

dermalogica  
**clear start**<sup>™</sup>

Featuring **2 NEW** ways to  
**BANISH BREAKOUTS  
& BLACKHEADS**





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# INTRODUCTION

Clear skin is a number one priority for much of the population. Breakouts can occur at any age, but they are most common in teens, young adults and women due to hormonal changes. While relief is often promised by acne treatments and medications on the market, many people are unsatisfied with the results. Too many clients are in the dark about why they get breakouts, and are unsure how to effectively treat them. They are also frustrated by products that take too long to work, or are unpleasant and uncomfortable to use!

As a professional skin therapist, you have the expertise and ability to help your clients live their best lives in their healthiest-looking skin. Clear Start™ gives you the versatility to help clients obtain clearer skin. Designed especially for breakout-prone skin, Clear Start™ combines potent, breakout-fighting ingredients with gentle, soothing botanicals to leave skin clear and comfortable - not inflamed and irritated.



# WHAT CAUSES BREAKOUTS & BLACKHEADS?

In general, breakouts are caused by a build-up of dead skin cells, excess sebum (oil), and bacteria. When excess oil and skin cells clump together, they can form an impaction, or plug, in a follicle. *Propionibacterium acnes* (*P. acnes*) bacteria live harmlessly on the skin but when trapped inside the follicle, they can multiply, causing breakouts. This then results in inflammation, causing the redness and pain that is typically associated with acne.

## The Anatomy of a Breakout

Our outermost layer of skin (the epidermis) coats our bodies - and our follicles - like a thin sheet of laminating paper. Many follicles are attached to sebaceous (oil-secreting) glands below the skin's surface. These glands secrete sebum, which is wicked out by tiny vellus hairs.

At the same time, an average person sheds approximately 35,000 skin cells per hour while a person with a genetic predisposition to acneic skin can shed up to four times that amount. If any of those dead skin cells collect and remain in a sebaceous follicle, there is a chance that they can mix with excess oil and clump together. This can form low-grade acne such as blackheads, whiteheads and milia, as well as set the stage for higher-grade acne such as papules, pustules, nodules and cysts.



**Blackheads** are open comedones that turn black not because of dirt but because the oil, dead skin cells and bacteria inside the follicle mix and oxidise, like an apple that has been sliced open. This means the follicle is open and still receives oxygen. Some blackheads resolve themselves, or are easily extracted. Others linger and can grow into more severe forms of acne if they become infected or inflamed.



**Whiteheads** are closed comedones that occur just like blackheads but don't oxidise. These usually go away on their own but can also grow into more severe forms of acne if they become infected or inflamed.



**Milia** happen when dead skin cells and/or sebum (or keratin) become trapped by skin that grows over them. You may recognise milia as tiny, hard white bumps that cannot be extracted.

Milia are often mischaracterised as acne, when in fact they are benign cysts.

## BLACKHEADS CAN TURN INTO BREAKOUTS.

Untreated blackheads can become breakouts if infected by breakout-causing bacteria. That's why it's important to help your clients practice skin care habits that will keep their skin clear of excess oil and dead skin cells. **Blackhead Clearing Fizz Mask** helps decongest pores so breakouts won't have a chance to grow.



Blackheads, whiteheads and milia are all non-inflammatory, meaning there is no redness or inflammation present. When redness or inflammation is present, the client has a higher-grade form of acne.



**Papules** are red, raised bumps that occur after a closed follicle is deprived of too much oxygen. This anaerobic environment causes the dormant *P. acnes* inside to become active and consume excess sebum and dead skin cells. The more *P. acnes* multiply and consume sebum, the bigger the follicle swells into a papule.



**Pustules** are pus-filled bumps that occur when an infection is present in the follicle. This happens when the follicle swells too much with excessive skin cells, sebum and bacteria, causing the follicle wall to rupture beneath the skin. This rupture lets *P. acnes* spill into the dermis. This infection triggers the immune system to send white blood cells to the rescue. A battle rages between white blood cells and *P. acnes*, causing collateral damage in the form of pus. Clients often mistake pustules for whiteheads because of their white or yellow-capped appearance, but pustules are red and inflamed whereas whiteheads are not.



**Nodules** develop when an infection spreads to neighbouring follicles. Nodules look like multiple papules and pustules clustered together, or large bumpy areas.



