

dermalogica®

profitflash

november 2016

dermalogica heroes



gift
with
purchase



PLUS, don't miss our worldwide launch reveal on December 15th!

Stock-up for the Holiday Rush

Buy \$300 in retail products,
receive **6** dermalogica heroes GWP's!

PLUS, earn one more GWP for every additional \$50 retail purchase.*



\$27
retail value!

Each GWP includes travel sizes of:

- **PreCleanse** (1 OZ)
Skin-fortifying Borage Seed, Kukui and Apricot oils melt away layers of excess oil, make-up and environmental pollutants that build up on skin throughout the day.
- **Daily Microfoliant**® (0.45 OZ)
Our #1 seller! This unique Rice-based enzyme powder microfoliates dulling debris and instantly leaves skin noticeably smoother and brighter.

GWP code: D5477

+ FREE Display Sheet with GWP



Suggested
Client Offer

Receive a **FREE gift** when you
spend **\$75** on Dermalogica products!

Don't forget to show our product heroes some love on social media with our ready-to-use images, available on the Business Center, business.dermalogica.com.



Digital Materials available on the
Business Center > What's New



*Limits may apply. While supplies last.

worldwide reveal of our biggest launch of 2017!

9:00 am PST, December 15, 2016



Watch Dermalogica Founder Jane Wurwand and Dr. Diana Howard
reveal the details on this exciting, innovative product.

Livestream: dermalogica.com/launch

Attend in Person: Corporate Headquarters, 1535 Beachey Place, Carson, CA 90746

To attend, RSVP at dermalogica.com/launch or call **1-888-29-CLASS (25277)**.

have a holly jolly dewy glow event

Ring in the holidays by spreading good glow! Get your clients ready for the season's festivities by throwing a "dewy glow" event featuring Phyto Replenish Oil. Here is some inspiration from our launch event at Dermalogica on Montana:



1 Get creative with merchandising.
We incorporated chia seeds and orchids, both key ingredients in Phyto Replenish Oil, to bring the ingredient story to life in our space.

2 Have fun with catering.
We created #phytoreplenish cookies as a sweet treat to encourage hashtagging on social media.



3 Create some retail theater with Skin Bar®.
We used the middle of our space to generate activity.

pro
tip

These battery-powered mirrors* are perfect for creating multiple Skin Bar® stations so guests can get hands-on with the product. To try is to buy!

4 Keep clients glowing after your event by teaching them our easy Dewy Skin DIY massage.



Visit business.dermalogica.com for more tips and event materials!

*Mirrors used in display can be found on Amazon!