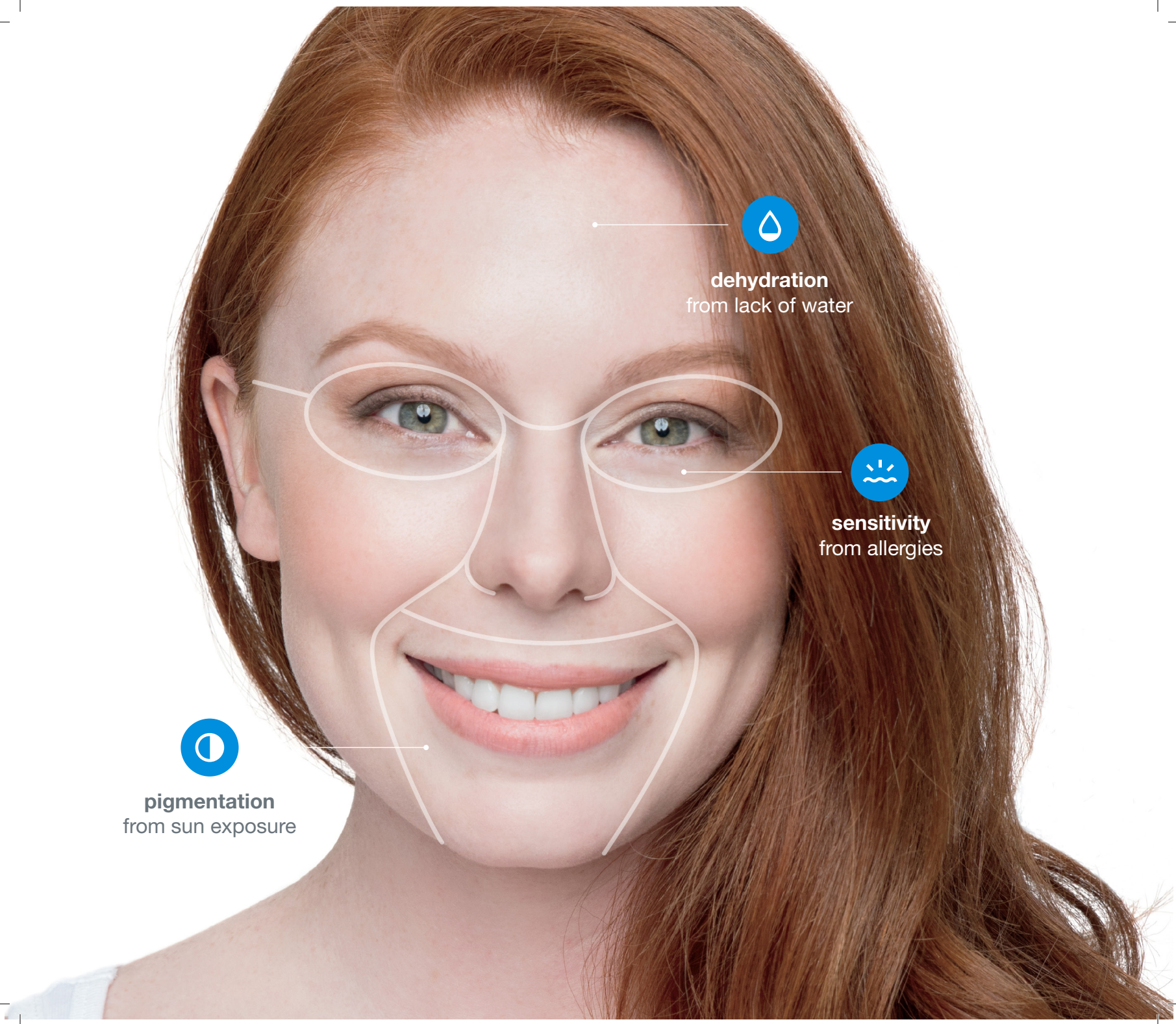


## quick tip!

Start from your client's forehead and work your way down. For more information on finger movements you should use, visit [facemapping.com/learn](https://facemapping.com/learn).