**Cysts** form when the infection lingers long enough within the dermis for the body to quarantine it within a membrane. Because of this quarantine, nothing gets in or out of a cyst, including topical acne products.





# EVERYONE HAS P. ACNES ON THEIR SKIN.

The skin's microbiome, or natural environment, hosts all kinds of natural bacteria. Some, like *S. epidermidis* (*Staphylococcus epidermidis*), are "good" and maintain healthy skin. Others, like *P. acnes* (*Propionibacterium acnes*), can lead to breakouts.

All of us have *P. acnes*, but they typically lie dormant in an aerobic environment - where pores are open and oxygen is readily available. When pores are clogged, the environment becomes anaerobic because it lacks oxygen. This prompts *P. acnes* to "wake up" and cause breakouts.

Anti-bacterial agents can be applied topically to help reduce *P. acnes*, but anti-bacterial agents can also target "good" bacteria. In addition, the skin has its own built-in anti-microbial system, which generates anti-microbial peptides and lipids to help ward off "bad" bacteria. **Breakout Clearing Booster** helps boost the skin's own natural defences to keep breakouts away.





# OTHER FACTORS THAT CONTRIBUTE TO BREAKOUTS

Everyone breaks out for different reasons because everyone's skin is different. However, there are four main areas you can focus on to help further isolate the cause(s) of your client's breakouts.



## Age

The younger your client is, the more likely they are to have oilier skin and rampant breakouts. Younger skin also tends to be more resilient, which means it can withstand recurring breakouts and heal more rapidly. As clients age, their skin tends to produce less oil and have more isolated breakouts, however, slowing cell turnover makes their skin more susceptible to post-inflammatory hyperpigmentation (PIH).



## Lifestyle

Ineffective cleansing and exfoliation to rid the skin of dead skin cells and excess sebum is perhaps the number one lifestyle-related contributor to breakouts. Other factors include comedogenic make-up and hair products, and clothing that traps sweat and dead skin cells.



## Stress

A common contributor because it can stimulate more oil production and further slow the skin's recovery. Keep in mind, stress takes many forms and doesn't have to be psychological. For example, your client could have physical stress from dehydration or dietary issues.



## Genetics

Many people have a genetic predisposition to acne, which means their skin produces four to five times more dead skin cells and has larger, more active sebaceous glands than people with non-acneic skin. They can also have thicker sebum and fewer tiny (vellus) hairs that wick away oil from the follicles. These conditions can make impacted follicles more common.

While some clients are more knowledgeable about their skin than others, most clients do not know whether their skin is truly acneic, what kind of breakouts they have, how their breakouts are forming, or how to treat them. All they know is that they want clear skin – and they want it now. In the next section, we'll talk about how you can leverage your knowledge and expertise to find the right breakout treatments for your clients.

# HOW DO I TREAT BREAKOUTS?

Now that you know about the general causes of breakouts, it's important for you to gain insight on what's causing your client's breakouts. This is important because clients don't just want products that work – they want products that work for them.

By choosing products and solutions your client will actually use, you will build more trust with them and help them take charge of their skin's future.

Start by opening up a dialogue. You'll want to get a good understanding of their age, lifestyle, skin care habits and genetic predisposition to acne. As you observe your client's skin, be sure to ask them open-ended questions that can lead to even more insight.

- How are you currently treating your breakouts?
- What kind of products are you currently using? How often?
- What do you like or dislike most about your skin care routine?



During your client's Face Mapping® skin analysis, ask if you can touch their skin. Does it seem dry, inflamed or irritated? Is it especially oily or sensitive? Focus your attention on what type(s) of breakouts your client has. Remember that acne takes on multiple forms that range in severity. Some breakouts are easily extractable in your treatment room; others may require a prolonged treatment plan or medical attention.

