

dermatologica[®]

partnership programme



Partnership Programme Workshops 1-8

1 Pro skin treatments: Demonstration and student interaction

Company objective:

- Give industry perspective. Skin treatments are one of the most popular services and vital for retail sales and client loyalty.
- Give points of difference. Show how consultation and Face Mapping determine client priority and focus. Emphasise personalization-education-human touch.
- Demonstrate hygiene and safety, and everything that constitutes good professional practice.

Student objective:

- To learn about our prescriptive skin treatment and professional products.
- Understand options for customizing treatments through product, technique or technology.
- To feel confident when working with the professional products on their own clients.
- ✓ **Level 2 students at the start or during their facial units to solidify skin treatment routines and professional product use.**
- ✓ **Level 3 students as a recap of dermalogica routines and methods, recap the professional products and order of use.**

2 Daily Skin Care-A Retail Guide: Interactive workshop with core skin care routines, retail product exploration and prescription activity.

Company objective:

- Demonstrate how we help our customers achieve healthy skin with the support of an essential regimen.
- Engage with products through education...*'have a conversation about skin'*.
- Showcase how our unique approach to consultation and the use of the Skin Fitness Plan will assist customers achieve their skin goals.

Student Objective:

- Learn how to engage clients through skin and lifestyle education.
- Understand that the right conversation leads to positive sales outcomes.
- Gain confidence in recommending the correct products using HAPPY Retailing technique.
- ✓ **Level 2 and 3 students. Fantastic opportunity to practice retailing skills and build confidence in client conversations. Recommended for colleges that retail, or have a working salon.**

3 Analysing Skin: an introduction to Face Mapping®: Interactive and practical hands-on.

Company objective:

- To introduce Dermalogica's **Face Mapping®**. Highlight different to skin analysis and differentiates us as an educational brand.
- Reinforce the importance of accurate and thorough analysis to achieve best results for customers.
- As a lead service tool, **Face Mapping®** can be used anywhere, on anybody anywhere!

Student objective:

- To gain hands-on experience of the mapping technique while building knowledge and confidence in the identification of skin conditions.
- To understand the link between what is seen and a cause.
- Experience using Skin Fitness Plans to educate and provide correct product solutions to fit lifestyle and client needs.
- ✓ **Level 2 students working on skin analysis or facial unit. Recommended some knowledge of skin and cleansing.**
- ✓ **Level 3 Students who are starting to work on clients or to reinforce knowledge prior to assessment or exams.**

4 The Dermalogica Pressure Point Massage an Introduction: Hands-on practical

Company objective:

- Introduce pressure point as an alternative to European style massage
- Give industry perspective and importance of extra skills for trade tests and future employment
- Highlight how each Dermalogica treatment is customised every step of the treatment.

Student objective:

- To expand knowledge of techniques and learn The Dermalogica Pressure Point Massage
- Explore product options and adaptations
- Understand the principals behind Pressure Point technique.
- ✓ **Level 2 students learning facial massage or working on their facial units.**
- ✓ **Level 3 students working on clients or wanting to learn a broader range of techniques for various skin conditions.**

5 Prep and Prime for Make-up: Demonstration and Hands-on practical (Skin Solver)

Company objective:

- To give industry perspective and insight into brand presence.
- Feature key make-up artists and how we support hundreds more with our skin care.
- Highlight **'hero'** products and what could make an essential tool kit.
- Share skin care hacks to create the most flawless look.

Student objective:

- To gain confidence in assessing skin conditions prior to make-up application
- Learn how to select key Dermalogica skin care products according to desired effect.
- Practise a 10-minute **Prep and Prime SkinSolver®** to create the perfect canvas for make-up.

- ✓ **Level 2 or 3 Beauty Therapy students**
- ✓ **Make-up/Media students. During make up units or as an additional workshop to highlight different ways to engage with product.**

6 Dermalogica with Technology: Interactive workshop

Company objective:

- Educate on the advantages of incorporating electrical therapy in skin treatments.
- Highlight the versatility of the line and the options for professional products to compliment electrical therapy.
- Share how our brand continues to evolve to meet the needs of therapist and consumer. Introduce advancement in ingredient technology.

Student objective:

- Learn which technologies are most popular in the industry.
 - Gain confidence in assessing which machine option and professional products suit various skin conditions.
 - Watch demonstrations to reinforce methodology and benefit of including electrical therapy in treatments.
- ✓ **Level 3 or 4 students studying electrical therapy.**
 - ✓ **Could be level 2 students prior to moving into level 3 to overview subjects they will be studying.**

7 Acne-Allergies and Ageing: Lecture style with activities and student interaction.

Company objective:

- Highlight how our company is committed to educating about skin, busting myths and giving expert advice.
- To demonstrate the importance of using consultation to build client profiles and understand lifestyle influences.
- Display versatility of the brand with its segmented lines to treat and support all skin conditions.

Student Objective:

- Have exposure to the three most common skin conditions, acne, allergies and ageing.
- Understand the importance of consultation and skin analysis to identify the conditions.
- Build knowledge of the condition in order to support clients with treatment, homecare and lifestyle advice.

Recommended for:

- ✓ Level 2 students to re inforce consultation skills and overview the conditions.
- ✓ Level 3 students to understand how to identify triggers and determine lifestyle influencers

8. Pro Power Peel: Lecture and demonstration

Company objective:

- Highlight the importance of working with a reputable professional brand at an *expert/advanced level*.
- Endorse the health of the skin as a number 1 priority, even when using a chemical peel.
- Deliver key points of difference with Dermalogica's Pro Power Peel. Progressive not aggressive.

Student objective:

- Expand knowledge of chemical peels. Understand the USP of Pro Power Peel
- Get insight into the ingredient technology
- Determine indications and contraindications for peeling.
- Observe the practical application of Pro Power Peel.
- ✓ **Level 3 students to introduce level 4 options. Overview advanced therapies in the industry and showcase the innovations Dermalogica provides.**
- ✓ **Level 4 students as part of their chemical peel or advanced therapies unit.**

