

# UltraCalming™

serious relief for sensitive skin



calm  
water  
gel

**dermalogica**<sup>®</sup>

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Featuring **NEW!**  
**Calm Water Gel**, part of  
the UltraCalming™ line

**dermalogica**<sup>®</sup>



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# introduction

Sensitive skin is everywhere. Nearly half the global population describes their skin as *sensitive or very sensitive*.<sup>1</sup> Still, finding the right treatment product for clients can feel like a maze of mirrors or even a dead-end street.

That's because sensitive skin looks and feels different for *everyone*. Some people experience mild, occasional flare-ups while others deal with constant redness and discomfort. Causes vary, too. Sometimes sensitive skin is hereditary. Other times it's tied to stress, diet, cosmetic ingredients or pollution. Triggers can be tough to pinpoint – and even tougher to avoid.

Fortunately for sensitive skin consumers and professional skin therapists, breakthrough relief is here. Dermalogica's powerfully soothing UltraCalming™ line soothes sensitive skin's most painful and embarrassing symptoms, from redness and dehydration to discomfort, burning and compromised barrier. Even more, it lets you get to the bottom of your client's sensitivity and guard against future flare-ups.

UltraCalming™ products don't just comfort and soothe. They defend against *future* flare-ups by restoring the skin's protective barrier. The NEW, soothing UltraCalming™ products are a great place to start. These two products – Calm Water Gel and Barrier Defense Booster – work synergistically to ease today's irritation and intercept tomorrow's flare-ups all at once.

Whatever your clients are experiencing, it's important for you to be their trusted guide toward healthy-looking, comfortable skin – skin they can live their best lives in. For clients with sensitive skin, relief begins with Dermalogica's UltraCalming™ line.

1. Taïeb, Charles, et al. "Sensitive Skin: A Review of Prevalence Worldwide."  
Sensitive Skin Syndrome Second Edition, CRC Press, Taylor & Francis Group, 2017, pp. 12–15.





# what causes sensitive skin?

## “Why is this happening?”

It's one of the first questions most clients ask in their search for answers and relief.

As a professional skin therapist, it's important to learn about skin sensitivity so that you're prepared to explain the basics – sensitive skin's causes, symptoms and treatments – in a way that's easy for clients to understand.

## sensitive vs. sensitized skin






### sensitive skin

Clinically speaking, *sensitive skin* describes a predisposition you're born with. When skin is *sensitive*, its protective outer layer (the epidermal lipid barrier) is less efficient at blocking irritants, microbes and allergens, and thus more prone to reactions such as blushing and allergies. This predisposition is genetic, but it can be managed with appropriate care.

### sensitized skin

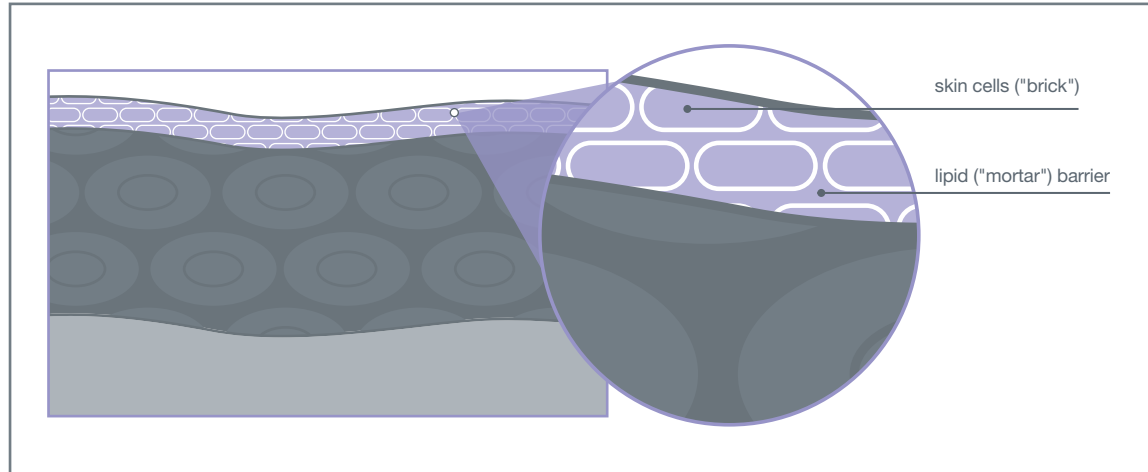
Irritability from lifestyle and external factors is *sensitized skin*. Avoiding triggers can reduce or eliminate symptoms. When triggers *can't* be avoided (think pollution, environment and temperature sensitivity), symptoms can be managed through skin care and lifestyle changes.