|  |  |  |  |   |  |
|--|--|--|--|---|--|
|  <p>breakout activity</p> | <p>Subsurface bumps which can be red and inflamed.</p>           |  <p>sensitivity/redness</p> | <p>Inflamed or irritated skin that can appear flushed and feel warm.</p> |  <p>oiliness</p>       | <p>Shiny, coarse, thick, dull skin, often with large pores.</p>                    |
|  <p>dehydration</p>     | <p>Very fine lines and a crepey appearance with dry patches.</p> |  <p>milia</p>             | <p>Small white bumps, typically around eyes and cheeks.</p>              |  <p>pigmentation</p> | <p>Irregular, discoloured patches or spots.</p>                                    |
|  <p>fine lines</p>      | <p>Small wrinkles, typically around the eyes and mouth.</p>      |  <p>comedones</p>         | <p>Small bumps such as blackheads or whiteheads.</p>                     |  <p>deep lines</p>   | <p>Large wrinkles caused by extrinsic/intrinsic ageing and facial expressions.</p> |





**dehydration**  
from lack of water



**sensitivity**  
from allergies



**pigmentation**  
from sun exposure



# ZONE ANALYSIS

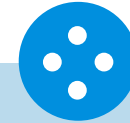
Based on insight from Chinese face diagnosis, your client's skin conditions can be linked to underlying internal conditions that are related to their health and lifestyle. Keep this in mind to enhance and verify your initial observations. Knowing these factors will help increase your appeal as an expert.



## BE MINDFUL

Never ask questions or make assumptions that will cause your client to feel insecure or uncomfortable.

Below are two scenarios in which a professional skin therapist successfully links a client's skin condition to an external or internal condition.



“I'm noticing some breakout activity near your hairline. Do you use hairspray or other hair products there frequently?”



“I see some red, bumpy areas along your lower jaw. Have you been under a lot of stress lately?”





## forehead

**common conditions:** Congestion under the skin's surface or along the hairline and eyebrows, breakouts, dehydration and horizontal lines.

**considerations:** Improper removal of hair products or make-up, poor hygiene when removing eyebrow hair, use of comedogenic or irritating ingredients.

**chinese diagnosis link:** Water intake or poor digestion.



## nose, between eyes

**common conditions:** Congestion and comedones, breakouts, redness, flakiness, vertical lines (furrows) and dilated capillaries.

**considerations:** Excess oil, dehydration, poor extraction techniques, comedogenic ingredients in make-up.

**chinese diagnosis link:** Heavy intake of rich foods, lack of greens, late-night eating.



## chin, mouth

**common conditions:** Subsurface congestion, breakouts, comedones, pigmentation or increased hair growth on top of lip.

**considerations:** Improper cleansing, comedogenic make-up, smoking, leaning chin on hand; pigmentation and hair growth from pregnancy.

**chinese diagnosis link:** Food allergies, eating habits.



## eyes

**common conditions:** Milia, fine lines, dark circles, puffiness, sensitisation.

**considerations:** Comedogenic ingredients in make-up or make-up remover.

**chinese diagnosis link:** Allergies, water intake, lack of sleep, stress.



## cheeks

**common conditions:** Sensitisation and hot spots, breakouts, milia, vertical lines and hyperpigmentation.

**considerations:** Allergies and sinus problems, comedogenic ingredients in make-up, improper telephone hygiene, sun damage.

**chinese diagnosis link:** Pollution/ living environment, smoking or asthma, respiratory stress from cough, cold or smoking.



## neck, lower jaw

**common conditions:** Breakouts, sensitisation, pigmentation, signs of ageing.

**considerations:** Sun damage and/ or photosensitivity to fragrances.

**chinese diagnosis link:** High stress levels, hormonal considerations.

# FILLING OUT THE SKIN FITNESS PLAN

The Skin Fitness Plan will serve as your client's at-home skin care guide, so be sure to note what you discuss for their reference.



