

Summer Rescue Masterclass Script

1. Welcome attendees and outline the focus of the masterclass: 3 minutes (slides 1 and 2)

“Welcome to this afternoon/evening’s Dermalogica masterclass. My name is We’re so excited to share with you today how to best care for your skin during the summer months and sunny holidays.

Today we’ll focus on pre, during and post sun exposure, why it’s important to protect yourself from UV rays and some key do’s and don’ts such as, should you get a base tan before your holiday?”

Set up the session

“Over the next 20 minutes, you will learn about the effects of sunlight or UV light on the skin and some simple tips to prepare your skin before exposure as well as how best to protect skin during direct exposure and tweaks to make to your at-home regimen post-holiday. All to ensure your skin is kept in tip top condition over the summer months and so you can make educated choices on the level of sunscreen to use on your skin. We’ll also have time to explore Dermalogica’s cutting edge SPF formulas and find the right type of formula for your skin.”

Engage the group

- *By a show of hands how many of you in the room use Dermalogica? What is your favourite product?*
- *Has anyone attended a Masterclass before? What did you get out of the last workshop?*

Acknowledge the attendee’s answers and link to content that will be covered in the Masterclass if applicable. For example: if someone says ‘I love **Solar Defense Booster**’, share that today we will look at SPF options for all skin conditions from ageing to acne and for full body protection for you and the family.

Link into Dermalogica and the focus of the brand. This section needs to highlight the brand differences and be relevant to the group.

Dermalogica is the number one brand used by skin therapists worldwide and is founded upon 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.

*We believe that everyone’s skin and lifestyles are unique, which is why every Dermalogica journey starts with a personalised **Skin Fitness Plan**. Your Skin Fitness Plan is built around your skin, your life and of course your preferences. Skin Fitness Plans are powered by Face mapping a tool used by skin therapists to “read” your skin, reveal the roots of your skin concerns and personalise a unique, effective solution. This may include adjustments to your at-home regimen or enhancing results further with a professional treatment service.*

Everything that we do at Dermalogica, from developing products to performing treatments has a strong link to our core DNA and ethos - Education, Personalisation and Human touch.

What a lot of people don't know is that Dermalogica didn't start out as a skin care brand. We started as a post graduate training facility committed to raising the standards of the professional skin care industry. This legacy of Education is still a core brand attribute today where through education our professional skin therapists, the best trained in the industry, can pass on their expertise to help you achieve your healthiest skin ever. These results will be achieved through educational lifestyle advice, personalised product prescriptions and customised treatment experiences!

Link

Let's dive into the focus for today by looking at the importance of being summer skin savvy...

Why is sun protection so vital?

An individual's risk of skin cancer is directly related to their lifetime exposure to UV rays from the sun and artificial sources (tanning beds and sunlamps). The risk for skin cancers is highest for fair-skinned populations, but skin cancer can develop in all individuals, regardless of skin pigmentation.

Both UVA and UVB exposure will promote development of skin cancer.

Whilst there is substantial evidence that chronic exposure in hot sunny climates will result in high skin cancer rates, studies have shown that intermittent exposure (i.e. 2 weeks' summer sun holiday, odd days during UK summer months etc.) resulting in significant sunburns will increase risk of malignant melanoma. Researchers believe this key factor, along with sunbed use, is the primary reason for the rise of melanoma cases in under 35's across the Northern hemisphere.

Skin Cancer aside, UV radiation is the primary contributor to premature ageing; UVA radiation is an important contributor to premature ageing of the skin because the wavelength allows it to penetrate deep into the dermal layers. Degenerative changes accumulate over time and are largely irreversible. Structural changes occur in the dermis and result in sagging, loss of elasticity, deep lines and wrinkles, and mottled pigmentation (leather handbag skin!)

Engage the group

Ask the attendees to look in the mirror, do they notice any skin concerns such as fine lines, wrinkles, irregular colour/age spots/pigmentation?

