

boosting skin's natural radiance

Masterclass featuring Prisma Protect SPF30

Event description

Wish your skin had a little more glow? Learn what happens to your skin each day as it tries to defend itself against environmental aggressors. From UV rays, to pollution and free radicals, our skin is under constant attack meaning it's a real struggle to keep skin hydrated and glowing with inner radiance. We'll teach you how to effectively defend your skin and support the 24-hour skin cycle no matter what your skin type. Find out all about Dermalogica's new light-activated skin defense, **Prisma Protect SPF30** designed to defend, hydrate and boost skin's natural luminosity. Plus, experience results first hand to brighten dull, damaged skin and regain that inner glow 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 bright and energising environment that instantly grabs attention. Layer sensorial experiences by using floral or citrus aromas and serving herbal teas and/or fruit infused water. Optional: Spring flowers and/or helium balloons in multicolours to match **Prisma Protect SPF30** branding and marketing materials.

Welcome attendees and overview the event

"No matter what your skin type, even those of you with 'normal' skin, all skin types will suffer damage from our environment on a daily basis. And if your skin care regimen isn't offering the defence it needs, skin will inevitably age prematurely and we will see lines, wrinkles and uneven skin tone earlier than necessary.

*Today we will explore what it is within our environment that causes skin damage and understand the steps we can take to maintain healthy skin and minimise skin damage. We will also introduce the latest addition to the Dermalogica Daily Skin Health line, the NEW! **Prisma Protect SPF30**; the ultimate multitasking moisturizer to defend, hydrate and boost skin's natural luminosity!*

* Optional social media competition *

- ✓ Take a photo including the NEW! Prisma Protect SPF30
- ✓ Upload to Instagram | Facebook | Twitter account tag in @DermalogicaUK and @your business handle and use the hashtags #askdermalogica #PrismaProtect30 #lightactivatedskindefense
- ✓ 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

1. 24-hour skin cycle; defend – regenerate – repeat

In the quest for healthy skin, let's first discuss your skin's 24-hour cycle of defend, regenerate and repeat. You have an internal clock known as the Circadian rhythm that regulates your wake-sleep cycle but did you know it also regulates your skin's natural defense and repair modes?

- *Get out your phones and visit www.myskinclock.com This skin clock shows you how to work with your skin's natural modes to help you achieve your healthiest looking skin yet!*
- *Select 'sunrise'. In the daytime skin is in defense mode, it defends itself against UV light, pollution and free radical damage. You have some natural antioxidant protection and the peak hours for natural skin defense are between 7:00am – 11:00am*
- *Select 'sunset'. At night, your skin is in recovery and regeneration mode. Skin renewal almost doubles and collagen production rises. Skin repairs damage from the day and the peak hours for this are between 9:00pm – midnight.*

2. Defending skin against environmental aggressors

Let's look in more detail at the daily onslaught of environmental aggressors we're exposed to.

- **UV light** has a big impact on skin health. We may be familiar with getting sunburnt when it's hot but what about the damage that happens during the winter or on cloudy days? Have you heard of UVA and UVB rays? UVB is the burning ray, stronger in the summer and between hours of 11:00am - 3:00pm. UVA is the ageing ray, you don't feel it's effects but it penetrates deep into the skin causing damage to collagen, this leads to ageing skin, lines, wrinkles, pigmentation etc. This ray is the same strength from dusk till dawn, 365 days of the year. Both UVA & B contribute to skin cancer formation. **The solution:** To defend against these skin damaging rays, you need a broad spectrum SPF, one that protects against both UVA and UVB. All Dermalogica SPF's do this. * Show and tell the broad spectrum info on a product *
- **Pollution** is another big concern for skin and overall health. Invisible gases and particles enter our skin through our pores, this triggers inflammation and damage that over time leads to skin ageing. **The solution:** Include antipollution formulas that block pollution particles from entering the skin. Charcoal formulas help pull toxins from the pore, look for top quality activated Binchotan Charcoal for best results and include a pre-cleansing oil or balm to deeply clean these oil soluble particles from the pores.
- **Free radicals** – Have you heard of them? Know what they are? They're unstable molecules that damage our skin, in fact they can latch on to any cell in the body and cause damage. But where do they come from? Our bodies produce them as a byproduct of breathing and metabolism but UV exposure and pollution also cause free radical production, along with smoking, stress, medications and alcohol consumption. So they're unavoidable and our skin needs help to defend against them. **The solution:** Products that contain potent antioxidants to quench free radicals and increase skin's natural defenses and repair processes. Support skin overnight with specialized night-time formulas designed to maximize skin recovery. Ideally apply around 9pm when night-time recovery peaks.
- **Dehydration factors** – The UV and pollution we've mentioned also contribute to dehydration by depleting the skin's protective barrier allowing water to escape. Almost every skin is dehydrated to some degree as so much in our environment saps the moisture from our skin. This causes skin to be tight, flaky and/or dull and impairs skin's ability to protect effectively increasing sensitivity. Other factors that contribute to dehydration are air con, central heating, the weather and humidity not to mention our diet and lifestyle factors. **The solution:** A moisturizer that delivers long lasting hydration for all day smooth and hydrated skin.

3. Introducing Dermalogica's new multitasking moisturizer, Prisma Protect SPF30

Prisma Protect SPF30 gives you 3 key benefits to maintain healthy skin and prevent skin damage.

1. It defends against environmental aggressors
2. It delivers long-lasting hydration, and
3. It boosts your skin's natural luminosity

So how does it do that? * Pass product around for attendees to experience *

- Firstly, in the quest for youthful looking skin and minimizing skin damage, you need a moisturizer that defends against our hostile environment. Prisma Protect SPF30 contains **best-in-class sunscreens** that defend against visible light and offers **superior protection from both UVA and UVB rays**. It also contains **Japanese Matcha Tea**, which is 100x more powerful than Green Tea providing potent antioxidants to **defend against free radicals and pollution particles** that ravage our skin. In fact, it **blocks out 85% of pollutants** that may otherwise enter our skin causing symptoms such as dehydration, sensitivity and pigmentation.
- Secondly, as discussed, keeping skin hydrated throughout the day poses us a real challenge because so much in our environment saps the moisture from our skin. Prisma Protect SPF30 contains **Advanced Moisture Magnets** that we derive from plants that binds water to the skin like a magnet. This **provides a reservoir of moisture**, keeping it hydrated and smooth all day.
- And finally, we have some **exciting new technology to boost your skin's natural luminosity**. We're using **light-activated drone technology** that allows us to target your collagen producing cells with actives that boost your skin's luminosity and inner glow. These 'cosmetic drones' are **programmed to deliver their contents to specific cells in the skin where they release light-activated Chlorella**, so once you've applied your Prisma Protect SPF30 and you're out and about, these ingredients get to work deep in your skin **boosting radiance**.



4. Experience the results of the NEW! Prisma Protect SPF30 first hand

Offer attendees to experience the results of **Prisma Protect SPF30** via a **Luminous Defense SkinSolver®** or **Skin Bar Lesson** or at the very least receive a **Skin Fitness Plan** to experience personalized education and professional recommendations. Attendees should leave feeling confident with what products and services will help target their skin goals and how best to incorporate **Prisma Protect SPF30** and complimentary products such as **Sound Sleep Cocoon**.

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 promotion.