

## mindful body care with dermalogica®

### Masterclass featuring The Body Collection

#### Event description

Our skin is the largest, most exterior organ that covers us from head to toe. But many of us only focus on skin health from the neck up. It's important to maintain healthy skin all over your body and Dermalogica is dedicated to helping you achieve skin health for your entire body, not just your face! Join our professional Skin Therapists for an interactive and educational masterclass where we'll share how to embrace a mindful approach to your body care and share tips and best practices to reinvent your bathing experience. Find out all about Dermalogica's new **Body Collection**, a comprehensive body care collection that hydrates, brightens, tones, cleanses, nourishes – and delivers restorative relaxation. Plus, experience the product results first hand and learn the Dermalogica exclusive acupressure exercise you can do at-home to help promote stress reduction.

#### Setting the scene

Create a mindful and relaxing space that exudes peace and tranquillity. Layer sensorial experiences by using floral or citrus aromas and serving herbal teas and/or fruit infused water. Optional: Include yoga mats or blankets/cushions, scented candles, hot water bottles and subtle lighting.

#### Welcome attendees and overview the event

5 minutes

*"How many of you spend more time on the skin on your face than your body? With skin being the largest organ of the body, covering us from head to toe, it's important to maintain healthy skin all over our body. Today we'll introduce you to Dermalogica's new **Body Collection**, a comprehensive body care collection that hydrates, brightens, tones, cleanses, nourishes – and delivers restorative relaxation. We'll also teach you an acupressure technique to help promote stress reduction and share tips to reinvent your bathing experience"*

\* Optional social media competition \*

- ✓ Take a photo including the NEW! Body Collection products
- ✓ Upload to your Instagram | Facebook | Twitter account tag in @dermalogicauk and @business handle and use the hashtags #bodycollection #mindfulbodycare
- ✓ Once posted show your Professional Skin Therapist whilst they are creating your Skin Fitness Plan
- ✓ Your name will be entered into a raffle which will be chosen at random and announced at the end of today's event

#### Share a little about your business and Dermalogica's approach to skin health

- Discuss your business ethos and highlight aspects such as personalised service, educational advice and bespoke recommendations via Skin Fitness Plans.
- Engage attendees with questions about their experience with Dermalogica. What products have they tried? What's their favourite?
- Share Dermalogica's mission to deliver skin health for all and 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

## Main education segment

### Why is it important to take care of our body skin?

15 minutes

- *At Dermalogica, we've always believed in skin health for your entire body. Our body wash and body cream have been firm favorites for many years, delivering body cleansing and moisturizing benefits in line with our brand ethos of no artificial colors and fragrances which are common in many body and bathing formulas. We're excited to share we've optimized our classic **Conditioning Body Wash** and **Body Hydrating Cream** and have introduced the New **Thermafoliant Body Scrub** and **Phyto Replenish Body Oil** to the lineup.*
- *We talked about the skin being the largest organ of the body, covering us from head to toe. And just like the skin on our face, it sheds its dead skin, produces oils, moisture and sweat and can be prone to similar skin problems as the face.*
- *Thinking about the skin on your body, what kind of skin conditions do you experience? Discuss the attendee's responses and look to cover the following;*
- *Dryness and rough texture - which can be from drying, non pH balanced body washes and shaving foams, not moisturizing the body daily, showers that are too hot, swimming or over bathing daily, not exfoliating dead skin regularly.*
- *Sensitivity – this may be genetic for example eczema sufferers. Body products with sensitizing artificial fragrances and colors can irritate and heightened stress levels can make skin more responsive to products and environment.*
- *Breakouts - typically on the back and chest where we have more oil glands as on the face. You may experience acne conditions on the body if you tend to breakout on the face, but this can also be due to sweating, gym clothes rubbing or not reaching the back effectively with body wash.*
- *Ageing/pigmentation – Just as our facial skin ages naturally, so will the body skin. However, areas exposed to the elements such as chest and arms tend to prematurely age due to exposure to environmental factors such as UV and pollution. Remember to include daily SPF to exposed body skin to adequately preserve skins' youth.*

### The connection between the mind and skin health

- *Another factor for us to consider with looking after our skin and bodies is the connection between the mind and the health of our skin. Many of us endure high levels of stress, either physically or mentally, suffer anxiety or find ourselves exhausted on a regular basis and in this always on world, it can be hard to keep up and switch off. This buildup of stress within the body negatively influences skin health over our entire body. For example, if you suffer with eczema or psoriasis, it's likely to flare up at times of stress. Skin becomes more sensitized and barrier recovery suffers meaning our skin can't defend itself or repair effectively. A simple and enjoyable way to take some 'me time' and disconnect the tech is to introduce bathing rituals that not only make your skin feel incredible but help you manage stress and improve overall wellbeing.*