## WHAT KIND OF BREAKOUT IS IT?

	Type	Appearance	Redness?	Painful?	Can you extract?	Comes out like...
LOW-GRADE	<b>Blackhead</b> Follicle is open but impacted. No inflammation.	<ul style="list-style-type: none"> <li>• Dark</li> <li>• Small</li> <li>• Common in T-zone</li> </ul>	NO	NO	YES	A plug
	<b>Whitehead</b> Follicle is closed and impacted. No inflammation.	<ul style="list-style-type: none"> <li>• White/yellow</li> <li>• Small</li> </ul>	NO	NO	YES	Toothpaste
	<b>Milia</b> Follicle is closed, hard and capped. No inflammation.	<ul style="list-style-type: none"> <li>• White</li> <li>• Small</li> <li>• Hard bump</li> </ul>	NO	NO	NO (needs lancing)	A sesame seed
	<b>Papules</b> Follicle is closed. Infection/inflammation present.	<ul style="list-style-type: none"> <li>• Pink/red</li> <li>• Can look flat</li> <li>• No pus</li> <li>• No visible opening</li> <li>• "Not ready yet."</li> </ul>	YES	YES	NO	N/A
HIGH-GRADE	<b>Pustules</b> Follicle is closed. Infection/inflammation has grown. Break in follicle wall.	<ul style="list-style-type: none"> <li>• Pink/red</li> <li>• Swollen/raised</li> <li>• Has pus</li> <li>• May have white/yellow top</li> <li>• Often mistaken by clients for a whitehead.</li> </ul>	YES	YES	NO (needs medical attention)	N/A
	<b>Nodules</b> Infection/inflammation has spread to multiple follicles.	<ul style="list-style-type: none"> <li>• Bumpy, swollen red</li> <li>• Clustered papules or pustules</li> </ul>	YES	YES	NO (needs medical attention)	N/A
	<b>Cysts</b> Deep break in follicle wall. Infection/inflammation has spread into dermis.	<ul style="list-style-type: none"> <li>• Large, widespread bump or area</li> <li>• Often singular (not clustered)</li> <li>• No visible pus</li> </ul>	YES	YES	NO (needs medical attention)	N/A

If your client has a low-grade form of acne, it is usually caused by clogged follicles. This is treatable through their topical skin care routine. If your client has a high-grade form of acne, topical skin care may need to be supplemented by medical advice from a doctor. In both cases, recommending adjustments to your client's skin care routine can also help prevent future breakouts.

# WHY CLEAR START™?

Acne treatments can disrupt people's daily lives as much as acne itself. Prescription medications can be hard on the skin or easy to forget, while over-the-counter products can take a one-size-fits-all approach that can leave skin dry or irritated.

Clear Start™ is ideal for clients who want fast results, products that contain natural ingredients, and solutions that won't dry out or further irritate their skin. Each Clear Start™ formula combines potent, active ingredients with gentle skin-soothing botanicals to keep skin clear, balanced and hydrated. These professional-grade formulas are tough on breakouts, yet gentle on skin.



dermalogica  
**clear**  
**start**  
Bakuchiol-Clearing  
Fizz Mask

# CLEAR START™ PRODUCTS AT A GLANCE







dermalogica®  
**clear start**  
Breakout Clearing  
Booster

dermalogica®  
**clear start**  
Blackhead Clearing  
Fizz Mask

dermalogica®  
**clear start**  
Skin Soothing  
Hydrating  
Lotion

dermalogica®  
**clear start**  
Oil Clearing  
Matte  
Moisturizer

# **NEW!** BREAKOUT CLEARING BOOSTER

Kills breakout-causing bacteria in only 15 minutes.

## why your clients need it

Works as either a spot treatment or an all-over face and body breakout prevention treatment for breakout-prone skin.

## what it is

A fast-acting, lightweight formula that helps clear pores and kills breakout-causing bacteria for rapid skin clearing.

## key benefits

- Helps boost the skin's natural defences against breakout-causing bacteria.
- Soothes breakout-irritated skin.
- Unclogs pores.

## key ingredients

- Salicylic Acid, a Beta Hydroxy Acid, stimulates natural exfoliation, helping to clear impacted follicles and minimise breakout formation.
- Next-generation, patented Thymol and Terpineol (TT) Complex and Phytoplankton Extract work with the skin's natural microbiome to reduce breakout-causing bacteria while preserving "good" bacteria.
- Niacinamide boosts the skin's own anti-bacterial defences and helps to even skin tone.
- Seaweed-derived Chondrus Crispus Extract, complexed with Hyaluronic Acid, locks in moisture to soothe irritated skin.

## application

Morning and/or night, apply a small amount directly to blemish or breakout area, or apply a thin layer all over the face after toner and under moisturiser for breakout prevention.



# **NEW!** BLACKHEAD CLEARING FIZZ MASK

Targets blackheads before they turn into breakouts.

