

BioLumin-C Masterclass

Say hello to brighter, firmer skin and meet the next generation of Vitamin C products, Dermalogica's new BioLumin-C Serum! Experience results first hand to reveal your brighter skin from within and receive your own personalised Skin Fitness Plan, including professional Skin Therapist tips to get the most out of your product regimen.

- 1. Set the scene:** Create a bright and uplifting environment that instantly grabs attention. Layer sensorial experiences by using citrus aromas, serving infused water or fresh orange juice and Vitamin C fruits.
2. Welcome attendees and the focus of the masterclass to introduce the latest addition to the Dermalogica AGE Smart line the **NEW! BioLumin-C Serum**, designed to achieve **brighter skin from within**.
- 3. Overview the event:** *"Today we will explore one of the most talked about skin challenges experienced by many individuals globally- skin ageing. Unfortunately, we know that ageing is inevitable. As we age our skin's natural processes start to slow leading to dullness, lines and loss of snap back"*

The event will include:

- Learn how to manage and minimise the appearance of skin ageing from the Number 1 professional skin care brand globally.
- Experience the results of the **NEW! BioLumin-C Serum** first hand.
- Receive a personalised **Skin Fitness Plan** including at-home product adjustments, lifestyle advice based around key skin ageing triggers and bespoke service recommendation.

Optional: Social media competition

1. Take a photo including BioLumin-C Serum
 2. Upload to Instagram | Facebook | Twitter account tag in @DermalogicaUK and use the hashtags #askdermalogica #biolumincserum
 3. Once posted show your Professional Skin Therapist whilst they are creating your Skin Fitness Plan
 4. Your name will be entered into a raffle which will be chosen at random and announced at the end of today's event
- 4. Ask the following questions or similar to begin discussion about the brand and products:**
- Q.** *"have you ever used products to target ageing before?"*
- Q.** *"have you tried a Vitamin C product?"*

Link into Dermalogica, the focus and background of the brand. This section needs to highlight the brand differences and be relevant to the group:

“Dermalogica is the number one brand used by Skin Therapists worldwide and is founded upon the belief that good skin care is not about beauty, pampering or luxury - it’s about ensuring your best life is lived in your healthiest skin.”

“Everything that we do at Dermalogica, from developing products to performing treatments has a strong link to our core DNA and ethos- Education, Personalization and Human touch.

“What a lot of people don’t know is that Dermalogica didn’t start out as a skin care brand. Dermalogica started as a post graduate training facility committed to raising the standards of the professional skin care industry. This legacy of Education is still a core brand attribute today where through education professional skin therapists, the best trained in the industry, can pass on their expertise to help you achieve your healthiest skin ever. These results will be achieved through educational lifestyle advice, personalised product prescriptions and customised treatment experiences!”

- 5. Skin ageing triggers and Professional Skin Therapist educational tips:** Invite attendees to look in the mirror or use their camera on their mobile phones and identify their concerns with ageing. Ask them to share their main ageing signs.

*“**Did you know we look 1% of collagen per year after the age of 30?** As we age our skin goes through a lot of changes, these changes can be down to our natural aging, which is controlled by genetics and health conditions or environmental factors like pollution and UV rays. Lifestyle choices like diet and smoking can also impact the skin’s structure. Over time, these environmental and lifestyle factors lead to the accumulation of **molecular damage** in the skin, ultimately resulting in fine lines and wrinkles”*

Review top ageing triggers and relevant educational tips:

UV exposure: 90% of people will have sun-induced age spots by the time they’re 60; these are harmless, but they can add 10-15 years onto your perceived age!

Top tips:

- Wear an SPF 365 days a year! UVA (commonly known as the ageing ray) is the same strength all year round. Look out for the UVA symbol which advises that you SPF has broad spectrum protection that shields from UVA. This symbol also assures you that the level of protection from UVA is proportionate to the SPF value you have selected. High SPF and high UVA protection gives the best all round defense.
- Stay out of the midday sun
- Use extra protection: hat, sunglasses and clothing
- Choose SPF products with additional protective ingredients such as vitamins and antioxidants! These ingredients will offer additional protection and help the skin to repair damage, today we will try Dynamic Skin Recovery SPF one of Dermalogica most popular SPF moisturizers.

