

brighter skin from within



biolumin-c
serum

AGE smart®

dermalogica[®]
professional-grade skin care by The International Dermal Institute

dermalogica[®]



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introduction

Your skin endures a lot. Every day, natural and environmental triggers work to change skin from inside and out – speeding up the ageing process and resulting in hyperpigmentation, fine lines, wrinkles and a loss of elasticity.

Skin can fight back against these processes, but it needs help. Antioxidants like Vitamin C help the skin defend itself against stressors by neutralising damaging molecules. However, the latest scientific research also shows that **Vitamin C can actually enhance the skin's natural defence system**, enabling it to defend itself from oxidative stress. There's just one problem: many topical Vitamin C products contain unstable ingredients that lose efficacy before they're even applied to the skin. Even when the Vitamin C is stable, it must still get to the right place in order to provide effective protection.

Dermalogica's new BioLumin-C Serum combines an ultra stable Vitamin C complex with advanced bio-technology to deliver the natural power of Vitamin C where it's needed most. BioLumin-C does more than simply brighten, firm and reduce the appearance of fine lines; **it works with skin's own defences, giving clients brighter skin from within.**



oxidative stress and skin integrity

As we age, our skin undergoes structural changes that affect its appearance. These changes can be broken down into two categories: intrinsic (natural) ageing, which is controlled by genetics and health conditions, and extrinsic (environmental) factors like pollution, particulate matter, and damaging UV rays. Lifestyle choices like diet and smoking can also impact skin's structure.

Over time, these environmental and lifestyle factors lead to the accumulation of molecular damage in the skin. This affects skin's integrity – ultimately resulting in fine lines and wrinkles.

There are three primary biochemical reactions within the skin that lead to these structural changes and premature ageing:

Reactive Oxygen Species (ROSs)

Generated by aggressors such as UV rays and pollution, ROSs (also known as free radicals) can damage cell structures – causing wrinkles over time and compromising the skin's ability to repair itself. ROSs also destroy lipids and cause inflammation.

Matrix Metalloproteinases (MMPs)

MMPs are enzymes activated by UV exposure and other stress conditions in the skin, such as inflammation. They contribute to the breakdown of collagen and inhibit new collagen formation.

Advanced Glycation End-Products (AGEs)

Formed by a reaction between sugar (e.g. glucose) and proteins (e.g. collagen), AGEs contribute to the cross-linking of protein fibers, which over time results in a loss of elasticity.

Together, these three processes can cause uneven pigmentation, wrinkles, loss of elasticity and other signs of ageing. In the past, treatments addressed just the symptoms of skin damage – but today, advanced technology and powerful antioxidants like Vitamin C enable us to stop the biochemical reactions that trigger these structural changes, halting skin damage at its source.

vitamin c and uv exposure

The bad news:

UV-induced sun damage is responsible for over 80% of the structural changes associated with skin ageing – and **sunscreen blocks only 55% of the free radicals produced by UV exposure.**¹

The good news:

Vitamin C protects against UV damage by neutralising free radicals, and has actually been shown to reduce UV-induced sunburn by up to 60% when topically applied.¹

hyperpigmentation

Changes in skin's integrity can lead to more than wrinkles; they can also affect skin's colour. This hyperpigmentation can be caused by a number of factors. The one thing that they all have in common is the irregular production of melanin (the brown or reddish pigment in skin). Here's a quick-reference guide to each form of hyperpigmentation.

uv exposure

The amount of melanin in our skin is determined by genetics – but exposure to UV radiation stimulates the production of additional melanin, eventually resulting in hyperpigmentation (often referred to as “age spots”). 90% of people have sun-induced age spots by the time they're 60; these are harmless, but they contribute to the overall appearance of ageing.²

What it looks like: Age spots or liver spots on the forehead, cheeks, hands and other areas frequently exposed to the sun.

pollution

Environmental pollutants like ozone can actually deplete skin's naturally occurring antioxidants, leading to free radical damage – and suggesting a strong correlation between air pollutants and skin pigmentation.

What it looks like: Variable; may appear as irregular brown patches on the forehead, cheeks, nose, upper lip, chin or jawline.

