

start-up week

test the team a manager's guide



dermalogica.com. No part of this text may be reproduced without permission from Dermalogica.

testing your team

Once your staff have attended all Dermalogica Start-up Classes it is critical that the momentum is maintained and profits maximised to ensure their new found knowledge pays dividends in your business. This document is designed to help you keep your team on track to bring your business maximum success with knowledge gained from Start-Up Classes and assist with setting targets and evaluating.

this guide covers:

- Product knowledge – retail and professional
- Prescriptive Retailing with Face Mapping® skin analysis
- The Core Treatment
- Performance Review

how to use this guide:

3-4 product knowledge test – retail:

These can be printed off and used in group training sessions where staff are prepared to have their product knowledge tested as a group exercise. Alternatively, you could set these questions as a written homework assessment as part of their ongoing training and assessment.

5 prescriptive retailing with Face Mapping® skin analysis:

To assess your team's competence with skin analysis get them to perform Face Mapping® skin analysis on each other. This allows them to practise their communication skills and help them recognise skin conditions. Keep it focused with a theme e.g. sensitised skin concerns and product recommendations.

6-7 product knowledge test – professional:

As with the retail product knowledge test on page 3-4, these can be printed off and used in group training sessions where staff are prepared to have their product knowledge tested as a group exercise. Alternatively, you could set these questions as a written homework assessment as part of their ongoing training and assessment.

8-9 the core treatment:

This case study exercise will allow therapists to explore a variety of suitable treatment options. Suggested product options have been made on page 19 however, once completed, evaluate the treatment plan with the therapist to get an understanding of their product choices.

10-11 Face Mapping® skin analysis – performance review:

This can be used to assess their level of performance and highlight strengths and weaknesses. Remember to give praise for their efforts and ensure that any criticism is constructive Use this review to set an action plan and set goals to improve performance for the next assessment or task.

12-18 the answers:

Check how well your team scored. This can also be printed for future reference.

19 overall performance review:

This can be used to assess their level of performance and highlight strengths and weaknesses. It is important there is equal praise to criticism and that all criticism is constructive. Use this review to set an action plan and set goals to improve performance for the next assessment or task.

20 find out more...

Find out what other tools are available to ensure your team are fully confident in working with the Skin Health System.

