

dermalogica 1535 Beachey Place Carson, CA 90746	
job # 33735	description CRM – Training Manual
sku 5307-00	upc software InDesign CC '15 template
trim size 14" x 8.25"	final size 7" x 8.25" created 09.15 SW updated
bleed yes	sides 2-sided
stock/weight Cover: 111# Pacesetter Silk Cover Inside: 80# Pacesetter Silk Dull Book	finish/coating Satin AQ
notes book fold and saddle stitched	
<small>Vendor may not make changes to the art provided without written approval of the Creative Department</small>	

dermalogica[®]



charcoal **rescue** masque

All-in-one
treatment masque detoxifies, brightens
and invigorates all skin conditions.

dermalogica[®]

professional.dermalogica.com
800-831-5150 in the USA
Europe: London KT22 8JB UK
Dermalogica (Canada) Ltd.
Canada: Toronto, ON M5V 2T3
Australia: Crows Nest, NSW 2065

© Dermalogica, 2015
No portion of this manual, or any of the parts thereof,
may be duplicated in any format without prior written
permission from Dermalogica.

charcoal rescue masque

training manual

table of contents

Introduction	3
The Purifying Power of Charcoal	5
Physical and Chemical Exfoliants	6
Other Key Ingredients	8
Product Details	9
Choosing the Perfect Masque	10
Questions Answers	11
Citations	12



introduction

The skin health experts at Dermalogica and The International Dermal Institute are always looking at different ingredient complexes and how they work on the skin. One of the most interesting ingredients to date is Charcoal, specifically Activated Binchotan Charcoal from Japan. This high-quality Charcoal has a unique ability to adsorb – or physically bind to – 1,000 times its weight, which makes it particularly intriguing as a masque ingredient.

We know that masques can deliver dramatic benefits to the skin, making them ideal supplements to any client's regimen. When evaluating Charcoal masques on the market today, it is evident that the majority are formulated with a single, primary focus: to clear up excessively-oily, breakout-prone skin. Few Charcoal

masques have demonstrated the ability to quickly and powerfully address multiple skin concerns on all skin conditions – until now.

NEW Charcoal Rescue Masque is the go-to, all-in-one treatment masque for all skin conditions. It combines Activated Binchotan Charcoal with a variety of exotic ingredients such as Sulfur, Volcanic Ash, Sea Silt and Chilean Wild Mint to chemically and physically exfoliate dull skin while addressing skin aging, breakouts and sensitivity. Ideal as an anytime "pick-me-up" when skin looks tired or lacks luster, Charcoal Rescue Masque purifies, brightens, revitalizes, refines and calms skin for a healthy, vibrant glow.



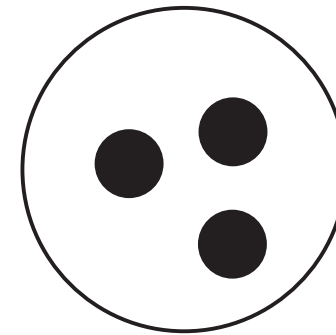
the purifying power of charcoal

In medical circles, Activated Charcoal is renowned for its extraordinary adsorption abilities. This ingredient has long been used for the emergency treatment of poisoning, as it can adsorb poison in the gastrointestinal tract and eventually exit the body.

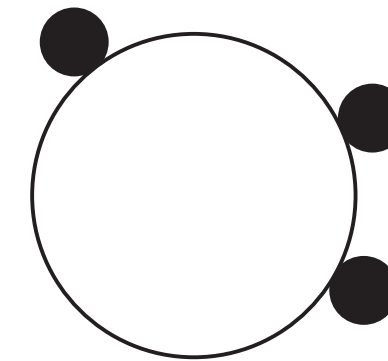
Unlike absorption, which is the entering of one substance by another, adsorption involves the adhesion of one substance onto the surface of

another. Activated Charcoal – which has a negatively-charged surface – attracts and binds itself to positively-charged toxins.

As a key ingredient in Dermalogica's Charcoal Rescue Masque, Activated Charcoal is used to powerfully draw out excess sebum, toxins and other impurities from the surface of the skin, allowing them to be rinsed away.



absorption



adsorption

Origin and Activation

While Charcoal can come from a variety of sources such as peat, coal, wood, coconut shell or petroleum, Charcoal Rescue Masque contains high-quality Binchotan White Charcoal. This traditional charcoal of Japan has been made from Japanese Ubame Oak since the 1600s. It has a variety of uses, from purifying water to deodorizing air and whitening teeth.

