

3 steps to bright eyes lesson



This is a great way to enjoy **Stress Positive Eye Lift** and learn Dermalogica's exclusive technique, the **Eye Lift DIY**. The **3 Steps to Bright Eyes Lesson** teaches the customer how to care for the delicate eye area. This lesson helps optimize the appearance of the eyes, making them brighter and more energised, so they can stay focused on what matters most—not their dark circles.

1. Greet and welcome the customer and invite them to take a seat at Skin Bar® to experience the **3 Steps to Bright Eyes Lesson** to achieve brighter and firmer skin around the eyes. Begin the conversation by asking if they experience stress? Share a positive aspect of stress, such as seeing it as a motivator to help them get things done. However, we do know trying to do it all can sometimes leave its mark on the delicate eye area such as puffiness, dark circles and tired eyes.
2. Ask customers to look in the mirror and note where they see fine lines, hyperpigmentation, puffiness/bags, dark circles and sensitivity. Use your Face Mapping® to skills to check for additional skin concerns.
3. Take a moment to explain the Skin Bar® setup with product, mirror, moistened wipes, highlighting that **Stress Positive Eye Lift** is the key product in the class.
4. Have the customers put on a headband before beginning the cleanse. Have dental bib and clip or towel available for customers that prefer to protect their clothing.
5. Teach customers how to cleanse eye area with **Soothing Eye Make-Up Remover** or **PreCleanse**. Dispense 1-2 pumps onto warm disposable wipes or cotton wool pads and have the customer wipe around the eye area.
6. **Option:** For a light exfoliation and added brightening, direct the customer to apply **Daily Resurfacer** around the eye area. If any customer has noticed sensitivity or uses retinol around the eye area, it is advised to omit this step. Demonstrate or show customer how to use finger mitt and gently circle around the eyes.
7. Guide the customers through the **Eye Lift DIY**. Refer to the steps on the **retail activation placemat**.
8. Show and tell **Stress Positive Eye Lift** and refer to the cooling applicator tip. Let customers know for home use they would apply and perform the **Eye Lift DIY** with the actual **Stress Positive Eye Lift** applicator. However, for this Skin Bar® lesson, they will be using their finger to become familiar with the movements.
 - a. **Apply:** Starting on right eye, generously apply 6 dots: 3 under eyebrow and 3 under eye. Repeat on opposite eye.
 - b. **Lift and Energise:** Next, press and lift up at the inner, centre and outer corners of the eyebrow. Hold each lift for 1–2 seconds and glide between lifts. Gently glide beneath the eye, back to the brow. Repeat all movements 3 times on each eye.

- c. **Brighten and De-puff:** Gently circle under eye, from the outer corner to the inner corner. Glide back toward the outer corner. Repeat all movements 3 times on each eye.
9. For optimal results, leave product on skin for a few minutes. Use this time to recap benefits of the product and guide customers through the **retail activation placemat**. Massage in any excess, or lightly tissue off if necessary.
10. To finish have them apply a thin layer of **Total Eye Care SPF15** or prescribed Dermalogica Eye Treatment.
11. Let customers know further information about **Eye Lift SkinSolver** or **Eye Lift MicroZone®** and them for their follow up appointment. Be sure to send them home with their new **Stress Positive Eye Lift** product.

Key retail products to recommend: **PreCleanse, Stress Positive Eye Lift, MultiVitamin Power Firm, SkinPerfect Primer SPF30, Total Eye Care SPF15**

Key professional treatments to *promote*: **Eye Lift SkinSolver®** and **Eye Lift MicroZone®**