# UltraCalming™

serious relief for sensitive skin







ultracalming\*serum
concentrate



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# introduction

Sensitive skin is everywhere. Nearly half the global population describes their skin as sensitive or very sensitive. Still, finding the right treatment product for clients can feel like a maze of mirrors or even a dead-end street.

That's because sensitive skin looks and feels different for <u>everyone</u>. Some people experience mild, occasional flare-ups while others deal with constant redness and discomfort. Causes vary, too. Sometimes sensitive skin is hereditary. Other times it's tied to stress, diet, cosmetic ingredients or pollution. Triggers can be tough to pinpoint – and even tougher to avoid.

Fortunately for sensitive skin consumers and professional skin therapists, breakthrough relief is here. Dermalogica's powerfully soothing UltraCalming™ line soothes sensitive skin's most painful and embarrassing symptoms, from redness and dehydration to discomfort, burning and compromised barrier. Even more, it lets you get to the bottom of your client's sensitivity and guard against future flare-ups.

UltraCalming<sup>™</sup> products don't just comfort and soothe. They defend against *future* flare-ups by restoring the skin's protective barrier. The NEW, soothing UltraCalming<sup>™</sup> Trio is a great place to start. These three products – Redness Relief Essence, Barrier Defense Booster and Calm Water Gel – work synergistically to ease today's irritation and intercept tomorrow's flare-ups all at once.

Whatever your clients are experiencing, it's important for you to be their trusted guide toward healthy-looking, comfortable skin – skin they can live their best lives in. For clients with sensitive skin, relief begins with Dermalogica's UltraCalming™ line.

Taíeb, Charles, et al. "Sensitive Skin: A Review of Prevalence Worldwide."
 Sensitive Skin Syndrome Second Edition, CRC Press, Taylor & Francis Group, 2017, pp. 12–15.





# sensitive vs. sensitized skin

# sensitive skin

Clinically speaking, sensitive skin describes a predisposition you're born with. When skin is sensitive, its protective outer layer (the epidermal lipid barrier) is less efficient at blocking irritants, microbes and allergens, and thus more prone to reactions such as blushing and allergies. This predisposition is genetic, but it can be managed with appropriate care.

# sensitized skin

Irritability from lifestyle and external factors is sensitized skin. Avoiding triggers can reduce or eliminate symptoms. When triggers can't be avoided (think pollution, environment and temperature sensitivity), symptoms can be managed through skin care and lifestyle changes.

When speaking with your client, it's important to convey that their skin can be affected by one or more of the following factors:



Lifestyle (stress, diet, smoking, dehydration, alcohol, reactions to cosmetic ingredients, trauma from laser resurfacing or peels, and overprocessing caused by excess exfoliation or non-pHbalanced products)



Physiology (stress, hormonal fluctuations)



Environment (pollution, airborne allergens, weather, and sudden changes in climates or microclimates - like transfer from cold, dry winds outdoors to dry heat indoors)

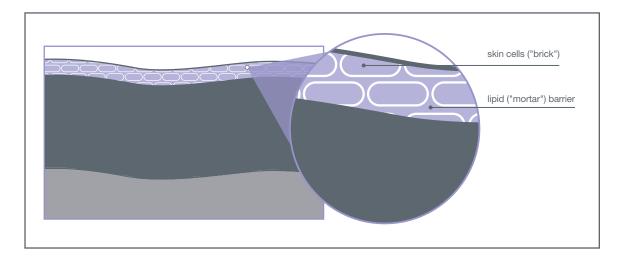


Disease (rosacea, eczema, psoriasis)



Genetics (hereditary skin sensitivity)

No matter what the trigger, a common trait of sensitive skin is a **compromised lipid barrier**. To help your client visualize what that means, tell them to picture the skin cells as tiny bricks. The "mortar" holding them together are lipids.



# A healthy lipid barrier is one with no openings.

A healthy lipid barrier helps keep skin hydrated and healthy by holding water *in* and keeping environmental pollutants and microbes *out*.

# • a closer look

When skin is exposed to triggers that compromise the barrier, the result is redness, dryness, irritation and discomfort.

