



smooth away  
skin-aging pollution

*NEW!*

daily superfoliant™

**dermalogica**®

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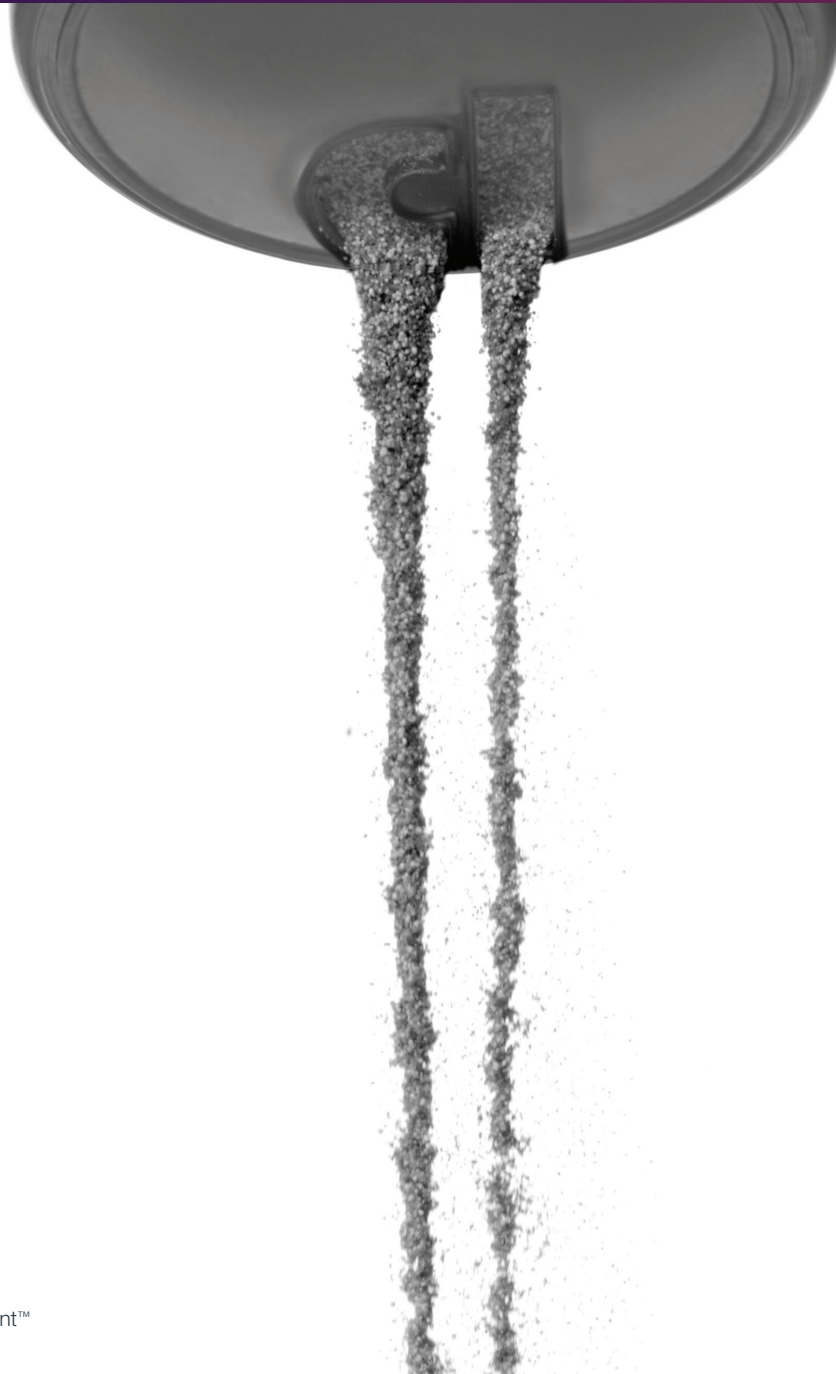
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# introduction

It's official: research has confirmed that daily exposure to air pollution leads to visible signs of skin aging.<sup>1,2</sup> Like UV radiation from the sun, air pollution is largely an invisible threat. However, its effects on the skin are highly visible, ranging from hyperpigmentation and fine dehydration lines to a weakened skin structure and increased sensitivity. All of these effects can make the skin look and feel older than it really is.

As a professional skin therapist, it is important to educate your clients about the skin-aging effects of pollution in relation to their personal environments. Most people think of smoggy cities as hotbeds of pollution, but what they don't realize is that pollution is everywhere – even in the countryside. Consider where your clients live and how they spend their time. Are they near traffic, farming or industrial activity? Do they smoke? Using the knowledge in this training manual, you can show your clients how easy and important it is to protect and preserve their skin health daily with Dermalogica.