## why your clients need it

Helps soften and clear blackheads on breakout-prone skin, before they get worse.

## what it is

A unique mask that transforms into an active fizzing formula to clear pores and target blackheads.

## key benefits

- Unique fizzing formula helps to open pores and decongest skin.
- Facilitates blackhead clearing.
- Hydrates skin and helps control excess oil.

## key ingredients

- Sulfur provides anti-microbial benefits to help clear skin.
- Kaolin Clay, which has naturally absorbent properties, soaks up excess oil and purifies the skin.
- Pyrus Malus (Apple Fruit) Extract, a saccharide complex, increases skin hydration.

## application

Apply a thin layer to cleansed skin on areas of congestion, and allow 3-5 minutes to fully activate. Rinse thoroughly with warm water, and follow with your recommended Clear Start™ products. Use 2-3 times per week or as needed.



# BREAKOUT CLEARING FOAMING WASH

Deep cleans and purifies skin

## key benefits

- Washes away dead skin cells, dirt and excess oils for fewer breakouts.
- Clears and soothes skin with botanicals.
- Can be used all over face and body to treat and help prevent future breakouts.

## application

Morning and night, lather a small amount in damp hands, then massage over the face, neck and chest to wipe out dirt and breakouts. Avoid the eye area. Rinse thoroughly with warm water.



# BREAKOUT CLEARING ALL OVER TONER

Clearing, refreshing mist

## key benefits

- Allows for optimal moisturiser absorption while combating breakouts.
- Contains gentle botanicals to help calm, cool and revive skin.
- Can be spritzed all over face and body throughout the day to help maintain hydration levels and soothe skin.

## application

Morning and night, after cleansing spray over the entire face with eyes closed, neck and anywhere on the body that is prone to breakout. Let absorb. Follow with prescribed Clear Start™ product.



# OIL CLEARING MATTE MOISTURIZER SPF15

All-day shine control

## key benefits

- Prevents shine from excess oil without leaving a powdery residue.
- Provides critical Broad Spectrum defence without clogging pores.
- Gentle botanicals soothe and protect skin.

## application

After cleansing and toning, apply liberally over entire face and neck.



# SKIN SOOTHING HYDRATING LOTION

Soothing, hydrating relief

## key benefits

- Helps relieve dry, dehydrated skin often associated with some prescription acne treatments.
- Formulated with gentle botanicals to soothe and protect skin.
- Non-medicated, SPF-free formula is great for night-time use.

## application

After cleansing and toning apply liberally over entire face and neck, day and night.








# CLIENT SERVICE AND RETAIL ACTIVATION TOOLS

The following tools are designed to help you educate your clients about breakouts and move them toward retail purchases and/or service bookings. Use this time to build stronger relationships and share valuable advice they can use at home.

## NEW! Clearly Glowing SkinSolver® Treatment

Let your clients experience the power of Clear Start® with this 10-minute professional treatment that deep cleans to help clear congestion and prevent breakouts. SkinSolver® Treatments can be done in your retail area so they are an ultra-convenient way to showcase skin treatments.

 <b>1</b> MIN.	Cleanse the skin by applying 2 pumps of <b>PreCleanse</b> to damp disposable wipes.
 <b>3</b> MIN.	Mix <b>Breakout Clearing Foaming Wash</b> with water and apply with a fan masque brush. Lightly manipulate with finger tips and remove with damp disposable wipes. <b>Modality Option:</b> Use an ultrasonic brush to accelerate skin resurfacing on congested skin only.
 <b>3</b> MIN.	Apply <b>Blackhead Clearing Fizz Mask</b> to areas of concern. Allow to set (fizz up) and then remove with damp disposable wipes.
 <b>2</b> MIN.	Spritz the skin with <b>Breakout Clearing All Over Toner</b> or apply onto cotton and wipe. Apply <b>Breakout Clearing Booster</b> directly onto breakout areas or a thin layer all over. Apply <b>Oil Clearing Matte Moisturizer SPF15</b> or <b>Skin Soothing Hydrating Lotion</b> .
 <b>1</b> MIN.	Complete your client's <b>Skin Fitness Plan</b> with prescribed products and treatment advice.