When speaking with your client, it's important to convey that their skin can be affected by one or more of the following factors:

 <p>Lifestyle (stress, diet, smoking, dehydration, alcohol, reactions to cosmetic ingredients, trauma from laser resurfacing or peels, and over processing caused by excess exfoliation or non-pH-balanced products)</p>	 <p>Physiology (stress, hormonal fluctuations)</p>
 <p>Environment (pollution, airborne allergens, weather, and sudden changes in climates or microclimates – like transfer from cold, dry winds outdoors to dry heat indoors)</p>	 <p>Disease (rosacea, eczema, psoriasis)</p>
	 <p>Genetics (hereditary skin sensitivity)</p>

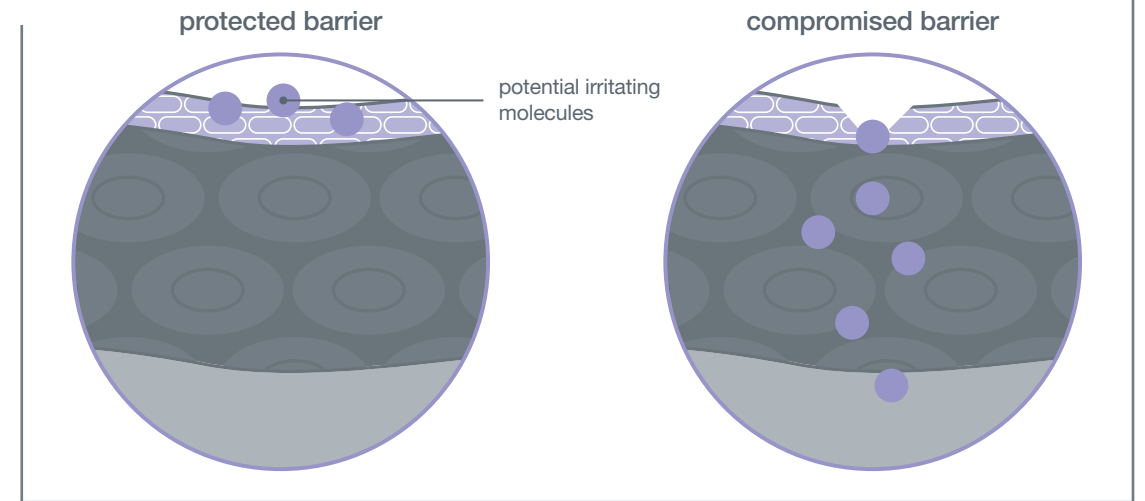
# sensitive vs. sensitized skin (continued)

No matter what the trigger, a common trait of sensitive skin is a **compromised lipid barrier**. To help your client visualize what that means, tell them to picture the skin cells as tiny bricks. The “mortar” holding them together are lipids.



## a closer look

When skin is exposed to triggers that compromise the barrier, the result is redness, dryness, irritation and discomfort.



A healthy lipid barrier is one with no openings.

A healthy lipid barrier helps keep skin hydrated and healthy by holding water *in* and keeping environmental pollutants and microbes *out*.

## signs of sensitivity & sensitization

- **Thin skin texture** with a translucent appearance.
- **Visible redness, flaking or cracking** on the cheeks and forehead. This indicates dehydrated skin and impaired barrier function.
- **Blushing** and itching, or burning sensations, which can also be a sign of over-reactive capillaries.
- **Small, rash-like bumps** or breakouts, not to be confused with acne breakouts.
- A feeling of **tightness**, which can indicate dehydration and lead to skin reactions from products.
- **Redness or blotchiness**. This signals over-reactive capillaries or a tendency toward rosacea.



# how do I treat sensitive skin?

Listen to and observe your clients during their Face Mapping® skin analysis. If you see signs of sensitive skin, ask friendly questions to learn more about their lifestyle, habits, health and concerns. This is the first step toward determining the cause(s) of their sensitive skin.

Ask your client friendly, open-ended questions that will clue you in on their skin type, lifestyle and possible skin condition(s).

## ✓ do ask open-ended questions

Tell me about your skin care routine. What do you use on your face and body? How often?

Describe what you eat during a typical week.

What is a typical day like for you?

Do any biological family members suffer from sensitive skin?

Where do you live? What's the air like? How much time do you spend indoors vs. outdoors?

## ✗ don't ask yes/no questions

Do you use soap on your face?