Binchotan Charcoal is "activated" by heating Japanese Ubame Oak branches at extremely high

temperatures (1,000°C/1,832°F) then rapidly cooling them down. These processes erode the Charcoal's internal surfaces, increasing its adsorption capacity by creating an internal network of micropores. The resulting carbonized, mineral-rich material can adsorb more than 1,000 times its weight in positively-charged compounds. In fact, if you could unfold all the microporous surfaces in one teaspoon of Activated Binchotan Charcoal, it would cover 10,000 square feet – more than a full tennis court!¹

physical and chemical exfoliants

Charcoal Rescue Masque employs a variety of physical and chemical exfoliants. These ingredients work synergistically with Activated Binchotan Charcoal to provide dual-action (physical and chemical) exfoliation for visibly brighter, revitalized and reconditioned skin.

physical exfoliants

Volcanic Ash, Hot Spring Ash and Maris Limus (Sea Silt) Extract

Charcoal Rescue Masque employs two unique types of ash, Volcanic Ash and Hot Spring Ash, as powerful physical exfoliants. When combined with Sea Silt, these ingredients form a natural, nutrient- and mineral-rich complex with dramatic skin-smoothing and nourishing effects.

Natural Volcanic Ash is created by explosive volcanic eruptions. The types of minerals present in Volcanic Ash are dependent upon the chemistry of the magma from which it erupted, making Volcanic Ash an ideal mineral-rich exfoliant.

Hot Spring Ash, or Powder, originates from geothermally-heated springs. The process that creates them begins when rainwater seeps down through rock fissures toward a heat source deep within the earth. The hot rainwater reacts with rock and becomes rich with dissolved minerals. Hot

springs have a very high mineral content because heated water can hold more dissolved solids.

Hot spring water contains large concentrations of the physical exfoliants Silica or Calcium Carbonate, which precipitate as the spring water bubbles up to the surface. The water evaporates, allowing the solid minerals and nutrients to be recovered and extracted for use in personal care products and cosmetics.

Sea Silt, also known as “Fango Mud,” is a highly-efficacious exfoliant that has been used for centuries to detoxify the body and soften the skin. Found on the sea floor in coastal areas as remote as Bora Bora, French Polynesia, and Okinawa, Japan, Sea Silt comprises extremely fine particles of marine sediment, including mineral and organic matter, such as algal detritus, and a variety of trace elements, such as Calcium, Iron, Magnesium and Zinc.

Bambusa Arundinacea (Bamboo) Stem Extract

Known in traditional Indian medicine as Tabasheer, the nodes on the Bamboo Stem are more than 75%

Silica and provide superior physical exfoliation for improved skin tone and brightening.

Kaolin and Bentonite Clays

These natural, healing clays, or silicates, contain Silicon, Oxygen and one or more metals.² They are often used in skin care for their adsorptive and absorptive properties. Their high-cation-exchange capacity and extremely-fine particle size make them attractive for topical use, to remove secretions, toxins and contaminants from the skin. They also possess cleansing and refreshing properties, and aid in the healing of breakouts.³

Kaolin, a white powder clay obtained from Kaoling Hill in Southeast China, has the ability to gently exfoliate and soften skin, absorb excess oil, refine pores and clear congestion. It is also thought to boost circulation for skin-brightening results.

Bentonite Clay, called the “clay of a thousand uses,” is often used in skin care to adsorb excess oil and toxins from the skin as well as thicken and stabilize various formulas.⁴

chemical exfoliants

Sulfur

When topically-applied, Sulfur acts as a keratolytic agent, breaking down keratinized cells at the surface to promote cell turnover and cell renewal for revitalized skin. Widely-acclaimed for its anti-inflammatory properties, Sulfur also has innate

antibacterial and antifungal properties, making it an excellent ingredient for both aging and acneic clients.⁵

