

active clearing

clear + brighten retail touch point

A Retail Touch Point is a quick interaction designed to hook a customer and bring interest to product(s). Touch is still very involved in this quick, complimentary lesson as you will apply the products onto the hand, and let the customer experience it for themselves. Use this **Retail Touch Point** to help you initiate a conversation and engage with customers using new **AGE Bright Clearing Serum** and **AGE Bright Spot Fader**!

step-by-step:

1. Cleanse the back of the customer's hand with **Clearing Skin Wash** on a damp esthetic wipe or cotton, while discussing the benefits.
2. Spritz **Antioxidant HydraMist** on the back of their hand.
3. Show the customer how to use **AGE Bright Clearing Serum** while discussing benefits. Next compare to the other hand so they can feel how lightweight and hydrating this serum is!
4. To conclude the **Retail Touch Point**, fill out a **Skin Fitness Plan** with your recommended 1 + 2 prescription featuring **AGE Bright Clearing** and **AGE Bright Spot Fader** and book them for a **Clear + Brighten SkinSolver** treatment.

As an option, you may also choose **AGE Bright Spot Fader** for this **Retail Touch Point**. Use the key benefits provided.



clear + brighten benefits to discuss

- **AGE Bright Clearing Serum** is a two-in-one brightening and clearing serum that clears and helps prevent breakouts while reducing visible skin aging.
 - Helps clear and prevent breakouts
 - Promotes brighter, even skin tone to reduce visible signs of premature aging
 - Hydrates and smoothes skin
- **AGE Bright Spot Fader** is a two-in-one brightening spot treatment that reduces the appearance of active breakouts and post-breakout marks.
 - Reduces breakouts to help clear skin
 - Brightens and fades pigmentation
 - Reduces the appearance of skin aging

Follow up treatment suggestions:

- Clear + Brighten SkinSolver treatment
- Clear + Brighten Skin Bar Lesson