Are you eating too much sugar?

Does your mother have sensitive skin?

Is the air polluted where you live?

Help your client understand how to treat their sensitivity at home by identifying their skin concern and ranking their sensitivity (mild, moderate, or super) based on their symptoms and environment/lifestyle factors. Using your client's Face Mapping® as your guide, recommend the UltraCalming™ products that best match their needs.



# why ultra calming?

Research by The International Dermal Institute shows that combining certain natural botanical extracts can help reduce symptoms of sensitive or sensitized skin without interrupting skin's natural healing process. Our NEW UltraCalming™ products harness the best of nature through science by using natural Oat Oil, Apple Fruit and Cactus Pear extracts and Aloe Vera to combat irritation and dehydration. All other UltraCalming™ products contain our proprietary *UltraCalming™ Ingredient Complex*, which features Oat Kernel, Ginger, Chamomile-derived Bisabolol and Red Hogweed Root Extract to reduce redness and irritation.

Every UltraCalming™ product is also formulated without lanolin, SD alcohol, mineral oil, artificial fragrances or colors, which can worsen sensitive skin conditions. When your clients use the UltraCalming™ line, their skin can return to its healthiest state.

## insights for every client

Triggers that are well-known among professional skin therapists are sometimes breaking news to clients. Share these tips for skin care success with every new client you meet:

- Note the possible effects of common irritants including hot showers or baths, spicy foods, air travel, extreme temperatures, and current skin care products or cosmetics.
- Pay attention to possible skin reactions to diet and stress. Adjusting diet and stress levels can go a long way toward improving skin health.
- Pollution, alcohol, smoking, medical resurfacing procedures and over-exfoliation should be avoided or reduced. They are leading culprits of inflammation and red, irritated skin.
- Sun exposure can also irritate skin, so use SPF protection daily. Physical sunscreens with Titanium Dioxide and Zinc Oxide among their active ingredients are usually less irritating to highly-sensitive skin than their chemical-based counterparts.
- A strong skin barrier is critical for happy, healthy-looking, comfortable skin, so use a fortifying skin care regimen daily.

**Because every product in the UltraCalming™ line does something distinctly different,** it's important to know the entire line inside and out, so you can customize treatments such as the ProSkin 30 and ProSkin 60 to work best for your client.

### ingredients matter: meet the ultracalming ingredient complex

- **Avena Sativa (Oat Kernel) extracts:** rich in Avenanthramides, the active component of the Avena Sativa plant, which have natural anti-irritant and anti-redness properties. These are maximized with Hydroxyphenyl Propamidobenzoic Acid, a synthetic Avenanthramide that boosts the efficacy of natural Oat.
- **Zingiber Officinale (Ginger) Extract** and **Bisabolol** (derived from German Chamomile): work synergistically to help reduce skin redness and irritation.
- **Boerhavia Diffusa (Red Hogweed) Root Extract:** has soothing, anti-inflammatory properties that help balance and restore skin integrity.



## sensitive skin treatment contraindications

Contraindications are situations in which two treatments should not be used or undertaken at the same time due to the risk of harm. Remember: A client must complete a Dermalogica Face Mapping® Consultation Card before undergoing a treatment procedure. Consultation Cards are designed to make professional skin therapists aware of any contraindications that might prevent or affect treatment:

Clients using Retin-A, Renova, Adapalene or any other intensive prescribed exfoliating product must discontinue use at least 2 weeks before undergoing this treatment or omit the exfoliation step with Daily Microfoliant®.

Clients who are taking or have taken Isotretinoin (previously marketed as Accutane) within the past 6 months should not receive any exfoliating treatments.

Never exfoliate sunburned or irritated skin, or on skin that has been waxed within the past 24 hours or has an impaired barrier.

**Important:** when using any professional exfoliation or any electrical modalities, under no circumstances should you leave your client unattended in the treatment room at any time, even if the exfoliant you have chosen would be considered mild or the machine is preprogrammed and fully automated.



products  
at a glance



**UltraCalming™ Duo**  
Breakthrough sensitivity relief that comforts, soothes – and protects against future flare-ups.

# NEW!

## calm water gel

### why your clients need it

Calm Water Gel is a necessity for clients who tend to experience dehydration and irritation along with skin sensitivity.

### what it is

A weightless water-gel moisturizer that transforms into a skin-quenching fluid upon activation, forming a weightless barrier against environmental assault.

### key benefits

- Hydrates dry, irritated skin.
- Softens, soothes and calms.
- Locks in moisture and defends skin against dryness.