Pollution: Environmental pollution reduces the skin's natural antioxidants, leading to skin damage. Pollution is often called free radical damage, imagine free radicals as an army designed to attack and destroy the skin, they break down important skin proteins such as collagen, elastin causing lines and wrinkles and can stimulate irregular brown patches on the forehead, cheeks, nose, upper lip, chin or jawline.

Top tips:

- Check www.skinpollution.com for your local area to see potential risk for damage
- Use anti-pollution products containing charcoal, vitamins and plant oils one of our most popular anti-pollution products is **Daily Superfoliant**
- Double cleanse every day starting with an oil based cleanser, you'll get to experience the dermalogica double cleanse today!

6. Introduce the 'skin's powerhouse' ingredient Vitamin C: *"Your skin endures a lot. Every day, natural and environmental triggers speed up the aging process, resulting in uneven skin tone, age spots, fine lines, wrinkles and a loss of snap back. Skin can fight back against these processes, but it needs help..."*

Vitamin C: As one of the most potent antioxidants available, Vitamin C is a true **skin care powerhouse!** It's scientifically proven to tackle the processes that lead to premature aging. It defends against pollution (free radicals), brightens and firms so it will protect and treat the concerns we have just discussed!

But there are hundreds of Vitamin C targeted treatment products available on the market today, and many promise significant anti-aging results—but many don't deliver! That's because Vitamin C benefits start to reduce the moment it is exposed to air! Whether it's cutting open an orange or opening a product, in order for Vitamin C to work at its best it needs to remain active.

For maximum skin results the Vitamin C needs to be **stable** to remain active

- Traditional forms of Vitamin C are easily oxidized upon exposure to air, heat or water; which degrades how well the product works at treating ageing. You will notice this easily as many Vitamin C products turn brown as they oxidize.
- Vitamin C needs to be able to get into the skin. In order for Vitamin C to defend against pollution, firm and brighten, it must get to where it's needed most—in the deeper layers of the skin. While skin this can be increased through exfoliation, many Vitamin C products aren't created to achieve this.

BioLumin-C Serum combines an **ultra-stable Vitamin C complex** with advanced technology to go beyond skin's surface – delivering the natural power of Vitamin C where it's needed most. BioLumin-C does more than simply brighten, firm and reduce the appearance of fine lines; **it boosts the skin's own defences, to give brighter skin from within.**

7. Introduce NEW! BioLumin-C Serum: BioLumin- C Serum is a high-performance serum that works with the skin's own defenses. Our Vitamin C works with your skin's natural defences increasing its ability to defend against daily wear and tear and the detrimental effects this can have on the skin.

How it works: Our superior formula outperforms other Vitamin C products with our advanced technology, BioLumin C Serum contains a unique complex of 2 highly stable Vitamin C ingredients alongside other age fighting ingredients. We're delivering more Vitamin C in to the skin plus ingredients to gently exfoliate and peptides to kick start our collagen production.

Key benefits:

- **Brighten – exfoliates and reduces unbalanced skin tone.**
- **Firm – reduces the appearance of fine lines and wrinkles.**
- **Defend – prevents and corrects environmental (free radical) damage.**

Clinical studies:

Two clinical studies were carried out comparing BioLumin C Serum against two competitor Vitamin C products.

1) Study one- Colour change

We performed colour stability testing with BioLumin-C Serum against 2 other Vitamin C competitor brands.

- Color stability indicates that Vitamin C doesn't oxidize as quickly and stays active/effective longer. The darker the colour, the more evident that oxidation has occurred.
- We tested one batch of product samples at room temperature and a second batch at a heated temperature of 122°F/50°C samples.
- After 5 days, testing concluded:
- BioLumin-C Serum has a 0.5% color change
- Competitor 1 has a 31% color change
- Competitor 2 has a 15% color change

2) Study Two- Availability Bioavailability = Amount of active Vitamin C is in the skin

We performed bioavailability testing with BioLumin-C Serum and 2 Vitamin C competitor brands.

