

# PRO BRIGHT



**30  
MINUTES  
TO  
BRIGHTER  
SKIN**

**dermalogica** PRO









## PIGMENTATION CHALLENGES

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Dullness and uneven skin tone are among the top reasons clients seek professional skin treatments.\*

Every day, natural and environmental triggers can affect skin from inside and out – speeding up the aging process and resulting in dullness, pigmentation challenges, fine lines and more.

Skin needs help to fight back against these processes. Vitamin C's antioxidant benefits make it a true skin care powerhouse – and when properly leveraged in the treatment room, it helps brighten and smooth skin.

\*<http://www.answerthepublic.com> results at June 31st 2020 for USA, UK and Canada

# ABOUT PIGMENTATION CHALLENGES

By definition, uneven skin tone occurs when melanin – the brown pigment responsible for creating all skin colors – is deposited in the skin in greater-than-usual amounts, causing a change in skin’s original color. Here’s a quick-reference guide to the top causes of skin tone:

## uv exposure

The amount of melanin in our skin is determined by genetics – but exposure to UV radiation stimulates the production of additional melanin, eventually resulting in hyperpigmentation (often referred to as “age spots”). 90% of people have sun-induced age spots by the time they’re 60; these are harmless, but they contribute to the overall appearance of aging.<sup>1</sup>

**What it looks like:** Age spots or liver spots on the forehead, cheeks, hands and other areas frequently exposed to the sun.

## pollution

Environmental pollutants like ozone can actually deplete skin’s naturally-occurring antioxidants, leading to free radical damage – and suggesting a strong correlation between air pollutants and skin pigmentation.

**What it looks like:** Variable; may appear as irregular brown patches on the forehead, cheeks, nose, upper lip, chin or jawline.

## post-inflammatory hyperpigmentation (PIH)

When skin sustains an injury, melanocytes (melanin-producing cells) distribute melanin unevenly, resulting in a darker appearance. Over time, if the skin is protected from further provocation, the condition may resolve by itself.

**What it looks like:** Discolored marks from wounds or breakouts.

## who experiences uneven skin tone?

The short answer: though they’re more common with advanced age, **everyone** will likely experience pigmentation challenges at some point in their lives. Because we’re all subjected to the triggers listed above, people of all races can be impacted by uneven skin tone and dull skin.

1. Hodgson, C. Senile Lentigo. JAMA Dermatology/Archives of Dermatology 87:197, 1963.







# 3X MORE VITAMIN C IN THE TREATMENT ROOM\*

**New** BioLumin-C PRO Serum is a state-of-the-art professional Vitamin C formula, formulated with an **ultra-stable Vitamin C complex** plus a **dual-polymer matrix** that delivers enhanced slip and glide for use with electrical modalities. Used in combination with **Pro Bright**, this innovative professional serum delivers Vitamin C for brighter and smoother skin.

## HERE'S WHAT MAKES BIOLUMIN-C PRO SERUM STAND OUT:

### ultra-stable

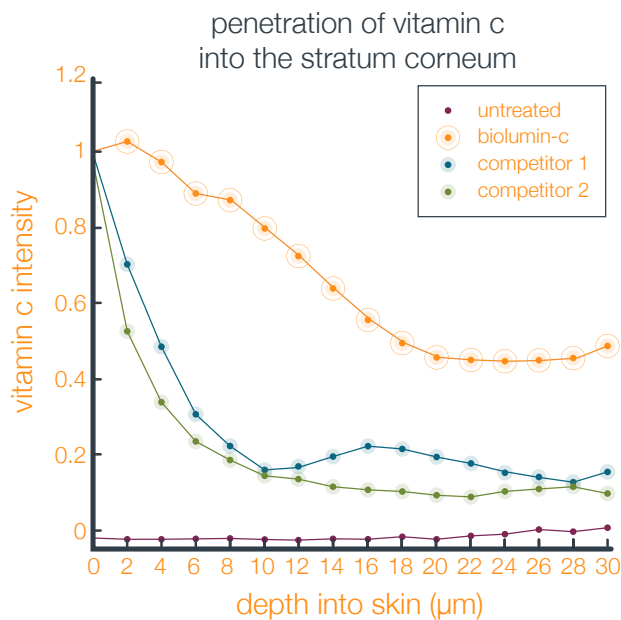
A unique complex comprised of two highly-stable forms of synthetic Vitamin C – plus a powerful peptide – works synergistically and ensures long-term stability.