### key ingredients

- **Pyrus Malus (Apple Fruit) Extract** and **Glycerin** hydrate and soften while defending skin against dryness.
- **Opuntia Ficus-Indica (Cactus Pear) Stem Extract** helps soothe sensitivity and imparts water-binding properties to help support healthy moisture balance.
- **Sodium Hyaluronate** and **Hydrolyzed Sodium Hyaluronate** form a **Dual Hyaluronic Acid** technology that works in different skin surface layers to increase and lock in moisture.
- **Aloe Vera Leaf Juice** hydrates skin to help relieve irritation from dryness.

### application

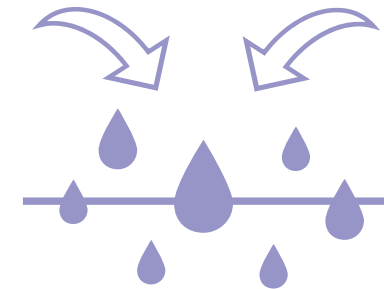
Squeeze a small amount into palm and rub hands together to activate. Pat gently onto face and neck. May use twice a day for continuous relief.



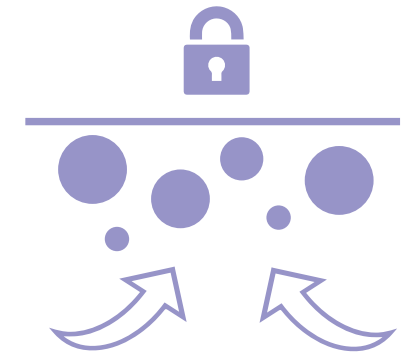
## a closer look

### dual hyaluronic acid technology

**New Calm Water Gel** does more than just hydrate sensitive skin. Dual Hyaluronic Acid technology uses small molecules to bring hydration deep into the skin. Meanwhile, larger molecules quench surface layers while also working to lock in moisture – so skin stays hydrated and irritation-free for longer.



smaller molecules permeate the skin's layers to optimize hydration



larger molecules stay near the surface to lock in moisture

# NEW! barrier defense booster

## why your clients need it

Barrier Defense Booster is ideal for clients who are concerned about discomfort associated with sensitive skin.

## what it is

A concentrated oil booster that soothes, nourishes and moisturizes to restore balance to sensitive skin.

## key benefits

- Reinforces the skin's naturally-protective barrier against environmental assault.
- Nourishes and soothes irritated skin.
- Helps prevent skin irritation before it starts.

## key ingredients

- A **Triple Defense Complex** in the formula nourishes the skin, relieves dryness and reinforces barrier integrity against future irritation.
- **Squalane** locks in moisture and boosts skin's elasticity.
- **Tetrahydrocurcuminoids** from Turmeric stop skin-damaging enzymes in their tracks, and combat free radical damage.
- Soothing **Avena Sativa (Oat) Kernel Oil**, a rich source of Avenanthramides, helps combat sensitivity and improve the skin barrier to support healthy-looking skin.

## application

Dispense 6-10 drops into palm and rub hands together. Pat gently over face, neck and décolleté. Or, mix with your moisturizer, then apply.



# NEW! clinical oatmeal masque

professional  
use only

## why your clients need it

This convenient, ready-to-use masque is ideal for use during a professional skin treatment on clients who have dry, sensitive skin and are prone to irritation and discomfort.

## what it is

Multi-purpose masque contains pharmaceutical-grade Colloidal Oatmeal, Aloe Vera and Oat Oil to help soothe sensitive skin and alleviate itching, irritation and discomfort from dryness.

## key benefits

- Relieves itching associated with dryness.
- Helps to soothe skin rashes and irritation.
- Ideal for sun or wind-burned skin.

## key ingredients

- **Pharmaceutical-grade Colloidal Oatmeal** forms a protective layer that seals in skin's natural moisture while also providing additional nutrients.
- **Aloe Barbadosis Leaf Juice** acts as a softening and soothing agent.
- **Avena Sativa (Oat) Kernel Protein** moisturizes, soothes, and calms irritation.

## professional application

1. Dispense 1 tablespoon into a cup and apply with a spatula or a Fan Masque Brush to the face, neck and chest. Can be spread lightly around the eyes and lips.
2. Leave on for 10 minutes, then remove with a steam towel and/or sponges and warm water.



# ultracalming™ cleanser

## why your clients need it

This versatile facial cleanser is ideal for clients with super sensitive skin because it easily rinses away without leaving an irritating residue – and can be wiped off without water.