- *How many of you have been sunburnt in the past? Stats on how it increases risk of cancer*
- *How many of you have used sunbeds before?*
- *How many have used oil or really low SPF to increase their tanning?*

Use this feedback to assess where to focus more discussion and education pointers

Link

Let's first of all look at artificial tanning using sunbeds and discuss whether it's a good idea to get a 'base tan' before you go on holiday.

1. Pre-sun exposure / should I get a base tan? 3 minutes (slide 3)

Let's address some of the common misconceptions around tanning. Should we get a base tan? The short answer is NO! There really is no need, as ultimately you're damaging the skin before you go on holiday to damage it some more!

Sunbeds give out harmful ultraviolet (UV) rays that damage your skin and can make it look wrinkled, older or leathery. The UV rays from sunbeds can also damage the DNA in your skin cells, and over time this damage can build up to cause skin cancer.

Sunbeds can sometimes be marketed as a 'controlled way' of getting a 'safer tan'. But actually, sunbeds are no safer than exposure to the sun itself. And using a sunbed before you go on holiday doesn't protect against further damage from the sun while you're away. One study found that the average skin cancer risk from sunbeds can be more than double that of spending the same length of time in the Mediterranean midday summer sun.

For more info, visit:

<http://www.cancerresearchuk.org/about-cancer/causes-of-cancer/sun-uv-and-cancer/sunbeds-and-cancer>

What about Vitamin D? Should I use sunbeds or sunbathe to ensure I get it?

Our bodies produce vitamin D when our skin is exposed to UV rays from the sun. This is the main source of this vitamin. We all need vitamin D to help build and maintain strong bones.

In summer, most white people in the UK only need to spend a short amount of time in the sun unprotected to make enough vitamin D. This is typically less than the time taken to lead to sunburn, so 10-15 minutes. People with darker skin tones might need longer in the sun, but also have a lower risk of sunburn and skin cancer. It should be possible for most people to find a balance between enjoying the beneficial effects of the sun while not increasing the risk of skin cancer. Research also shows that wearing SPF does not significantly inhibit vitamin D synthesis, so there is no need to go unprotected. The Government recommends that people at risk of vitamin D deficiency should take vitamin D supplements throughout the year. Between October and the end of March they also recommend people in the UK consider taking a daily vitamin D supplement.

You can find out more here: <http://www.nhs.uk/Conditions/vitamins-minerals/Pages/Vitamin-D.aspx>

Let's look at some skin healthy ways to prepare our skin for the summer months/sunny holiday...

- Rather than 'pre-tanning' skin which is damaging the skin prior to more UV exposure, we would recommend getting skin into tip top condition with regular exfoliation and really boosting the levels of hydration.
- If you are having a chemical peel treatment in the summer months, please note that we would recommend complete UV avoidance for 2 weeks pre and post exposure. Chemical peels dramatically reduce skins protective barrier so makes skin more susceptible to damage and highly increases the risk of hyper-pigmentation.
- If you are having a regular skin treatment, we would still advise you avoid UV exposure for 48 hours pre and post. So bear this in mind when scheduling your Pro services.
- You can however, gently exfoliate your skin with something like our **Daily Microfoliant**[®] which is gentle enough for daily use and removes dull flaky skin leaving it smooth and bright. Perfect for achieving that healthy summer glow.
- To increase skin hydration, try adding a booster or serum to your essential steps. **Skin Hydrating Booster** is an excellent summer regimen addition; the light fluid contains Hyaluronic Acid to increase skins moisture content. This keeps skin plump and aids in barrier protection. You could also try **Skin Hydrating Masque** a few times a week as another way to boost hydration.

Link

Let's move on to look at how best to protect your skin and the different types of SPF we can choose from.

2. Protecting your skin during sun exposure: 8 minutes (slides 4, 5 and 6)

Ask the group;

- What SPF do you currently go for? And why?
- Do you know the difference in protection between them?

Find out their current understanding on levels of SPF and when they might choose a higher SPF. Use this info to tailor the delivery to answer their questions and correct their misunderstandings.