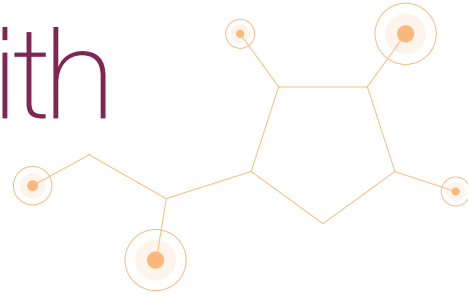
post-inflammatory hyperpigmentation (PIH)

When skin sustains an injury, melanocytes (melanin-producing cells) distribute melanin unevenly, resulting in a darker appearance. Over time, if the skin is protected from further provocation, the condition may resolve by itself.

What it looks like: Discoloured marks from wounds or breakouts.



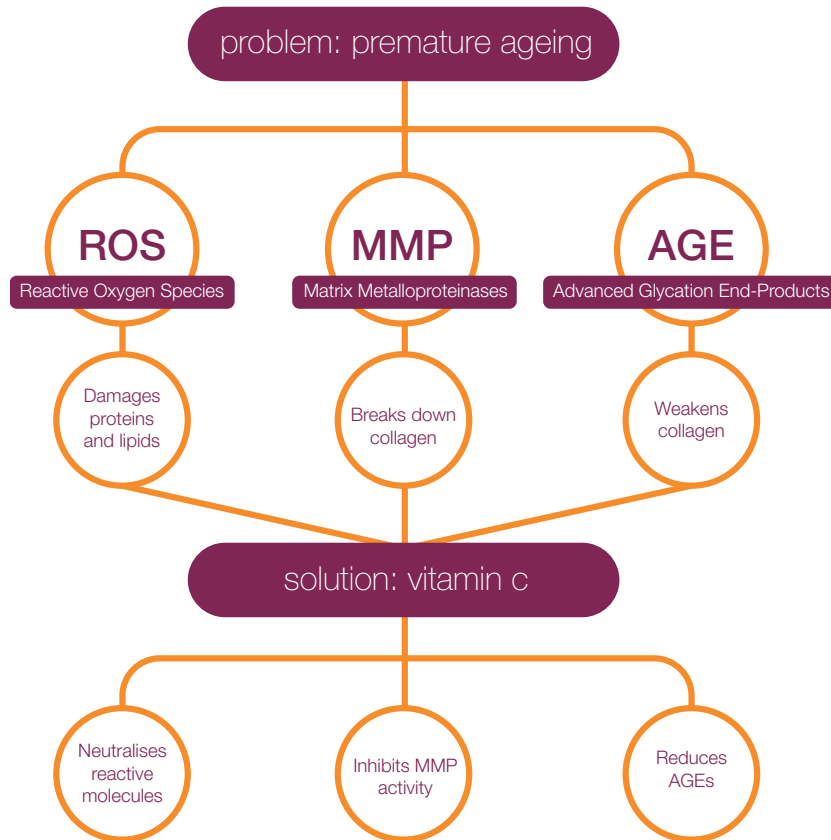
fight back with vitamin c



Let's look at what makes Vitamin C such a powerful ingredient – as well as the treatment challenges it presents.

Vitamin C is a true skin care powerhouse.

As one of the most potent antioxidants available, it is scientifically proven to tackle each of the three biological processes that lead to premature ageing.



not all vitamin c is created equal

There are hundreds of Vitamin C treatments available on the market today, and many promise significant anti-ageing results – but many don't deliver. That's because **delivery of topical Vitamin C into the skin is critically dependent on formulation characteristics**. There are two factors at work here: The Vitamin C must be stable in the product so that it remains active, and it needs to be able to get into the skin, where it's needed; this property is known as bioavailability.

stability

This is Vitamin C's most well-known shortfall. Traditional forms of Vitamin C are easily oxidised upon exposure to air, heat or water, degrading the formula's efficacy.

bioavailability

This is the most significant challenge: in order for Vitamin C to neutralise free radicals, firm and brighten, it must get to where it's needed most. While skin penetration can be increased through exfoliation, many topical Vitamin C products aren't optimised to achieve this.

