

mindful body care 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 your customers and invite them to take a seat at **Skin Bar[®]**. Begin the conversation by asking them questions regarding their bath products, such as: “Do you use a body exfoliant or body oil?” Introduce the new Body Collection of products and explain that these advanced formulas will benefit their skin by delivering active botanicals resulting in healthy skin from head to toe!
2. Then take a moment to explain the **Mindful Body Care Skin Bar[®] Lesson**. This quick, guided lesson will educate them on the products and proper at-home use. Let them know that they will be applying products directly onto their own skin and then explain the **Skin Bar Lesson** set-up, which includes the Dermalogica’s **Body Collection** of products.
3. Next, have them complete their personal information on their **Skin Fitness Plan**. This tool provides you with the opportunity to give a 1 + 2 product prescription and offer treatment suggestions at the end of the lesson. Omit the face diagram portion unless clients have questions regarding their facial skin concerns.
4. Begin guiding customers through the lesson starting with **Conditioning Body Wash**. Dispense a small amount into their hands, add water then work into a lather. Have them cleanse their hands and forearms while discussing the key benefits. Rinse at sink or over a cleansing bowl.



product benefits to discuss

- **Conditioning Body Wash**
 - Cleanses while helping to maintain lipid barrier health
 - Conditions and nourishes
 - Invigorates and awakens the senses
- **Thermafoliant Body Scrub**
 - Exfoliates to refine skin texture
 - Energizes and delivers vital antioxidants
 - Brightens skin tone
- **Phyto Replenish Body Oil**
 - Replenishes to help protect skin’s natural lipid barrier
 - Calms and nourishes skin
 - Moisturizes to leave skin feeling soft
- **Body Hydrating Cream**
 - Skin-nourishing oils hydrate to relieve dryness
 - Smooths and conditions with botanical extracts
 - Tones with gentle, naturally-derived exfoliants

Follow up service suggestions:

- ProSkin 60 treatment

5. Dispense a pea-sized amount of **Thermafoliant Body Scrub** into customers' wet hands and guide them to massage using gentle circular motions over their forearms. Rinse at sink or over a cleansing bowl while explaining the key benefits of exfoliating the body.
6. Follow with dispensing a couple drops of **Phyto Replenish Body Oil** into customers hands, have them massage it into their forearms while discussing the key benefits.
7. Customers will perform the **Mindful Body Care DIY** on themselves. Guide them through the 5 hand pressure points to encourage wellness, balance and a reduction in stress levels.
 - **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 little finger. There is a bone directly in line next to this pressure point. 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 little finger. 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. This improves digestion and relieves any nausea or stomach pain.
 - **Outer gate point:** This pressure point can be found between two tendons on the back of your arm. Place 3 fingers from your other hand above your wrist. With fingers, apply firm pressure to this part of the arm. 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. Applying firm pressure to this point may help reduce stress, alleviate migraines, toothaches, shoulder tension and neck pain.

Remind customers that they may repeat this DIY on the opposite hand.

8. Finish by dispensing a small amount of **Body Hydrating Cream** and have them smooth onto their hands and forearms while sharing the key benefits.
9. To complete the **Skin Bar Lesson**, guide customers to their **Skin Fitness Plan** and have them write down their 1 + 2 product prescription, including products from Dermalogica's new **Body Collection**. This is a great educational piece for them to take home and you can include treatment advice such as a **ProSkin** treatment.