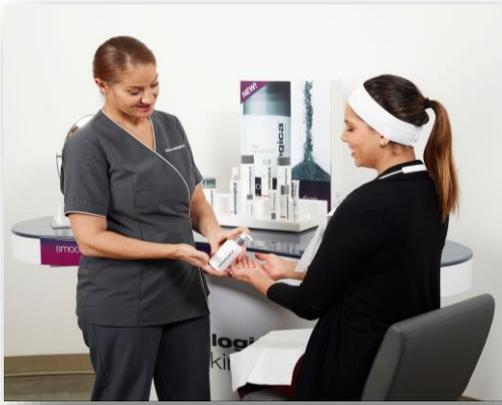


## skin detox lesson



**Why get it?** Did you know the more air pollution there is in your environment, the greater your risk of accelerated skin ageing? Your skin needs that boost of detoxification and exfoliation to remove pollutants. Let our experts teach you how to exfoliate, protect your skin, and improve the signs of ageing with this educational experience featuring **Daily Superfoliant™**.

- Consumer brochure
- Mirror
- Hand sanitiser
- Tissues
- Damp disposable wipes
- Headband
- Dental bibs and clip
- Face Mapping® Prescription Sheet
- Hook neck bottle
- Paper towels for hands if needed
- Residue Detector strips
- Skin Pollution Forecast
- **PreCleanse**
- **Special Cleansing Gel**
- **Skin Resurfacing Cleanser**
- **UltraCalming™ Cleanser**
- **Daily Superfoliant™**
- **Antioxidant HydraMist**
- **Phyto Replenish Oil**
- **Barrier Repair**
- **Dynamic Skin Recovery SPF50**
- **Skin Perfect Primer SPF30**

### skin detox lesson step-by-step guide

After greeting and welcoming your customer, let them know you are offering a **Skin Detox Lesson**. Begin the conversation by asking them: Have you ever considered the harmful effects that pollution has on your skin? Do you currently experience uneven skin tone or ageing concerns? Did you know that air pollution from traffic and soot can actually increase pigmentation spots by 20%?

You can further engage the customer by referencing Dermalogica's **Skin Pollution Index**. By showing them the Skin Pollution Index value for that day in your area, you can use this effective resource to help educate your customer on the relationship between air pollution and their skin. It's important to convey that the higher the skin pollution index value, the greater the risk of accelerated skin ageing.

When exposed to unhealthy air, the skin collects residue that includes pollution. To help your customer visualise this, use the **Residue Detector strips** to reveal residue and pollution buildup on the skin. Have the client press the strip to their skin and hold for a few seconds. The more dark spots you see, the higher the residue buildup. You can compare the strip levels with the images on the back of the box. These detector strips can serve as an educational, hands-on tool to kick-start a conversation on the skin-ageing effects of pollution and the importance of removing buildup with **Daily Superfoliant™**.

- Key products to recommend: **PreCleanse**, **Antioxidant HydraMist**, **Dynamic Skin Recovery SPF50**
- Key professional treatment to promote: **Skin Detox SkinSolver®**, **MicroZone® Detox and Repair**, **AGE Smart® Treatment**

1. Invite them to take a seat at **Skin Bar**<sup>®</sup> to experience a personalised skin lesson on achieving healthy skin by protecting it from pollution, while learning tips on how to properly exfoliate their skin. Let them know the skin lesson will help them resurface their skin and remove pollutants in just a few minutes.
2. Ask the client to look in the mirror and show you where they notice any skin conditions or concerns such as fine lines, uneven skin tone and texture. Take a moment to explain the **Skin Bar**<sup>®</sup> set up with product, mirror, moistened wipes, highlighting that **Daily Superfoliant**<sup>™</sup> is the key product in the skin lesson.
3. Have the customer put on a headband before beginning the cleanse and protect their clothing with a dental bib and clip.
4. If the customer has time and wants to fully remove their makeup, guide them through the complete **PreCleanse** routine and the Dermalogica Double Cleanse.
  - a. Show the customer how to dispense **PreCleanse** into a cupped hand, spread to two hands and apply to dry skin on the face and neck. Teach them to spread over the face and circle outwards, working the product with fingertips into congested areas like the chin and nose. Using a hook neck bottle, put water into their cupped hand and have them emulsify to create a milky emulsion and repeat movements. Remove with disposable wipes. Guide customer through a second cleanse with **Skin Resurfacing Cleanser** or **Special Cleansing Gel**, then remove.
  - b. If the customer doesn't want to remove their makeup, you can also perform this skin lesson on the back of the hand or just along the jawline. This allows the customer to see/feel the before and after as well as learn how to use the products.
5. Begin a brief **Face Mapping**<sup>®</sup> skin analysis and touch their skin while asking additional questions. Mark findings on the **Face Mapping**<sup>®</sup> Prescription Sheet.
6. Next dispense about ½ teaspoon of **Daily Superfoliant**<sup>™</sup> into their hands and add water. Show them how to mix with fingertips in the palm of the hand to create a creamy, smooth consistency. Spread to other hand and apply to the face following the next steps.
7. Guide the customer through the **Skin Detox DIY** that will allow them to get the most from **Daily Superfoliant**<sup>™</sup>. Begin with application across forehead and out to the temples, along the sides of their nose and across the cheekbones to the ears, then along the jaw bone from the centre of the chin. Add a small amount of water to the hands if needed.
  - a. Gently manipulate the product in upward circles across the forehead out to temples.
  - b. Repeat small circles on and around the nose and then across the cheeks.
  - c. With fingertips, perform complete circles around the mouth. Next with flat finger use small circles and work from the centre of chin out and along the jawline to the ears.
  - d. To finish, use light movements under the jawline including the neck.
  - e. Have the customer thoroughly remove all traces of **Daily Superfoliant**<sup>™</sup> with warm disposable wipes.
8. As an option, you can re-test with the **Residue Detector strip** to show your customer how much the initial pollutant buildup has been reduced. **Tip:** Be sure the skin is dry after using the disposable wipes otherwise any excess water left on the skin may result in an inaccurate reading.
9. Next, have them spritz their skin with **Antioxidant HydraMist**. For extra hydration and protection press 4-6 drops of **Phyto Replenish Oil** onto the skin or mix into the finishing product.
10. To finish skin lesson, have the customer apply **Barrier Repair** followed with **Dynamic Skin Recovery SPF50**. **SkinPerfect Primer SPF30** can be applied as final step.
11. Be sure to complete the **Face Mapping**<sup>®</sup> Prescription Sheet with recommended products such as **Daily Superfoliant**<sup>™</sup>. Include further treatment advice and book your client for their follow up **MicroZone**<sup>®</sup> Detox and Repair or in room **AGE Smart**<sup>®</sup> Treatment.