**1** Identify any skin goals your client might have. These are goals you can work towards together.

**2** Mark your client's skin condition(s) on the face diagram using the corresponding letters.

**3** Write in your top product recommendations. Read more on best practices for recommending products on page 17.

**4** Add any treatment suggestions and notes for your client to take home.

**5** Write your name and the date, time and location of their next appointment.

# keeping your clients on file

The bottom portion of your client's Skin Fitness Plan is yours to keep. Remember to fill out both sides, as this will be an important relationship-building and follow-up tool.

**dermalogica**  
personal skin fitness plan

name \_\_\_\_\_  
email \_\_\_\_\_  
phone \_\_\_\_\_  
date \_\_\_\_\_

recommended products:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

breakout activity    sensitivity/tenderness  
oiliness    dehydration  
inks    pigmentation  
fine lines    correction  
sleep lines

1. Within the last year, have you been under a physician's care on medication or experienced any health problems including allergies?  Yes  No

2. Do you have metal implants, a pacemaker or body piercings?  Yes  No

3. Are you pregnant, trying to become pregnant or lactating?  Yes  No

4. Are you currently using any of the products or receiving any of the treatments below?

exfoliating products     laser or light therapy (within the last month)  
 vitamin A derivatives (such as Retinol)     chemical peel (within the last month)  
 wax (within the last 72 hours)     microdermabrasion (within the last month)

notes: \_\_\_\_\_  
\_\_\_\_\_

I certify that the information I have provided on this consultation is accurate, to the best of my knowledge, and that I have not withheld any information that will be relevant to my treatment.

signature \_\_\_\_\_

dermalogica takes privacy seriously. For a full discussion of our privacy policy, please visit [dermalogica.com](http://dermalogica.com) and click the link Privacy Policy. The following privacy policies indicate our approach to respecting your privacy when Dermalogica collects your information.

- We value the trust that you place in us by giving us your personal information. We will always use your personal information in a way that is in and in line with that trust.
- We are entitled to share information about how we use your personal information. We shall always be transparent with you about what information we collect, what we do with it, with whom we share it and when you should contact us if you have any concerns.
- If you have any concerns about how we use your personal information, we will work with you to promptly resolve those concerns.
- We will take all reasonable steps to protect your information from misuse and keep it secure.
- We will comply with all applicable data protection laws and regulations and we will be compliant with data protection authorities in the absence of data protection legislation, we will do so in accordance with generally accepted principles governing data protection.

If you have any questions, please email [help@dermalogica.com](mailto:help@dermalogica.com).

What often makes your skin look better, that you use after the Dermalogica.

## the consultation form

Giving a skin treatment under 60 minutes?  
Have your client read and sign this form first.

**dermalogica** presents

# skin care, demystified

Use this guide to master your skin care routine, and take the mystery out of the equation.

**order is important**

A good rule of thumb when layering skin care products is to start with the thinnest texture and end with the thickest, but here's a more specific guide to layering for optimal results.

**precleanse**  
Melts off daily grime and make-up from skin.  
Apply 1 to 2 pumps of PreCleanse onto a dry face.

**cleanse**  
Lifts impurities and preps skin for treatment.  
Dispense a **blueberry-sized** amount, mix with water, and apply with hands.

**exfoliate**  
Removes dulling surface debris and evens out skin tone.  
Mix a **grape-sized** amount with water; apply in circular motions.\*  
\*powder exfoliants

**tone**  
Increases hydration and product penetration.  
Spritz 3 to 4 pumps evenly over the face.

**moisturise**  
Protects against environmental triggers and premature skin ageing.  
Apply an **almond-sized** amount in upward, circular motions.

**targeted treatments**  
Targeted treatments, such as eye products, primers and facial oils, can help control or treat a wide range of skin issues.