Daily Superfoliant™ is a great place to start. This highly-active powder resurfacer delivers ultra-smooth skin while fighting the biochemical and environmental triggers known to accelerate skin aging. Just as SPF helps ward off skin damage from repeated UV exposure, Daily Superfoliant™ helps ward off skin damage from air pollution, when included in your client's daily regimen.



# daily superfoliant™ at a glance

## why your clients need it

NEW Daily Superfoliant™ is a must for clients who are concerned about premature skin aging and the effects of pollution. It provides triple-action adsorption along with physical and chemical exfoliation, removing harmful impurities from pollutants that have built up on skin throughout the day.

## what it is

Daily Superfoliant™ is a resurfacing, anti-pollution powder exfoliant.

## how it works

This advanced powder formula activates upon contact with water, releasing powerful enzymes, skin-resurfacing alpha hydroxy acids and anti-pollution technology. Activated Binchotan Charcoal purifies the skin, helping to adsorb environmental toxins from deep within the pores, while Niacinamide, Red Algae and Tara Fruit Extract help guard against the damaging effects of pollution.

## skin condition

Normal to mature or prematurely-aging skin.

## key benefits

- Adsorbs (binds to remove) pollutants from deep within pores.
- Provides antioxidant protection to the skin.
- Helps prevent adherence of pollutants to the skin.
- Reinforces the skin's protective barrier.

## application

After cleansing, dispense about a half-teaspoon of Daily Superfoliant™ into very wet hands and create a creamy paste by rubbing hands together. Apply to face in circular motions, avoiding the eye area. Massage gently for about one minute, then rinse thoroughly with warm water. May be used daily. For more sensitive skin, apply on alternate days until skin acclimates.



## resurfacing

Alpha Hydroxy Acids  
and **Enzymes** smooth  
and deep cleanse



## anti-pollution

Activated Binchotan  
Charcoal adsorbs pollutants



## age protection

Niacinamide, Red Algae  
and Tara Fruit Extract  
combat skin-aging triggers



# pollution and skin aging

For years, our industry has been scrutinized over the use of certain ingredients and their impact on the environment, but now the tables are turning. People are beginning to ask what impact the environment has on the skin, specifically when it comes to pollution.

According to the World Health Organization (WHO), 92% of people around the world breathe air that is below WHO standards (where monitored).<sup>3</sup>

We know air pollution has been linked to respiratory illness, nausea, headache, fatigue, nerve damage, cardiovascular illness and even cancer risk. But recent studies have also shown that pollution has a lot to do with skin aging.<sup>2</sup> For example, one study showed a 20% increase in pigmentation spots for every increase of soot in the air (per 0.000005 per m<sup>2</sup>) and particles from traffic (per 475 kg per year/km<sup>2</sup>).<sup>1</sup>

The more air pollution there is in the environment, the greater the risk of accelerated skin aging. That's because airborne pollution particles land on the skin and become lodged within the skin's deeper structure. These tiny pollutants oxidize the surrounding lipids and tissue, compromising skin health and accelerating visible signs of skin aging such as pigmentation spots (i.e., hyperpigmentation and hypopigmentation). Such spots are perceived as "aged skin," while uniform, even-toned skin is perceived as "healthier and younger." Unbalanced pigmentation distribution alone can add up to 12 years to a person's perceived age.<sup>4</sup>

## Top Causes of Air Pollution

Road traffic, coal-burning, coal-fired power plants, oil combustion, metal smelting, painting and smoking can all emit harmful levels of the following substances, which are hazardous to skin:

**Particulate Matter (PM)** – Imagine the specks of dust you would typically see in the path of a light beam or projector beam. For every particle you see, there are 1 million invisible particles known as PM or particulate matter.

Defined as any form of pollution that creates a particle in the air, particulate matter includes ash particles from fires, dust particles from farm activity, automobiles, construction, and so on. Many of these particles are small enough to enter the skin.

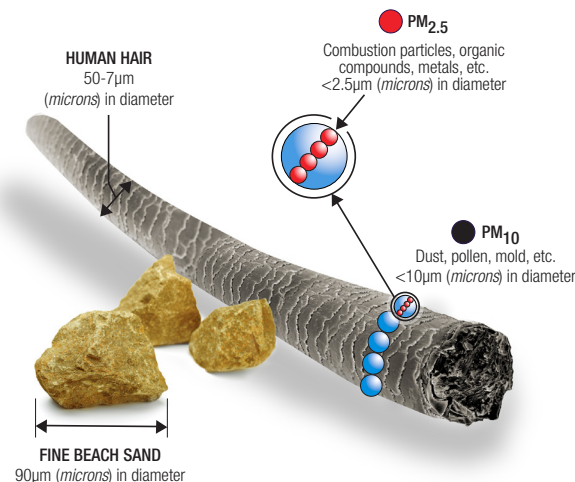


Figure 1. Particulate matter is smaller in diameter than human hair or fine beach sand, which means it is small enough to enter skin pores.

