

LIGHT ACTIVATED SKIN DEFENSE

prisma protect spf30



dermalogica[®]



© Dermalogica, 2019

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



table of contents

- 2 Introduction
- 3 The Full Spectrum of Skin Damage
- 5 The Master Multitasker
- 11 Prisma Protect SPF30 at a Glance
- 15 Client Service and Retail Activation Tools
- 19 FAQs
- 20 Citations



introduction

Smart homes, smart phones, smart cars. As technology advances, we expect more and more of our things – and of ourselves. Born multitaskers, we juggle busy social lives, families and ambitious careers. We strive to do it all. **Our skin works overtime, too:** while we go about our busy days it snaps into a natural daytime defense mode, fighting off skin-damaging invaders like UV light and pollution and defending against free radicals that can contribute to skin damage.

Between hectic, do-it-all schedules and environmental factors, **today's consumers often find themselves with inadequate skin protection.** In fact, most products only provide SPF protection, leaving skin unprotected against the full spectrum of modern life – including not only UV rays but pollution, dehydration and free radical damage.

As a professional skin therapist, you're in a unique position to educate clients about the preventive benefits of protecting skin from pollution and UV damage. Start by introducing them to Dermalogica's new **Prisma Protect SPF30.** Formulated to block 85% of pollutants* and deliver luminous, hydrated skin with light-activated defense, it's a truly multitasking moisturiser designed to work with clients' skin – and their busy lives.

*Based on internal testing

the full spectrum of skin damage

Morning commutes, walking the dog – even a day spent in the mountains. Between UV exposure and pollution, skin damage can feel like a regular part of our daily routine. Clients often accept exposure to potential sources of skin damage as an inevitable part of modern life, but that’s quickly becoming an antiquated notion: new Prisma Protect SPF30 provides Broad Spectrum UV protection and **blocks 85% of pollutants.**

Ensuring that clients understand how environmental skin damage occurs – **and what they can do to prevent it** – is an important first step in helping them make smart skin protection choices that work with their everyday lives.

UV EXPOSURE

UV exposure is just one facet of overall skin damage, but it’s pervasive – and even sun-savvy clients often underestimate its cumulative impact.

Any time spent in daylight counts as time that skin is exposed to UV radiation. Sunlight is comprised of varying wavelengths of electromagnetic radiation, often referred to as the electromagnetic spectrum. About 35% of this spectrum is visible light, and 60% is infrared (felt as heat). 5% is made up of ultraviolet (UV) rays – and it’s this portion that we’re mostly concerned with in regard to skin damage.

high energy / short wave> slow energy / long waves

UVB
290-320nm

UVA
320-400nm

UVA rays – also known as “ageing rays” – are the longest in the spectrum, and penetrate deeper into the skin. In addition to causing the majority of skin cancers, they’re responsible for wrinkles and hyperpigmentation.

UVB rays – “burning rays” – are shorter than **UVA rays**, and are responsible for skin’s “burn” or “tan” response.

Both UVA and UVB rays generate free radicals and can cause skin cancer, so wearing an SPF that shields against both is crucial.

POLLUTION

Like UV radiation, air pollution is a largely invisible threat. Its impact on skin, however, is highly visible – ranging from free radical damage and hyperpigmentation to increased sensitivity. Cumulatively, these effects can make skin feel look and feel older than it really is: one study showed that pigmentation spots can add up to 12 years to a person's perceived age.¹

Clients may not realise that, rather than residing only in smoggy cities, air pollution exists everywhere – even in the countryside. As such, shielding skin from the effects of pollution is an important part of overall skin protection for **every** client.

However, many consumers don't realise how much they can do to prevent pollution-related skin damage. Remind them to protect themselves through daily antioxidant protection – found in Prisma Protect SPF30 and many other Dermalogica products – and encourage them to reinforce their skin's naturally-protective lipid barrier by moisturising daily.



the master multitasker

Prisma Protect SPF30 is a master multitasker. It's optimised to work proactively with skin's daytime defense mode, when skin naturally works to defend itself against UV light and environmental aggressors. Here's a look at how Prisma Protect SPF30 works with the skin's natural processes to protect skin against UV damage, pollution and free radicals – and the groundbreaking technology that makes it possible.