SPF represents a sunscreen's ability to shield against the sun's shortwave Ultraviolet-B (UVB) rays and delay sun-induced burning or erythema. It measures the length of time a product prevents skin reddening from UVB compared to how long the skin takes to redden without protection.

For example, if you normally burn in ten minutes, when you apply a product with SPF 15 (assuming you do not sweat or have any activity) and you applied the prerequisite amount to the skin (one full teaspoon just for the face!) you should be able to withstand exposure to the sun for $10 \times 15 = 150$ minutes. When organisations, etc. claim you should apply every 2 hours, it assumes you are active and not sitting idle in a laboratory.

An SPF 15 product blocks about 94% of UVB rays, an SPF 30 product blocks 97% of UVB rays, and an SPF 45 product blocks about 98% of rays.

Sunscreens can be classified as broad spectrum if the amount of UVA filtration is directly proportionate to 1/3rd of the SPF value. This is now an established international protocol, and can be indicated on products that comply with the designated UVA circular symbol. UVA screening is critical to prevent premature ageing and skin cancers. SPF6-10 = Low Protection, SPF15-25 = Medium, SPF30-50 = High SPF50+ = Very High. At Dermalogica we recommend using a min of SPF15, preferably 30-50.

Based on their mechanism of action, topical sunscreens can be broadly classified into two groups, chemical absorbers and physical reflectors. Chemical absorbers work by absorbing ultraviolet (UV) radiation and can be further differentiated by the type of radiation they absorb, UVA or UVB, or both UVA and UVB (broad spectrum). Physical reflectors work by reflecting or scattering the UV radiation and will reflect both UVA and UVB.

It is important to note that we cannot use the term sunblock or block-out any more. These terms imply 100% shielding of the skin from UVR. But as you can see by the percentages just discussed there is always a margin of UVR that will not be filtered, regardless of the SPF value. SPF's have been capped by the regulators at 50+ to prevent misleading marketing claims that confuse consumers or give them a false sense of protection.

Link

Let's look at some of the different SPF formulas from Dermalogica and explore the advanced technology they have to offer...

Product engagement opportunity; Have everyone try the different formulas for feel, smell, texture and SPF differences. Facilitate discussion and highlight their key benefits. Products to try and discuss:

- **Dynamic Skin Recovery SPF50**
- **Solar Defence Booster SPF50**
- **Oil Free Matte SPF30**
- **Super Sensitive Shield SPF30**
- **Protection 50 Sport SPF50**

Because Dermalogica is committed to optimum skin health, we believe that SPF application should be a mandatory part of a daily regimen. Our series of Daylight Defence products deliver UV protection with skin care benefits and can be used in place of your daily moisturiser.

Dermalogica believes;

- *SPF should be worn 365 days a year (not just in the summer months) to help shield against UV rays.*
- *Sun protection formulas must include ingredients that enhance skin health and actively treat other skin conditions from oiliness to ageing to sensitivity.*
- *SPF is a critical part of every home care programme in the same way that cleansing is.*

- *Dermalogica incorporates exclusive technologies to ensure maximum benefit and protection including antioxidant vitamins and Oleosome technologies; since sunscreen agents cannot filter 100% of UVR it is valuable to support the skin by mopping up the window for skin damage with vitamin technology that can provide antioxidant protection.*
- *Oleosome Technology: A Safflower-derived, sunscreen-filled capsule that enhances SPF performance and counteracts moisture loss. This results in high SPF value with minimal irritation and an elegant texture and feel. (A lot of sunscreens on the market are thick and greasy and may cause other skin issues such as breakouts or irritation)*

Optional activity: 10 minutes (This can be done at this point in the masterclass or at the end of the session)

Attendees will participate in getting product onto their skin. Ensure there is a balance between education, instruction and letting them have fun!

