

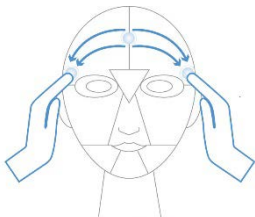
prep and glow masterclass with dewy skin DIY

This is a great opportunity to share the professional secret to glowing skin and to introduce customers to a number of Dermalogica's most recent product innovations. The Prep and Glow Masterclass teaches attendees how to achieve a smooth and polished canvas, leaving them ready to seize the day with healthy glowing skin or perfectly primed for make-up application.

1. Welcome attendees and introduce Prep and Glow Masterclass as an opportunity to achieve smooth, polished, glowing skin. Begin by discussing the causes of dull and lacklustre skin, such as fast-paced lifestyles, lack of sleep, stress, pollution etc. Reveal that we all have the ability to maximise luminosity and glow by following 5 simple steps on a daily basis.
2. Share the professional secret to glowing skin through Double Cleansing, resurfacing and layering of targeted treatments. Inform that they will have the chance to get hands on with our newest product innovations whilst learning how they can improve their skin's appearance.
3. Ask attendees to review their skin in the mirrors provided and consider how their skin looks and feels currently. This will enable them to see a comparison in their skin's appearance pre and post treatment. Take a moment to explain the set-up of the masterclass, and talk through the tools that they have in front of them.
4. Guide attendees in how to prepare themselves for the treatment, have them put on a headband and position an additional bib across the lap to protect clothing.
5. Have attendees cleanse eyes using a small amount of **PreCleanse Balm** on damp cotton wool pads. Share that **PreCleanse Balm** removes stubborn makeup and waterproof mascara by melting it away from the skin. If the attendees are wearing eye lash extensions, inform that **Soothing Eye Make-up Remover** is available for them to use instead.
6. Next is the opportunity to show case the Dermalogica Double Cleanse technique. Encourage attendees to begin their Double Cleanse using an almond size amount of **PreCleanse Balm**. Guide attendees to apply the product to dry skin and massage in, using circular motions. Ask attendees to wet hands and continue to massage skin to create a milky emulsion and further activate the product. Rinse thoroughly using warm disposable wipes provided. Illustrate at this point how well **PreCleanse Balm** removes make-up and excess residue leaving the skin visibly cleaner and healthier looking. Follow with prescribed/available Dermalogica cleanser to complete the Double Cleanse. Emphasise the importance of Double Cleansing the skin and highlight the benefits they can achieve by incorporating this in to their daily routine.

7. Bring attendees in to the exfoliation phase of the treatment by educating on the need to polish and resurface skin for an even, reflective surface. Introduce attendees to **Daily Superfoliant™**; explain that this product will leave the skin feeling and looking ultra-smooth as it helps to fight pollutants known to contribute to the dull skin tone we aim to eliminate. Have attendees mix **Daily Superfoliant™** in a jelly cup, apply with fan masque brush and manipulate the product with small fingertip circles. Inform that the product will help to improve luminosity, promote smoother skin and will ensure a flawless canvas for subsequent product application. Remove with warm disposable wipes and ask attendees to note the refreshed, clean feeling of their skin following this step.
8. Next, we aim to hydrate and restore skin with **Phyto Replenish Oil**. Introduce the product, explaining that it is a feather light oil, designed to strengthen, shield and hydrate the skin, resulting in a dewy, youthful appearance. Have the attendees press 4-6 drops of **Phyto Replenish Oil** on to their skin and guide them through the Dewy Skin DIY. Explain that this simple massage technique will increase the benefits of the product by promoting the absorption of the nutrients, boosting circulation, detoxifying and alleviating tension in the facial muscles. This will further contribute to the dewy glow we desire.

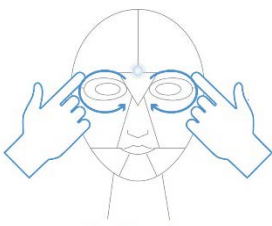
Dewy Skin DIY



Step 1. Forehead Wrinkle Release

Forehead Wrinkle Release: Place fingertips together in the middle of the forehead with hands and elbows out, press firmly. Next glide with fingers together with slight pressure to the temples, press and release. Repeat 3 times.

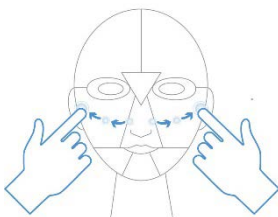
Effect: This helps to smooth and relax the muscles and improve the appearance of lines and wrinkles brought on by stress.



Step 2. Revitalize Eyes

Revitalize Eyes: Using your middle or index finger, press between the brows on the 3rd eye and stroke over the brows around the eyes returning to the centre. Next still using your fingers, move in an S shape to release and soften the muscle between the brows. Glide around the eyes again, return to centre and repeat the press, glide and drain. Now repeat the S movement. Perform this sequence 3 times each (6 total), alternating between presses and S's.

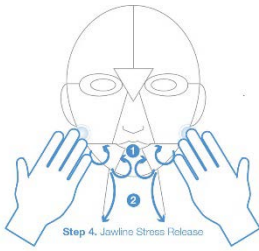
Effect: Smooth frown lines, reduce eye puffiness and strain, alleviate headaches, sinus pain and enhance skin glow and health.



Step 3. Glow Point Detox

Glow Point Detox: Using your index or middle finger press either side of the nostril, release and slide to the glow point under the lower cheek bone and press. Glide towards the ear and press in the hollow just in front of the ear. Repeat 3 times.

Effect: These key pressure points may feel a little tender but help to encourage circulation and detoxification of the skin while boosting inner skin radiance.



Jawline Stress Release: With flat fingers, starting at the centre of the chin, massage out along the jawline with small upward circles. When you reach to just below the ear, press and drain down the side of neck with your fingers open towards the collarbone. Repeat the sequence 3 times.

Effect: This helps to release stress and tension in the jaw, increases lymphatic drainage and improves skin tone and circulation.

9. Allow attendees to target and treat the eye and/or lip area by introducing **Stress Positive Eye Lift** and/or **Nightly Lip Treatment**. Allude to the benefits of the **Nightly Lip Treatment** and its ability to smooth the appearance of feather lines and laughter lines around the lip and mouth area. Explain the results **Stress Positive Eye Lift** will help to achieve as it brightens, firms and de-puffs the eye area. Have them apply the product with fingertips. Draw attention to the cooling applicator tip they would use to apply at home.
10. Advise the attendees to spritz with **Antioxidant Hydramist** and finally to protect and prime their skin with **Dynamic Skin Recovery SPF50**. Give the attendees the option to complete their look with either **SkinPerfect Primer SPF30** or **HydraBlur™ Primer** and ask them to apply accordingly.
11. Invite the attendees to look in the mirror and admire the results of the Prep and Glow masterclass. Emphasise that with these 5 simple steps, that they can follow at home, we have created the smooth and polished canvas we set out to achieve. Complete the Masterclass with recommendations on further professional treatment. Invite attendees to stay post the Masterclass to receive their personal **Skin Fitness Plan**.