# protected barrier potential irritating molecules potential irritating molecules

# signs of sensitivity & sensitization

- Thin skin texture with a translucent appearance.
- A feeling of tightness, which can indicate dehydration and lead to skin reactions from products.
- Redness or blotchiness. This signals overreactive capillaries or a tendency toward rosacea.
- Visible redness, flaking or cracking on the cheeks and forehead. This indicates dehydrated skin and impaired barrier function.
- Blushing and itching, or burning sensations, which can also be a sign of over-reactive capillaries.
- Small, rash-like bumps or breakouts, not to be confused with acne breakouts.



# how do I treat sensitive skin?

Listen to and observe your clients during their Face Mapping<sup>®</sup> skin analysis. If you see signs of sensitive skin, ask friendly questions to learn more about their lifestyle, habits, health and concerns. This is the first step toward determining the cause(s) of their sensitive skin.

Ask your client friendly, open-ended questions that will clue you in on their skin type, lifestyle and possible skin condition(s).



# do ask open-ended questions

Tell me about your skin care routine. What do you use on your face and body? How often?

Describe what you eat during a typical week.

What is a typical day like for you?

Do any biological family members suffer from sensitive skin?

Where do you live? What's the air like? How much time do you spend indoors vs. outdoors?



# don't ask yes/no questions

Do you use soap on your face?

Are you eating too much sugar?

Does your mother have sensitive skin?

Is the air polluted where you live?

Help your client understand how to treat their sensitivity at home by identifying their skin concern and ranking their sensitivity (mild, moderate, or super) based on their symptoms and environment/lifestyle factors. Using your client's Face Mapping® as your guide, recommend the  $UltraCalming^{TM}$  products that best match their needs.



# insights for every client

Triggers that are well-known among professional skin therapists are sometimes breaking news to clients. Share these tips for skin care success with every new client you meet:

- Note the possible effects of common irritants including hot showers or baths, spicy foods, air travel, extreme temperatures, and current skin care products or cosmetics.
- Pay attention to possible skin reactions to diet and stress. Adjusting diet and stress levels can go a long way toward improving skin health.
- Pollution, alcohol, smoking, medical resurfacing procedures and over-exfoliation should be avoided or reduced. They are leading culprits of inflammation and red, irritated skin.
- Sun exposure can also irritate skin, so use SPF protection daily. Physical sunscreens with Titanium Dioxide and Zinc Oxide among their active ingredients are usually less irritating to highly-sensitive skin than their chemical-based counterparts.
- A strong skin barrier is critical for happy, healthy-looking, comfortable skin, so use a fortifying skin care regimen daily.

Because every product in the UltraCalming<sup>™</sup> line does something distinctly different, it's important to know the entire line inside and out, so you can customize treatments such as the ProSkin 30 and ProSkin 60 to work best for your client.

# ingredients matter: meet the ultracalming ingredient complex

- Avena Sativa (Oat Kernel) extracts: rich in Avenanthramides, the active component of the Avena Sativa plant, which have natural anti-irritant and anti-redness properties. These are maximized with Hydroxyphenyl Propamidobenzoic Acid, a synthetic Avenathramide that boosts the efficacy of natural Oat.
- Zingiber Officinale (Ginger) Extract and Bisabolol (derived from German Chamomile): work synergistically to help reduce skin redness and irritation.
- Boerhavia Diffusa (Red Hogweed) Root Extract: has soothing, anti-inflammatory properties that help balance and restore skin integrity.



# sensitive skin treatment contraindications

Contraindications are situations in which two treatments should not be used or undertaken at the same time due to the risk of harm. Remember: A client must complete a Dermalogica Face Mapping<sup>®</sup> Consultation Card before undergoing a treatment procedure. Consultation Cards are designed to make professional skin therapists aware of any contraindications that might prevent or affect treatment:

Clients using Retin-A, Renova, Adapalene or any other intensive prescribed exfoliating product must discontinue use at least 2 weeks before undergoing this treatment or omit the exfoliation step with Daily Microfoliant<sup>®</sup>.

Clients who are taking or have taken Isotretinoin (previously marketed as Accutane) within the past 6 months should not receive any exfoliating treatments.