### enhances the skin's natural defenses

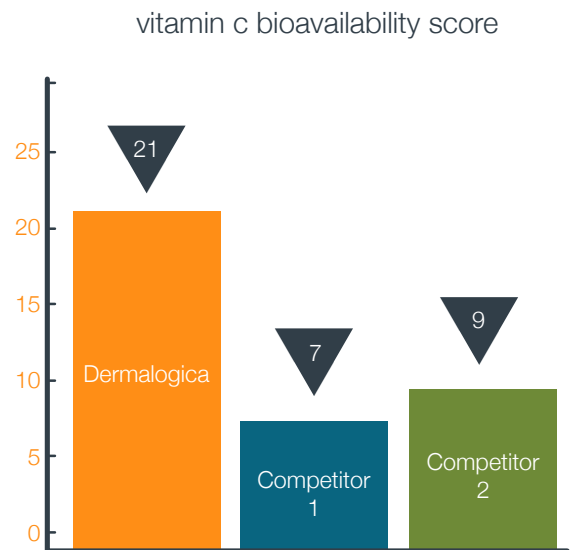
BioLumin-C PRO Serum has been shown to work with skin's natural defenses, helping the skin protect itself against oxidative stress and the detrimental effects it can have on skin.

### superior bioavailability

BioLumin-C PRO Serum delivers more Vitamin C to the skin.\* This means that more Vitamin C is bioavailable to protect and defend skin, outperforming other Vitamin C products – including those formulated at a higher concentration. It also features AHA, gently exfoliating dead skin cells to help prime the skin for optimal delivery of Vitamin C.



Vitamin C from BioLumin-C Serum is at a higher intensity into the stratum corneum.



Data at left, converted into a bioavailability score showing how much Vitamin C is available.

\*Delivers 3x more Vitamin C to the skin than a leading competitor.





# INTRODUCING PRO BRIGHT

## 30 MINUTES TO BRIGHTER SKIN

The all-new Pro Bright is a high-intensity, 3-step treatment to boost absorption of Vitamin C – addressing uneven skin tone for brighter, smoother skin.

### HOW DOES IT WORK?

STEP	FEATURED PRO PRODUCTS
<p><b>1</b></p> <p><b>exfoliate for product absorption</b></p> <p><b>Exfoliant Accelerator 35's</b> high concentration of Lactic Acid brightens skin as it delivers a deep exfoliation. This step removes dead skin cells that might be charged with melanin, allowing fresh, bright cells to come to the surface.</p>	 <p><b>Exfoliant Accelerator 35</b> Lactic Acid peel brightens and hydrates, reducing the appearance of early signs of aging and helping to even skin tone.</p>
<p><b>2</b></p> <p><b>electric infusion</b></p> <p>Apply <b>BioLumin-C PRO Serum</b>. Use microcurrent to stimulate micro circulation.</p>	 <p><b>BioLumin-C PRO Serum</b> Ultra-stable professional Vitamin C serum delivers 3x more Vitamin C to the skin than a leading competitor to brighten, firm and help reduce the appearance of wrinkles.</p>
<p><b>3</b></p> <p><b>bio-activation</b></p> <p><b>Cooling Contour Masque</b> provides a unique experience for the client as it cocoons the face and is removed like a rubber sheet.</p>	 <p><b>Cooling Contour Masque</b> Soothing masque high in Calcium Sulfate and algae-derived Silica that firms and contours the face.</p>