## what it is

An extremely gentle, pH-balanced gel-cream cleanser that glides easily over the face and eyes, and doesn't strip the skin's protective barrier.

## key benefits

- Helps calm and soothe redness, heat and discomfort.
- Easily rinses away or wipes off.
- Can be used to remove eye and lip make-up.

## key ingredients

- **Rubus Idaeus (Raspberry) Fruit Extract** soothes irritated skin and serves as a rich source of phytochemicals including ellagic acid, which acts as an antioxidant.
- **Cucumis Sativus (Cucumber) Fruit Extract** contains cooling agents that help soothe and calm irritated skin.
- Our exclusive **UltraCalming™ Ingredient Complex** helps reduce sensitivity, redness and irritation.
- **Panthenol** has humectant properties.

## application

Apply to dry or damp face and neck with light, upward strokes and over closed eyes with gentle circular motions. Rinse thoroughly with warm water, or remove with damp cotton pads or a soft wipe.



# ultracalming™ mist

## why your clients need it

This lightweight mist is perfect for calming redness and sensitivity. Used post-cleanse or post-treatment, it creates a shield against environmental assaults while fighting future flare-ups.

## what it is

A soothing, hydrating mist that relieves sensitivity.

## key benefits

- Helps condition skin to prepare for proper moisture absorption.
- Can be used after epilation, waxing or exfoliation for soothing benefits.

## key ingredients

- Our exclusive **UltraCalming™ Ingredient Complex** helps reduce sensitivity, redness and irritation.
- **Aloe Barbadosis Leaf Juice** soothes skin.

## application

After cleansing, spray over face, neck and chest with eyes closed. For added benefits, press into skin.



# ultracalming™ serum concentrate

## why your clients need it

Reach for this product when your client has stressed, reactive skin and needs a quick, go-to solution that minimizes redness, discomfort, burning and itching.

## what it is

A super-concentrated serum that helps calm, restore and defend sensitive skin.

## key benefits

- The ultimate remedy for sensitive skin.
- Ideal for flare-ups on all skin conditions.
- Provides hydration to help balance oily to normal skin conditions.
- Can be used following non-invasive cosmetic procedures to help calm and soothe skin.

## key ingredients

- **Oenothera Biennis (Evening Primrose) Oil** is an enriched source of gamma linoleic acid, a fatty acid that is required for intact epidermal lipid bilayers.
- **Helianthus Annuus (Sunflower) Seed Extract** is a ceramide-rich extract required for maintaining the integrity of the skin.
- **Persea Gratissima (Avocado) Sterols**, a source of plant phytosterols, help maintain the skin's lipid barrier layer.
- Our exclusive **UltraCalming™ Ingredient Complex** helps reduce sensitivity, redness and irritation.

- **Portulaca Oleracea (Purslane) Extract** is an enriched extract of vitamins, fatty acids and flavonoids that help control and reduce redness.
- **Sodium Hyaluronate** is a natural component of the skin that holds a thousand times its weight in water, maintaining optimum skin hydration levels.

## application

After cleansing, apply a generous amount to face, neck and chest with light, upward strokes. Use twice daily, morning and night.



# barrier repair

## why your clients need it

Clients who are prone to redness, irritation and/or discomfort may have a compromised skin barrier. This product helps strengthen and repair that barrier to shield skin against environmental factors that can cause further sensitization.

## what it is

A velvety moisturizer that gently melts into skin to soothe and reinforce its protective barrier.

## key benefits

- Shields against environmental assault.
- Reinforces the skin's lipid barrier layer.
- Provides a smooth, even base (doubles as a make-up primer!)

## key ingredients

- **Oenothera Biennis (Evening Primrose) Oil** and **Borago Officinalis (Borage) Seed Oil** are both rich sources of gamma linoleic acid, a fatty acid required or maintaining proper lipid barrier properties.
- **Ascorbyl Palmitate (Vitamin C)** and **Tocopherol (Vitamin E)** help combat free radical damage that can lead to irritation.
- Our exclusive **UltraCalming™ Ingredient Complex** helps reduce sensitivity, redness and irritation.
- **Emollient** and **protective** silicones help reinforce the skin's barrier and provide a silky, smooth feel.

