

biolumin-c eye serum

bright eyes skin bar[®] lesson

Skin Bar Lesson is a sit-down experience where customers are guided through a suggested home care regimen. This gives them an opportunity to fully experience the newest product innovation and other Dermalogica products that are suitable for their skin concerns. This fun and informative lesson provides retail theatre around new product launches and promotions. It can be offered as a scheduled event or to walk-in customers.

step-by-step:

1. Greet and welcome your customers, invite them to take a seat at **Skin Bar** to experience the **Bright Eyes Skin Bar Lesson**. Let your customers know that this service is focused on the eye area then begin the conversation by asking what skin concerns they have in that area.
2. Take a moment to explain the **Skin Bar** setup, which includes: **Skin Fitness Plan**, products, mirror, damp esthetic wipes. Highlight new **BioLumin-C Eye Serum**.
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**. Guide them to dispense **PreCleanse** onto damp esthetic wipes and gently wipe around the eye area to remove any makeup or oil-based debris. If the customer has lash extensions, they may opt for **Special Cleansing Gel**.
5. For the second cleanse, have customers dispense a small amount of **UltraCalming Cleanser** into their hands, add water and lightly manipulate with fingertips around the eye area then remove with damp esthetic wipes. As another cleansing option, they may use **Special Cleansing Gel**.



biolumin-c eye serum benefits to discuss

BioLumin-C Eye Serum is a supercharged Vitamin C eye serum that outsmarts visible premature skin aging caused by daily eye movements and environmental stress to dramatically brighten and visibly firm.

This serum re-energizes the skin around the eyes with Vitamin C to:

- **Brighten** the eye area with a boost of Vitamin C
- **Firm** and reduce the appearance of fine lines and wrinkles
- **Hydrate** and exfoliate for smooth, healthy-looking skin

Follow up treatment suggestions:

- **Bright Eyes FaceFitSM** treatment

6. Next have them spritz their skin with **Antioxidant HydraMist** and apply a small amount of **BioLumin-C Eye Serum** using their ring fingers. Show customers how to apply under the eye and along the orbital bone. Discuss key benefits during this time.
7. 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 **BioLumin-C Eye Serum**. This is a great educational piece for them to take home and you can include further treatment advice.