Never exfoliate sunburned or irritated skin, or on skin that has been waxed within the past 24 hours or has an impaired barrier.

**Important:** when using any professional exfoliation or any electrical modalities, under no circumstances should you leave your client unattended in the treatment room at any time, even if the exfoliant you have chosen would be considered mild or the machine is preprogrammed and fully automated.

# products at a glance





# new! redness relief essence

# why your clients need it

Redness Relief Essence is a must for clients who want to diminish visible skin redness, while bringing balance and stability to their sensitive skin.

## what it is

A redness-reducing essence that is as lightweight as a toner, but concentrated like a serum.

# key benefits

- Reduces the appearance of redness.
- Boosts hydration and helps strengthen the skin's moisture barrier.
- Calms, soothes and balances skin.

# key ingredients

- Dipotassium Glycyrrhizate (Licorice Root) Extract soothes irritation.
- Piperonyl Glucoside helps reduce redness.
- Avena Sativa (Oat) Kernel Flour, naturallyantioxidant oat-derived Avenanthramides and Beta Glucan, along with Vitamin E, help soothe and relieve skin irritation, redness and discomfort.
- Salvia Officinalis (Sage) Leaf Extract boosts recovery of the skin's protective lipid barrier.
- Aloe Barbadensis (Aloe) Leaf Juice hydrates skin to help relieve irritation from dryness.

# application

Shake well before use. After cleansing, dispense a small amount into palm and pat gently over cleansed face, neck and chest. May use twice a day for continuous relief.



# ultracalming™ cleanser

# why your clients need it

This versatile facial cleanser is ideal for clients with super sensitive skin because it easily rinses away without leaving an irritating residue – and can be wiped off without water.

### what it is

An extremely gentle, pH-balanced gel-cream cleanser that glides easily over the face and eyes, and doesn't strip the skin's protective barrier.

# key benefits

- Helps calm and soothe redness, heat and discomfort.
- Easily rinses away or wipes off.
- Can be used to remove eye and lip make-up.

# key ingredients

- Rubus Idaeus (Raspberry) Fruit Extract soothes irritated skin and serves as a rich source of phytochemicals including ellagic acid, which acts as an antioxidant.
- Cucumis Sativus (Cucumber) Fruit Extract
  contains cooling agents that help soothe and calm
  irritated skin.
- Our exclusive UltraCalming<sup>™</sup> Ingredient Complex helps reduce sensitivity, redness and irritation.
- Panthenol has humectant properties.

# application

Apply to dry or damp face and neck with light, upward strokes and over closed eyes with gentle circular motions. Rinse thoroughly with warm water, or remove with damp cotton pads or a soft wipe.



# barrier defense booster

# why your clients need it

Barrier Defense Booster is ideal for clients who are concerned about discomfort associated with sensitive skin.

## what it is

A concentrated oil booster that soothes, nourishes and moisturizes to restore balance to sensitive skin.

# key benefits

- Reinforces the skin's naturally-protective barrier against environmental assault.
- Nourishes and soothes irritated skin.
- Helps prevent skin irritation before it starts.

# key ingredients

- A **Triple Defense Complex** in the formula nourishes the skin, relieves dryness and reinforces barrier integrity against future irritation.
- **Squalane** locks in moisture and boosts skin's elasticity.
- Tetrahydrocucurminoids from Turmeric stop skindamaging enzymes in their tracks, and combat free radical damage.
- Soothing Avena Sativa (Oat) Kernel Oil, a rich source of Avenanthramides, helps combat sensitivity and improve the skin barrier to support healthy-looking skin.

# application

Dispense 6-10 drops into palm and rub hands together. Pat gently over face, neck and chest. Or, mix with your moisturizer, then apply.



# ultracalming™ serum concentrate

# why your clients need it

Reach for this product when your client has stressed, reactive skin and needs a quick, go-to solution that minimizes redness, discomfort, burning and itching.

### what it is

A super-concentrated serum that helps calm, restore and defend sensitive skin.

# key benefits

- The ultimate remedy for sensitive skin.
- Ideal for flare-ups on all skin conditions.
- Provides hydration to help balance oily to normal skin conditions.
- Can be used following non-invasive cosmetic procedures to help calm and soothe skin.