## application

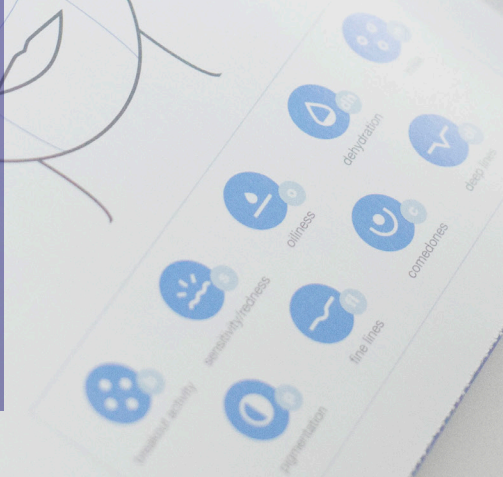
Apply a small amount evenly over face and throat with light, upward strokes. Use twice daily, morning and night.





# client service and retail activation tools

The following tools and services are designed to help you educate your clients on the causes of sensitive skin and the benefits of the UltraCalming™ line. Use these tools to create an educational path toward retail purchases and/or service bookings, and share how-to advice that your clients can use at home.

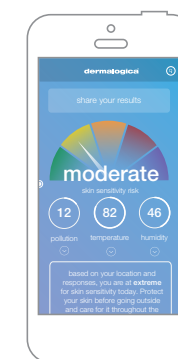


## sensitive skin rescue facefit treatment

For clients eager to experience relief on the spot, this 10-minute treatment featuring UltraCalming™ products packs a potent punch. Perform it right at the Skin Bar® to clients who want to go home with an understanding of UltraCalming's powerfully soothing benefits.

## sensitive skin rescue skin bar® lesson

Show clients how to use UltraCalming™ products and maximize their results. With your guidance, they learn how to properly apply and layer the products that are right for them, and get a chance to try them out before committing.



## what's your client's sensitivity risk?

Before your clients say goodbye, show them Dermalogica's online Sensitivity Risk tool at [skinsensitivityrisk.com](https://skinsensitivityrisk.com). Entering their location will allow them to receive personalized insights about what might be causing their sensitive skin, along with expert tips and product recommendations to keep top concerns at bay.

# ? frequently asked questions

Have questions?  
We're here to help!

## **How many UltraCalming™ products can be used at once?**

As many as are appropriate for your client, according to their Face Mapping® skin analysis and skin concerns.

## **Is Lavender bad for sensitive skin? I noticed it is in most UltraCalming™ products.**

Good eye! Lavender has many skin health benefits including anti-inflammatory, antioxidant and anti-microbial properties, and is generally recognized as safe.

## **How can I assess the severity of my client's sensitivity/sensitization?**

You should be able to determine which category your client falls into based on the insights you gathered from their Face Mapping and consultation.

## **Why doesn't UltraCalming™ contain hydrocortisone (cortisone)?**

Hydrocortisone is a steroid used to provide short-term relief from inflammation; when it's used on a continued basis, skin can build up a resistance and require stronger steroids to achieve the same result. It also has the potential drawback of thinning skin. UltraCalming™ products are designed to provide long-term control of itching and redness, and utilize active ingredients that restore skin to defend against sensitivity.

## **Can UltraCalming™ be prescribed for an oily or acneic skin condition?**

Yes! Sensitization can affect any skin condition, and UltraCalming™ products are designed to be layered together or integrated into your client's existing skin care regimen on an as-needed basis – making them a go-to solution for skin that's sensitized by the environment or stress.

If your acne-prone client has evidence of extreme redness and inflammation (perhaps from acne medications like Differin or Isotretinoin), you may recommend UltraCalming™ with some key products from the MediBac Clearing® system. Breakouts will often improve when the associated inflammation is reduced.

## **What home care tips can I give my clients to help reduce flare-ups?**

- Never wash with hot water, as this further strips skin's barrier. Instead, use tepid water.
- Be mindful of scented, colored and fragranced laundry detergents and softeners; they can aggravate skin.
- Never attempt any exfoliation routine without a professional's recommendation.
- Don't smoke. Smoking drains skin of vitamins A and C and constricts blood vessels – it's like suffocating skin from the inside. Smoking also dehydrates skin around the lip area, causing wrinkles.
- Excessive intake of alcoholic beverages, caffeine and certain medications can trigger dry, sensitive skin.
- The loss of existing sebum is commonly caused by excessive bathing, showering, scrubbing, or the use of harsh soaps. Shaving without a protective medium can also weaken skin's barrier function.
- If skin is so sensitized it cannot tolerate water, remove UltraCalming™ Cleanser with damp cotton or a soft wipe.
- Use gentle, upward strokes when applying product – never use rough, quick movements.





**dermalogica®**