

active clearing

clear + brighten skin bar[®] lesson

Skin Bar Lesson is a sit-down experience where customers are guided through a suggested home care regimen. This gives them an opportunity to fully experience the newest product innovation and other Dermalogica products that are suitable for their skin concerns. This fun and informative lesson provides retail theatre around new product launches and promotions. It can be offered as a scheduled event or to walk-in customers.

step-by-step:

1. Greet and welcome your customers, invite them to take a seat at Skin Bar to experience the **Clear + Brighten Skin Bar Lesson**. Begin the conversation by asking: “Do you experience breakouts?” “Do you experience dark spots from your breakouts and signs of skin aging?” “What type of skin care products do you use daily?” Ask customers to look in the mirror and show you where they notice these concerns on their skin.
2. Take a moment to explain the **Skin Bar[®]** setup, which includes: **Skin Fitness Plan**, products, mirror, damp esthetic wipes. Highlight **Active Clearing** along with new **AGE Bright Clearing Serum** and **AGE Bright Spot Fader**.
3. Have them complete their personal information and mark their findings on the face diagram in their **Skin Fitness Plan**. Next have the customers put on a headband before beginning the **Skin Bar[®] Lesson** and protect their clothing with a dental bib and clip.
4. Educate your customers on the Dermalogica Double Cleanse beginning with **PreCleanse**. Explain to them the importance of double cleansing to thoroughly remove make-up, pollution and debris. Guide them on how to apply, manipulate and emulsify **PreCleanse** then remove with damp esthetic wipes.
5. For the second cleanse, have customers dispense 1 pump of **Clearing Skin Wash** into their hands, add water and lightly manipulate over the skin. Remove with damp esthetic wipes.
6. Next have them spritz their skin with **Antioxidant HydraMist** and apply a thin layer of **AGE Bright Clearing Serum** using the **AGE Bright Clearing DIY**. This DIY helps promote the absorption of **AGE Bright Clearing Serum** into the skin, as well as gently stimulate lymphatic drainage, which helps to remove toxins and promotes clear skin. To get started, dispense “half” a dropper of **AGE**



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 FaceFit™ treatment

Bright Clearing Serum onto fingertips and gently press onto opposite fingertips for even distribution, then begin the **AGE Bright Clearing DIY**.

- a. Forehead Drain - Glide fingertips lightly from center of forehead to temples
- b. Cheek Drain - Glide fingertips lightly from bridge of nose over cheeks to front of the ears
- c. Jaw Drain - Glide fingertips lightly from center of chin and upper lip to ear lobes
- d. Final Drain - Glide fingertips lightly from center of hairline down perimeter of face and sides of neck

During this DIY explain the key skin benefits of **AGE Bright Clearing Serum**:

- Helps clear and prevent breakouts.
- Promotes brighter, even skin tone to reduce visible signs of premature skin aging.
- Hydrates and smoothes skin.

7. To complete the **Skin Bar® Lesson**, guide the customers to write down recommended products on their **Skin Fitness Plan** with a 1 + 2 prescription featuring **AGE Bright Clearing Serum** and **AGE Bright Spot Fader**. This is a great educational piece for them to take home and you can include further treatment advice.