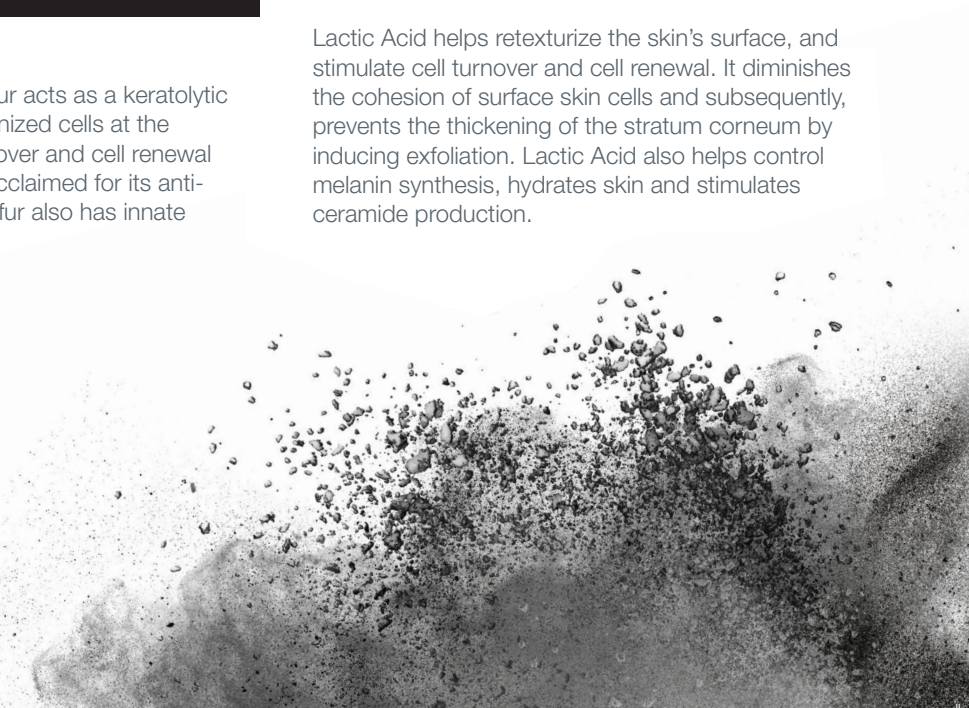
Mandelic, Phytic and Lactic Acids

These alpha hydroxy acids (AHAs) work in tandem to help stimulate cell turnover and cell renewal for improved skin texture and more balanced pigmentation.

Mandelic Acid is an increasingly-popular alpha hydroxy acid known for its unique anti-aging and antibacterial properties. Derived from Bitter Almond, Mandelic Acid is a larger molecule than Glycolic Acid, which makes it better tolerated on the skin. Mandelic Acid promotes accelerated cellular turnover and renewal rates, or the sloughing of dead skin cells, and increased collagen production. Its antibacterial properties allow it to serve as an effective acne treatment as well.⁶

Phytic Acid (Rice Extract) chelates (or binds) Calcium ions, helping to loosen cell cohesion and promote corneocyte sloughing. Phytic Acid also chelates Copper, thereby inhibiting Tyrosinase in melanogenesis and controlling hyperpigmentation, while helping to increase peripheral blood flow to the skin.

Lactic Acid helps retexturize the skin's surface, and stimulate cell turnover and cell renewal. It diminishes the cohesion of surface skin cells and subsequently, prevents the thickening of the stratum corneum by inducing exfoliation. Lactic Acid also helps control melanin synthesis, hydrates skin and stimulates ceramide production.



other key ingredients

Niacinamide

A strong cell communicator that reduces sebum production,⁷ which contributes to breakouts, Niacinamide also inhibits melanogenesis and the release of inflammatory mediators, to combat redness.⁸ This Vitamin B₃ derivative offers additional skin health benefits including improved elasticity, pigmentation and tone as well as enhanced barrier function⁹ and hydration to help smooth fine lines and wrinkles.

Peumus Boldus (Chilean Wild Mint) Leaf Extract

Also called Boldo, this purifying leaf extract helps clarify, soothe and refine skin texture while reducing pore visibility.

Melaleuca Alternifolia (Tea Tree), Eucalyptus Globulus (Eucalyptus) and Mentha Arvensis (Cornmint) Leaf Oils

Together, these refreshing, invigorating oils are known for their anti-bacterial properties. Tea Tree Oil is often used to aid healing and soothing of the skin, while Eucalyptus Oil has been used as an antiseptic. Cornmint Oil, often confused with Peppermint Oil, has been used to help soothe irritation and remove congestion on the skin.¹⁰



Overview of Key Ingredients and Benefits

ingredients	brightening; stimulates cell turnover and renewal	exfoliating	oil-absorbing/ sebum-regulating	anti-bacterial	pore-refining	anti-redness
Activated Charcoal		●	●			
Sulfur	●	●		●	●	●
Volcanic and Hot Spring Ash		●	●			
Sea Silt		●				
Kaolin and Bentonite Clays		●	●			
Mandelic, Phytic and Lactic Acids	●	●				
Bamboo Stem Extract		●				
Niacinamide	●		●			●
Chilean Wild Mint Leaf					●	●
Tea Tree, Eucalyptus and Cornmint Leaf Oils				●		

product details



skin condition

All skin conditions.



