

Winter Skin Rescue

Masterclass featuring Intensive Moisture Cleanser and Intensive Moisture Balance

Got the winter skin blues? Learn what happens to your skin during the winter months and why it becomes drier. We'll bust the myths and teach you how to switch up your skin care regimen for the harsh weather, no matter what your skin type. Find out all about Dermalogica's new Intensive Moisture Cleanser and Intensive Moisture Balance, designed to restore and replenish the skin's lipid balance and microbiome. Plus, experience results first hand to replenish dry and depleted skin, restoring lost moisture and regaining that inner glow by receiving your own personalised Skin Fitness Plan, including professional Skin Therapist tips to get the most out of your product regimen.

- 1. Set the scene:** Create a warm and cosy environment that instantly grabs attention. Layer sensorial experiences by using floral or woody aromas and serving herbal teas and/or fruit infused water. Optional: Scatter blankets and/or hot water bottles for attendees to snuggle into. Winter flowers and/or helium balloons in white and blue Intensive Moisture packaging colours.
- 2. Welcome attendees and share the focus of the masterclass;** to educate on winter skin and dry skin challenges and introduce the latest addition to the Dermalogica Daily Skin Health line, the **NEW! Intensive Moisture Cleanser** and upgraded **Intensive Moisture Balance** to **deeply nourish and restore skin's lipid balance.**
- 3. Overview the event:** *“Whether you have dry, normal/combination or oilier skin, all skin types will suffer loss of moisture during the harsh winter months. Today we will explore why the winter weather dries out and depletes our skin and understand the steps we can take to manage winter skin symptoms to keep skin protected and prevent dryness and dehydration.*

The event will include:

- Understand **why winter causes drier skin** and other possible factors that deplete the skin's protective barrier leading to dryness, dehydration, flakiness and dullness.
- Learn the **difference between dry and dehydrated skin**, which of those you have and how best to tweak your regimen this season to keep skin balanced and healthy.
- Experience the results of the **NEW! Intensive Moisture Cleanser** and **Intensive Moisture Balance** first hand.
- Receive a personalised **Skin Fitness Plan** including at-home product adjustments, lifestyle advice based around your skin challenges and bespoke service recommendation.

Optional: Social media competition

1. Take a photo including the NEW! Intensive Moisture Cleanser and Intensive Moisture Balance
2. Upload to Instagram | Facebook | Twitter account tag in @DermalogicaUK and use the hashtags #askdermalogica #intensivemoisture #deeplynourishing
3. Once posted show your Professional Skin Therapist whilst they are creating your Skin Fitness Plan
4. Your name will be entered into a raffle which will be chosen at random and announced at the end of today's event

4. Ask the following questions or similar to begin discussion about the brand and products:

Q. *"What Dermalogica products have you tried?"*

Q. *"Do you have any favourites?"*

Link into Dermalogica, the focus and background 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."

"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. Dermalogica 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 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!"

5. Signs and symptoms of winter skin/dryness, dehydration and Professional Skin Therapist educational tips:

"How has your skin changed as we've hit the colder months?" Invite attendees to look in the mirror or use their camera on their mobile phone and identify their concerns with dryness, dullness, dehydration, sensitivity or flakiness. Ask them to share their main symptoms.

"Cold harsh weather, low humidity and indoor heating sap our skin of essential moisture leaving the skin's barrier damaged and depleted. Imagine your skin's protective layer like a brick wall; the skin cells are the bricks that offer physical

protection and between the bricks/skin cells is a mortar or cement holding them together and preventing anything harmful entering but also holding onto essential moisture that keeps skin plump and hydrated. Winter weather and central heating depletes the barrier lipids and weathers our brick wall of defence. This leaves skin devoid of essential lipids (oils) and moisture (water) escapes, resulting in dryness, dehydration and sensitivity. For skin to be balanced and healthy, we need the correct amount of lipids and moisture in the barrier so typically need to switch up our daily staples of cleanser and moisturiser to creamier and nourishing formulas to combat the effects of the winter months. It's worth noting that when we're talking about barrier lipids or oils, we're not referring to sebum, the oil that secretes from our pores, typically more prominent on our T zone. We're talking about lipids that make up the 'cement' in our protective barrier so even if your skin is oily, you need to ensure your products address the lipid and moisture balance of the skin in order for it to be balanced and healthy."