PM is classified into two categories: PM 10 and PM 2.5. The number after the PM refers to the measurement in microns of the diameter of that particle. Both PM 10 and PM 2.5 are smaller than the average skin pore, which is 50 microns in diameter or similar to the size of a human hair (See Figure 1). Oil and sweat make it easier for PM to adhere to the skin, which is why it is important to remove excess secretions regularly.

The World Health Organization has deemed particulate matter a carcinogen. The particles of dust that make up particulate matter tend to be coated with Volatile Organic Compounds (VOCs), Polycyclic Aromatic Hydrocarbons (PAHs) and other harmful chemicals in the air. These chemical-coated particles can enter and wreak havoc on skin, causing oxidative stress that contributes to extrinsic skin aging.<sup>5, 6</sup>

**Volatile Organic Compounds (VOCs)** – Emission of VOCs comes from paints, varnishes, tobacco smoke, stored fuels, auto exhaust and industrial facilities. VOCs, in the presence of sunlight and nitrogen oxides, can form ground-level ozone (O<sub>3</sub>) or smog, which may lead to skin inflammation.<sup>7</sup>

**Polycyclic Aromatic Hydrocarbons (PAHs)** – Among the most widespread organic pollutants, PAHs come mainly from residual wood burning, auto exhaust (especially diesel) and combustion of organic material, including cigarette smoke. Effects may include induced melanocyte proliferation and resulting skin pigmentation, as well as other extrinsic signs of skin aging such as nasolabial folds and wrinkles.<sup>1</sup>

**Cigarette Smoke** – It is widely known in our industry that cigarette smoke can prematurely age the skin. But perhaps less widely known is the fact that cigarette smoke is a cocktail of multiple skin stressors including PM, free radicals and other carcinogens

that trigger Reactive Oxygen Species (ROS) and Matrix Metalloproteinases (MMPs) in the skin. These biochemical reactions lead to premature skin aging and disease.

Also generated by UV rays, ROS are dangerous oxygen molecules that attack and react with stable skin cell molecules, causing cross-linking of collagen and elastin (the cause of wrinkles) while lessening the skin's ability to repair itself. MMPs are enzymes that contribute to the breakdown of collagen while inhibiting new collagen formation.

Effects of cigarette smoke on the skin include oxidative stress; transepidermal water loss (TEWL), which leads to dehydration; degeneration of connective tissue; periorbital wrinkles; skin discoloration and psoriasis.<sup>6</sup> In fact, heavy smokers are nearly five times more likely to show facial wrinkles than non-smokers, independent of sun exposure.<sup>8</sup>

**Oxides** – Compounds such as Nitrogen Dioxide (NO<sub>2</sub>) and Sulfur Dioxide (SO<sub>2</sub>) come from combustion related to power or industrial processes, as well as natural burning, i.e. forest fires. They can generate free radicals that oxidize or degrade amino acids and protective lipids in the skin. Oxides have also been linked to skin irritation, particularly atopic dermatitis and eczema.<sup>9, 10</sup>

**Ozone (O<sub>3</sub>)** – Commonly called smog, ground-level ozone is formed as a byproduct of chemical reactions related to industry, human activity and auto exhaust. Ozone generates ROS and MMPs, and can lead to inflammation and reduced levels of antioxidants in the skin.<sup>11, 12</sup>

Just a few hours of exposure to ground-level ozone can reduce the amount of Vitamin E naturally found in skin by 25%.<sup>13</sup>

**Pollution: It's Not Just in the City.**

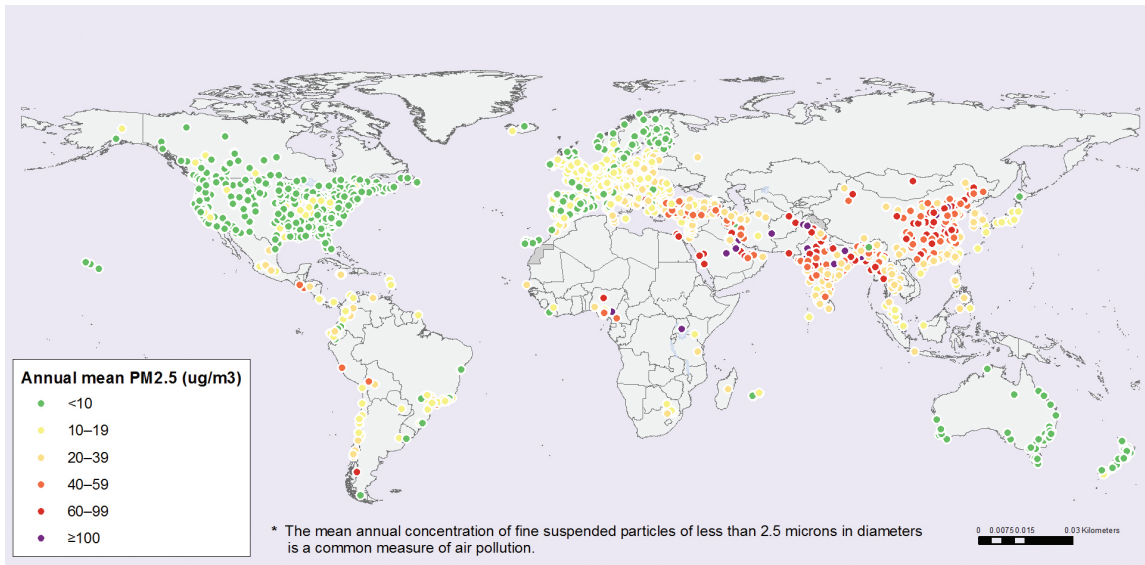
While air pollution is often associated with major metropolitan cities, areas in the country – including farmland – can have air pollution too. This is largely due to the farming industry and associated prevalence of particulate matter in the form of dust, pollen, etc.

