

healthy ageing with dermalogica®

Masterclass featuring **Phyto-Nature Firming Serum**

Event description

Did you know, the latest studies on why skin ages suggests up to 50% of visible skin ageing comes from your lifestyle and what you're exposed to in your environment? This is called your exposome and can add years to your perceived age. Sun exposure can add over 6 years to your perceived age and poor sleep and pollution can add over 2 years! Join our professional Skin Therapists for an interactive and educational masterclass where we'll share the latest insights into how and why skin ages and how to reawaken and safeguard the nature of younger looking skin. Find out all about Dermalogica's new **Phyto-Nature Firming Serum**, a 2-in-1 lifting and firming serum that works instantly and over time. Plus, experience results first hand to flash firm and lift your skin by receiving your own personalized Skin Fitness Plan, including professional Skin Therapist tips to get the most out of your product regimen.

Setting the scene

Create a nature inspired environment that instantly grabs attention using the formulas ingredients and photography for inspiration. Layer sensorial experiences by using floral or citrus aromas and serving herbal teas and/or fruit infused water. Optional: Flowers/plants and/or helium balloons in colours to match **Phyto-Nature Firming Serum** branding and marketing materials.

Welcome attendees and overview the event

5 minutes

*"What makes skin age? Apart from the genes you're born with, the answer may lie in your exposome. This is your lifestyle and the environmental factors you're exposed to. Recent studies suggest that our exposome has a profound effect on how our genes are switched on and off and therefore how our skin ages. This is known as epigenetics. Today we'll introduce you to Dermalogica's new **Phyto-Nature Firming Serum** designed to reawaken the nature of younger looking skin, helping it behave more as it did when it was younger."*

* Optional social media competition *

- ✓ Take a photo including the NEW! Phyto-Nature Firming Serum
- ✓ Upload to your Instagram | Facebook | Twitter account tag in @dermalogicauk and @business handle and use the hashtag #PhytoNature
- ✓ 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

What influences how our skin ages? The latest research

15 minutes

- *How we age isn't just based on our genetics, in fact up to 50% of visible skin ageing comes from your lifestyle and what you're exposed to in your environment. This is called your exposome and can add years to your perceived age. Your exposome encompasses everything in your life other than your genetics that affects how you age, and includes things like your stress levels, diet, skin care regimen as well as family life and income – and not only do these factors affect the tissues in your body directly, like damaging your skin's protective barrier and breaking down collagen, they can also alter how your DNA is expressed in the future.*
- *This is known as epigenetics, and evidence shows our environment and lifestyle choices influence our gene expression and the rate at which we age.*
- *You can see this in studies on identical twins. Their DNA is identical but depending on what they've been exposed to in their life, their skin can age quite differently! (Show and tell photos of twins and their different rate of skin ageing due to their exposome)*
- *For example, sun exposure can add over 6 years to your perceived age and even poor sleep and pollution can add over 2 years!*
- *So whilst you may inherit good genes from your parents and they may have aged well, this doesn't mean that you will! A lot of your exposome is somewhat in your control. Your diet, exercise, smoking, alcohol intake, sleep habits, wearing SPF. But equally a lot may not be; levels of pollution, financial struggles, family pressures, young children stealing your sleep! So we need to include management and defense from our exposome as part of a healthy ageing program.*