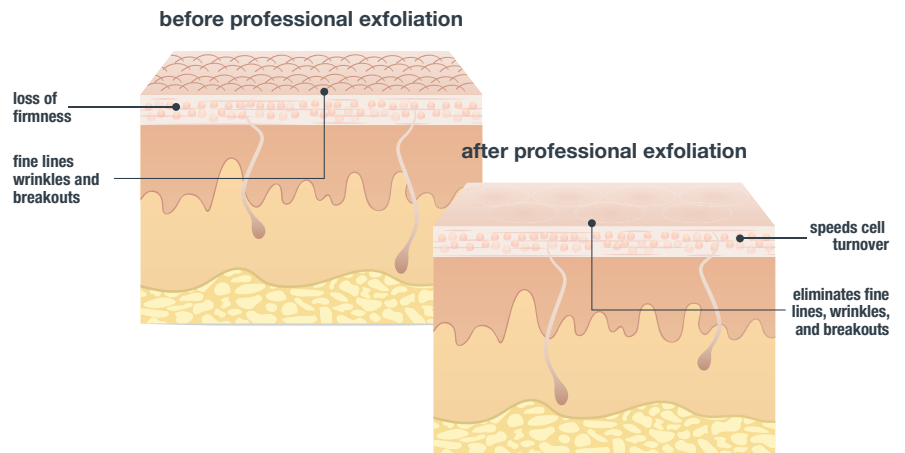




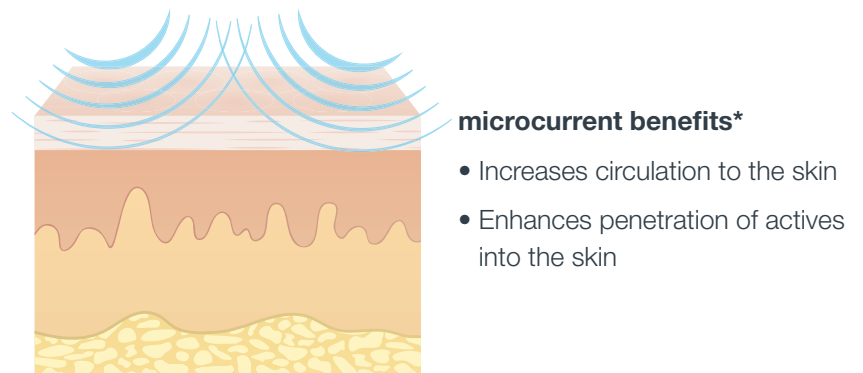


# HOW DOES PRO BRIGHT WORK ON SKIN?

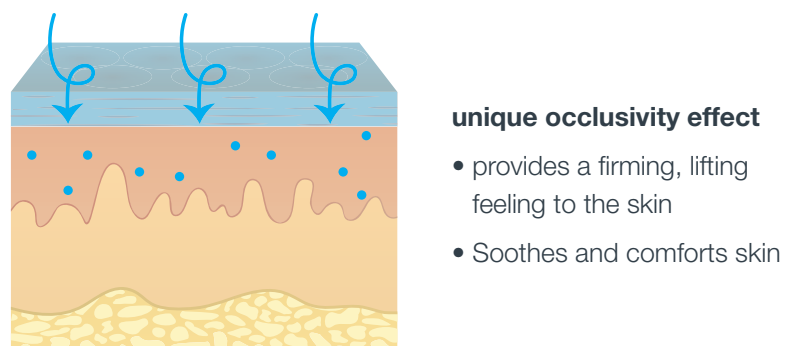
**Step 1:** Exfoliant Accelerator 35 preps skin for absorption of Vitamin C



**Step 2:** The electric infusions enhances product absorption. Vitamin C to help increase bioavailability.



**Step 3:** Cooling Contour Masque firms and contours the face



\*Iontophoresis: A Potential Emergence of a Transdermal Drug Delivery System Vinod Dhotre,1 Punit Bhatnagar, Pradyumna K. Mishra, Suresh C. Mahajan, and Dinesh K. Mishra, Published online 2011 Dec 13



# PRO BRIGHT SKIN TREATMENT STEP-BY-STEP

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**Total time:** 30 minutes (virtual consultation prior to service)

**Double Cleanse:** (5 minutes)

- PreCleanse on damp esthetic wipes. Proceed to cleansing step.
- Special Cleansing Gel + Daily Microfoliant
- Dispense and mix Daily Microfoliant with water + 1 pump Special Cleansing Gel in cup and apply with brush. Massage the product onto skin.
- Remove with sponges or esthetic wipes.

**Resurfacing:** (5 minutes)

- Exfoliant Accelerator 35
- Double cleanse removal with PreCleanse followed by Special Cleansing Gel
- Remove with sponges or esthetic wipes

**Deep Treatment:** (15 minutes)

- Apply a layer of BioLumin-C PRO Serum on skin+ use PureLift™ PRO (on microcurrent level)
- Add Conductive Masque Base on skin + keep using PureLift™ PRO (on microcurrent level)
- Apply Cooling Contour Masque (using the gauze as per product instructions). Leave for 5 minutes minimum or wait until the masque has set.
- Remove any excess mask with sponges or esthetic wipes

**Dermal Layering:** (5 minutes)

- Spritz Multi-Active Toner over face
- Apply one layer of BioLumin-C PRO Serum over skin and use PureLift™ PRO (on Electric Muscle Stimulation level)
- Apply BioLumin-C Eye Serum (massage around eyes)
- Skin-specific moisturizer

# GROW YOUR BUSINESS WITH PRO BRIGHT

## PRO BRIGHT SKIN TREATMENT PLAN

With Pro Bright, every skin center can design effective treatment plans tailored to clients' skin care goals. The treatment is designed to be effectively marketed as a standalone service, or as a series for accelerated results. Pro Bright skin treatments can also be included in treatment plans, which include laser or microneedling procedures.

	1 treatment	3 treatments	2 treatments for laser prep	microneedling and 3 treatments
treatment interval		2 weeks between treatments (6 weeks total treatment time)	2 weeks between treatments (beginning 6 weeks prior to laser procedure)	2 weeks between treatments (8 weeks total treatment time)
results	Instant glow	Help boost skin brightness and address uneven skin tone	Helps skin's hydration before laser procedure	Targets skin's smoothness and texture

### PRO BRIGHT RECOMMENDED ADD-ONS

Pro Bright is designed to deliver quick, visible results. The following add-on services are designed to help you boost your clients' results – and your revenue.