When measuring pollution in the air, typically three measurements are considered:

- Ozone Pollution** – or what we often call smog, which is a highly irritating but invisible gas.
- Year-Round Particle Pollution** – the annual average level of particulate matter, or microscopic bits of solids and aerosols in the air.
- Short-Term Particle Pollution** – specific to seasonal or short spikes of particulate matter. For example, pollution in New York City tends to be worse in the winter versus the summer because there is more oil being burned for heat, releasing chemicals into the environment.<sup>14</sup>

The world's top polluted areas can vary in rank according to the kind of air pollution being measured. For example, in the United States, Los Angeles – a major metropolitan area – is ranked number one for ozone pollution. But Bakersfield, California – known more for producing oil and crops than skyscrapers – takes the top spot when measuring Year-Round and Short-Term Particle Pollution.

Worldwide, Beijing, China is famous for its air pollution, which is five times over WHO safety standards. However, Beijing ranks far below Delhi, India and Zabol, Iran for annual mean concentration of PM 2.5 (where monitored).<sup>15</sup> For a general idea of where PM 2.5 is highest in the world, see Figure 2.



**Figure 2.** Mean concentration of PM 2.5 worldwide, 2008–2015. Source: World Health Organization.

As a professional skin therapist, your knowledge of the effects of pollution on the health and ultimately the appearance of skin is important when analyzing your client's skin. By effectively evaluating your client's personal environment and lifestyle habits, along with the results of their Face Mapping® skin analysis, you can help your client more effectively control signs of premature skin aging.



**NEW RESOURCE! Skin Pollution Index**

Dermalogica's Skin Pollution Index is an effective resource you can use to help educate your client on the relationship between air pollution and their skin. The most important point to convey is that the higher the Skin Pollution Index value is, the greater your client's risk of accelerated skin aging.

Skin Pollution Index values can be used to gauge how unhealthy the air pollution is in your local environment. Risk levels range from low to hazardous. By looking up the Skin Pollution Index value of the day, you can advise your client on how vigilant they should be with their anti-pollution skin care efforts. For more information, visit [skinpollution.com](http://skinpollution.com).

skin pollution index	risk of accelerated skin aging	skin pollution forecast
0–19	low	Pollution is low today. Expect a low risk of accelerated skin aging.*
20–39	moderate	Pollution is higher than usual today. Expect a moderate risk of accelerated skin aging.*
40–59	high	Pollution is high today. Expect a high risk of accelerated skin aging.*
60–79	very high	Pollution is unhealthy today. Expect a very high risk of accelerated skin aging.*
80–100	hazardous	There is too much pollution today. Risk of accelerated skin aging is hazardous.*

\*If skin is protected from UV exposure.

Values are calculated based on real-time, location-based and personalized air quality data and recommendations provided by Breezometer.

# key ingredients

## Help Your Client AGE Smart®

When recommending solutions to your client's skin concerns, keep in mind that Dermalogica's AGE Smart® line was developed specifically to impact ROS, MMPs and Advanced Glycation End-products (AGEs). (The latter forms as a result of reactions between glucose [sugar] and proteins, including the skin's collagen.)

Each AGE Smart® product protects against skin-aging catalysts and helps restore the skin's integrity. Skin is left dramatically smoother, firmer and healthier.

NEW Daily Superfoliant™, Dermalogica's latest AGE Smart® innovation, makes it possible for your clients to control the effect that pollution has on their skin. By resurfacing and removing pollutants daily, as well as inhibiting adhesion of pollution particles, Daily Superfoliant™ helps preserve the skin's youthful structure while preventing the appearance of premature skin aging.

## Top 8 Ways to Protect Skin from Air Pollution

1. Go beyond the Double Cleanse by adding daily exfoliation.
2. Detoxify skin with adsorbing agents, found in Daily Superfoliant™.
3. Provide skin with antioxidant protection, found in many AGE Smart® products.
4. Help prevent the adherence of pollutants to the skin.
5. Reinforce the skin's naturally-protective barrier.
6. Provide soothing agents to calm skin that has been compromised.
7. Avoid outdoor exposure when pollution levels are high.
8. Stop smoking!