6. Review the difference between dry and dehydrated skin, the common causes and key formula solutions:

Both dry and dehydrated skin can be flaky, itchy or sensitive, tight and dull. It's important to know the difference so you can be confident you're choosing the correct products for best results.

Dry skin:

- lacks enough lipids (cement analogy)
- is genetic – your skin type, born with it, always suffered
- feels dry all over the body
- is constant, especially in winter, symptoms worsen
- can also be dehydrated (lacking water) tight feeling
- needs lipid-rich products for barrier support

As discussed, the skin's lipid barrier acts like a strong wall to keep moisture in and irritants out. Lipid-rich products help restore this barrier to defend against dryness.

"Who thinks this is them?" Discuss their symptoms with the group to reinforce points.

Our top moisturiser pick for dry skin: NEW! Intensive Moisture Balance – now powered by a unique BioReplenish Complex™ to deliver a combination of key barrier lipids that enhance skin's natural resilience and support barrier recovery.

Pass around for the attendees to experience the texture on their hand.

Dehydrated skin:

- lacks enough water
- can be experienced by anyone (a treatable skin condition rather than a skin type)
- fine dry lines on face and hands, can be oily too. (Show fine dehydration lines by smiling at each other, look around the eyes. Or pinch skin on back of hand)
- comes and goes, fluctuating skin condition
- may experience breakouts

- Typical causes; harsh, stripping products (cleansers, toners) over exfoliating, winter climate, central heating & air con, sun exposure, diet (excess caffeine, alcohol, poor water intake) not moisturising
- needs water-rich products for more hydration

Dehydration can send skin into overdrive trying to protect itself, resulting in tightness, oiliness and breakouts. Water-rich products help rehydrate and balance skin.

“Who thinks this is them?” Discuss their symptoms with the group to reinforce points.

Our top moisturiser pick for dehydrated skin: Skin Smoothing Cream – powered by Active HydraMesh Technology™ for 48 hours of continuous hydration and to lock in moisture.

Pass around for the attendees to experience the texture on their other hand.

7. **Winter regimen swaps:** *Whether you're dry, oily, dehydrated or sensitised, with a few small adjustments to your at-home regimen, you can make sure your skin stays nourished and protected all winter long.*

Tight after cleansing?

Soap based cleansers can strip the skin and foaming washes may strip too much essential moisture from skin during the winter. Swap to a creamy cleanser to keep barrier lipids intact leaving skin clean and moisturised.

We recommend: *Intensive Moisture Cleanser* - twice as effective at removing make-up* while nourishing the skin. This light, creamy cleanser removes impurities while actively nourishing dry, depleted skin leaving it clean, soft and more luminous. *as compared to Essential Cleansing Solution

Cracks and dryness?

Just like the good fats in our diet, a boost of skin lipids can replenish and restore our skin's barrier protecting against the ravages of winter.

We recommend: *Intensive Moisture Balance* – This dry skin hero has had an upgrade and is now powered by the unique BioReplenish Complex™ to deliver a combination of key barrier lipids that enhance skin's natural resilience and support barrier recovery. It now delivers nourishment beyond the skin's surface to alleviate dry and depleted skin symptoms.

Tight and flaky?

Sometimes skin just needs an extra dose of hydration, like a drink of water for the skin. Normal, combination to oily skins can benefit by switching to a slightly heavier moisturiser in the winter to defend against moisture loss.

We recommend: *Skin Smoothing Cream* - powered by Active HydraMesh Technology™ for 48 hours of continuous hydration and to lock in moisture.

Skin red and irritated?

Swap to a soothing gel moisturiser to hydrate while calming redness and sensitivity.

We recommend: *Calm Water Gel* - with dual hyaluronic technology to lock in moisture, it provides a weightless barrier against environmental assault

Looking dull?

Restore dewy luminous skin with a dose of a lightweight Orchid Flower and Chia Seed oil blend.

We recommend: *Phyto Replenish Oil* – use a few drops AM and/or PM under or in with your moisturiser or add to your foundation.

