

say goodnight to lip lines



nightly
lip
treatment

dermalogica[®]
a skin care system researched and developed by The International Dermal Institute

AGE smart[®]

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table of contents

Introduction	1
Nightly Lip Treatment at a Glance	2
Causes of Lip Aging	4
Key Ingredients	6
Client Service and Retail Activation Tools	8
FAQs	10

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introduction

Our lips are our tools. We use them to smile, to frown, to share important news, to speak our minds, to whisper secrets, to ask questions and to kiss the people we love. But we tend to neglect our lips when it comes to skin care, leaving aging lines around the lip area.

As we age, sagging can occur in the perioral (mouth) region and vertical feather lines can become more pronounced, especially if we have a history of smoking. Marionette lines, which run from the corners of the mouth to the chin, can be more alarming than other wrinkles because they don't just make us look older, they can cause the face to look sad or angry.

Just as these signs begin to show, many consumers seek out ways to regain the firm, voluminous lips associated with their youth. Make-up tends to exaggerate lip aging instead of camouflaging it, while costly injections and fillers can deliver unnatural-looking results.

Dermalogica's Nightly Lip Treatment responds to the lips' unique needs by firming and hydrating to reduce the appearance of lip aging. The latest addition to the Dermalogica AGE Smart® family, Nightly Lip Treatment gives clients an easy, natural-looking way to reduce signs of skin aging on and around their lips.



nightly lip treatment at a glance

why your clients need it

As one of the most frequently-used areas on the face, the mouth is one of the first to reveal signs of aging. Nightly Lip Treatment helps restore skin volume, hydrate and improve elasticity while reducing the appearance of aging on and around the lips.

what it is

An anti-aging lip and perioral treatment that smoothes the appearance of laugh and feather lines while you sleep.

how it works

This rich overnight formula works with the skin's natural circadian rhythm (biological clock) to reduce the appearance of lip aging.

skin condition

Prematurely-aging skin.

key benefits

- Reduces the appearance of fine feather lines and wrinkles.
- Helps restore skin volume on and around the lips.
- Hydrates to improve skin elasticity and restore barrier function against visible signs of aging.

application

After cleansing and toning, apply generously and massage into skin on and around the lip area.



Shea Butter restores barrier function against visible signs of aging.

Indian Gentian Extract firms skin and smoothes the appearance of fine feather lines.

Sesame Seed Extract helps reduce the appearance of wrinkles.

causes of lip aging

As with most wrinkles, sun damage is the number one cause of lip aging. That is why it is so important to take preventative measures early in life instead of waiting until the damage has already been done. The absence of adequate sun protection combined with constant movement of the lips leads to exaggerated signs of aging in the lip area. The formation of vertical lines above the upper lip, sagging skin and feathering radiating from the lips are the end results. Smoking and frequent movement of the lips can also contribute to signs of lip aging.

Additionally, all lips lose volume – and their natural "redness" – over time as a result of aging. This is caused by a natural degradation of collagen and elastin as well as dehydration.

The Skin on Our Lips

Our lips are composed of skin, muscle and mucosa, or mucous membrane. Although the lips have a dermis and epidermis like the rest of the body, the outermost layer (the Stratum Corneum) is much thinner than skin anywhere else on the body. As we age, this already thin skin becomes progressively thinner. This translates to less protection for the lip tissue.

Lips also do not have sebaceous glands, which help keep the skin moist, soft and protected, nor do they have melanin, which is the body's natural way of protecting skin from sun damage. The only continuous source of moisture to the lips is saliva, which dries out natural oils from the skin around the lips.

Years of overexposure to the sun, dry air and harsh weather can exacerbate dryness in the lip area, causing drying, chapping and cracking, as well as increased risk of inflammation, infection and burning sensations.

4 Nightly Lip Treatment

What Causes Lines on and Around the Lips?

When we are young, our skin is smooth and elastic. It can stretch and return to its original size easily due to the combination of collagen and elastin, two structural tissues that give critical support to facial skin. As we begin to age, our skin starts to lose that elasticity and may appear to sag and wrinkle in places such as the perioral region (around the mouth). As a result of oxidative stress from UV exposure and the formation of AGEs (Advanced Glycation End-products), collagen and elastin break down and indentations start to appear on the skin's surface.