When creating Daily Superfoliant™, the skin health experts at The International Dermal Institute considered the many effects of pollution on skin health, as well as the best ways to optimize removal of particulate matter for brighter, more youthful skin with a softer, cleaner feel. The following ingredients were selected for their exceptional resurfacing and anti-pollution qualities as well as their performance in concert with one another.

## Activated Binchotan Charcoal

Activated Charcoal – which has a negatively-charged surface – attracts and binds itself to positively-charged toxins, allowing them to be easily removed from skin. Daily Superfoliant™ uses exceptional-quality Activated Binchotan Charcoal that is ground into microfine particles to resurface the skin and help remove particulate matter, as well as excess sebum and other impurities.

Traditionally made from Japanese Ubame Oak, Binchotan Charcoal is "activated" by heating the wood at extremely high temperatures (1,000°C/1,832°F), then rapidly cooling it down. These processes erode the wood's internal surfaces, increasing its adsorption capacity by creating an internal network of micropores. The resulting carbonized, mineral-rich material can

adsorb (or attach itself to) more than 1,000 times its weight in positively-charged compounds. To give you an idea of Activated Binchotan Charcoal's adsorption capacity, if you could unfold and lay flat all the microporous surfaces in one teaspoon, it would cover 10,000 square feet – more than a full tennis court.<sup>16</sup>

## Niacinamide

This water-soluble, active form of Vitamin B<sub>3</sub> assists in regulating sebaceous gland secretions by inhibiting 5-alpha reductase enzyme activity while scavenging free radicals. Its anti-inflammatory/antioxidant properties and ability to reduce facial sebum production help it prevent adhesion of pollution particles and prevent pollution-induced signs of skin aging.<sup>17</sup>



### A Trio of Powerful Enzymes

Proteolytic agents such as enzymes can dissolve or digest proteins in the skin, allowing dead or dulling skin cells to be easily removed. Since keratinocytes (the predominant skin cells in the epidermis) and corneocytes (outermost keratinocytes of the stratum corneum) are made up of keratin protein, these digestive enzymes will dissolve the keratin, including the bonds that hold it in place. The enzymes activate in the presence of a catalyst, such as water, spurring the chemical reaction in the skin.

**Papain** (derived from Papaya) is known for its resurfacing power. Less irritating than Glycolic Acid, Papain has been shown to yield visible improvement in the appearance of skin, with subjects reporting immediately noticeable results as well as increased luminosity and softer, smoother skin.<sup>18</sup>

**Lipase** promotes the enzymatic breakdown of sebum making it possible to easily remove excess pollution adhesions – along with sweat, dirt, make-up residue and loosened skin cells on the epidermis – without compromising the skin's naturally-protective barrier.

**Subtilisin** is a protease (protein-digesting enzyme) that helps increase keratolytic action by cleaving peptide bonds, thus releasing dead skin cells from the stratum corneum.

### Skin-Soothing Alpha Hydroxy Acids

Keratolytic agents like alpha hydroxy acids (AHAs) break apart the snap-like bonds (corneodesmosomes) that hold dead skin cells (corneocytes) together, allowing them to shed more easily. This helps improve the skin's texture and overall appearance.

AHAs are the most versatile group of resurfacing agents, as they are widely varied and can be used at different concentrations for different effects on the skin. For example, when used at low concentrations on a daily basis, AHAs can slowly resurface skin over time, while temporarily plumping up cells to reduce the appearance of fine lines. Increased concentrations will act at the cellular level to break apart corneodesmosomes.

AHAs are commonly derived from fruit or milk and used to effectively resurface the topmost layers of the epidermis.

**Lactic Acid** is one of the most effective AHAs and the least irritating to the skin. It may be synthetically produced or derived from fermented sugar. Lactic Acid helps retexturize the skin's surface, and stimulate cell turnover and cell renewal. It diminishes the cohesion of surface skin cells and subsequently, prevents the thickening of the stratum corneum by inducing exfoliation.

In addition to being effective at resurfacing the skin, Lactic Acid is a humectant, binding water to skin cells for increased hydration. It also helps slow melanin production and promotes a healthy barrier by boosting the skin's Natural Moisturizing Factor (NMF) and lipids.<sup>19</sup>

**Malic Acid**, found naturally in fruit such as apples, can remarkably improve the skin's texture and appearance. It helps remove dead skin cells, promote the production of collagen and reduce the appearance of skin aging. Malic Acid is also used to help balance the pH of skin care formulas.

Together, the trio of enzymes and the skin-smoothing AHAs in Daily Superfoliant™ help resurface the skin.