New research also shows that **Vitamin C can actually help the skin defend itself against oxidative stress** by enhancing its natural defence system – providing protection both inside and out.

what makes biolumin-c serum different

Our revolutionary formula represents a new paradigm in Vitamin C efficacy. New technology and research are allowing us to finally harness the full power of Vitamin C and enhance the skin's natural defence system to stop damage before it starts. Here's what makes BioLumin-C Serum stand out:

ultra-stable

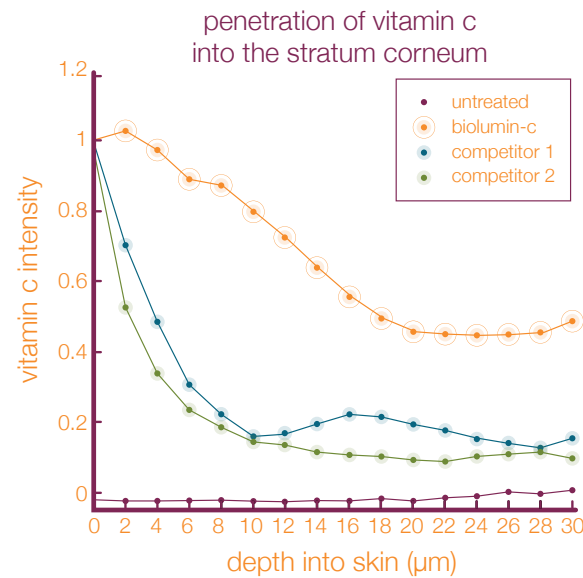
A unique complex comprised of two highly stable forms of synthetic Vitamin C work synergistically and ensure long-term stability.

enhances the skin's natural defences

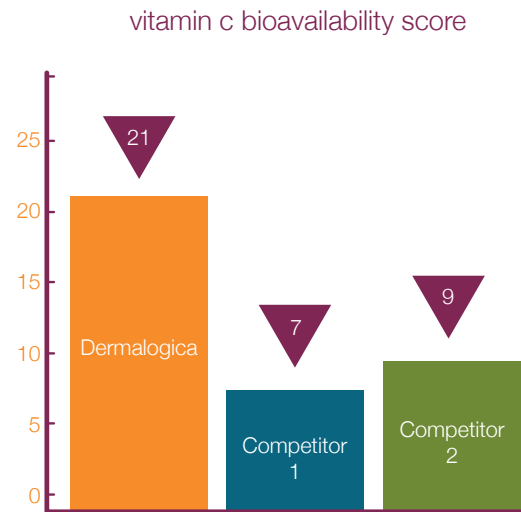
BioLumin-C Serum's unique complex has been shown to work with skin's natural defences. This helps the skin protect itself against oxidative stress and the detrimental effect it can have on skin.

superior bioavailability

BioLumin-C Serum's advanced technology delivers more Vitamin C into the skin – which means that more Vitamin C is bioavailable to protect and defend skin. This superior formula outperforms other Vitamin C products (including those formulated at higher concentrations). It also features an AHA, which gently exfoliates dead skin to further increase product penetration.



Vitamin C from BioLumin-C Serum is at a higher intensity into the stratum corneum.



Data at left, converted into a bioavailability score showing how much Vitamin C is available to the skin.

biolumin-c serum at a glance



why your clients need it

In today's world, skin damage is a daily reality. Vitamin C can help fight the stressors that cause damage – and BioLumin-C Serum represents a new generation of Vitamin C products.

what it is

A high-performance serum that works with skin's own defences for brighter, firmer, more radiant skin.

how it works

Advanced bio-technology fuses ultra-stable Vitamin C with Palmitoyl Tripeptide-5, which works along with an AHA to fight oxidative stress and the appearance of ageing.

skin condition

Normal to mature or prematurely-ageing skin.

key benefits

BioLumin-C Serum works with skin's natural defences to:



Brighten

exfoliates and reduces unbalanced pigmentation



Firm

reduces the appearance of fine lines and wrinkles



Defend

prevents and corrects free radical damage

application

Smooth over cleansed face and neck morning and night, after toning and before moisturising.



key ingredients

When developing BioLumin-C Serum, the skin health experts at the International Dermal Institute aimed to develop a treatment that outperforms typical Vitamin C serums. We chose the following ingredients for their potency, stability and synergistic ability to fight oxidative stress for brighter, firmer, more radiant skin.

Vitamin C Complex

This unique synergy of two Vitamin C molecules provides enhanced functionality in fighting oxidative stress. First, AscorbosiLANE SP provides the benefits of Ascorbic Acid – along with Silicium, a natural component in the skin which plays a key role in skin defence. Additionally, K3 Vita C is another highly-lauded form of Vitamin C, known for its superior stability and efficacy. We fused this Vitamin C technology with Palmitoyl Tripeptide-5, a unique short-chain synthetic peptide that works using innovative anti-wrinkle technology. The result: brighter, firmer, more radiant skin.