Defend

against UV rays, free radical damage and pollution



Hydrate

for visibly smooth skin all day long



Boost

skin's natural luminosity

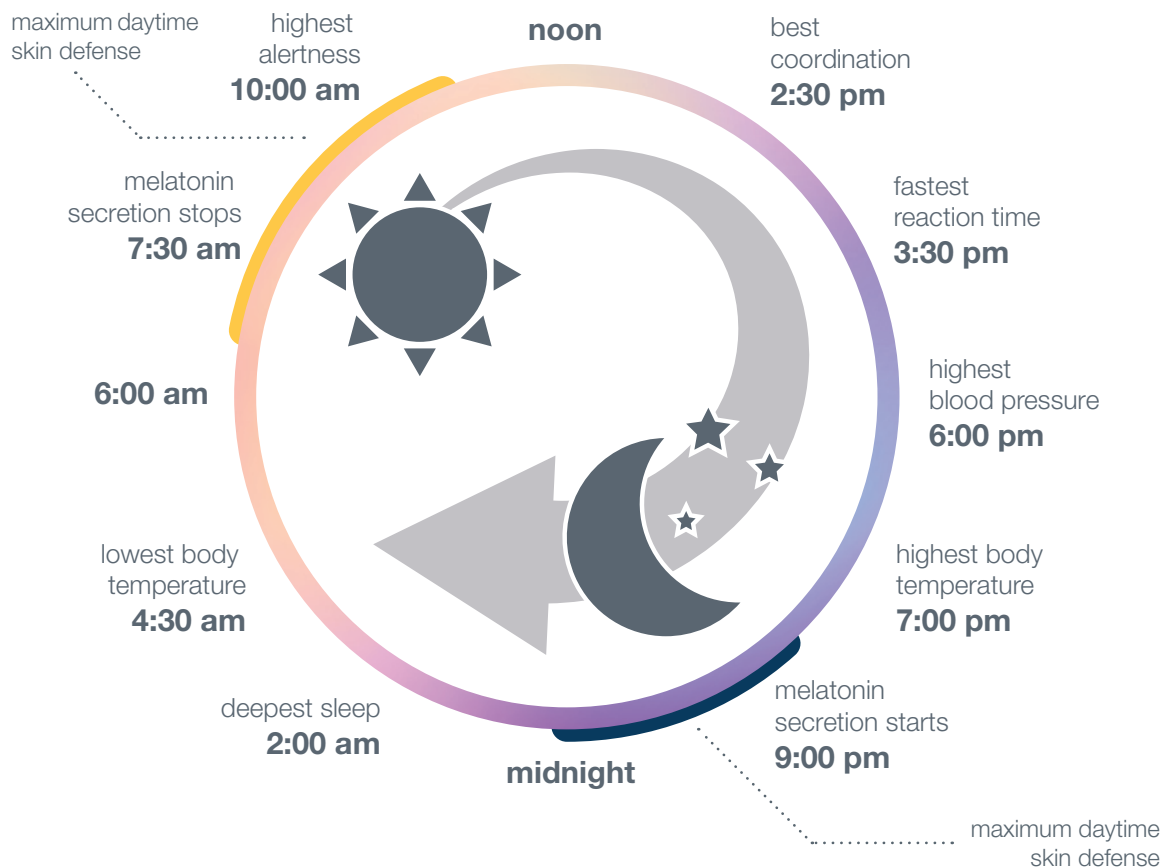




Defend

CIRCADIAN RHYTHMS AND DAYTIME SKIN DEFENSE

Circadian rhythms are distinct periods of biological activity that occur when we're awake and asleep, controlled by how the body's biological clock responds to light and dark. Prisma Protect SPF30 is formulated to be used in the morning, when your skin is in its natural daytime defense mode.



During the day skin cells are working to protect themselves from UV exposure and free radical damage. **Prisma Protect SPF30** works with this daytime defense mode by delivering Broad Spectrum SPF protection, **blocking 85% of particulate pollutants** – and by using intelligent drones to **convert UV light into increased skin luminosity**, optimising skin’s defenses and boosting its natural radiance.

MATCHA TEA TO COMBAT FREE RADICAL DAMAGE

Oxygen Radical Absorbance Capacity Values

Matcha Green Tea	1440
Goji Berries	253
Dark Chocolate	227
Pomegranate	105
Blueberries	93
Açaí	60
Broccoli	30

Japanese Matcha Tea (*Camellia Sinensis*) provides 100 times more polyphenols than traditional green tea along with exceptional antioxidant protection, quenching free radicals and helping to defend skin against pollution and UV.

Matcha also has an extremely high Oxygen Radical Absorbance Capacity (a measure of total antioxidant power) compared to other antioxidants.