After 22 hours, testing concluded:

- Competitor 1's bioavailability score is 9
- Competitor 2's bioavailability score is 7

BioLumin-C Serum's bioavailability score 21 (3x more bioavailable than competitor 2)

8. Brighten and Smooth Skin Bar Lesson:

Attendees will experience the results of BioLumin-C Serum and the AGE Smart segment. Engage the attendees on the unique benefits; feel; smell; results of BioLumin-

C Serum. Showcase the best way to incorporate BioLumin-C Serum into their daily skin care routine.

Take a moment to explain the **Skin Bar** setup which includes: **Skin Fitness Plan**, products, mirror, damp esthetic wipes and highlight that **BioLumin-C Serum** is the key product in this **Skin Bar Lesson**.

Skin Bar Lesson Protocol:

1. Direct the attendees to put on a headband before beginning the **Skin Bar Lesson** and have them protect their clothing with a dental bib and clip.
2. Educate on the Dermalogica Double Cleanse beginning with **PreCleanse Balm**. *Explain to them the importance of double cleansing to thoroughly remove make-up, pollution and debris, link this back to the previous discussions of how pollution can trigger skin ageing. **86% of women saw an improvement in their skin condition simply by introducing a double cleanse.***
3. Guide them on how to apply, manipulate and emulsify **PreCleanse Balm** then remove with damp esthetic wipes. **Tip - encourage the attendees to look at the disposable wipe after removing PreCleanse Balm and again after Skin Resurfacing Cleanse to visually see the effectiveness of the Dermalogica double cleanse**
4. For their second cleanse, have the attendees dispense 1 pump of **Skin Resurfacing Cleanser** into their hands and add a small amount of water. Lightly manipulate with upward fingertip circles, avoiding the eyes, then remove with damp esthetic wipes. *Discuss the benefits of dual action cleansers to smooth and polish the skin with added exfoliation*
5. Next, have them spritz their skin with **Antioxidant HydraMist**, then dispense a few drops of **BioLumin-C Serum** and gently massage it into their skin. **Consumer how-to on the next slide** *Discuss the benefits of layering targeted products to fight against environmental damage, **Antioxidant HydraMist** will provide a 'shield' of protection with additional vitamins whilst adding an extra layer of hydration, great for anyone working outdoors; commuting; smokers*
Top tips for application:
 - Avoid touching the pipet
 - Use only a few drops per application
 - Use in the morning and the evening underneath your favourite moisturizer
 - If using retinol alongside, use BioLumin-C Serum in the morning and continue to use retinol in the evening.

Engage the attendees on the use BioLumin-C Serum

- **How does the product feel on your skin?**
- **What do you think to the smell?**
- **What product can you see yourself using over the top of it?**

6. Apply either **Dynamic Skin Recovery SPF50** or **Pure Light SPF50** to moisturize and protect their skin. For an all over glow, they may apply **SkinPerfect Primer SPF30**.

Dermalogica has always advocated SPF as part of your daily skin defense. UV radiation is the major contributor to skin ageing. We recommend a minimum of SPF15 that protects from both UVA and UVB. The higher the SPF value the more protection against UVA, which is a must for anyone concerned with ageing. Layering SPF products such as primers and tints is a great way to ensure an even coverage and maximum protection throughout the day.

9. Offer attendees their own personalised Skin Fitness Plan:

This is an opportunity for attendees to get connected with the dermalogica Professional Skin Therapist, experience personalised education and professional recommendations. Attendees will leave feeling confident with what products and services will help target their skin goals. Each attendee will leave with their own Skin Fitness Plan with personalised lifestyle advice identifying possible ageing triggers | at-home product recommendations | professional service suggestions.

10. Overview Dermalogica® skin services:

Give attendees further insight into the professional treatments you offer in your business. Share the importance of updating their Skin Fitness Plan regularly to achieve their healthiest skin ever.

- 11. Close the event:** Make attendees aware that the team will be on hand to answer any further questions, take treatment bookings or offer additional information on services. Thank attendees for joining the masterclass and highlight gifts or relevant promotions.