

phyto replenish oil

skin lesson: dewy skin

Why get it? Did you know your skin can lose lipids from environmental changes, stress, over exfoliation—even the natural ageing process—leaving the skin susceptible to further damage, dehydration and visible fine lines? Let our expert **Dermalogica Skin Therapist** show you how to go from dull to dewy, smooth visible lines while increasing hydration with **Phyto Replenish Oil**. It's time to meet your Dewy Skin Defense!

- Consumer brochure and materials
- Mirror
- Disposable steam towels
- Water (spray bottle or hook neck bottle)
- Headband
- Dental bib and clip
- Face Mapping® Prescription Sheet
- **PreCleanse**
- **Essential Cleansing Solution**
- **UltraCalming™ Cleanser**
- **Phyto Replenish Oil**
- **Intensive Moisture Balance**
- **Super Rich Repair**
- **Solar Defense Booster SPF50**
- **Multi-Active Toner**
- **SkinPerfect Primer SPF30**



dewy skin step-by-step skin lesson guide

1. After greeting and welcoming your customer or client, let them know you are offering a **Dewy Skin lesson**. Ask them if they are currently experiencing dehydration or dryness, or if they have any questions or concerns about keeping their skin hydrated with a healthy skin glow. Begin the conversation by stating, “What if I could show you how to achieve dewy, radiant skin in just a few minutes, would you be interested?” Invite them to take a seat at **Skin Bar®** to experience a personalised skin lesson with massage while also learning tips on how to properly use a face oil.
 - a. Use the consumer education materials to discuss what the **Dewy Skin DIY** is all about.
2. Ask the customer about how their skin feels after cleansing. Does it feel tight? Do they feel like they use more moisturiser to get adequately hydrated? Are they using a toner? Have they used a face oil before? Ask the customer to look in the mirror and tell/show you where they notice dryness or dehydration, fine lines or where they notice tightness, tension or even sinus pressure within the face. Ask them questions to establish their needs and concerns, you'll take a closer look after they have cleansed.
3. Show the customer the **Phyto Replenish Oil** and share a few key features and benefits and re-iterate why and how the **Dewy Skin lesson** will help them.
4. Have the customer put on a head band before beginning the cleanse and protect the clothing with a dental bib and clip.
5. 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 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 esthetic wipes.
- b. If they are in a time crunch, then use the **PreCleanse** shortcut by applying 2 pumps of **PreCleanse** to warm disposable steam towel and have the client begin the removal.
 6. For the second cleanse, dispense a small amount of **Essential Cleansing Solution** or **UltraCalming™ Cleanser** into their hands, apply and remove with a warm disposable steam towel. **Tip:** Dampen hands if necessary to improve spread and slip and glide.
 7. Begin a brief **Face Mapping® skin analysis**. Have your customer look in the mirror again and study their skin. Help the customer determine skin type and skin condition. Touch their skin while asking further questions and mark findings on your **Face Mapping® Prescription Sheet**.
 8. Next have the customer spritz their skin with **Multi-Active Toner** to begin hydration.
 9. Dispense 4-6 drops into the clients' hands. Tell the customer you are going to teach him/her the **Dewy Skin DIY** massage in four easy steps to get that dewy skin glow and release any facial tension. Share with the client that this routine is ideal to use with the oil as it promotes the absorption of its actives, boosts circulation and detoxifies the skin.
 10. Guide the customer on how to spread the oil between the hands and then have them mimic exactly what you are doing for the **Dewy Skin DIY** massage. First apply the oil to the skin beginning at the forehead, cheeks, nose, chin and neck and then lightly spread to hairline.
 11. Ask the customer if they have ever experienced tension in the face, headaches, puffy eyes or a dull skin tone. Let them know this massage will tackle those key issues and much more. As you begin the massage movements, share with the customer the benefits for each step.
 - a. **Forehead Wrinkle Release:** will smooth and relax the muscles and improve the appearance of lines and wrinkles brought on by stress.
 - b. **Revitalize Eyes:** reduces puffiness, alleviate headaches, eye strain and enhance skin glow and health.
 - c. **Glow Point Detox:** encourages circulation and detoxification while boosting skin radiance.
 - d. **Jawline Stress Release:** relieves stress and tension in the jaw, increases lymphatic drainage and improves skin tone.
 12. Once complete with the massage, have the customer apply **Intensive Moisture Balance** or **Super Rich Repair** mixed with **Solar Defense Booster SPF50**. **SkinPerfect Primer SPF30** can be applied as final step for an additional glow. If the treatment is in the evening simply finish with just a moisturiser. **Tip:** Add another drop of the **Phyto Replenish Oil** to the moisturiser for an enhanced dewy finish.
 13. Invite and book the customer for a 10-minute **Dewy Skin Facefit** treatment or **MicroZone® Moisture Boost**.