**Kappaphycus Alvarezii (Red Algae) Extract** and **Caesalpinia Spinosa (Tara) Fruit Extract** help preserve the skin's natural barrier function by forming a non-occlusive molecular mesh – or anti-adherence complex – that inhibits penetration and adherence of environmental pollutants.<sup>20</sup>

### Oryza Sativa (Rice Bran) Extract

Air pollution can render the skin dull and dehydrated, resulting in flakiness, tightness and a compromised skin barrier. Rice Bran Extract, derived from Rice seeds or husks, is excellent for combatting these effects. When the microfine particles in Daily Superfoliant™ are activated with water, they release Rice enzymes enabling dual-action physical and chemical exfoliation to thoroughly loosen and digest dead skin cells for removal.

Rice Bran Extract is also rich in antioxidant vitamins B and E, fatty acids, Alpha Lipoic Acid and Phytic Acid, which help improve collagen integrity and reduce visible signs of skin aging. Alpha Lipoic Acid is known to help prevent skin-aging inflammation and fight free radicals that break down the skin's youthful structure.<sup>21</sup> Phytic Acid chelates (or binds) Calcium ions, helping to loosen cell cohesion and promote corneocyte sloughing. Phytic Acid also chelates Copper, thereby inhibiting Tyrosinase in melanogenesis and controlling hyperpigmentation, while helping to increase peripheral blood flow to the skin.<sup>22</sup>



### Ingredients by Benefit

ingredients	resurfacing	anti-pollution	antioxidant	age-fighting
Activated Binchotan Charcoal	●	●		●
Niacinamide		●	●	●
Papain	●			●
Lipase	●			●
Subtilisin	●			●
Lactic Acid	●			●
Malic Acid	●			●
Kappaphycus Alvarezii (Red Algae) Extract		●		●
Caesalpinia Spinosa (Tara) Fruit Extract		●		●
Oryza Sativa (Rice Bran) Extract	●		●	●





# professional recommendations

Dermalogica pioneered the Double Cleanse, which begins with PreCleanse and ends with your client's prescribed Dermalogica Cleanser, to remove buildup of stubborn make-up, water-resistant sunscreens and impurities on the skin. But clients who are concerned about skin aging can supercharge their regimens by resurfacing with Daily Superfoliant™, which removes skin-aging pollution particles that embed themselves deep within pores.

Daily Superfoliant™ can be used every day to remove buildup of pollutants. Keep in mind that clients who are sensitive to AHAs should start using the product every other day to build up a tolerance.

Note: Resurfacing the skin can increase your client's sensitivity to the sun. Be sure to recommend that your clients wear sunscreen with an SPF of at least 30 at all times during the day. If your client smokes, advise them to stop smoking as this form of air pollution is very close to the skin and counters the effects of anti-pollution skin care.

## Professional Application Instructions

- 1a.** After performing the Dermalogica Double Cleanse, dispense approximately a half-teaspoon of Daily Superfoliant™ into a jelly cup and mix with water. Apply with a Fan Masque Brush.
- 1b.** Alternatively, mix the product into very wet hands, create a creamy paste and apply.
- 2.** Massage over skin with light circular motions, avoiding the eye area, for up to 1 minute. Steam may be used to facilitate more slip-and-glide.
- 3.** A steam towel and/or damp sponges may be used to ensure thorough removal of product.

## Choosing the Right Exfoliant




Dermalogica makes a variety of exfoliants designed to improve the overall health of the skin. Which exfoliant is right for your client should be determined by a thorough Face Mapping® skin analysis.

Each product has a BioActivity Score based on concentration of Lactic Acid, Salicylic Acid, pH and presence of other exfoliating agents. For more information on BioActivity Scores, please consult Dermalogica's The Book.

## RETAIL

product	skin condition	properties	best for	bioactivity score
 <b>skin prep scrub</b>	All skin conditions, especially oily.	Refreshing, scrub form	Gently polishing while removing excess oils.	1
 <b>daily microfoliant®</b>	All skin conditions.	Smoothing, brightening, powder form	Tightening pores and gently brightening dull, dehydrated skin.	5
 <b>NEW daily superfoliant™</b>	All skin conditions.	Resurfacing, anti-pollution, powder form	Temporarily opening pores to promote removal of pollutants; preventing visible signs of premature skin aging.	9
 <b>daily resurfacer</b>	All skin conditions.	Brightening, leave-on, individual-dose form	Conveniently renewing, hydrating and improving skin clarity.	9
 <b>multivitamin therafofoliant®</b>	Mature or prematurely-aging skin.	Self-heating, scrub form	Polishing and infusing skin with antioxidants.	10
 <b>gentle cream exfoliant</b>	All skin conditions, except sensitized.	Retexturizing, cream form	Providing effective exfoliation through a 2-in-1 masque and exfoliant.	14
 <b>exfoliating face brush</b>	All skin conditions.	Ultra-gentle, quick-drying	Enhancing any Dermalogica Cleanser with physical exfoliation.	N/A

