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precleanse balm
healthier skin begins with step zero

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introduction

The skin accumulates quite a bit of "dirt" on a daily basis. Environmental pollutants in the air, as well as cosmetics such as sunscreen and waterproof make-up, combine daily with the skin's naturally sticky sebum secretions to form a thick, slick, waxy coating on the skin by the middle of the day.

Despite all this buildup, most people still only spend about 20 seconds washing their faces – much less than the time they spend doing hair or make-up. Those 20 seconds with standard face washes or make-up removal wipes are not enough to penetrate the layer of sebum, pollutants and cosmetic debris that coat the skin's surface. In most cases, that layer remains on the skin, preventing moisturizers and other skin care products from doing their work while dulling the skin's appearance and contributing to congestion.

This lack of sufficient cleansing is what inspired the development of Dermalogica's top-selling PreCleanse oil cleanser and Double Cleanse technique. Drawing on the success and legacy of PreCleanse, NEW PreCleanse Balm gives clients more options to remove stubborn make-up and achieve a professional level of clean on a daily basis.

precleanse balm at a glance



why your clients need it

Your client may know to cleanse their skin daily, but they may not realize that a single cleanse with a surfactant-based cleanser still leaves behind excess sebum, sunscreen, waterproof make-up and pollutants.

what it is

A water-activated, balm-to-oil version of our top-selling PreCleanse oil cleanser.

how it works

Add water to transform this hydrophilic (water-loving) formula into a milky emulsion that deconstructs excess sebum, pollutants and residual product buildup, allowing them to easily rinse away from the skin's surface.

skin condition

All skin conditions, especially dry.

key benefits

- Gently removes oily buildup from the skin's surface.
- Dissolves buildup without compromising the skin barrier or clogging pores.
- Fortified with conditioning essential fatty acids to help smooth, calm and nourish skin.
- Comes with a soft-touch, double-sided mitt applicator to help ensure a more thorough, professional level of clean.

application

Squeeze tube to dispense product onto cleansing mitt or directly to dry palm of hand. Massage product into dry skin using circular motions. Add water to emulsify. Rinse and follow with recommended Dermalogica Cleanser to complete the Dermalogica Double Cleanse.

includes cleansing mitt!

This double-sided, ergonomically-designed applicator helps your client get a more effective cleanse. One side has smaller, shorter bristles and the other side has larger, thicker bristles to help customize the cleansing experience. Mitt fits over tube for easy drying and storage.



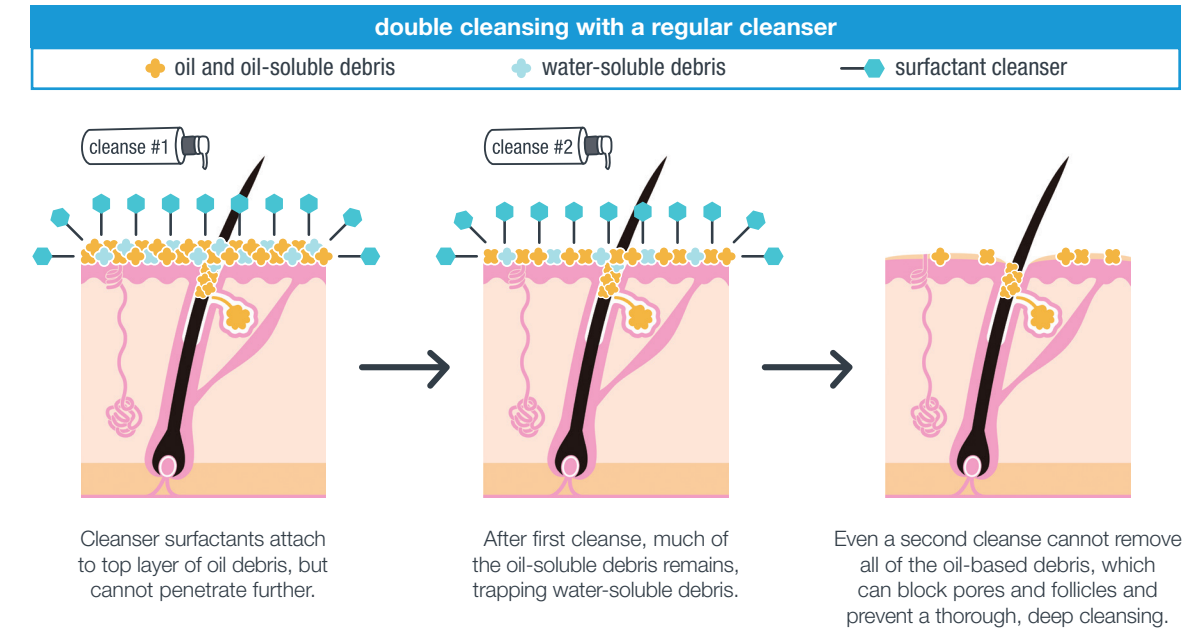
the dermalogica double cleanse

The Dermalogica Double Cleanse is a technique-based regimen taught to and performed exclusively by Dermalogica skin therapists. It is our secret to healthy, ultra-clean skin. Beginning with NEW PreCleanse Balm (or PreCleanse), this technique adequately penetrates layers of oily debris for complete removal, ensuring a more intense, professional and thorough level of clean.



