

## Power of Professional Services Masterclass

This masterclass is an opportunity to platform the new Skin Fit Services and the expertise of the Dermalogica Professional Skin Therapist. Its aim is to elevate Dermalogica services and excite the customers on what the Professional Skin Therapist can offer within their professional treatment. This masterclass will platform the differences between professional grade products, ingredients and electrical technology versus what customers can use on their skin at home. Attendees will leave with the knowledge of how Dermalogica professional services can accelerate results and help them achieve their personal skin goals. If the environment you are working from permits, use the slides attached as a visual aid to support your masterclass.

1. Welcome attendees and share that today's focus will be on Dermalogica Professional Services and how they are able to support and enhance their at home regimen and lifestyle.
2. Share with attendees that the session will showcase the power of Dermalogica's professional grade ingredients, amplified with state of the art technology. Inform that they will leave today having witnessed and experienced the results of this first hand and will receive their personalised Skin Fitness Plan with tailored service recommendation.
3. Provide attendees with context for the Masterclass by sharing with them the impressive background and history of the Dermalogica brand. Share with them the core DNA and ethos of Dermalogica- Education, Personalisation and Human Touch and how this is at the heart of everything we do from developing products to performing treatments.
4. Introduce and give a brief overview of the Professional Services Dermalogica has to offer. This will give attendees a familiarity and prior understanding of SkinSolvers, ProSkin 30 and ProSkin 60 and will prepare them for the Masterclass.
5. Begin the ProSkin 30 demonstration (15 minutes). This is an opportunity to platform the Power of Professional resurfacing, high performance technology and the Dermalogica experience. Have a Professional Skin Therapist perform the demonstration whilst the presenter of the Masterclass narrates each stage. Carry out client prep prior to demonstration, such as consultation, eye and lip cleanse, PreCleanse, dental bib, head band and bonnet.

### **Module 1: Double cleanse** with Ultrasonic brush

- Perform Face Mapping- skin priority first.
- Second cleanse with **Skin Resurfacing Cleanser**, product boost with **Exfoliant Accelerator 35** and power up with **Ultrasonic Brush**.
- Remove with damp disposable towels.

## **Module 2: Deep Treatment**

- Based on FaceMapping results choose an appropriate Ion Active serum followed with BT Micro on Serum setting.
- Follow with application of Exothermal Gelloid masque with pressure point massage.

## **Module 3: Dermal layering with ultrasonic blade**

- Spritz **Antioxidant Hydramist** over face.
- Apply **Stress Positive Eye Lift** layered by **Multivitamin Power Firm** to eye and lip area.
- Apply **Skin Smoothing Cream** over face. Use Ultrasonic blade to penetrate moisturiser.
- Layer **Solar Defense Booster SPF50**.
- Finish with **Skin Perfect Primer SPF30**.

6. Presenter to close the demonstration and introduce the Face Mapping phase of the Masterclass. Explain that a Professional Skin Therapist will create each of their Skin Fitness Plans to help them achieve their individual skin goals based on their lifestyle, priorities, Face Mapping and consultation card.

### **Activity: Skin Fitness Plan (10 minutes)**

- Therapists to approach attendees
- Consult and Face Map to identify skin goals and priorities
- Pick **one** key priority for the clients at-home regimen
- Educate customer on relevant lifestyle tips
- Make service recommendation- Skin Solver/ProSkin 30/ ProSkin 60

Following their Face Mapping, the attendee will use their Skin Fitness Plan as a 'ticket' for the activity station to allow them to try the recommended products and tools on their hands.

7. Next is the opportunity for attendees to get hands on with the products and get connected with the professional 'game changers' at the Product Activity Stations. Professional Skin Therapists at each station are to apply and work bespoke professional grade products on the attendee's hand with electrical technology, whilst educating them on the skin benefits, ingredients and professional technology, explaining why it is part of the service. Be sure to include in the discussion sensorial differences between products, including the texture, smell and how their skin looks and feels during and after application. Have attendees compare the difference between their two hands.

### **Activity station 1: Deep Clean: Professional grade resurfacing products amplified with ultrasonic brush/blade (5 minutes)**

- Review the treatment recommendations on the back of the consultation card to ensure bespoke products are used. Apply products to one hand to showcase results of the professional service by comparison to other hand.

- Attendees will experience **Skin Resurfacing Cleanse** with the following options: **Exfoliant Accelerator 35 | Daily Microfoliant | MultiVitamin Thermafoliant**
- The above options can be used alone or powered up with Ultrasonic/Microcurrent.
- Use options that do not require double cleansing to remove. Remove with a disposable steam towel.

**Activity station 2: Deep Treatment:** Attendees to receive their prescribed targeted treatment application (5 minutes)

- Continue on the same hand and apply attendees prescribed Ion Active Serum. Penetrate with Microcurrent/Galvanic.
- If attendee has been recommended a treatment masque or gelloid, apply and use either manual massage or Cooling Wands to work over product.
- Remove with warm disposable towel.
- Follow with prescribed Toner, Moisturiser and SPF.

**Activity station 3 (optional if you offer ProSkin 60 services in your location):**

Perform some inhalations and pressure point massage movements.

- Ensure there are no contraindications to **Additives**. If attendee is contraindicated, you can use **Botanical Mixers** as an alternative.
- Ask attendee how they would like to feel and choose the appropriate aroma.
- Dispense 1 drop of chosen **Additive** in to attendee's hands and advise that they will perform the pressure point massage on themselves, led by the Professional Skin Therapist.
- Rub oil between the hands and perform the following steps: X3 Inhalations, X3 pressure on temples, X3 pressure on third eye.

8. Once all attendees have experienced each activity station, ask them to take a seat for the final part of the Masterclass. Take this time to connect with attendees and discuss their experience. Recap the services and the differences between them. Allocate some time at the end of the session to invite attendees to ask any questions relating to the professional services.
9. Once satisfied that all questions have been answered, thank attendees for joining you today and offer them to speak to a member of the team if they have any further questions or would like to book one of the services on offer.