Suggested priority product: Breakout Clearing Booster

Secondary products: Blackhead Clearing Fizz Mask, Breakout Clearing Foaming Wash

## NEW! Clearly Glowing Skin Bar® Lesson

When your clients ask how to use Clear Start™ products or clear breakouts at home, offer them a Skin Bar® Lesson! These quick, educational moments are wonderful for demonstrating products and application techniques, as well as giving clients hands-on time with products. Plus, they're perfect for groups, one-to-one sessions or events!

For more information about these services, contact your **Dermalogica Education Training Centre.**



# CLIENT EDUCATION

Fast facts with professional tips from the skin health experts at Dermalogica

## NEW! Clear Skin Tutorial

Clear skin depends on the right skin care choices. This series of three MicroTutorials tackles the top three questions asked by young adults - Why is my skin out of control? Are my products causing breakouts? How can I banish blackheads and breakouts?

Each designed to share essential education in 3-5 minutes, these MicroTutorials are ideal for digital sharing on your social channels, perfect for engaging at pop-up events, or they can be bolted onto Skin Bar® Lessons for skin coaching interactions in the skin centre.

Although the education is designed for young adults aged 17-23, younger customers can benefit from the education too.





## Go Digital: Takes approximately 10-30 minutes

*(includes preparation time)*

Choose a single MicroModule for an Instagram story or facebook live tutorial that speak directly to the Gen Z Consumer.

1. Choose a location to film.
2. Set the scene by branding your space
3. Determine your bounce back promotional offer
4. Film your tutorial using the script as a guide
5. Edit your video if necessary to produce a 3-5 minute clip.
6. Upload to your favourite platform and track the response

## Go Hands-on: Takes approximately 30-45 minutes

*(excludes preparation time)*

Select a single MicroModule for short in-store interactions or stack the MicroModules for a larger or longer Clear Start™ event.

1. Select MicroModule. Each MicroModule will take you 5 minutes to deliver. Prepare marketing communications and promotions.
2. Allocate 5-15 minutes for education based on single or stacked MicroModules. Prepare your education using the script as a guide.
3. Allocate 15-30 minutes for interactive product exploration and personalised Face Mapping® based on number of attendees and number of staff available. Prepare a Skin Bar® set-up for attendees to try product and play. You can focus on Blackhead Clearing Fizz Mask and Breakout Clearing Booster or use the complete Skin Lesson Protocol.
4. Allocate 5 minutes for closing the event and completing purchases.

**Please visit the Education Centre for MicroModules video and protocols. Materials to highlight the Clear Skin Tutorials in your business can be accessed on the Business Centre.**

# FREQUENTLY ASKED QUESTIONS

## **WHAT IS THE APPROPRIATE AGE RANGE FOR CLEAR START™?**

Clear Start is ideal for clients in their teens and early 20s.

## **WHAT IS THE DIFFERENCE BETWEEN CLEAR START AND MEDIBAC CLEARING®?**

Clear Start is formulated for younger skin, which is more likely to experience rampant breakouts due to excess oil. MediBac Clearing® is formulated for more mature skin, which is likely to experience recurring hormonal breakouts, slower cell turnover, and post-inflammatory hyperpigmentation.

## **WHAT TYPES OF BREAKOUTS WILL CLEAR START TREAT?**

Clear Start can treat all types of breakouts, but topical treatment for higher-grade forms of acne may need to be supplemented by medical advice.

## **CAN MY CLIENT USE CLEAR START EVERY DAY? WILL IT DRY OR IRRITATE THE SKIN?**

Clear Start products may be used daily or weekly (according to your client's Face Mapping® skin analysis). They will not dry or irritate your client's skin because they are designed to do just the opposite with skin-soothing botanicals. As with any product, there is always a rare possibility that a client could have an adverse reaction if he or she is using multiple products that contain active ingredients at the same time.

## **CAN MY CLIENT USE CLEAR START WITH ACNE MEDICATION?**

Your client may use this product with acne medication, however, if they experience any irritation or adverse skin reaction as a result, please advise them to stop using the product immediately and seek the advice of a medical professional.

## **HOW SOON WILL MY CLIENT SEE RESULTS?**

Every client is different. Advise your client to be patient and dedicated to their regimen, and to check back in with you if they are not noticing results.

## **IS CLEAR START VEGAN?**

Yes, all Clear Start products are vegan, gluten-free and cruelty-free. They are also formulated without artificial fragrances and colours.



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