

dermalogica®

profitflash

april 2016



new luxe tote bags,
free with spf purchase



two free luxe bags with \$150 purchase of spf!*

Receive a 2-pack premium canvas tote bag set, featuring spill-resistant lining and belted hardware, with **every \$150 purchase of any SPF retail and professional products listed below.**

Take Me to Yoga! Bag**

(16.5" w x 12.5" h x 4" d)

Ideal for storing "om"-worthy skin care essentials and a change of clothes.



Take Me to the Beach! Bag**

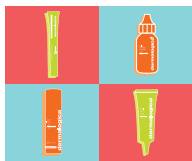
(16.5" w x 12.5" h x 4" d)

Big enough to carry a day's worth of Daylight Defense products, flip-flops, a beach towel and more!

FREE 3-pack of Display Sheets

(8 1/2" x 11", 5" x 8", glorifier insert)

code: 5367 professional cost: \$4.50 derm dollars: 5



PLUS, educate clients with a FREE 6-pack of **SPF Tips and Tricks!*****

Suggested Consumer Offer

FREE luxe tote bag with \$150 Dermalogica purchase that includes SPF!

code	qualifying purchase	size	professional cost
110906	After Sun Repair	3.4 OZ	\$16.50
110108	Solar Defense Booster SPF50	1.7 OZ	\$25.00
110661	Total Eye Care SPF15	0.5 OZ	\$25.00
110559	Ultra Sensitive Tint SPF30	1.7 OZ	\$22.00
110558	Super Sensitive Shield SPF30	1.7 OZ	\$25.00
111046	Redness Relief Primer SPF20	0.75 OZ	\$23.00
101709	Oil Free Matte SPF30	1.7 OZ	\$25.00
110640	SkinPerfect Primer SPF30	0.75 OZ	\$25.00
111011	Pure Light SPF50	1.7 OZ	\$32.00
110670	Daily Defense SPF15	3.4 OZ	\$19.00
111048	Dynamic Skin Recovery SPF50	1.7 OZ	\$34.00

code	qualifying purchase	size	professional cost
111202	Protection 50 Sport SPF50	5.3 OZ	\$16.50
111126	Sheer Tint SPF20 Light	1.3 OZ	\$23.00
111127	Sheer Tint SPF20 Medium	1.3 OZ	\$23.00
111128	Sheer Tint SPF20 Dark	1.3 OZ	\$23.00
110850	Clear Start Oil Clearing Matte Moisturizer SPF15	2 OZ	\$13.00
211127	Sheer Tint SPF20 Medium	4 OZ	\$44.00
210108	Solar Defense Booster SPF50	4 OZ	\$52.00
210558	Super Sensitive Shield SPF30	4 OZ	\$44.00
211005	Dynamic Skin Recovery SPF50	4 OZ	\$50.00
210640	SkinPerfect Primer SPF30	1.7 OZ	\$40.00

great on the go! travel bags



Now with a new liner! Pack these Dermalogica-branded travel bags full of products and sell them as a complete set, or offer them to clients as a special gift when they purchase products or services. There's no limit to how you can use these in your business!

versatile.
durable.
stylish.

Everyday Travel Bag

Easily fits into purses and carry-ons.

size: 7½" l x 3½" w x 3½" h
code: 4813-01
professional cost: \$4.50
derm dollars: 5



Small Travel Bag

Features convenient zip mesh pocket.

size: 8" l x 4½" h
code: 4812-01
professional cost: \$6.50
derm dollars: 7

Men's Travel Bag

Expandable, fits full-size products.

size: 9½" l x 4¼" w x 5" h
code: 4815-01
professional cost: \$8.00
derm dollars: 8



don't
forget!

2015 Derm Dollars expire April 15th!

the best sales start
with education!



Daylight Defense: The SPF Workshop

Debunk the myths for your clients with practical, straight-talking advice on safe exposure. Understand sunscreen labeling, sun protection levels and the Dermalogica formulations that provide enhanced photo-protection beyond simple sunscreen agents.

duration: 1/2 day

hours: 10:00 am–1:00 pm or 2:00 pm–5:00 pm

fee: complimentary

dates: See current Dermalogica class calendar

NEW IonActive™ Power Treatment online class!

Supercharge your treatment room with a convenient, take-anywhere class on the Professional Expert Strength IonActive™ System! Designed to target challenging skin conditions in only 45 minutes, this system is ideal for achieving rapid results and booking more treatments. Included is a video demonstration of our unique IonActive™ Massage Technique and effective ways to market this action-packed treatment in your business.



Enroll at education.dermalogica.com or call **1-888-29-CLASS (25277)**.