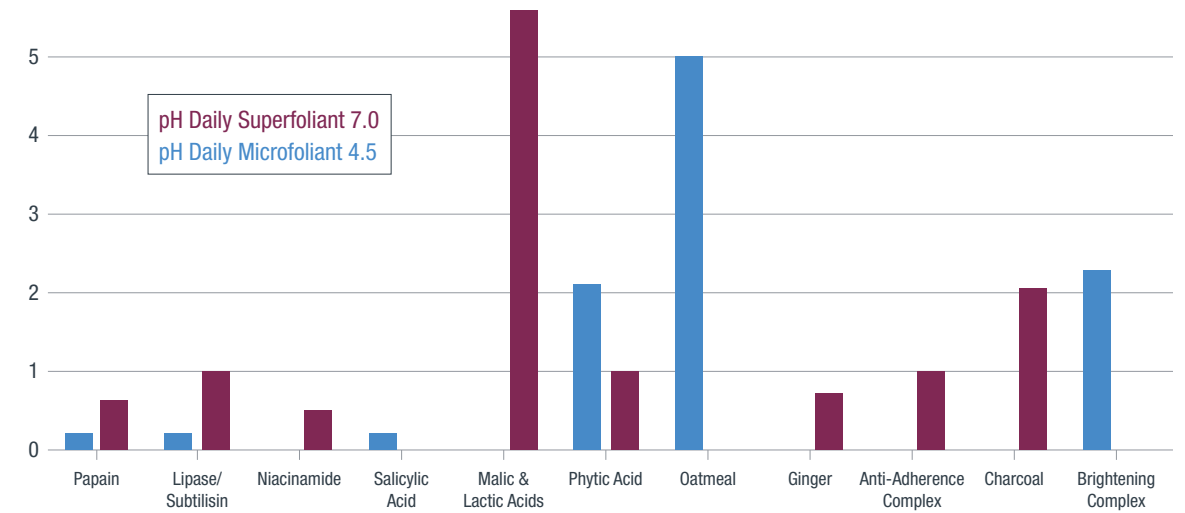
PROFESSIONAL USE ONLY

product	skin condition	properties	best for	bioactivity score
 <p>skin exfoliant system</p>	Breakout-prone, oily skin.	Breakout-clearing, non-abrasive, self-neutralizing	Smoothing, purifying and balancing breakout-prone skin.	13
 <p>multivitamin over exfoliant</p>	Mature or prematurely-aging skin.	Powerful, lipid base	Flash exfoliation; removing dulling surface debris while minimizing client sensitivity.	25
 <p>exfoliant accelerator 35</p>	All skin conditions.	Highly-active, customizable, gel-base	Intensifying and accelerating exfoliation activity.	35

**Contraindications for Use**

Dermalogica exfoliants are not recommended for users of any topical or orally-prescribed acne, Vitamin A-derived and/or skin exfoliation medications. Do not use on skin that is sunburned, irritated, sensitive or recently professionally exfoliated, resurfaced or waxed.

**Daily Superfoliant™ Compared to Daily Microfoliant®**



While similar in form, these powder exfoliants could not be more different. Daily Superfoliant™ resurfaces skin to help prevent premature signs of pollution-induced skin aging while Daily Microfoliant® is renowned for its smoothing and brightening capabilities. The pH of the former promotes temporary opening of pores to help cleanse and remove pollutants while the pH of the latter tightens and minimizes the appearance of pores.

Daily Superfoliant™ contains higher levels of more skin-resurfacing enzymes, alpha hydroxy acids and anti-pollution ingredients while the lower-pH Daily Microfoliant® contains more skin-brightening actives such as Phytic Acid, as well as skin-soothing Oatmeal.



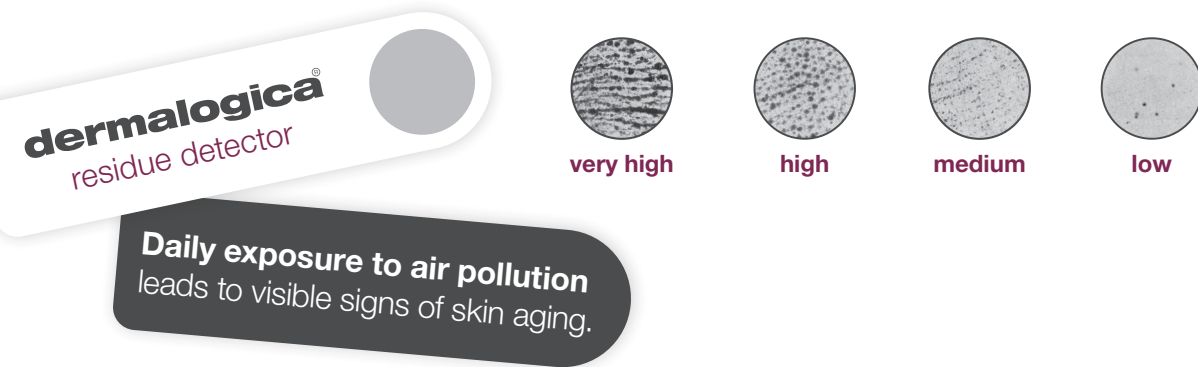
# client service and retail activation tools