description

Fast-acting, easy-to-remove formula rescues tired, lackluster skin. **Activated Binchotan Charcoal** powerfully adsorbs impurities while **Sulfur** promotes cell turnover for dramatically brighter skin. **Volcanic Ash, Sea Silt, Bamboo Extract** and **alpha hydroxy acids** further accelerate skin brightening with dual-action exfoliation. **Niacinamide** helps reduce congestion, brighten and calm the skin while **Chilean Wild Mint** helps refine pores. Formulated without artificial fragrances, colors or parabens.








application

After cleansing, apply generously to face and throat, avoiding the eye area. After 7 to 10 minutes, lightly massage with very wet hands to enhance physical exfoliation properties during removal. Rinse thoroughly. Follow with prescribed Dermalogica Toner, Targeted Treatment and Moisturizer.

choosing the perfect masque

Intense and powerful, Dermalogica Masques deliver a dramatic boost to the skin, whether it needs purifying, hydration, clearing or all of the above. Use the Face Mapping® skin analysis to determine which masque is best for your clients.

masque	skin condition	benefits
 Charcoal Rescue Masque	All skin conditions	All-in-one charcoal masque detoxifies, brightens and invigorates skin.
 Skin Hydrating Masque	Dry or dehydrated	Refreshing masque restores essential moisture to skin.
 Skin Refining Masque	Skin with excess oil production	Deep-cleansing clay masque helps purify and refine oily skin.
 Multivitamin Power Recovery® Masque	Mature, prematurely-aging, stressed	Ultra-replenishing cream masque rescues skin with concentrated vitamins A, C, E and F.
 Sebum Clearing Masque	Breakout-prone	Cooling clay masque helps clear and prevent breakouts.

questions | answers

What are the key benefits and retailing points of Charcoal Rescue Masque?

This masque is the go-to, all-in-one formula for all skin conditions. It provides multiple benefits at once and can be easily incorporated into any skin health regimen.

Should I advise my clients to apply Charcoal Rescue Masque to their entire face?

Yes! Applying this masque all over the face is ideal for maximum exfoliation and revitalization. Avoid the eye area.

How long does it take for results to appear?

Charcoal Rescue Masque provides a dramatic boost to the skin, the benefits of which can be perceived almost instantly.

How frequently can my client use the Charcoal Rescue Masque?

As many times as they feel their skin needs rescuing, but up to four times a week is our general recommendation.

How does Charcoal Rescue Masque fit into my client's regimen if they're already using a different Dermalogica Masque?

This masque should be used whenever your client wants to treat multiple skin concerns at once, or needs a fast-acting "pick-me-up" for tired, lackluster skin. Other Dermalogica Masques can still be used as part of their skin care regimen to treat specific skin concerns.



citations

1. Braun, Dee. Benefits of Activated Charcoal. Natural Holistic Health, August 17, 2013.
2. Cosmetics Info. 2015. *Silicate Salts and Clays*. Retrieved from <http://www.cosmeticsinfo.org/ingredient/silicate-salts-and-clays>
3. Carretero, M.I., Gomes, C.S.F., Tateo, F., 2006. Clays and human health. In: Bergaya, F., Theng, B.K.G., Lagaly, G. (Eds.), *Handbook of Clay Science, Developments in Clay Science*, vol. 1. Elsevier, Amsterdam, pp. 717–741.
4. Yong, Sable. How Different Types of Clays Benefit Your Skin. StyleCaster, May 12, 2015. Retrieved from <http://stylecaster.com/beauty-high/how-different-types-of-clay-benefit-your-skin/>
5. Gupta AK, Nicol K. The use of sulfur in dermatology. *J Drugs Dermatol*. 2004 July–Aug;3(4):427–31.
6. What Is Mandelic Acid? Mandelic Acid Resource Center. Retrieved from <http://mandelicacid.org/what.php>
7. Draelos ZD, Matsubara A, Smiles K. The effect of 2% niacinamide on facial sebum production. *J Cosmet Laser Ther*. 2006 Jun;8(2):96-101.
8. Bissett DL, Oblong JE, Berge CA. Niacinamide: A B vitamin that improves aging facial skin appearance. *Dermatol Surg*. 2005 Jul;31(7 Pt 2):860-5; discussion 865.
9. Draelos ZD, Ertel K, Berge C. Niacinamide-containing facial moisturizer improves skin barrier and benefits subjects with rosacea. *Cutis*. 2005 Aug;76(2):135–41.
10. Gritman Essential Oils. 2013. *Cornmint Essential Oil*. Retrieved from <http://www.gritman.com/cornmint-essential-oil.html>



12 Charcoal Rescue Masque