The Trouble with Most Cleansers

As you may know, cleansers are typically water-based, sudsy or milky — with surfactants as the primary cleansing actives. One of the problems that we observed at The International Dermal Institute is that consumers are now using heavier oil-based moisturizers and longer-lasting, water-resistant make-up and sunscreens, which are difficult to remove with water-based, surfactant cleansers. Even if one performs a Double Cleanse with a surfactant cleanser, a significant amount of oil-soluble substances are left behind, giving the skin a dull, congested appearance.



Like Attracts Like

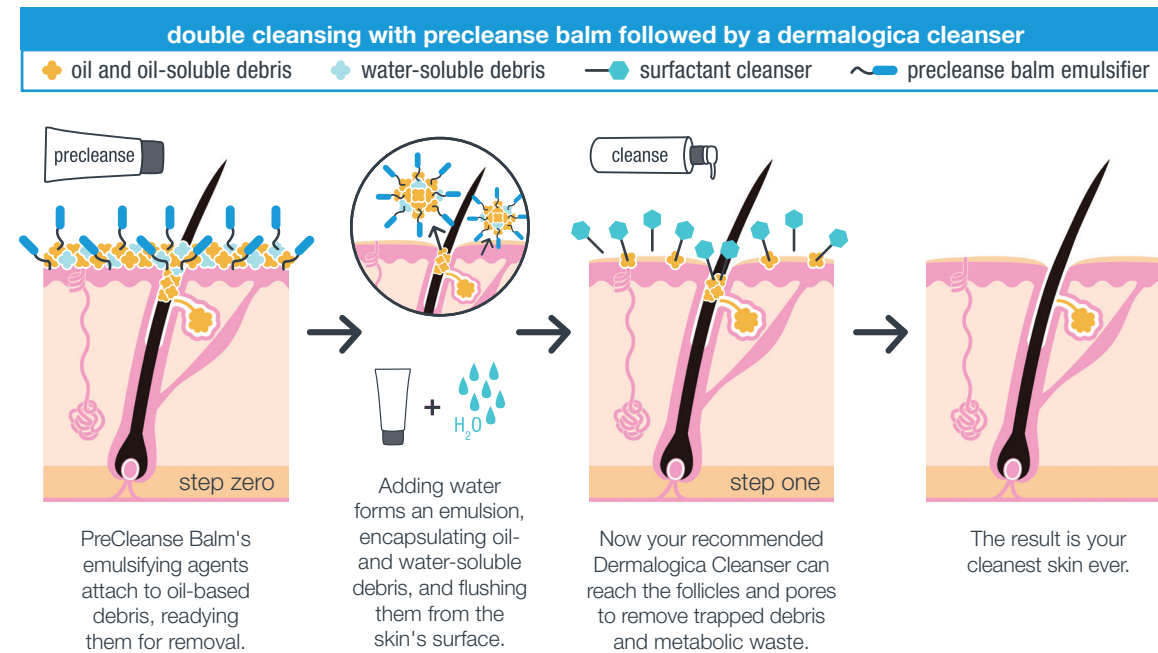
To be most effective in removing this oil, grime and buildup, one needs to use a similar substance. In chemistry, it's said that "like attracts like." Fatty, oily substances are best dissolved in lipid solutions. An example of this is the capability of Mineral Oil (or Baby Oil) to dissolve all make-up and oil from the skin. The problem with using Mineral Oil is that it cannot be rinsed away with water. To remove the oil, an Alcohol-based toner is required — but Alcohol is not recommended for skin and certainly not for the delicate eye area.

key ingredients

Two Cleansers Are Better Than One

The Dermalogica Double Cleanse involves cleansing the skin once with an oil-based cleanser, then following with a surfactant- or water-soluble cleanser. This allows both heavy buildup on the skin to be removed, and a thorough cleansing of the skin to occur.

As the first step in the Dermalogica Double Cleanse regimen, PreCleanse Balm uses plant-based oils to melt oil-based debris on the skin. The oil molecules bond to each other, unlike the water molecules in a surfactant cleanser. They then emulsify when you add water to encapsulate and remove the trapped debris, allowing the recommended Dermalogica Cleanser to penetrate further than it would have without this step.