Lactic Acid

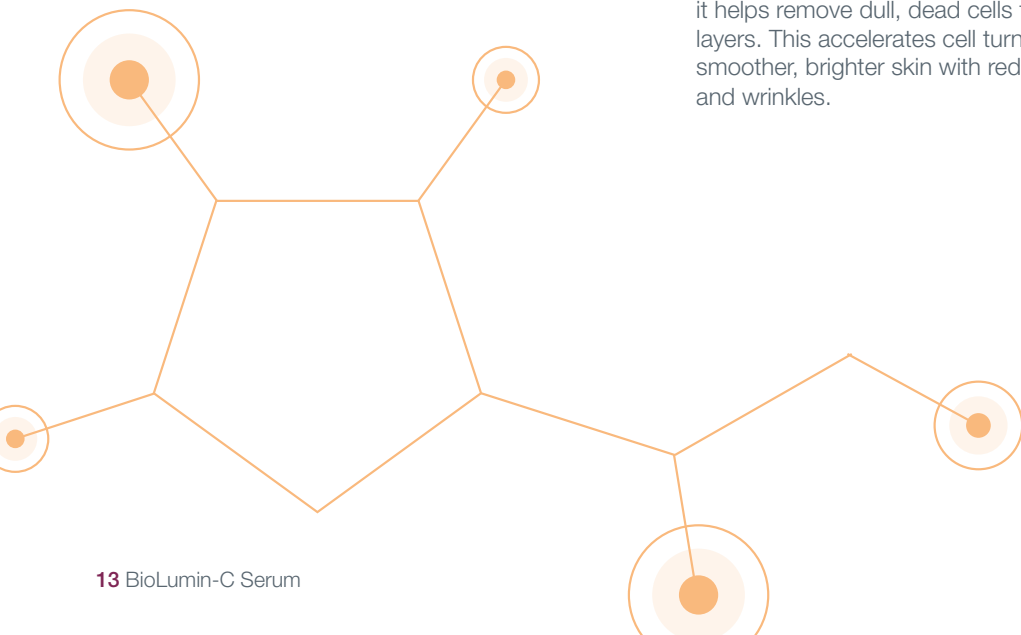
This Alpha Hydroxy Acid's chief benefit is exfoliation: it helps remove dull, dead cells from skin's outermost layers. This accelerates cell turnover, revealing smoother, brighter skin with reduced fine lines and wrinkles.

Sophora Japonica Flower Extract

Derived from the Japanese Pagoda Tree, Sophora Japonica is one of the fifty fundamental herbs in Chinese medicine. It contains flavonoids that exhibit strong antioxidant activity, which help return skin to a calm state after experiencing oxidative stress.

Salvia Hispanica (Chia Seed) Oil

Chia seeds were a nutritional staple in ancient Mayan and Aztec diets. Today, their exceptional antioxidant and moisturising properties make them a skin care essential. Chia Seed Oil is rich in antioxidants that help quench free radicals, and it contains more than 60% omega-3 fatty acid – one of the highest concentrations of any plant source.³



client service and retail activation tools

We created the following techniques to help you educate clients on the effects of oxidative stress on the skin and the benefits of BioLumin-C Serum. Use them to create an educational path toward retail purchases and/or service bookings, and share advice clients can use at home.



15 BioLumin-C Serum

NEW! brighten & smooth skinsolver® treatment

time: 10 minutes

Brighter, firmer, more radiant skin – in just 10 minutes! This high-performance service works with skin's natural defence system to reduce the appearance of fine lines and wrinkles. Ideal for performing right at Skin Bar®, it's a perfect way to introduce clients to ProSkin treatments and the benefits of Vitamin C.

NEW! brighten & smooth skin bar® lessons

These quick, informative Skin Bar Lessons show customers what makes BioLumin-C Serum such a powerful addition to their skin care regimen. It also gives you an opportunity to educate them on the benefits of Vitamin C and introduce them to other key AGE smart® products.

Skin Bar Lessons put educational opportunities at your fingertips! **For more information, contact your Dermalogica Education Training Centre.**





brighten & smooth skinsolver®

Menu description: Say hello to brighter and firmer skin in this high-performance 10 minute SkinSolver®, performed at **Skin Bar®**. This retail service features the next generation of Vitamin C technology through Dermalogica's new **BioLumin-C Serum**, which optimises the skin's natural defences to achieve brighter skin from within!