A.M. DEFENSE MODE

- Cells defend against UV light
- Natural antioxidant protection
- Peak hours: 7:00 am – 11:00 am



P.M. REGENERATION MODE

- Skin renewal rate almost doubles
- Collagen production rises
- Cell damage reverses
- Body temperature rises, causing more water loss through skin
- Melatonin production rises, repairing UV-induced damage
- Peak hours: 9:00 pm – midnight



Hydrate

ADVANCED MOISTURE MAGNETS FOR HYDRATION

Plant-derived hydration that works all day long. A unique, skin-identical carbohydrate complex (Saccharide Isomerate) connects perfectly with skin's outer layers, binding water to the skin like a magnet. The result is all-day hydration for visibly smoother skin.



Advanced moisture magnets bond perfectly to the keratin in skin.

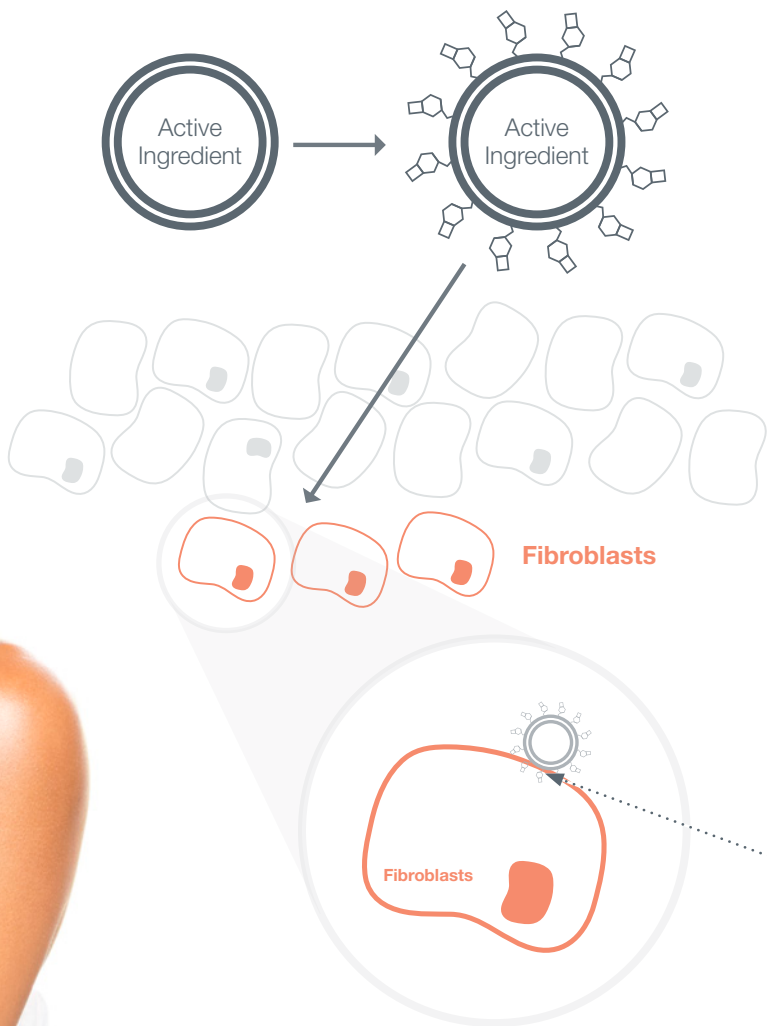




Boost

INTELLIGENT DRONE TECHNOLOGY FOR INCREASED LUMINOSITY

Intelligent Drones use visible light to skin's advantage by delivering light-activated Chlorella Vulgaris (Algae) to targeted skin cells, where it provides energy and boosts skin's luminosity.



ONE

The active ingredient is incorporated into a targeted capsule. Peptide ligands attach to the surface of the capsule, allowing it to target specific fibroblast cells.

TWO

The capsule lands at the fibroblast, where the peptide ligands bond to the cell receptor and the capsule is delivered to the cell, delivering the active where skin can use it.

THREE

The capsule releases a photosensitive chromophore, Chlorella Vulgaris (Algae), which is activated by UV light. Once activated, it provides energy and boosts skin's luminosity.

BINDING

Peptide ligands bond to cell receptor.

prisma protect spf30 at a glance

WHAT IT IS

A multitasking moisturiser that works with skin's daytime defense mode to provide Broad Spectrum SPF30 protection, boost skin's natural luminosity, deliver lasting hydration and block 85% of pollutants.

WHY YOUR CLIENTS NEED IT

Skin is in a natural defense mode during the day, working to protect itself against UV light and free radical damage. Prisma Protect SPF30 is formulated to optimise skin's defense mode – converting UV light into increased skin luminosity and delivering antioxidant benefits.