### A mindful approach to body care

- *With that in mind, we want to share with you some easy to implement practices to help create a relaxing, sensorial and enjoyable experience. These can help bring a sense of calm and balance to any bathing ritual, whether it's a five-minute shower or a relaxing bath.*
- **Time:** *If you don't have time for an immersive, relaxing bathing experience, that's ok: even a quick shower or bath can help to promote healthy sleep, ease tension and even promote creativity.*

*Take some time to relax, but don't exceed 30 minutes: prolonged showers or baths can strip away skin's beneficial oils and disturb its natural lipid barrier.*

- **Touch:** *Whether bathing or showering, avoid making the water too warm: super-hot temperatures can dry out the skin, and potentially cause skin conditions like Eczema or Rosacea to flare up. A good temperature benchmark is right around your own body temperature: 98.6 degrees.*
- **Sight and sound:** *These senses can really influence your mindfulness. Begin each bath or shower with a clean bathroom and a calm environment: soft lighting or a candle and a relaxing playlist can all help create a relaxing atmosphere.*
- **Taste:** *Particularly if you're enjoying a long bath, keep a glass of water on a bench or tray to help you stay hydrated. Also, take a moment before or after the bath to sip on some warm tea.*
- **Smell:** *Incorporating favorable aromas such as essential oils or scented candles can initiate mindfulness and link to pleasant memories.*
- **Bathe clean:** *Taking a cue from traditional Japanese bathing culture, we recommend a quick pre-bath shower using a skin-nourishing cleanser like Conditioning Body Wash. This allows the bath to be simply about relaxing and soaking.*
- **After the bath:** *When possible, take a moment after the bath to center yourself before returning to your daily life: read a book and relax for as long as your schedule allows or carry out your daily meditation, even if it's just a few minutes of calm using an app or your smart watch.*

**Optional meditation exercise;** If time allows, take attendees through a guided meditation exercise to show how in just a few minutes, calm and relaxation can be achieved. This is a great stress management tool that complements the daily bathing ritual. Play the binaural beats sleep sound track at [www.soundsleepcocoon.com](http://www.soundsleepcocoon.com) in the background for a deeply relaxing experience.

**Deep breathing visualization exercise;** Have attendees sit comfortably with feet flat on the floor, placing one hand on the abdomen and one on the chest. Alternatively sit crossed legged on yoga mats in Sukhasana pose.

- Direct attendees to breathe deeply into the abdomen, filling the belly with air as opposed to breathing more shallowly into the chest. Close the eyes.
- Slowly breathe in for 4 seconds – pause for 1 second – breathe out for 5 seconds.
- Guide this breathing pattern for the first few breaths then let the attendees count for themselves.
- To add visualization to the exercise, encourage attendees to breathe in positive affirmations and breathe out the negative. i.e. Breathe in calm, breathe out frustration.
- Allow this exercise to continue for 1-2 minutes.

## The art of bathing reinvented

- *Now we're feeling calm and centered, lets delve into exploring the new **Dermalogica Body Collection** and teach you a DIY acupressure exercise you can do at-home. It's based on the philosophy of Reflexology and utilizes pressure points on the hands to help promote stress reduction.*
- *The Dermalogica Body Collection was inspired by time-honored bathing practices that played a significant role in our cultural history. Through the centuries bathing rituals have served myriad purposes beyond basic hygiene, ranging from healing and religious purification to relaxation and socialization. But much of what once made bathing a restorative experience has been lost to history. Instead, we view body care as just another daily task to rush through; in fact, many of us feel that we simply don't have time to relax. We endeavor to change that.*
- **Conditioning Body Wash;** (pass around some foamed up in a jelly cup for attendees to experience) *This is a richly sensorial, skin-nourishing body wash that cleanses, conditions and invigorates.*

*This silky, gently cleansing formula features aromatic oils of French Rosemary and Chinese Eucalyptus alongside fresh Tea Tree and Lemon oils to awaken the senses. You can work into a lather with a body cloth in the shower or run under warm water for a bubble bath.*