Unlike PreCleanse, PreCleanse Balm appears solid at first, but transforms upon application into a rich, skin-conditioning oil that melts through buildup easily without stripping the skin's protective barrier, clogging pores or causing irritation. After just one use of PreCleanse Balm, the skin will be prepped for more thorough cleansing with your client's recommended Dermalogica Cleanser.



When developing PreCleanse Balm, the skin health experts at The International Dermal Institute extensively researched ingredients and formulations that would effectively break down excess sebum, sunscreen, waterproof make-up and pollutants on the skin. These key ingredients were selected not only for their performance but also for their superior skin-conditioning properties, making the formula ideal for normal to dry skin.

Apricot (*Prunus Armeniaca*) Kernel Oil

This nourishing lightweight oil is rich in fatty acids, including Oleic Acid, Linoleic Acid, Palmitic Acid and Linolenic Acid, as well as Gamma Linoleic Acid (GLA), which tones, firms and enables the skin to maintain its moisture balance. Apricot Oil does not leave behind a greasy coating, and its lightweight feel and exceptional rehydrating properties make it ideal for any skin condition.

Natural Biolipid Complex

This combination of Phospholipids, Glycolipids, Glycine Soja Oil and Glycine Soja Sterols helps reinforce the skin's barrier function while decreasing TEWL (Trans-Epidermal Water Loss) to preserve skin hydration.

Lavandula Angustifolia and Lavandula Hybrid (Lavender) Oils, Citrus Aurantium (Bitter Orange) Oil, Citrus Grandis (Grapefruit) Oil, Citrus Nobilis (Mandarin Orange) Oil, Cymbopogon Schoenanthus (Lemongrass) Oil and Eucalyptus Staigeriana (Lemon Ironbark) Oil

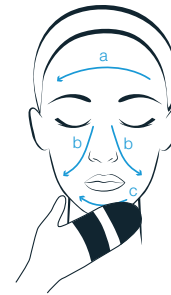
This invigorating combination of essential oils refreshes the senses and helps deliver the state of clean that is traditionally experienced in the professional treatment room.

Walk your clients through the following steps so they can experience PreCleanse Balm with its included cleansing mitt. This is a great way to showcase the Dermalogica Double Cleanse technique and illustrate how well PreCleanse Balm removes make-up and excess residue – plus it delivers the quick, visible benefit of cleaner, healthier-looking skin.

 See a video demonstration at dermalogica.com/stepzero

1

Apply



Dispense an almond-size amount of PreCleanse Balm onto the cleansing mitt. Swipe mitt from left to right.

- Across the forehead.
- Down the sides of the nose and the cheeks.
- Across the jawline and chin.

2

Work Dry

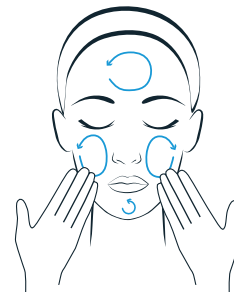


Using circular motions, massage product into skin with the mitt.

- Circle product across the forehead.
- Move to the side of the nose. Continue over the eye area, across the cheek and down to the jawline. Repeat on other side.
- Circle over the chin, including the mouth area, and the neck.

3

Emulsify



Wet hands. Massage skin to create a milky emulsion and further activate the product. Rinse thoroughly.

Follow with your client's prescribed Dermalogica Cleanser to complete the Dermalogica Double Cleanse!

What's the difference between PreCleanse and NEW PreCleanse Balm? There are a few different ingredients in PreCleanse Balm that make it ideal for normal to dry skin whereas PreCleanse is ideal for normal to oily skin. NEW PreCleanse Balm is also great for travel due to its solid form, and comes with a double-sided, soft touch, cleansing and exfoliating mitt for application.

When and how should my client use PreCleanse Balm? Your client should use this product once or twice daily as needed to remove buildup, then follow with their prescribed Dermalogica Cleanser. For specific application directions, refer to p. 8.

Does my client need to use PreCleanse Balm with the mitt? No, but the mitt is recommended for a more thorough and professional cleansing experience. It also helps smooth skin texture by providing mild exfoliation.

Can PreCleanse Balm be used on the eyes to remove stubborn eye make-up? Yes. Be sure to advise your client to keep eyes closed during use. For clients with lash extensions, we recommend oil-free Soothing Eye Make-Up Remover instead.

Can PreCleanse Balm be used alone or must it always be part of the Double Cleanse? PreCleanse Balm may be used alone to remove buildup, provided it is thoroughly wiped or rinse away. However, we always recommend following with a prescribed Dermalogica Cleanser to help ensure that traces of PreCleanse and remaining debris have been removed.