Table set up:

- ✓ Bento box (Cotton wool pads, cotton buds, headbands)
- ✓ Scrummi towels to protect clothing and dental clips
- ✓ Hook neck bottle of water
- ✓ Disposable wipes x3 per attendee
- ✓ Mirror
- ✓ Hand sanitiser
- ✓ Products:
 - PreCleanse Balm
 - Special Cleansing Gel
 - Essential Cleansing Solution
 - Daily Microfoliant®
 - Daily Superfoliant™
 - Multi-Active Toner
 - Skin Hydrating Booster
 - Dynamic Skin Recovery SPF50
 - Solar Defense Booster SPF50
 - Oil Free Matte SPF30
 - Super Sensitive Shield SPF30
 - Protection 50 Sport SPF50
 - SkinPerfect Primer SPF30

Activity outline

Have the attendees put on a headband and have them protect their clothing with a dental bib and clip.

First Cleanse: Under your guidance have the attendees complete the **PreCleanse Balm How-To**; Apply, work dry then emulsify. Remove with damp disposable wipes. Have customer look at wipe and recognise the dirt and debris.

Engagement during How-To:

- How does **PreCleanse Balm** feel on your skin? If appropriate share that the Natural Biolipid Complex helps reinforce skins natural protective layer
- What do you think of the smell or texture of the product? If appropriate share that the Apricot (*Prunus Armeniaca*) Kernel Oil tones, firms and enables the skin to maintain its moisture balance. The smell is a blend of oils to refresh the senses. These Invigorating Essential Oils including Lavender, Bitter orange, Grapefruit and Lemongrass helps deliver the state of clean that is traditionally experienced in the professional treatment room.

Second Cleanse: Now using **Special Cleansing Gel** or **Essential Cleansing Solution**, guide the attendees through another cleanse. Remove with damp disposable wipes.

Engagement during Second cleanse:

- All Dermalogica cleansers support the health of our skin. They are soap free and acid balanced to your skin pH, this means they won't strip your skin. You'll get a deep clean feeling without the tightness often associated with a regular cleansing wash or soap.

Exfoliate: Now skin is clean, have attendees exfoliate to prep their skin with either **Daily Microfoliant**[®] (If sensitive) or **Daily Superfoliant**[™] (if skin savvy or concerned with ageing/sun damage)

- Recap the importance of not over exfoliating the skin prior to UV exposure and discuss how these daily use powder exfoliants help keep skin healthy and glowing.

Tone: Have customer spritz their skin with **Multi-Active Toner**.

- Who uses a toner?
- How does your skin feel after toning?

Our Toners are quite different compared to traditional toners on the market. Completely SD alcohol free and have entirely different benefits. They balance pH which aids in skin protection, boost hydration and treat common concerns. They are great in the summer months to cool skin down and replenish moisture. Perfect on the plane to combat the effects of low humidity. No more blotting! Leave that fabulous hydration on the skin!

Hydrate and protect: To boost hydration further have customers apply a few drops of **Skin Hydrating Booster**. Share how this super saturated gel formula provides Hyaluronic Acid to quench even the thirstiest of skins.

- To finish, have the customer apply their preferred **SPF** and optional **SkinPerfect Primer SPF30**

Recap on how double cleansing and exfoliating helps to remove environmental pollutants from the skins surface. Once the skin is clear we want to further protect against these damaging pollutants and the effects of UV. We can do this by applying hydrating products and SPFs that will not only nourish and hydrate, but also contain vitamins and anti-oxidants that will help fight off the damaging effects of pollutants and UV radiation.

Dermalogica has always advocated SPF as part of your daily skin defence. UV radiation is the major contributor to skin ageing. We recommend a minimum of SPF15 that protects from both UVA and UVB. Layering treatment products will also ensure we have maximum coverage, by using products such as primers and tints.

Have attendees look in the mirror and feel their skin

- How does your skin feel?
- How would you describe the look of your skin?
- What are your thoughts on the SPF formulas?

Link

Let's recap on some of the key tips to enjoying the sun safely and keeping skin protected and healthy.

- Use SPF15+
- Apply 30 min prior to exposure
- Reapply every 2hrs
- Seek shade 11am -3pm
- Wear sunglasses and hat
- Apply after sun even when you don't burn

3. Post sun exposure and close: 6 minutes (slide 7)

What do I do if I get sunburnt?

