

## phyto-nature firming serum

# flash-firm and lift skinsolver treatment

### suggested menu copy

Reawaken and preserve the nature of younger-looking skin with the **Flash-Firm + Lift SkinSolver**. Double your skin luminosity and minimize the appearance of fine lines with this revitalizing 10-minute treatment. Features Dermalogica's **Phyto-Nature Firming Serum** for powerful safeguarding of natural skin defenses.

### step-by-step instructions

1. Once your customer takes a seat at **Skin Bar®** ask questions regarding their skin care routine and skin aging concerns. Have them use the mirror to point out their skin concerns.
  - Are you currently using any anti-aging products?"
  - Do you currently incorporate treatment serums?"
  - Do you want to correct and prevent visible skin aging?"
2. Next have the customer complete the **Consultation Form** on the **Skin Fitness Plan** and ask any additional questions pertaining to their lifestyle and dietary habits. Don't forget to check for any possible contraindications to exfoliation or electrical modalities.
3. Introduce your customer to the **PhytoTouch Widget**. Our newest widget will be able to recommend a personalized set of acupressure points for each client. Use this information during the SkinSolver when applying **Phyto-Nature Firming Serum**. The client can use the app again at home to remember the key acupressure points for their personalized application.

**ProTip:** the PhytoTouch widget will recommend on of 3 sets of acupressure DIYs. If you don't have access to WIFI please refer to [PhytoTouch Acupressure DIY](#) page to help you choose the best option for your client.



### Phyto-Nature Firming Serum benefits to discuss

- **Flash-firms:** Minimize the appearance of fine lines after **just 1 application**.
- **Lifts:** Reduces visible wrinkles in just 4 weeks
- **Revitalizes:** Double skin's luminosity after just 1 application

### Follow up treatment suggestions

- ProSkin 30 treatment
- ProSkin 60 treatment

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4. Prepare the customer with a headband and dental bib around the neck. Use your **Face Mapping®** knowledge and skills to further note any additional skin conditions.
5. Begin the Dermalogica Double Cleanse by applying **PreCleanse Balm** to damp esthetic wipes. Swipe over skin to remove oil-based debris, make-up, and pollution.
6. Mix 1 pump **Skin Resurfacing Cleanser** or prescribed cleanser with water in a cup, then add ½ tube of **MultiVitamin Power Exfoliant** and apply with fan masque brush. Lightly manipulate then remove with damp esthetic wipes.
  - a. **Modality Option:** Use an ultrasonic brush or blade on exfoliation mode for a deep cleanse.
7. Spritz skin with **Antioxidant HydraMist**. Dispense 1 pump of **Phyto-Nature Firming Serum** into your fingertips and blend the two phases together. Apply with medium pressure to the forehead, cheeks and jawline with smooth sweeping movements to lift and tone.
8. Follow the recommended acupressure DIY from **Phyto Touch Widget** and repeat series of acupressure points 3 times with medium pressure.
9. Apply **Dynamic Skin Recovery SPF30**, **HydraBlur Primer** or **Skin Perfect Primer SPF30** can be applied as final step. Complete the **Skin Fitness Plan** with recommended products and further treatment advice.

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## phytotouch acupressure DIY

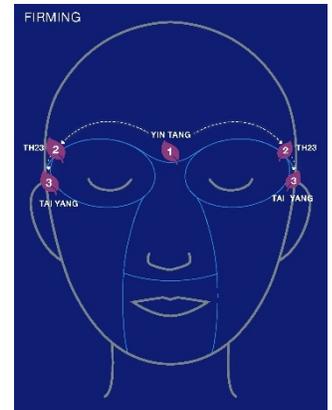
Acupressure is sometimes referred to as a “natural facelift” as it can leverage one’s own biology to help revitalize and tone facial muscles. The following 3 acupressure routines are options in the **Phyto Touch Widget** and can be referenced below if you wish to perform offline.

**Directions:** repeat series of acupressure points 3 times with medium pressure

### Firming

Chances are you’re feeling more stressed than usual, leading to headaches, tension and low-energy. Use this firming acupressure DIY to release any tension in your forehead, while toning your facial muscles to reduce the appearance of fine forehead lines.

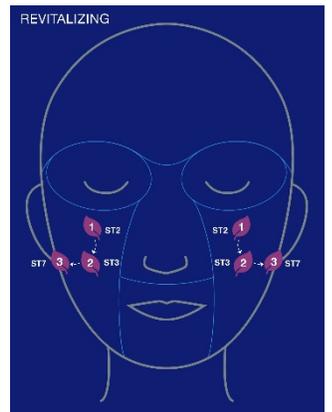
1. Yin Tang: middle of forehead between eyebrows
2. Triple Heater 23 (TH23): ends of the eyebrows
3. Tai Yang: temples



### Revitalizing

Sometimes you get a little stuffed up due to the high-levels of allergens and pollution. Use the revitalizing acupressure DIY to open up your sinuses and relieve pressure, while toning your facial muscles to reduce the appearance of cheek lines.