# key ingredients

- Oenothera Biennis (Evening Primrose) Oil is an enriched source of gamma linoleic acid, a fatty acid that is required for intact epidermal lipid bilayers.
- Helianthus Annuus (Sunflower) Seed Extract is a ceramide-rich extract required for maintaining the integrity of the skin.
- Persea Gratissima (Avocado) Sterols, a source of plant phytosterols, help maintain the skin's lipid barrier layer.
- Our exclusive UltraCalming<sup>™</sup> Ingredient Complex helps reduce sensitivity, redness and irritation.

- Portulaca Oleracea (Purslane) Extract is an enriched extract of vitamins, fatty acids and flavonoids that help control and reduce redness.
- Sodium Hyaluronate is a natural component of the skin that holds a thousand times its weight in water, maintaining optimum skin hydration levels.

# application

After cleansing and applying Redness Relief Essence, apply a generous amount to face, neck and chest with light, upward strokes. Use twice daily, morning and night.



# barrier repair

# why your clients need it

Clients who are prone to redness, irritation and/or discomfort may have a compromised skin barrier. This product helps strengthen and repair that barrier to shield skin against environmental factors that can cause further sensitization.

### what it is

A velvety moisturizer that gently melts into skin to soothe and reinforce its protective barrier.

# key benefits

- Shields against environmental assault.
- Reinforces the skin's lipid barrier layer.
- Provides a smooth, even base (doubles as a makeup primer!)

# key ingredients

- Oenothera Biennis (Evening Primrose) Oil and Borago Officinalis (Borage) Seed Oil are both rich sources of gamma linoleic acid, a fatty acid required or maintaining proper lipid barrier properties.
- Ascorbyl Palmitate (Vitamin C) and Tocopherol (Vitamin E) help combat free radical damage that can lead to irritation.
- Our exclusive UltraCalming<sup>™</sup> Ingredient Complex helps reduce sensitivity, redness and irritation.
- Emollient and protective silicones help reinforce the skin's barrier and provide a silky, smooth feel.

# application

Apply a small amount evenly over face and throat with light, upward strokes. Use twice daily, morning and night.



# calm water gel

# why your clients need it

Calm Water Gel is a necessity for clients who tend to experience dehydration and irritation along with skin sensitivity.

### what it is

A weightless water-gel moisturizer that transforms into a skin-quenching fluid upon activation, forming a weightless barrier against environmental assault.

# key benefits

- Hydrates dry, irritated skin.
- Softens, soothes and calms.
- Locks in moisture and defends skin against dryness.

# key ingredients

- Pyrus Malus (Apple Fruit) Extract and Glycerin hydrate and soften while defending skin against dryness.
- Opuntia Ficus-Indica (Cactus Pear) Stem Extract helps soothe sensitivity and imparts water-binding properties to help support healthy moisture balance.
- Sodium Hyaluronate and Hydroluzed Sodium
   Hyaluronate form a Dual Hyaluronic Acid
   technology that works in different skin surface layers
   to increase and lock in moisture.
- Aloe Vera Leaf Juice hydrates skin to help relieve irritation from dryness.

# application

Squeeze a small amount into palm and rub hands together to activate. Pat gently onto face and neck. May use twice a day for continuous relief.



# super sensitive shield spf30

# why your clients need it

This product is ideal for clients seeking a Broad Spectrum, daily-use sunscreen that won't aggravate their sensitive skin.

## what it is

A physical Broad Spectrum sunscreen ideal for sensitive, reactive and recently resurfaced skin.

# key benefits

- Formulated specifically for sensitive skin using only natural mineral UV protectors (no chemical sunscreens).
- Sheer, white formula blends easily into skin
- Shields against photodamage; protects against UVA and UVB rays.
- Provides optimal hydration while helping to protect and reinforce barrier lipids.