Sunburn can double the risk of skin cancer! Burning is caused by UVB radiation, the risk is higher between the hours of 11-3 and when the UV index is high.

You're more at risk for sunburn if you have fair skin, red or blond hair, blue eyes, and freckles, as these Fitzpatrick skin types produce very little if any protective melanin pigment. For people with fairer skin, it can take as little as 15 - 30 minutes in midday sun to induce erythema/redness. In some skins this may be reduced to just 5 or 10 minutes. The face, neck, and trunk are two to four times more sensitive than the limbs and will burn more readily.

Special precautions should be taken with children and the elderly who are more vulnerable to sunburn and heatstroke during direct exposure. Burning destroys skin and is painful!! Burning causes DNA damage that may result in skin cell mutations. Sunburn is considered a medical condition as severe sunburns can cause shock, fever, nausea and even death.

As PST's we will not do treatments on red, inflamed skin or customers with heatstroke. Sunburn reaches its maximum redness eight to twelve hours after exposure and fades within one to two days.

*If you do get burnt, make sure you cover up and avoid the sun for at least a few days. Keep cool and well hydrated and use a cooling after sun product. Avoid anything too heavy that may trap heat in the skin. If you burn your face, keep our regimen simple with **UltraCalming™ Cleanser** and **Calm Water Gel**.*

General post sun exposure tips

- Remind them of the importance of planning pro services around holidays and times of prolonged sun exposure (summer festivals, days out etc.) No UV exposure 2 weeks after or professional exfoliation 48 hours after. Use of **Daily Microfoliant®** should be fine.
- Boost skin's hydration to replace lost moisture. **Skin Hydrating Masque** is perfect for sensitive and drier skins, use 2-3 x week. **MultiVitamin Power Recovery® Masque** is great to hydrate but also repair sun damage. Great if you have sun induced age spots or pigmentation and/or are concerned with ageing.
- Remember to use an SPF 365 days of the year, regardless of whether it's sunny. UV light can penetrate cloud so you can still get burnt on a cloudy day. Plus, UVA rays are at the same strength from dusk till dawn, all year round. These are the 'ageing' rays that you don't feel (UVB are the burning rays, most intense during the summer) but that penetrate deep into the skin causing cell damage, lines and wrinkles. Remember to use a Broad Spectrum SPF that protects you from both UVA and UVB.

Close

Any questions before we finish up the Masterclass?

Let customers know further information about the professional services available on counter. We can provide attendees personalised education about their skin and how they can improve their skin health through lifestyle tweaks and products that fit into their daily routines.

Personalised Skin Fitness Plan; A comprehensive plan to help you achieve your skin goals. Powered by Face Mapping® your Skin Therapist will design you a Skin Fitness Plan around your skin and your life. Including an at home product regimen, professional education/advice and the best professional service to enhance your results.

Summer SkinSolver will give you access to professional grade products and technology along with expert hands-on touch to get skin results FAST in only 10 minutes!

PROSkin60 is the ultimate treatment, different every time. Powered by Face Mapping®, our signature 60 minute bespoke treatment is designed to your present needs and future goals. Each step is customised with advanced products, techniques and electric tools to not only ensure we are achieving the best skin result but offer a unique sensory experience to how you feel on the day. Whether you want to feel more relaxed/sedated or energised/uplifted. Each step is built around you.

ProSkin30 our signature treatment, on your time. The ProSkin30, powered by Face Mapping® is designed to achieve a high performance result in only 30 minutes. Great for those of you that are short for time. Each stage is powered up using advanced products with electrical technology. Each phase will be customised to your skin on the day, whether your goal is to achieve a smoother skin or remove congestion.

Ask for any last questions. Highlight Gift Bags and encourage further interaction post the Masterclass.

Thank you for joining us today, we hope you're leaving feeling like you have learnt something about the importance of caring for your skin in the sun! If you have any further questions or would like to know more about the services we offer, please come and speak to one of the team.