#### **PureLift™ Facial Toning - add 10 minutes**

At the treatment's conclusion, use PureLift™ on the EMS (Electric Muscle Stimulation) function to work on your client's facial muscles for more toned features.

#### **Pro Eye Flash - add 15 minutes**

Our new eye treatment can be added to Pro Bright to tone, smooth and brighten the eye area with a unique combination of techniques and application of active ingredients.





## AT-HOME CARE

Advise your clients to maximize their results between Pro Bright treatments with BioLumin-C consumer products, along with Invisible Physical Defense SPF 30 for UV protection.



### BioLumin-C Serum

Brightening Vitamin C serum

MSRP \$123.00



### BioLumin-C Eye Serum

Brightening Vitamin C eye serum

MSRP \$98.00



### Invisible Physical Defense SPF 30

Weightless physical sunscreen

MSRP \$64.00



## PRESCRIPTION PACKAGES AND PROFIT CALCULATOR

*suggested minimum prices*

Pro Bright has the power to drive results for your clients, and revenue for your business. To take advantage of this opportunity, we suggest selling Pro Bright treatments as packages. The below suggestions serve as a starting point: create custom packages to suit your business, including treatments, home care products, and other types of treatments as you see fit.

	Pro Bright: 1 treatment	Pro Bright: 1 treatment + BioLumin-C Serum	Pro Bright: series of 3 treatments, BioLumin-C Serum + Invisible Physical Defense SPF 30	Microneedling 1 Treatment + Pro Bright Series of 3 treatments + BioLumin-C Serum + Invisible Physical Defense SPF 30
Total sale	\$100.00	\$223.00	\$487.00	\$737.00
Cost of products	\$22.00	\$83.50	\$159.50	\$167.50
Cost of labor	\$14.00 40min X \$20 p.h.	\$21.00 40min X \$20 p.h. 6% commission on retail sale	\$53.00 40min X \$20 p.h. X3 6% commission on retail sale	\$73.00
Operating expenses	\$25.00 25% of treatment sales	\$55.75 25% of treatment sales	\$121.75 25% of treatment sales	\$184.25 25% of treatment sales
Profit	\$39.00	\$62.00	\$152.50	\$312.00

# PURELIFT™ PRO

PureLift™ is the market's premier non-invasive facial elevation and sculpting tool, and is the only tool to use patented muscle stimulation to deeply activate and elevate facial muscles for the appearance of a fuller, more youthful face. The infusion setting prepares the skin for maximal product penetration.

To order PureLift™, contact [info@therecoverylab.com](mailto:info@therecoverylab.com) Exclusive pricing is available for Dermalogica accounts. Contact your Business Consultant to obtain the codes.\*

## HOW IT WORKS

PureLift™ Face and PureLift™ Pro have the same patented triple wave technology and can be used by everyone. Contour the face with a range of moves designed for neck, cheeks, brow and forehead.

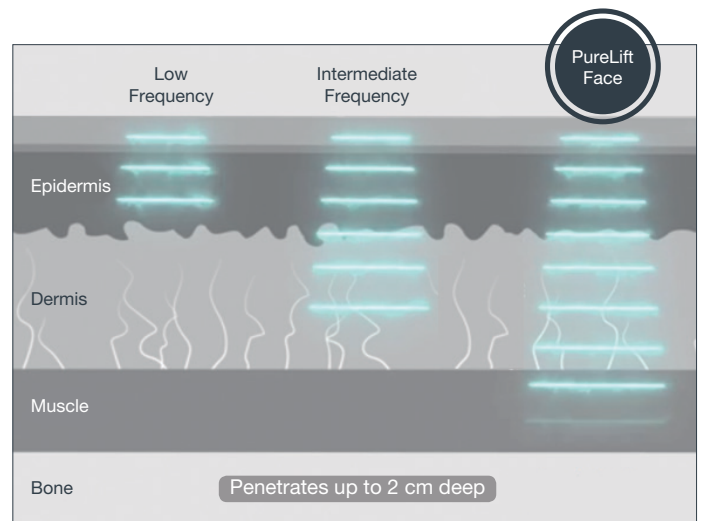
- 1 Lift** Patented triple-wave frequency impulses activate, lift and strengthen the facial muscles.
- 2 Glow** Flushed with increased circulation, bringing fresh nutrients and oxygen to the skin, providing a healthy glow.
- 3 Help Repair** The stimulation helps skin repair damage for a lifted, sculpted look.

## BENEFITS



### Instant Elevation

Elevate undereyes, brows, jaw line, forehead, neck, cheeks and more. The treatment takes just 5 minutes for each side of your face and delivers an instantly toned look the moment you finish.



### Deep Stimulation

Pure Lift™ stimulates deeply and comfortably into your facial muscles with patented high-and-low frequency waves. This means deeper penetration and more visible results — guaranteed.

\*Dermalogica receives no profit from the sale of PureLift™ devices.



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