Benefits: brightens, firms, and defends skin

- Once your customer takes a seat at **Skin Bar®**, ask questions regarding their skin care routine. Have them use the mirror to point out their skin concerns and discuss any ageing concerns they may have. Share with your customer that the skin naturally experiences structural changes over time – in addition, environmental triggers speed up this ageing process resulting in hyperpigmentation, fine lines, wrinkles and loss of elasticity. Fortunately, using advanced bio-technology and an ultra-stable Vitamin C complex helps to control skin ageing before it starts.
- Next have the customer complete the **Consultation Form** on the bottom of the **Skin Fitness Plan** and ask any additional questions pertaining to their skin health and lifestyle. Be sure to check for any possible contraindications especially to exfoliation or electrical modalities.
- Prepare the customer with a headband and dental bib and clip around the neck. An additional bib may be positioned across the lap to protect clothing. Use your **Face Mapping®** knowledge and skills to further note any additional skin concerns. Log your findings on their **Skin Fitness Plan**.
- Perform the Dermalogica Double Cleanse beginning with **PreCleanse Balm** and explain to the customer the importance of double cleansing to thoroughly remove make-up, pollution and debris. Emulsify with water, then remove the cleanser with damp disposable wipes.
- For the second cleanse, mix 1-2 pumps of **Skin Resurfacing Cleanser** with a small amount of water in a cup. Then add 1 pump of **Exfoliant Accelerator 35** and apply with a fan masque brush. Lightly manipulate with upward fingertip circles then remove with damp disposable wipes. You can also provide a deeper cleanse by incorporating an ultrasonic brush or blade.
- Spritz the skin with **Antioxidant HydraMist**, then dispense a few drops of **BioLumin-C Serum** and gently massage into the skin.



- Perform these 3 movements from the **Age Reversal Touch Therapy** to help smooth the skin.
 - “S” smooth:** Starting on the centre of the forehead, use thumbs to perform stationary “S” movements. Then slide up towards the hairline with slight pressure. Repeat each of these forehead movements on the right side and the left side, finishing back at centre.
 - Figure 8:** Using the pads of your middle or ring finger, perform simultaneous figure-8 movements under the eyes and along the orbital ridge. Work the middle and outer edge of the orbital ridge
 - Zygomatic lift:** Lift the cheek using your thumb and perform a rolling smooth movement, from the cheek to corner of the mouth, using your other thumb. Repeat 3 times on each side.
- Follow with **Dynamic Skin Recovery SPF50** or **Pure Light SPF50** to moisturise and protect the skin. For an all over glow, finish with **SkinPerfect Primer SPF30**.
- Finally, complete the **Skin Fitness Plan** with recommended products for their 1+ 2 prescription and schedule them for their follow-up Dermalogica **ProSkin treatment**.



a. “S” smooth (Above)



b. Figure 8 (Above)



c. Zygomatic lift (Above)

brighten & smooth skin bar® lessons

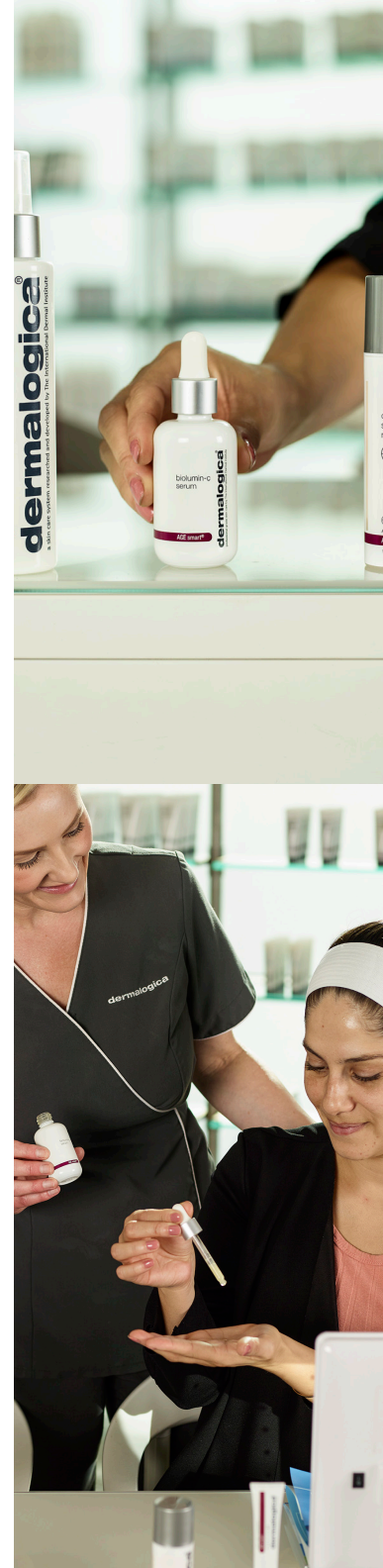
The skin naturally experiences structural changes over time – in addition, environmental triggers speed up this ageing process resulting in hyperpigmentation, fine lines, wrinkles and loss of elasticity. Your customers will enjoy these personalised **Skin Bar® Lessons** featuring new **BioLumin-C Serum** to help brighten, firm and dramatically reduce the appearance of fine lines and wrinkles. This educational service is fun, fast and effective!