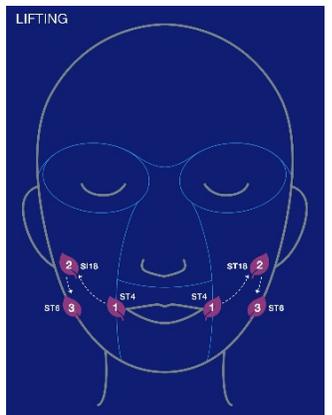
1. Stomach 2 (ST2): approx. one inch under eye on top of the cheek bone
2. Stomach 3 (ST3): bottom edge of the cheekbone, in line with the pupil
3. Stomach (ST7): in front of ear lobes between jawbone and cheekbone (open and close mouth to find)



### Lifting

You’re due for some self-care. Lately you’ve been trying to do it all, gritting your teeth literally and metaphorically. Use the lifting acupressure DIY to release your jaw tension, while toning your facial muscles to reduce the appearance of sagging.

1. Stomach (ST4): corners of mouth
2. Small Intestine (SI18): bottom edge of cheekbone, below outer corners of the eyes
3. Stomach (ST6): in-line with the corner of the eyes on the angle of the lower jaw



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## how to embed phyto touch widget

dermalogica

facemapping consumer **phyto touch** dry skin lens biolumin-c mirror rapid reveal peel mirror clear start mirror skin pollution my skin clock active clearing

**Banner Text**  
reawaken your skin with the **power of touch** show me how  
reawaken your skin with the "power of touch" show me how

**Product Info**  
multi active toner URL  
<https://www.dermalogica.com/multi-active-toner/7,default.pd.html>  
skin smoothing cream URL  
<https://www.dermalogica.com/skin-smoothing-cream/15,default.pd.html>  
antioxidant hydramist URL  
<https://www.dermalogica.com/antioxidant-hydramist/55,default.pd.html>  
dynamic skin recovery SPF50 URL  
<https://www.dermalogica.com/dynamic-skin-recovery-spf50/6,default.pd.html>  
intensive eye repair URL  
active clearing URL  
intensive moisture balance URL  
<https://www.dermalogica.com/intensive-moisture-balance/16,default.pd.html>  
age reversal eye complex URL  
<https://www.dermalogica.com/age-reversal-eye-complex/133,default.pd.html>  
super rich repair URL  
<https://www.dermalogica.com/super-rich-repair/51-01,default.pd.html>

`<div id="dml_phyto_widget"><script>const phytoEmbedUrl = "https://phytotouch.com/phytoembed.js?<view Date()>";const phytoScript = document.createElement("script"); phytoScript.src = phytoEmbedUrl; document.getElementById("dml_phyto_widget").appendChild(phytoScript);</script></div>`

1. Go to embed.dermalogica.com
2. Click the Phyto Touch tab
3. Customize what the "banner text" and Call to Action button should say
4. Enter your market/company's unique URL for each product we've listed
5. Copy to Clipboard
6. Paste this HTML code on the area of your web site where you'd like to this displayed
7. If you have any questions, please contact helpdesk@dermalogica.com

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# flash-firm and lift retail touch point

A **Retail Touch Point** is a quick interaction designed to “hook” a customer and bring interest to product and services such as the **Flash Firm + Lift SkinSolver** treatment or **Skin Bar® Lesson**. Touch is still very involved in this quick, complimentary lesson as the products are applied onto the hand, and the customer can experience it for themselves. Use this Retail Touch Point to help initiate a conversation and engage with customers; and it's also a convenient and approachable traffic stopper for retail areas.



### step-by-step instructions

1. Cleanse the back of the customer's hand with **Skin Resurfacing Cleanser** on a damp esthetic wipe or cotton.
2. Spritz **Antioxidant HydraMist Toner** on the back of their hand.
3. Show the customer how to use **Phyto-Nature Firming Serum** while discussing benefits (see right panel). Next compare to the other hand so they can feel and see the difference.
4. Introduce your customer to the **Phyto Touch Widget**. Our newest widget will be able to recommend a personalized set of acupuncture points for each client. The client can use the app again at home to remember the key acupuncture points for their personalized application.
5. To conclude the **Retail Touch Point**, fill out a **Skin Fitness Plan** with your recommended 1 + 2 prescription featuring **Phyto-Nature Firming Serum** and book them for a **Flash-Firm and Lift SkinSolver treatment**.

### Phyto-Nature Firming Serum benefits to discuss

- **Flash-firms:** Minimize the appearance of fine lines after just 1 application.
- **Lifts:** Reduces visible wrinkles in just 4 weeks
- **Revitalizes:** Double skin's luminosity after just 1 application

#### Follow up treatment suggestions:

- Flash-Firm + Lift SkinSolver treatment
- Flash-Firm + Lift Skin Bar Lesson

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# flash-firm and lift skin bar<sup>®</sup> lesson

Did you know great skin is not just about your genetic profile? Your lifestyle and environment can alter how your genes are expressed, affecting your skin health and ageing process. Dermalogica's **Skin Bar<sup>®</sup> Lesson** will provide a better understanding of your own skin and lifestyle to design your personalized **Skin Fitness Plan**. This lesson features the new **Phyto-Nature Firming Serum**, which reawakens and safeguards the nature of younger-looking skin.