# key ingredients

- Titanium Dioxide and Zinc Oxide are natural mineral sunscreens that provide protection against skin-irritating UVA and UVB rays.
- Citrullus (Watermelon), Lens Esculenta (Lentil) and Pyrus Malus (Apple) Fruit Extracts form a phytochemical blend that delivers immediate hydration, soothes and strengthens connective tissues.
- Dipotassium Glycyrrhizate (Licorice) and Camellia Sinensis (Green Tea) Extracts help calm irritation.

- Our exclusive UltraCalming<sup>™</sup> Ingredient Complex helps reduce sensitivity, redness and irritation.
- **Hyaluronic Acid** helps maintain optimal hydration and improves elasticity.
- **Dimethicone** is a skin-conditioning silicone that protects and reinforces barrier lipids, which are often compromised in sensitized skin.

# application

After cleansing and toning, apply evenly and liberally to face, preferably 30 minutes prior to sun exposure. May be applied after or instead of prescribed Dermalogica Moisturizer. For continuous protection, apply regularly. Reapply as needed after swimming or exercising.



# clinical oatmeal masque

professional use only

# why your clients need it

This convenient, ready-to-use masque is ideal for use during a professional skin treatment on clients who have dry, sensitive skin and are prone to irritation and discomfort.

# what it is

Multi-purpose masque contains pharmaceuticalgrade Colloidal Oatmeal, Aloe Vera and Oat Oil to help soothe sensitive skin and alleviate itching, irritation and discomfort from dryness.

# key benefits

- Relieves itching associated with dryness.
- Helps to soothe skin rashes and irritation.
- Ideal for sun or wind-burned skin.

# key ingredients

- Pharmaceutical-grade Colloidal Oatmeal forms a protective layer over the skin that seals in skin's natural moisture while also providing additional nutrients.
- Aloe Barbadensis Leaf Juice acts as a softening and soothing agent.
- Avena Sativa (Oat) Kernel Protein moisturizes, soothes, and calms irritation.

# professional application

- Dispense 1 tablespoon into a cup and apply with a spatula or a Fan Masque Brush to the face, neck, chest. Can be spread lightly around the eyes and lips.
- 2. Leave on for 10 minutes, then remove with a steam towel and/or sponges and warm water.



# client service and retail activation tools

The following tools and services are designed to help you educate your clients on the causes of sensitive skin and the benefits of the  $UltraCalming^{TM}$  line. Use these tools to create an educational path toward retail purchases and/or service bookings, and share how-to advice that your clients can use at home.



# sensitive skin rescue facefit treatment

For clients eager to experience relief on the spot, this 10-minute treatment featuring UltraCalming™ products packs a potent punch. Perform it right at the Skin Bar® to clients who want to go home with an understanding of UltraCalming™s powerfully soothing benefits.

# sensitive skin rescue skin bar<sup>®</sup> lesson

Show clients how to use UltraCalming™ products and maximize their results. With your guidance, they learn how to properly apply and layer the products that are right for them, and get a chance to try them out before committing.

# what's your client's sensitivity score?

Before your clients say goodbye, show them Dermalogica's online Sensitivity Score tool at skinsensitivityrisk.com. Entering their location will allow them to receive personalized insights about what might be causing their sensitive skin, along with expert tips and product recommendations to keep top concerns at bay.

# sensitive skin rescue facefit

Restore, hydrate and relieve skin sensitivity.

# time: directions:



1 Cleanse the skin by applying an almond sized amount of **PreCleanse Balm** and manipulate then emulsify and remove with damp esthetic wipes.



2 Apply 1 pump of **UltraCalming**<sup>™</sup> **Cleanser** add a small amount of water and lightly manipulate then remove with damp esthetic wipes.



**3** Apply **Redness Relief Essence** and perform pressure point movements.



4 Apply ½ tablespoon Clinical Oatmeal Masque with a few drops of Calming Botanical Mixer.

**Modality Option:** Use ultrasonic blade on penetration mode to enhance the treatment. Remove with damp esthetic wipes.



5 Apply Redness Relief Essence then apply Barrier Defense Booster and follow with Calm Water Gel. Finish with Super Sensitive Shield SPF30 and/or SkinPerfect Primer SPF30.