A healthy approach to ageing

- *At Dermalogica, we've never been big fans of 'anti-ageing' and misleading miracle cures in a jar. We advocate ageing smart and our goal is to get your skin looking healthy and great for its age and not pretending you can get the effects of a face lift from a cream! So how can we get our skin to act younger whilst future-proofing it against our exposome?*
- *As we age, natural processes in the skin begin to slow such as collagen production and our natural defenses against environmental attack weaken. This results in lines, wrinkles, sagging, dullness. This is accelerated by your exposome resulting in premature skin ageing.*
- *To reawaken the nature of younger looking skin, Dermalogica is now formulating with the science of biomimicry, to help the skin return functionally to a younger state and really bridge the gap between the appearance of prematurely aged skin and its biological age.*
- *In the new **Phyto-Nature Firming Serum** we've included **Biomimetic Peptides** which are synthetic peptides, created in the lab that mimic naturally occurring peptides found in the skin. These have been shown to reawaken the skin processes that slow with age, such as collagen production and thus reduce the signs of visible skin ageing.*
- *Then to safeguard our skin and future proof it from the effects of your exposome, we can look to nature and botanical pharmacopeia. This is a collection of plants or plant based extracts used historically for medicinal purposes.*
- *These plant derived bio extracts and antioxidant botanicals work by combating the effects of external factors such as free radical attack from UV and pollution, that constantly assault our skin and further accelerate skin ageing.*
- *In **Phyto-Nature Firming Serum** we're using antioxidant **Moroccan Rockrose Extract** to neutralize free radicals, **Madagascar Green Coffee Bean** to reduce inflammaging – a process of low level inflammation from our exposome that cause skin breakdown over time, and*

Amazonian Camu Camu which has been shown to reduce the impact of the stress hormone cortisol in the skin. This powerful combination of **Phyto Nature Technology** helps prolong radiance, visibly revitalize skin and decrease the appearance of fine lines and wrinkles.

- *Phyto-Nature Firming Serum* is also designed to work instantly as well as build results long term. It features **next-generation Hyaluronic Acid** for an instant flash- filler effect.

All about Phyto-Nature Firming Serum

- *Let's delve a little deeper into our new product! **Phyto-Nature Firming Serum** is designed to reawaken the nature of younger looking skin and safeguard it from exposome assault.*
- *It's a 2-in-1 lifting and firming serum that works instantly and over time. It's clinically proven to double skin's luminosity and minimize the appearance of fine lines after just 1 application and can give you up to 5 years back! (Show and tell 'before and after' display sheet)*
- *It provides 3 key benefits; it flash firms, minimizing the appearance of fine lines after just 1 application. It lifts, reducing visible wrinkles in just 4 weeks and it revitalizes by doubling your skin's luminosity instantly.*
- *In order to deliver these amazing results, we needed to include 2 formulas, 1 oil based and 1 water based serum and package them in a way that allows them to be mixed on dispensing the serum. This dual phase delivery provides a firming phase and a lifting phase for maximum skin impact and includes the biomimetic peptides and Phyto Nature Technology just discussed.*
- *Pass around **Phyto-Nature Firming Serum** for attendees to experience and discuss the dual phase delivery and how to mix the two formulas together. Discuss texture and aroma and compare hands to see the instant results. (Optional; If logistics and timing allows, pass around Skin Resurfacing Cleanser and AntiOxidant HyraMist to use on hands prior to Phyto-Nature Firming Serum)*

How to use with www.phytotouch.com

- *You can see how simple it is to use and it can easily be slotted in to your current regimen. But we've also developed a widget that helps make your prescription of how to use **Phyto-Nature Firming Serum** more personalized.*
- *Get out your phones and visit www.phytotouch.com Follow the prompts and take a selfie. The sophisticated AI technology will analyze your skin and the geolocator will work together to prescribe a personalized, acupressure application technique to help revitalize and tone your facial muscles and suggest the best products to use alongside the serum to defend against your exposome.*
- *Assist attendees with their phytotouch widget experience and interact and engage with them, assisting as necessary.*
- *At this point, set up how you would like to proceed with offering skin services.*

Experience the results of the NEW! Phyto-Nature Firming Serum first hand

- Offer attendees to experience the results of **Phyto-Nature Firming Serum** via a **Flash-Firm + Lift SkinSolver®** or **Skin Bar Lesson** or at the very least receive a **Skin Fitness Plan** to experience personalized education and professional recommendations.
- Use their results from the phytotouch widget to support your service and guide application techniques and prescription.
- Gua Sha stones can be used and discussed if relevant to your business at the time.
- Talk up **Pro Power Peel** for advanced results to target ageing skin conditions.
- Attendees should leave feeling confident with what products and services will help target their skin goals and how best to incorporate **Phyto-Nature Firming Serum** 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.