**masks**  
Masks deliver a dramatic boost to skin, whether you're in need of purification, hydration or recovery from environmental damage.

**healthy you, healthy skin**  
Here are a few tips to keep the glow going all day and night.

- drink plenty of water**  
Your body takes dehydration seriously, and your skin is no exception - drink up.
- protect yourself**  
Sunscreen typically wears off after about 2 hours, so frequently reapply to exposed areas.
- check your diet**  
Your skin is what you eat - so eat healthy!

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Your client's Skin Fitness Plan unfolds into this helpful infographic.



# FACE MAPPING® WEB APP

Store all your client's Face Mapping details digitally and send them via email! All you need is a mobile tablet and an internet connection.

The Dermalogica Face Mapping Web App can be used in place of the paper Skin Fitness Plan. While optimised for iPad, the Web App can be used on other tablets. Check with your store manager to ensure that your business is equipped.

visit **facemapping.com** to get started



1

## load it

Visit [facemapping.com](http://facemapping.com) via your web browser.

2

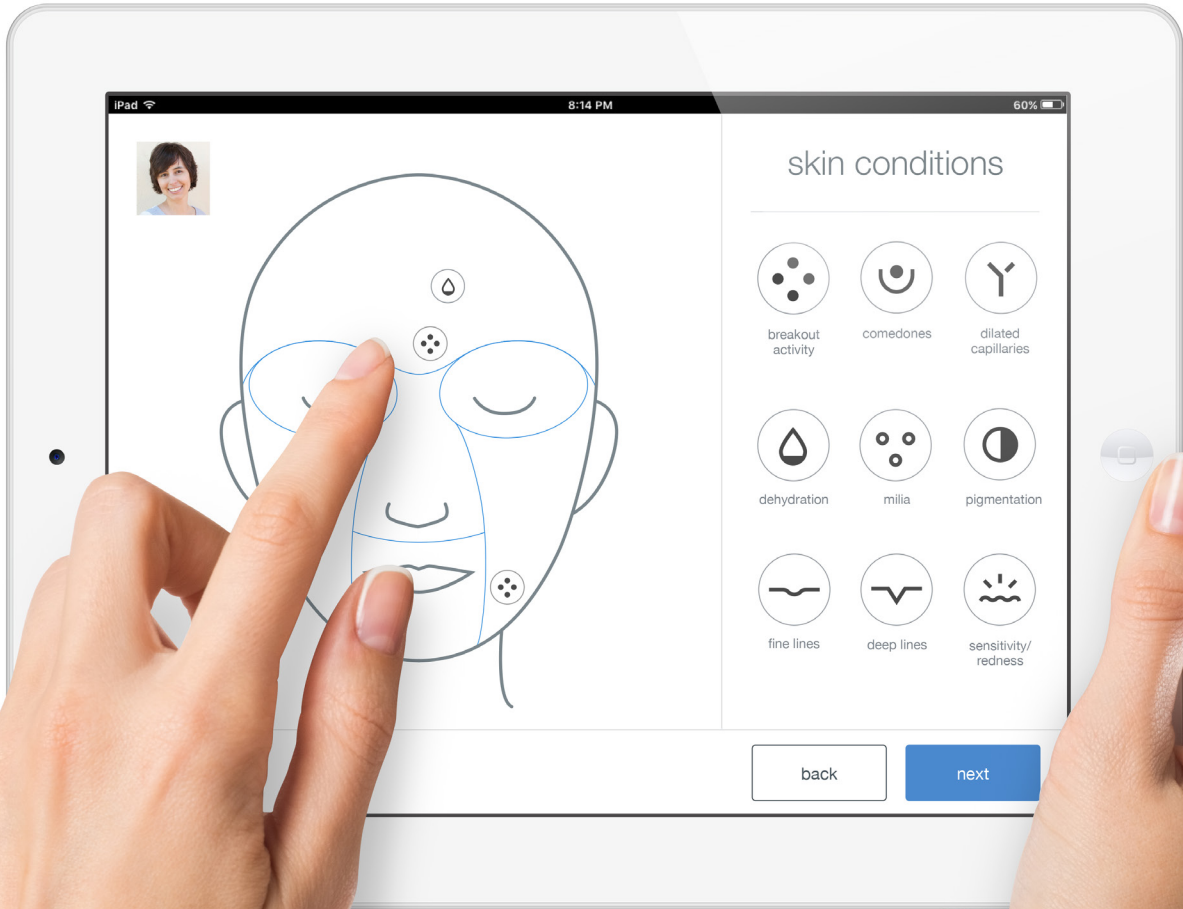
## register as a user

Set up an account for your business, or log in if you already have an account.

3

## start mapping!

Follow the prompts onscreen to get started.



iPad

8:14 PM

60%



## skin conditions



breakout activity



comedones



dilated capillaries



dehydration



milia



pigmentation



fine lines



deep lines



sensitivity/  
redness

back

next

# 04 | PRESCRIBING PRODUCTS

## recommending a regimen

---

Use your client's current home care regimen, time spent on skin care, and budget preference as clues when recommending their regimen. For example, if your client is a simple soap user on a tight budget, recommend a basic regimen instead of an advanced regimen.

## 1 + 2 prescription

---

To build trust with your client, recommend the three products you think they will use the most according to their Face Mapping skin analysis.