### step-by-step instructions

1. Greet and welcome your customers, invite them to take a seat at **Skin Bar<sup>®</sup>** to experience the **Flash Firm + Lift Skin Bar Lesson**.
2. Begin the conversation by asking them: "Are you currently using any anti-aging products?"
  - If yes, let them know **Phyto-Nature Firming Serum** can be layered into their current routine as an extra measure to safeguard against future visible signs of aging. It can even be used alongside retinol!
  - If no, explain that **Phyto-Nature Firming Serum** is a great product to begin using as it both reawakens and safeguards the nature of younger looking skin from future damage.
3. Take a moment to explain the **Skin Bar<sup>®</sup>** setup which includes: **Skin Fitness Plan**, products, mirror, damp esthetic wipes and highlight that **Phyto-Nature Firming Serum** is the key product in this **Skin Bar<sup>®</sup> Lesson**.

**ProTip:** use this time to share the clinical results:

- Upon first application, skin luminosity is increased by 200%, while the appearance of fine lines is immediately diminished.
- In just one month, **Phyto-Nature Firming Serum** helps to reawaken the nature of younger-looking skin, quite literally turning back the clock several years on the appearance of previous exposomic damage.

### Phyto-Nature Firming Serum benefits to discuss

- **Flash-firms:** Minimize the appearance of fine lines after **just 1 application**.
- **Lifts:** Reduces visible wrinkles in just 4 weeks
- **Revitalizes:** Double skin's luminosity after just 1 application

### Follow up treatment suggestions

- Luminous Defense SkinSolver treatment
- ProSkin 30 treatment

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4. Invite customers to use the **Phyto Touch Widget** on their phone or provide a tablet. Our newest widget will include a personalized acupressure DIY and layering products according to their geographical exosome. The client can use the app again at home to remember the key acupressure points for their personalized DIY application.

**ProTip:** use this time to explain how our environment, lifestyle and dietary habits contribute to our exosome and how this can strongly affect the rate at which our skin ages.

- Your environment, stress levels, diet, skin care regimen, choice of television programming, pet ownership, income – absolutely EVERYTHING in your life affects how you age. We call these extrinsic factors the “exosome,” and they affect not only the tissues in your body directly, but they also can alter how DNA is expressed in the future.
5. Ask your customers to look in the mirror and show you where they notice any skin concerns, such as dehydration or fine lines and wrinkles. Have them complete their personal information and mark their findings on the face diagram in their **Skin Fitness Plan**. Next have the customers put on a headband before beginning the **Skin Bar® Lesson** and have them protect their clothing with a dental bib and clip.
  6. Educate your customers on the Dermalogica Double Cleanse beginning with **PreCleanse Balm**. Explain to them the importance of double cleansing to thoroughly remove make-up, pollution and debris. Guide them on how to apply, manipulate and emulsify **PreCleanse Balm** then remove with damp esthetic wipes.

**ProTip:** use this time to expand on how pollutants come from a variety of sources such as car exhaust, factories, power plants, even the agricultural industry. Living in highly polluted areas may lead to elevated amounts of ROS which leads to oxidative damage and skin aging. Precleansing helps to remove built up daily pollution before cleansing the skin.

7. For their second cleanse, have your customers dispense 1 pump of **Skin Resurfacing Cleanser** or skin specific cleanser into their hands and add a small amount of water. Lightly manipulate with upward fingertip circles, avoiding the eyes, then remove with damp esthetic wipes.
8. Next, have them spritz their skin with **Antioxidant HydraMist** or **Multi-Active Toner** according the **PhytoTouch Widget** prescription.

**ProTip:** Dermalogica’s toners add hydration or additional antioxidants to reinforce protection from environmental assaults. They also prepare the skin to be better able to absorb targeted treatments and moisturizers.

9. Apply **Phyto-Nature Firming Serum** and follow the recommended acupressure DIY steps from the **PhytoTouch Widget**.
  - a. Dispense 1 pump into your fingertips. Blend the two phases together. Then apply with medium pressure to the forehead, cheeks and jawline with smooth sweeping movements to lift and tone fascia.
  - b. Follow the recommended acupressure DIY from widget and repeat series of acupressure points 3 times with medium pressure.

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10. Your customers will then continue with their personalized product prescription based their zip code:

- a. High pollution – **Dynamic Skin Recovery SPF50**
- b. Humid climate – **AGE Bright Spot Fader**
- c. Cold climate – **Super Rich Repair**
- d. Dry climate – **Skin Smoothing Cream**
  - Please apply **SkinPerfect Primer SPF30** if you were recommended a moisturizer without SPF.

11. To finish the **Skin Bar Lesson**, guide the customers to write down recommended products on their **Skin Fitness Plan**. This is a great educational piece for them to take home and you can include further treatment advice.