The following tools and services are designed to help you educate your clients on the effects of pollution and the benefits of exfoliation with Daily Superfoliant™. Use them to create an educational path toward retail purchases and/or service bookings, and share advice that your clients can use at home.

## NEW! Limited Time Only – Pollution & Residue Detector at Skin Bar®

We may not see pollution on a daily basis, but its presence is constant – and it continually ages the skin. When exposed to unhealthy air, the skin collects residue that includes pollution. To help your clients visualize this residue, Dermalogica has created strips that reveal residue on the skin.

Residue Detector strips can serve as an educational, hands-on tool to help you kick-start a conversation or skin lesson on the skin-aging effects of pollution and the importance of removing buildup with Daily Superfoliant™.



## NEW! Skin Detox FaceFit Treatment

This 10-minute treatment is a great way to deliver quick, visible benefits for your client while exposing them to Daily Superfoliant™, AGE Smart® and the Daily Skin Health line. You can also use it to introduce your clients to a MicroZone® express skin treatment or full-service treatment.

## NEW! Skin Detox DIY | time: 1 minute

Show your clients how to do a proper exfoliation at home to get the most out of Daily Superfoliant™. This exclusive technique helps detoxify and resurface the skin while focusing on key areas that tend to collect pollution buildup, which can contribute to congestion, dullness and hyperpigmentation. Your clients will love the refined, refreshing feel of their skin afterward – and be more inclined to seek professional advice from a Dermalogica skin therapist.

To start, have your client dispense about a ½ teaspoon of Daily Superfoliant™ into the palm of their hand. Add water and have them rub their hands together to create a creamy, smooth consistency.

Using flat fingers, your client should spread the product across their forehead and out to their temples, along the sides of their nose and across their cheekbones to the ears, then along the jaw bone from the center of the chin. Add more water at this time if needed.



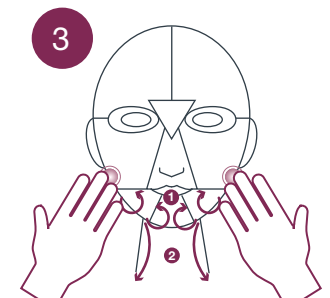
### Smooth Forehead

Using fingertips and light pressure, massage in small circles from the center of the forehead out to the temples.



### Refine Cheeks

Continue to work in circles all over the nose and across the cheekbones, toward the ears.



### Resurface Jawline

Massage product in small circles around the mouth and the center of the chin, then along the jawline to the ears. Finish under the jawline and along the neck.

Rinse with warm water to remove the product thoroughly.

# frequently asked questions

# citations

## When should my client use Daily Superfoliant™?

Your client can use Daily Superfoliant™ after regular cleansing, whenever they feel the need to remove pollution residue from their face. This product is formulated for daily use, however, clients with sensitive or very dry skin may wish to use this product less often. Frequency of use should be determined according to your client's level of skin sensitivity.

## Can I use Daily Superfoliant™ to customize my professional treatments?

Daily Superfoliant™ may be incorporated into your professional treatments, however, care should be taken not to alter this product in such a way that will change its pH and counter its adsorbing, anti-pollution benefits.

## Can I mix Daily Superfoliant™ with Exfoliant Accelerator 35?

We do not recommend mixing Daily Superfoliant™ with Exfoliant Accelerator 35. The result will change the pH of Daily Superfoliant™ and counter its benefits. We recommend using Daily Microfoliant® instead.

## Should Daily Superfoliant™ be used around the eye and lip area?

Due to its highly-active nature, Daily Superfoliant™ should NOT be used around the eye area. The product is safe for use around the lip area, however due to the Malic and Lactic Acid content, this should not be done frequently.

**Can I use Daily Superfoliant™ with steam?** Yes. Steam is beneficial for keeping this product moist.

## Can my client use both Daily Microfoliant® and Daily Superfoliant™?

Yes, however they should be advised not to over-exfoliate, for example by using both products at the same time or on the same day. Instead, advise your client to alternate usage based on their needs and/or location (i.e., whether they will be in a high-pollution area).

## My client uses Charcoal Rescue Masque.

**Should they use this product too?** It depends on their skin and Face Mapping® skin analysis results. While both products can be part of one regimen, they both have strong adsorbing power and highly-active ingredients. Some clients may prefer to use them both in their regimen, but on different days.

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