8. Deeply Nourishing Skin Bar Lesson: See protocol below

Attendees will experience the results of Intensive Moisture Cleanser and Intensive Moisture Balance. Engage the attendees on the unique benefits, feel, smell and results. Showcase the best way to incorporate Intensive Moisture Cleanser and Intensive Moisture Balance into their daily skin care routine. *N.B. Swap out Intensive Moisture Balance for Skin Smoothing Cream where appropriate.*

9. Offer attendees their own personalised Skin Fitness Plan:

This is an opportunity for attendees to get connected with the Dermalogica Professional Skin Therapist, experience personalised education and professional recommendations. Attendees will leave feeling confident with what products and services will help target their skin goals. Each attendee will leave with their own Skin Fitness Plan with personalised lifestyle advice identifying possible ageing triggers | at-home product recommendations | professional service suggestions.

10. 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.

11. Close the event: 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 promotions.

Skin Bar Lesson Protocol: step-by-step:

1. Greet and welcome your customers, invite them to take a seat at **Skin Bar** to experience the **Deeply Nourishing Skin Bar Lesson**. Begin the conversation by asking: “Does your skin feel dry or tight?” “Do you notice any dryness, irritation or have signs of premature ageing?” “What type of skin care products do you use daily?” Ask customers to look in the mirror and show you where they notice these concerns on their skin.

2. Take a moment to explain the **Skin Bar** setup, which includes: **Skin Fitness Plan**, products, mirror, damp esthetic wipes. Highlight that **Intensive Moisture Balance** and **Intensive Moisture Cleanser**

3. Have them complete their personal information and mark their findings on the face diagram in their **Skin Fitness Plan**. Next have the customers put on a headband before beginning the **Skin Bar Lesson** and protect their clothing with a dental bib and clip.

4. Educate your customers on the Dermalogica Double Cleanse beginning with **PreCleanse Balm**. Explain to them the importance of double cleansing to thoroughly remove make-up, pollution and debris. Guide them on how to apply, manipulate and emulsify **PreCleanse Balm** then remove with damp esthetic wipes.

5. For the second cleanse, have customers dispense 1 pump of **Intensive Moisture Cleanser** into their hands, add water and lightly manipulate over the skin then remove with damp esthetic wipes. During this cleanse, discuss the key benefits of **Intensive Moisture Cleanser** and how it features innovative ingredients that work to: defend against dryness and rinses away easily leaving the skin cleaner, softer and more luminous.

6. Next have them spritz their skin with **Multi-Active Toner** and apply a few drops of **Phyto Replenish Oil** then apply the newly reformulated moisturiser, **Intensive Moisture Balance**. During this application discuss the key benefits of **Intensive Moisture Balance** and how it now features innovative ingredients that work to: strengthen the skin’s lipid barrier, rebalance the skin’s microbiome and intensely moisturise dry, depleted skin.

7. Finish with the application of **Solar Defense Booster SPF50** or prescribed Daylight Defense to protect their skin.

8. To complete the **Skin Bar Lesson**, guide the customers to write down recommended products on their **Skin Fitness Plan** with a 1 + 2 prescription featuring **Intensive Moisture Balance** and **Intensive Moisture Cleanser**. This is a great educational piece for them to take home and you can include further treatment advice.

deeply nourishing benefits to discuss

- Intensive Moisture Cleanser is a light, creamy cleanser that removes impurities while actively nourishing dry, depleted skin.
 - Defends against dryness
 - Delivers a smoother feel after cleansing
 - Rinses away easily and leaves skin cleaner, softer and more luminous
- Intensive Moisture Balance is an ultra-nourishing moisturizer that restores lipid balance to dry, depleted skin for optimal barrier performance.
 - Strengthens the skin’s lipid barrier
 - Helps rebalance the skin’s microbiome
 - Intensely moisturizes dry, depleted skin
- When used together, Intensive Moisture Balance and Intensive Moisture Cleanser work synergistically to nourish and restore the skin’s lipid barrier for a healthier looking and more luminous skin.

Follow up treatment suggestions:

- Deeply Nourishing SkinSolver treatment