Additionally, ligaments near the chin and mouth begin to loosen. Fat deposits in the face also start to deplete, creating hollowness under the skin. Creases begin to form at the sides of the mouth and wrinkles begin to radiate from the lips.

Types of Wrinkles Around the Mouth

- **Laugh (Nasolabial) Lines** – These run from the bottom of the nose to the corners of the mouth, and become more pronounced while laughing.
- **Marionette Lines** – Found at the corners of the mouth, these lines can give the face a downturned appearance which can look serious, sad or angry.
- **Feather Lines** – Vertical wrinkles on and around the lip line. These are also called smoker's lines. Regular smoking is a leading contributor, both because of the toxins in the smoke itself and the repeated use of perioral muscles. Frequently puckering lips, drinking from straws and chewing on the inside of the lips can also contribute to feather lines.

Put Lip Lines to Bed

Greater care of the lips at night can help reverse visible signs of lip aging and trauma as we age. To restore the lips, it helps to think of them as a sponge. When exposed to moisture, they increase in volume; when dehydrated, they decrease in volume.

Nightly Lip Treatment helps maximize lip moisture at night, when our cells are in regeneration mode. This is when skin cell renewal, a critical aspect of the skin repair process, speeds up and the body's natural cell regeneration rate nearly doubles. The body also experiences more Trans-Epidermal Water Loss (TEWL) at night due to increased body temperature. By supplementing necessary moisture and targeting the signs of lip aging at night, Nightly Lip Treatment complements your body's fluctuations for fuller, smoother lips by morning.



key ingredients

When developing Nightly Lip Treatment, the skin health experts at The International Dermal Institute extensively researched ingredients and formulations that would improve key client concerns in the lip and perioral region. These five key ingredients were selected for their dramatic performance at hydrating, volumizing and/or reducing the appearance of skin aging around the mouth.

Swertia Chirata (Indian Gentian) Extract

Found high in the Himalayan Mountains, Indian Gentian is a traditional Ayurvedic herb that has therapeutic properties attributed to the bioactive molecule Swertiamarin, which is extracted from the leaves of the plant. When combined with Advanced Volumizing Technology, Indian Gentian Extract helps thicken the epidermis, which reduces skin fragility and helps reduce the appearance of wrinkles on and around the lips.

Advanced Volumizing Technology

- **Hydroxymethoxyphenyl Propylmethoxymethoxybenzofuran**

This active ingredient helps volumize lips and reduce the appearance of fine lines and wrinkles on and around the lip area.

- **Pyrus Malus (Apple) Fruit Extract and Glycerin**

In addition to Hyaluronic Acid, which is often injected into lips as a filler, Nightly Lip Treatment uses this moisturizing Saccharide Complex extracted from dried apples to help enhance skin hydration and smooth lips.

Sesamum Indicum (Sesame) Seed Extract

As we age, facial volume and subcutaneous fat are redistributed, leading to more pronounced folds around the mouth. Sesamum, or Sesame Seed Extract, can help decrease the appearance of these nasolabial fold lines, as well as wrinkles and skin roughness in the upper perioral region. This ingredient can also help increase lip hydration and volume, and the skin's barrier integrity.

Butyrospermum Parkii (Shea Butter)

Derived from the African Shea tree, Shea Butter is rich in phytoactives (plant actives). Extracted from the tree nuts, this ingredient is often used to soothe and repair irritated, chapped lips. Shea Butter is excellent at reconstituting the thin epidermal barrier while improving lip hydration and smoothness. In Nightly Lip Treatment, Shea Butter is used to increase hydration and improve skin elasticity while restoring barrier function against visible signs of aging.

