

expert pathway

November 2018 to February 2019

future expert:

Certified to Expert in 10 days

Complete all the workshops at Certified, Specialist and Expert plus two additional workshops, of your choice, that best suit your business needs.



dermalogica® certified

times

completed

C	Dermalogica® DNA – Day 1 to 4	09.30 – 16.00	

dermalogica® specialist

times

completed

S	H.A.P.P.Y Retailing	9.30 – 12.30	
S	Treatment Essentials: Ageing	13.15 – 16.15	
S	Treatment Essentials: Acne	9.30 – 12.30	
S	Treatment Essentials: Sensitivity	13.15 – 16.15	
S	Pro Power Peel	09.30 – 16.00	

dermalogica® expert

times

completed

DE	Professional Expert: Ageing	09.30 - 12.30	
DE	Professional Expert: Acne	13.15 - 16.15	
DE	Professional Expert: Sensitivity	09.30 - 12.30	
DE	Professional Expert: Hyperpigmentation	13.15 - 16.15	

additional workshop options

times

completed

	Dermalogica® ProSkin 60	09.30 – 16.00	
	Dermalogica Guru	9.30 – 12.30	
	Dermalogica SkinSolver®	13.15 – 16.15	
	Launchpad	10:00 – 12:00	
	Dermalogica® DNA – Discover Top Sellers	09.30 – 16.00	

Help! How do I become a Dermalogica® Expert?

- Complete workshops at each tier; **Certified workshops in grey**, **Specialist workshops in green** and **Expert workshops in blue**. See the symbol next to each of the required workshops in the Expert pathway above.
- Choose and complete at least **two workshops** from the list of Additional Workshop Options. Whichever best meets your business, client or treatment room needs! Don't be shy – you can attend them all.

Congratulations you're now a Dermalogica Expert.

How do I renew my status?

After attaining Dermalogica Expert status, you can renew your status each subsequent year and receive the latest support material. But don't worry, you can't lose your Expert benefits if you miss a year.

Stay cutting edge and on top of your skin and industry knowledge by returning on ANY three workshops of your choice.

Remember, you can only renew your status once each year.

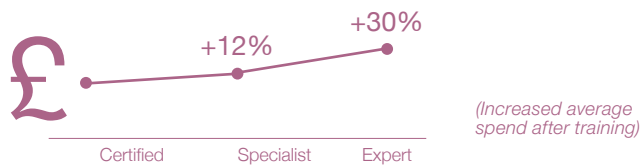
visit education.dermalogica.co.uk to view the latest calendar and **book your place**

*Workshop attendance won't be considered prior to 2012.

experts win! for your business. for your clients.

Expert knowledge equips skin therapists with the skills to not only carry out results orientated treatments that retain client loyalty, but also to **grow the business by increasing retail sales.**

Why invest in creating Experts?



Motivate staff and ensure loyalty by building the programme in to your business training plan or agreement. Make the programme work for you:

- Skin centres with Experts perform **twice as many skin treatments.**
- **Grow 8 –10 times faster**
- **Gain more new clients** while experiencing higher retention of existing clients.

- Marketing tool kit – shout about your Expert to prospective clients on social media
- Elevate your business prestige by displaying your team's framed Expert certificate and door decal
- Call out on the Store Locator and dedicated Find an Expert page
- Staff retention – therapist level progression opportunities

Be recognised as the best in your field!

That's exactly what you are as an **Expert Dermalogica skin therapist!**

- Strengthen your industry credentials
- Boost your confidence
- Personalise each treatment achieving fantastic results
- Earn client trust in your professional expertise and recommendations for home care
- It may even increase your earning potential
- As an Expert you'll receive amazing rewards and benefits to help elevate your passion for healthy skin and client results

My gifts:

- A framed Certificate to display with pride
- Expert Pin
- NEW! Expert Apron to stand out from the crowd
- Gift of a new product innovation
- Priority access to new calendar dates, workshops and events
- Exclusive Expert only workshops including IDI workshops free of charge
- Marketing Tool Kit



the more you know, the more you grow.

dermalogica®