SKIN CONDITION

All skin conditions.

KEY BENEFITS

Prisma Protect SPF30 works with skin's daytime defense mode to:



Defend against UV rays, free radical damage and pollution



Hydrate for visibly smooth skin all day long



Boost skin's natural luminosity

KEY INGREDIENTS

Intelligent Drone Technology targeted capsules deliver a photosensitive ingredient (exogenous chromophore) to the skin, boosting its natural luminosity.

Advanced Moisture Magnets provide all-day hydration for visibly smooth skin.

Matcha Tea (Camellia Sinensis) neutralises free radicals and helps to defend skin against pollution.

Avobenzone, Homosalate, Octisalate and **Octocrylene** provide Broad Spectrum SPF30 protection using a blend of best-in-class chemical sunscreens.

A bio-ferment from **Sage (Salvia Officinalis)** helps to brighten, soothe and even skin tone.

APPLICATION

After cleansing and toning, apply a generous amount to face and neck, preferably 30 minutes prior to sun exposure.

prisma
protect™



light-activated
skin defense

dermalogica[®]

professional-grade skin care by The International Dermal Institute

which moisturiser?

Use the below comparison chart to help you identify which Daily Skin Health moisturiser is most suitable for your client's skin concerns.

MOISTURISER	SUITABLE FOR	DESCRIPTION
Active Moist	Skin with excess oil production.	Oil free moisturiser for breakout prone or oil phobic skins
Skin Smoothing Cream	Dehydrated, prematurely ageing skin	Hydrating moisturiser for tight, flaky and dehydrated skins
Intensive Moisture Balance	Dry, prematurely-ageing skin	Deeply nourishing moisturiser for dry, depleted skins.
Prisma Protect SPF30	All skin conditions	Multitasking moisturiser to defend, hydrate and boost all skins
Solar Defense Booster SPF50	All skin conditions	Unique sunscreen booster for maximum UV protection
Sound Sleep Cocoon™	All skin conditions	Refreshing gel-cream for maximising night-time skin recovery



client service and retail activation tools

We created the following techniques to help educate clients on sun protection best practices and the benefits of Prisma Protect SPF30. Use them to create an educational path toward retail purchases and/or service bookings, and share advice clients can use at home.



luminous defense

retail touch point

A Retail Touch Point is a quick interaction designed to “hook” a customer and bring interest to product and services such as the Luminous Defense SkinSolver® Treatment or Skin Bar® Lesson. Touch is still very involved in this quick, complimentary lesson as the products are applied onto the hand, and the customer can experience it for themselves. Use this Retail Touch Point to help initiate a conversation and engage with customers; and it’s also a convenient and approachable traffic stopper for retail areas.

STEP-BY-STEP

1. Cleanse the back of the customer’s hand with 1 pump of **PreCleanse** on a damp disposable wipe or cotton.
2. Spritz **Multi-Active Toner** on the back of their hand.
3. Show the customer how to use **Prisma Protect SPF30** while discussing benefits. Have them compare to their other hand so they can see and feel the extra boost of hydration and luminosity.

ProTip: Use a moisture reading device to measure before and after hydration!

4. To finish, fill out a Skin Fitness Plan with your recommended 1 + 2 prescription featuring Prisma Protect SPF30 and book them for a Luminous Defense SkinSolver® Treatment.

PRISMA PROTECT SPF30 BENEFITS TO DISCUSS

- Defend against UV light, free radical damage and pollution
- Hydrate for visibly smooth skin all day long
- Boost skin’s natural luminosity
- Convenient moisturiser and SPF in one
- Ideal daytime companion to Sound Sleep Cocoon™

Follow up treatment suggestions

- Luminous Defense SkinSolver® Treatment
- Luminous Defense Skin Bar® Lesson

luminous defense skin bar[®] lesson

This quick, informative Skin Bar Lesson is ideal for showing clients how Prisma Protect SPF30 fits into their skin care regimen. It's also an excellent opportunity to educate them on how best to manage the effects of UV exposure and pollution.