Key Ingredients by Benefit

Ingredient	Firms	Hydrates	Restores
Swertia Chirata (Indian Gentian) Extract	•		•
Hydroxymethoxyphenyl Propylmethoxymethoxybenzofuran	•		•
Pyrus Malus (Apple) Fruit Extract and Glycerin		•	
Sesamum Indicum (Sesame) Seed Extract	•		•
Butyrospermum Parkii (Shea Butter)	•	•	•



6 Nightly Lip Treatment



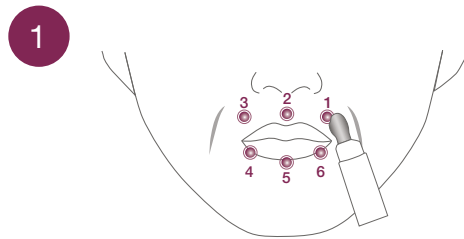
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client service and retail activation tools

The following tools and services are designed to help you educate your clients on the effects of aging on the lip area and the benefits of Nightly Lip Treatment. Use these tools to create an educational path toward retail purchases and/or service bookings, and share how-to advice that your clients can use at home.

NEW! Lip Smoothing DIY | time: 1 minute

Teach your clients this exclusive Dermalogica massage technique so they can incorporate it into their nightly routine! Use this do-it-yourself technique with Nightly Lip Treatment to help promote a smoother, firmer appearance on and around the lips.



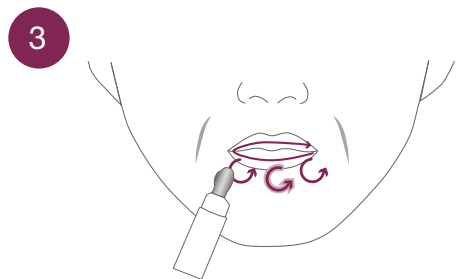
Apply

Dot product 6 times around the lip area as shown.



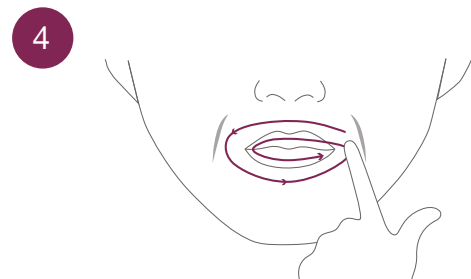
Massage Laugh Lines

Massage product down the left laugh line using a lifting motion. Circle above the upper lip and along the lip line. Repeat lifting motion on the right laugh line.



Massage Feather Lines

Circle product below and along the lower lip line. Gently smooth applicator over lips.



Massage in Excess

Glide your finger around the mouth and over the lips.

See a video demonstration at [dermalogica.com/lipsmoothingDIY](https://www.dermalogica.com/lipsmoothingDIY)

NEW! Lip Smoothing Skin Bar® Lesson

Invite your clients to learn how to smooth and restore their lips with Nightly Lip Treatment and the Lip Smoothing DIY. This is a great way to introduce clients to the concept of DIY treatments, as well as key retail products and professional treatments for the lip and perioral region, and you can do so easily at a table or Skin Bar®.

NEW! Lip Smoothing FaceFit

time: 10 minutes

Ideal for performing at Skin Bar® on your retail floor, this professional treatment is a great way to deliver quick, visible lip benefits for your client while exposing them to Nightly Lip Treatment. You can also use it to introduce your clients to MicroZone® express skin treatments and full-service treatments, or to complement a make-up service.



frequently asked questions

When and how should my client use Nightly Lip Treatment? Your client should use this product at night for optimal results. This product works best when applied generously after cleansing and toning, and massaged into the lip area using the Lip Smoothing DIY technique.

Can Nightly Lip Treatment be used during the day under lip gloss or lipstick? If applying onto cleansed skin during the day, wait until the product has been absorbed by the skin before applying make-up.

Should Nightly Lip Treatment only be used on the lips? Nightly Lip Treatment should be applied on and around the lips, including the perioral region. This includes the laugh line area.

How frequently can my client use Nightly Lip Treatment? We recommend using Nightly Lip Treatment every night, just as the name implies. Greater benefits may be seen with consistent use over time.

Where does Nightly Lip Treatment fall in my client's regimen? Since Nightly Lip Treatment is a targeted treatment, it should be used at night after cleansing and toning, but before moisturizing.