6 Complete the Skin Fitness Plan with prescribed products and treatment advice.

1 + 2 prescription

1 - Priority Product	2 - Secondary Products
Calm Water Gel Weightless water-gel moisturizer.	Redness Relief Essence Redness-reducing essence.  Barrier Defense Booster Nourishing restorative oil.



# ? frequently asked questions

### How many UltraCalming™ products can be used at once?

As many as are appropriate for your client, according to their Face Mapping® skin analysis and skin concerns.

### Is Lavender bad for sensitive skin? I noticed it is in most UltraCalming™ products.

Good eye! Lavender has many skin health benefits including anti-inflammatory, antioxidant and anti-microbial properties, and is generally recognized as safe.

### How can I assess the severity of my client's sensitivity/sensitization?

You should be able to determine which category your client falls into based on the insights you gathered from their Face Mapping and consultation.

### Why doesn't UltraCalming™ contain hydrocortisone (cortisone)?

Hydrocortisone is a steroid used to provide short-term relief from inflammation; when it's used on a continued basis, skin can build up a resistance and require stronger steroids to achieve the same result. It also has the potential drawback of thinning skin. UltraCalming™ products are designed to provide long-term control of itching and redness, and utilize active ingredients that restore skin to defend against sensitivity.

### Can UltraCalming<sup>™</sup> be prescribed for an oily or acneic skin condition?

Yes! Sensitization can affect any skin condition, and UltraCalming™ products are designed to be layered together or integrated into your client's existing skin care regimen on an as-needed basis – making them a goto solution for skin that's sensitized by the environment or stress.

If your acne-prone client has evidence of extreme redness and inflammation (perhaps from acne medications like Differin or Isotretinoin), you may recommend UltraCalming™ with some key products from the MediBac Clearing® system. Breakouts will often improve when the associated inflammation is reduced.

### What home care tips can I give my clients to help reduce flare-ups?

- Never wash with hot water, as this further strips skin's barrier. Instead, use tepid water.
- Be mindful of scented, colored and fragranced laundry detergents and softeners; they can aggravate skin.
- Never attempt any exfoliation routine without a professional's recommendation.
- Don't smoke. Smoking drains skin of vitamins A and C and constricts blood vessels it's like suffocating skin from the inside. Smoking also dehydrates skin around the lip area, causing wrinkles.
- Excessive intake of alcoholic beverages, caffeine and certain medications can trigger dry, sensitive skin.
- The loss of existing sebum is commonly caused by excessive bathing, showering, scrubbing, or the use of harsh soaps. Shaving without a protective medium can also weaken skin's barrier function.

- If skin is so sensitized it cannot tolerate water, remove UltraCalming<sup>™</sup> Cleanser with damp cotton or a soft wipe.
- Use gentle, upward strokes when applying product never use rough, quick movements.

### Why did Dermalogica choose to make an essence?

An essence is a unique hybrid between a toner and a serum. Creating Redness Relief Essence allowed us to create a single product that provides the hydration offered by a toner, along with highly active redness-reducing and skin-calming ingredients to effectively combat sensitivity.

### How does Redness Relief Essence reduce redness?

One of the key redness-reducing ingredients in this formula is Piperonyl Glucose, a unique molecule which works to prevent skin sensitivity-related flushing while also helping to reduce overall skin sensitivity. It also has a cumulative effect – so with continued use, clients will experience less overall redness.

### Why does it need to be shaken before use?

Some ingredients in Redness Relief Essence naturally separate over time. Shaking the product before use redistributes them to ensure optimal performance.

### Why is it not in a spray bottle like Dermalogica toners?

Redness Relief Essence is more concentrated than a toner, and the formula is slightly heavier. A traditional spray bottle wouldn't allow for optimal product distribution, and the spray pump would likely become clogged.

### Can clients use this throughout the day, even over makeup?

Redness Relief Essence is not meant to be applied over makeup. It should be applied after cleansing and before a serum and moisturizer.

### Do clients need to use a toner and serum with this product?

Redness Relief Essence provides the hydration of a Dermalogica toner along with the skin-calming properties of a serum. Some clients may wish to use it without a toner and serum; alternatively, Redness Relief Essence may be applied after Multi-Active Toner and before clients' other targeted treatments and moisturizers.

# notes

# notes