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

PRISMA PROTECT SPF30 BENEFITS TO DISCUSS

- Defend against UV light, free radical damage and pollution
- Hydrate for visibly smooth skin all day long
- Boost skin's natural luminosity
- Convenient moisturiser and SPF in one
- Ideal daytime companion to Sound Sleep Cocoon™

Suggested 1+2 prescription

- Priority:
Prisma Protect SPF30
- Secondary products:
Multi-Active Toner
BioLumin-C Serum

STEP-BY-STEP

1. Greet and welcome your customers, invite them to take a seat at **Skin Bar[®]**. Begin the conversation by asking them questions such as: "Are you currently wearing an SPF?"
2. Take a moment to explain the **Skin Bar[®]** setup.
3. Ask your customers to show you where they notice any skin concerns, such as uneven skin tone, dehydration, or fine lines and wrinkles. Have them complete their personal information and mark their findings on their **Skin Fitness Plan**. Ask the customer to prep for the **Skin Bar[®] Lesson**.
4. Educate your customers on the Dermalogica Double Cleanse beginning with **PreCleanse**. Explain to them the importance of double cleansing to thoroughly remove make-up, pollution and debris.
5. Dispense a small amount of **Special Cleansing Gel** or skin specific cleanser into their hands and add a small amount of water. Lightly manipulate with upward fingertip circles, avoiding the eyes, and then remove with damp disposable wipes.
6. For exfoliation, dispense a small amount of **Daily Superfoliant™** into their hands, add water and mix to a foamy consistency. Have them use light fingertip manipulations and focus on areas of key skin concerns. Remove with damp disposable wipes.
7. Have customers spritz their skin with **Multi-Active Toner**. Next, dispense a few drops of **BioLumin-C Serum** or skin specific targeted treatment and have them gently massage onto their skin.
8. Show your customers how to apply **Prisma Protect SPF30** to moisturise and protect their skin. For an all-over glow, they may also apply **SkinPerfect Primer SPF30**.
9. To finish, write down recommended products on their **Skin Fitness Plan** and include further treatment advice.

luminous defense skinsolver® treatment

time: 10 minutes

Let clients experience daylight-activated skin protection right on your retail floor! This truly multitasking professional treatment delivers broad-spectrum protection and hydrated, luminous skin in just 10 minutes – and it's an ideal way to educate clients on SPF best practices.

For more information about this service, contact your **Dermalogica Education Training Center.**



SKINSOLVER STEP-BY-STEP

step 1 (1 minute)

Cleanse the skin by applying 2 pumps of **PreCleanse** to warm disposable wipes and remove any debris or make-up.

step 2 (2 minutes)

Dispense and apply **Special Cleansing Gel** or skin-specific cleanser. Remove with warm disposable wipes.

Modality Option: Use ultrasonic on exfoliation mode to accelerate skin resurfacing during cleansing.

step 3 (3 minutes)

Mix ½ teaspoon **Daily Superfoliant™** with water. Apply with Fan Masque Brush and lightly manipulate. Remove with warm disposable wipes.

Professional Product Boost: add 1 pump of **Multi-Active Scaling Gel** for deep resurfacing.

Modality Option: Use ultrasonic on exfoliation mode to accelerate skin resurfacing.

step 4 (2 minutes)

Spritz skin with **Multi-Active Toner**, then dispense a few drops of **BioLumin-C Serum** and press over entire face.

step 5 (2 minutes)

Apply **Prisma Protect SPF30** and review key benefits. As a final step, **HydraBlur Primer** or **Skin Perfect Primer SPF30** can be applied.

frequently asked questions

What's the difference between a chemical sunscreen and a physical sunscreen?

Chemical sunscreens work by absorbing ultraviolet light and converting it into less harmful heat energy, while physical sunscreens reflect and scatter damaging UV rays.

At what point in my client's skin care regimen should they apply Prisma Protect SPF30?

Prisma Protect SPF30 is formulated to work as a multitasking moisturiser and sunscreen in one, so clients should apply it whenever they would apply moisturiser (preferably at least 30 minutes prior to sun exposure).

Can I recommend Prisma Protect SPF30 for any skin condition?

Yes! As part of the Daily Skin Health line, Prisma Protect SPF30 is designed to deliver UV protection and luminous, hydrated skin for all clients.

How is Prisma Protect SPF30 different from Dynamic Skin Recovery SPF50?

Prisma Protect SPF30 is part of the Daily Skin Health line, designed to help prevent skin damage before it starts and deliver multitasking benefits for all skin conditions. As part of the AGE Smart line, Dynamic Skin Recovery SPF50 is formulated to minimise the appearance of existing skin ageing while protecting against further UV damage.

How do Intelligent Drone Technology and Advanced Moisture Magnets work?

Intelligent Drone Technology delivers targeted luminosity-boosting ingredients to the skin. Advanced Moisture Magnets bind water to the skin – like a magnet – for all-day hydration.

dermalogica[®]

 Dermalogica UK & IRE

 @dermalogicauk

 @DermalogicaUK