- 1 Start with the priority product they need NOW because it meets their immediate need best.
- 2 Add two products that fit your client's lifestyle and skin concern(s). Explain why and highlight the key benefits of each product.

## sampling

---

To encourage product discovery, which can lead to purchase, always give your clients samples that complement their skin goals. If they've only opted to buy one of the products you prescribed, sample the rest!



Here is an example of the 1+2 prescription process in action:

//

Since you are concerned about redness, I highly recommend this product because it will take down that redness and discomfort right away.

//

Also, since you love the outdoors, I recommend these two products to help protect your skin from UV and environmental assault, which can cause sensitivity flare-ups.

//

I am putting some samples in your Skin Fitness Plan so you can try them out.



# 05 | FOLLOWING UP

## booking treatments

---

While building your client's Skin Fitness Plan, let them know which treatments are best for their lifestyle and skin goals. For example, if your client is a busy working mum, suggest an express treatment series as opposed to a full-service treatment.

## following up year-round

---

The skin is a living organ that constantly responds to internal and external changes. Explain this to your client and offer to coach them toward their best skin. Recommend that they visit you at least four times a year, or whenever their skin behaves abnormally, and send a personal note to follow up!

## learn more online

---

Visit [facemapping.com/learn](https://www.facemapping.com/learn) for in-depth videos and commentary, educational materials, a sample Skin Fitness Plan and more. Also, ask your Business Consultant or Education Registrar for access to more resources such as Face Mapping classes.

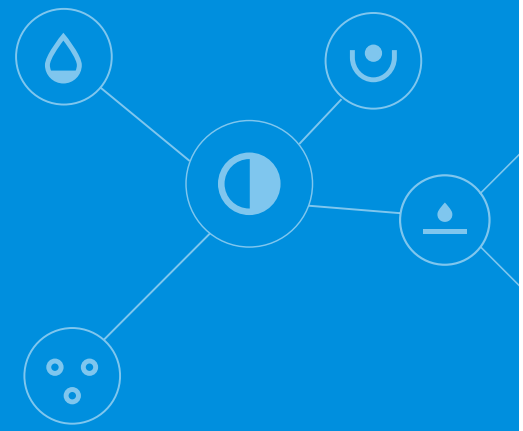








**dermalogica<sup>®</sup>**



dermalogica.co.uk  
The Manser Building, Thorncroft Drive,  
Dorking Road, Leatherhead KT22 8JB

5641MNL