- **Thermafoliant Body Scrub;** (pass some around in a jelly cup for attendees to experience) *This is a dual-action body exfoliant that energizes and brightens dull skin. Skin can become dry and dull when dead cells accumulate on its surface. This dual-action exfoliating scrub dissolves dulling dead skin cells, hydrates, and delivers vital antioxidants – leaving skin purified and refreshed. Indian Bamboo Stem physically exfoliates to refine skin texture and brighten tone. Papain (from Papaya) and Lactic Acid dissolve dull, dead cells. Natural Sea Salt: revitalizes and hydrates. A blend of replenishing bio-lipids helps to protect and strengthen skin barrier. And extracts of Licorice, White Tea, Coffeeberry and Chamomile infuse skin with vital antioxidants; while oils of Tea Tree and Grapefruit Peel purify and refresh. Massage onto wet skin using gentle circular motions, then rinse. Use 2-3 times per week.*
- **Phyto Replenish Body Oil;** (pass around for attendees to experience) *This is an antioxidant-rich blend of skin-nourishing oils to replenish, calm and moisturize. Daily exposure to the elements can leave skin dehydrated and depleted. Phyto Replenish Body Oil is rich in French Plum Seed Oil, Avocado Oil and Sunflower Seed Oil: rich in Omega Fatty Acids and Vitamin E to help protect skin's lipid barrier. Calming Fermented Red Ginseng: inspired by Korean skin care rituals, calms and nourishes to deliver glowing skin. And Bergamot, Neroli, Orange, Patchouli and Sandalwood: leave skin soft and delicately scented. Massage into clean, dry skin or add to wet hands to create a light moisturizing milk.*
- **Body Hydrating Cream;** (pass around for attendees to experience) *This is a nourishing cream featuring a worldly collection of essential oils to hydrate, smooth and tone. Daily hydration is critical to skin health – for both face and body. This silky, medium-weight cream calms the senses and delivers balanced hydration for all skin conditions. Aromatic Orange Oil and Chinese Green Tea soothe and soften skin. French Lavender and Indonesian Patchouli oils calm the senses. And naturally-derived Lactic Acid and hydroxy acid extracts from Cane Sugar and Apple smooth skin. Smooth onto the body morning and night.*

## Mindful body care DIY

- *Dermalogica has designed an exclusive acupressure exercise that you can do at home. It's based on the philosophy of Reflexology and it utilizes pressure points on the hands to help promote stress reduction. It's an excellent way for you to incorporate a moment of mindfulness into your daily body care routine.*
- *This technique works great with the Phyto Replenish Body Oil!*
- *Apply gentle pressure to the following pressure points; Demonstrate the movements for attendees to follow.*
- **Heart 7:** *This pressure point can be found in the crease of your wrist and lies in line with the space between your ring and pinky finger. There is a bone directly in line next to this pressure point. Benefits: Applying gentle pressure to this point may protect against anxiety, insomnia and depression.*
- **Small intestine 3:** *This pressure point is located in the depression of your hand just below your pinky finger. Benefits: Putting firm pressure on this point is thought to relieve neck pain, earaches and headaches that occur at the back of your head.*
- **Inner gate point:** *This pressure point is on the inside of your arm. Place your palm facing up. With your other hand use 3 fingers to measure roughly an inch above the wrist. In the center, massage this point firmly. Benefits: This improves digestion and relieves any nausea or stomach pain.*

- **Outer gate point:** *This pressure point can be found between two tendons on the backside of your arm. Place 3 fingers from your other hand above your wrist. Apply firm pressure to this part of the arm. Benefits: This potentially gives your immune system a quick boost and could give you a rush of energy.*
- **Hand valley point:** *This can be found in the firm skin between your thumb and index finger. Benefits: Applying firm pressure to this point may help reduce stress, alleviate migraines, toothaches shoulder tension and neck pain.*
- At this point, set up how you would like to proceed with offering skin services.

### Experience the results of the NEW! Body Collection first hand

- Offer attendees to experience the results of the **Body Collection** via a **Mindful Body Care Skin Bar Lesson** (see separate protocol) or at the very least receive a **Skin Fitness Plan** to experience personalized education and professional recommendations.
- Depending on number of attendees to therapists, work with a small group guiding them through the steps or carry out the service on them in a one to one scenario.
- Promote relevant body and skin services such as massage, and ProSkin60® treatments to encourage future bookings.
- Attendees should leave feeling confident with what products and services will help target their skin goals and how best to incorporate the **Body Collection** into their regimen.

### To close the event

#### 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.
- 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.