for the face - great for group events or one-on-one lessons

1. Greet and welcome your customers, invite them to take a seat at **Skin Bar** to experience the **Brighten and Smooth Skin Bar® Lesson**. Begin the conversation by asking them: “Have you ever used products that help with ageing concerns?” “Have you ever used a Vitamin C serum before?” or “What products do you currently use on your skin?”
2. Take a moment to explain the **Skin Bar** setup which includes: **Skin Fitness Plan**, products, mirror, damp disposable wipes and highlight that **BioLumin-C Serum** is the key product in this **Skin Bar Lesson**.
3. Ask your customers to look in the mirror and show you where they notice any skin concerns, such as uneven skin tone, fine lines and wrinkles. Have them complete their personal information and mark their findings on the face diagram in their **Skin Fitness Plan**. Next have the customers put on a headband before beginning the **Skin Bar Lesson** and have them protect their clothing with a dental bib and clip.
4. Educate your customers on the Dermalogica Double Cleanse beginning with **PreCleanse Balm**. Explain to them the importance of double cleansing to thoroughly remove make-up, pollution and debris. Guide them on how to apply, manipulate and emulsify **PreCleanse Balm** then remove with damp disposable wipes.
5. For their second cleanse, have your customers dispense 1 pump of **Skin Resurfacing Cleanser** into their hands and add a small amount of water. Lightly manipulate with upward fingertip circles, avoiding the eyes, then remove with damp disposable wipes.
6. Next, have them spritz their skin with **Antioxidant HydraMist**, then dispense a few drops of **BioLumin-C Serum** and gently massage it into their skin.
7. Your customers may choose to apply either **Dynamic Skin Recovery SPF50** or **Pure Light SPF50** to moisturise and protect their skin. For an all over glow, they may apply **SkinPerfect Primer SPF30**.
8. To finish the **Skin Bar Lesson**, guide the customers to write down recommended products on their **Skin Fitness Plan**. This is a great educational piece for them to take home and you can include further treatment advice.

on the hand - great for during skin fitness planning and traffic stopping

1. Have customers spritz **Antioxidant HydraMist** on the back of their hand.
2. Next dispense and apply a few drops of **BioLumin-C Serum** and gently massage it into their skin while sharing with customers:
 - Brightens, firms and reduces the appearance of fine lines and wrinkles
 - The elegant texture and how the skin looks immediately after application
3. Apply **Dynamic Skin Recovery SPF50** to hydrate and protect the skin.
4. 1+2 prescription: **BioLumin-C Serum + Skin Resurfacing Cleanser** and **Dynamic Skin Recovery SPF50**. Professional treatment to promote: **Brighten & Smooth SkinSolver®**.



frequently asked questions

What are the key benefits of BioLumin-C Serum?

This high-performance serum enhances skin's natural defence system to brighten, firm and help dramatically reduce the appearance of fine lines and wrinkles.

What skin conditions can benefit from BioLumin-C Serum?

BioLumin-C Serum can be used by all skin conditions, but is ideal for clients who are concerned about fine lines, wrinkles or uneven pigmentation. Because it works with skin's natural defences, it's also an excellent preventive product choice.

How does BioLumin-C Serum fit into my client's existing Dermalogica regimen?

Since studies have shown that Vitamin C is able to help skin both before and after sun exposure, we recommend using BioLumin-C Serum twice a day – morning and evening. 4 Smooth over face and neck after toning and before moisturising.

Should our clients be concerned about contamination and oxidation of BioLumin-C Serum?

BioLumin-C Serum is formulated with highly stable forms of Vitamin C, minimising oxidation and Vitamin C degradation. The included glass dropper allows for a controlled application of this potent formula.

citations

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