skin health system

product knowledge test – part 1: retail

1. What unique benefits do all Dermalogica cleansers have?

2. How often should skin be cleansed?

3. Name the soap free foaming ingredient in Special Cleansing Gel:

4. Describe how Dermalogica PreCleanse works:

5. Which two ingredients are NOT included in Soothing Eye Make-Up Remover?

6. What other products are suitable for removing eye make-up?

7. What type of product do we need to stimulate desquamation?

8. List the benefits of Daily Microfoliant®:

9. What ingredient supplies the granular exfoliation of Skin Prep Scrub?

10. Why should exfoliants be avoided if a client is using Accutane or Retin-A?

11. Which hydroxy acid and enzyme based exfoliant provides unparalleled re-texturising?

12. What masque would you recommend for an oily skin condition?

13. Which refreshing gel masque is suitable for all skin conditions?

14. Give an example of a humectant ingredient in Intensive Moisture Masque:

15. Name the protein peptide in Extra Firming Booster:

16. Which booster contains retinol to minimise photo ageing?

17. What sun protection factor is offered by Total Eye Care?

18. Name the ingredient that gives the colour to Sheer Tint Redness Relief SPF15:

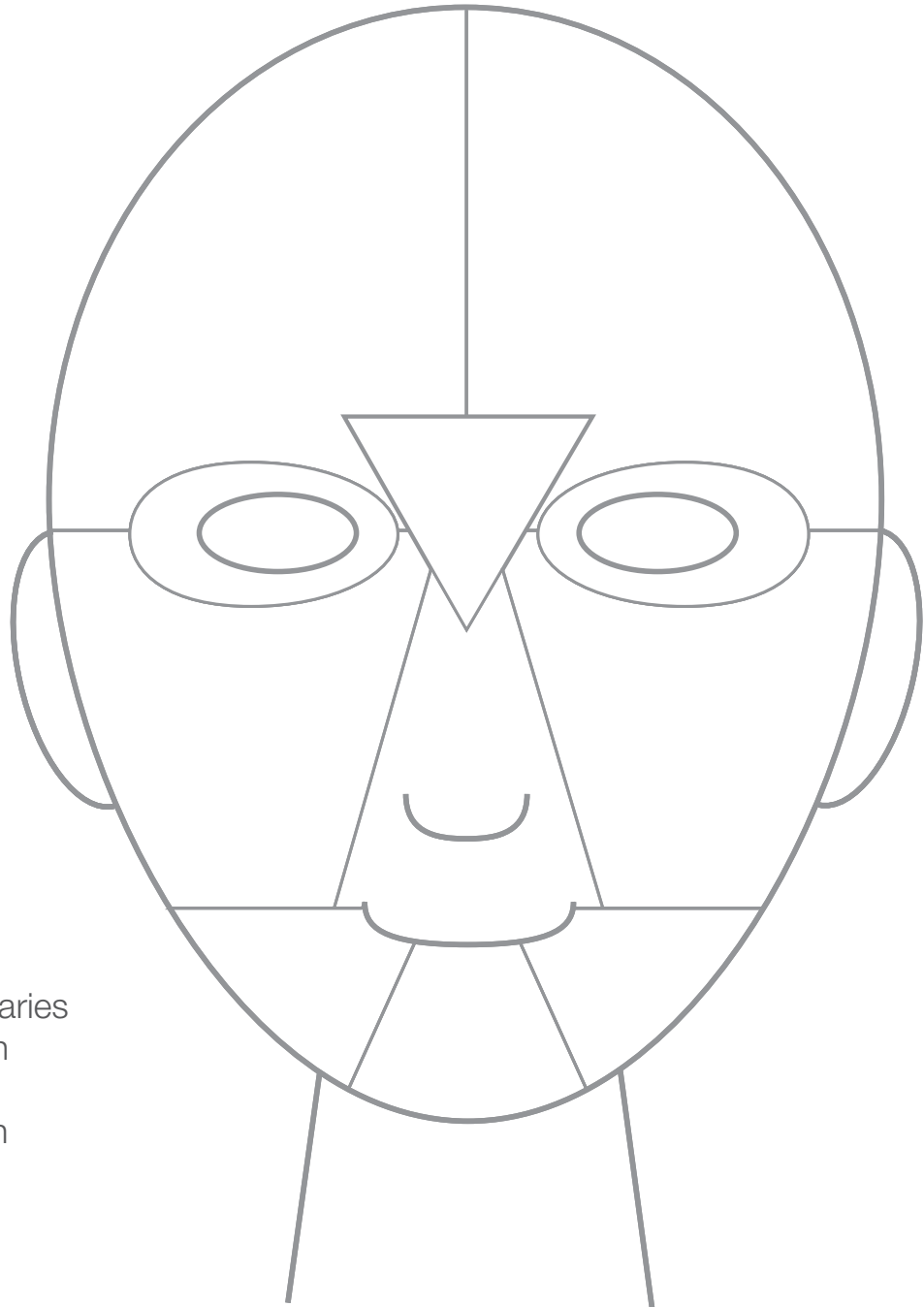
19. How should Barrier Repair be used?

20. Why doesn't Dermalogica use artificial colour or fragrances?

How did you score? Check your answers on pages 14-15.

prescriptive retailing with Face Mapping® skin analysis

1. Fill in the zone numbers 1 to 14 on the Face Mapping® skin analysis diagram below
2. Fill in the Face Mapping® skin analysis diagram below to indicate the zones that commonly experience the skin conditions listed in the key



b = breakout
c = comedones
d = dilated capillaries
dh = dehydration
m = milia
p = pigmentation
fl = fine lines
dl = deep lines
s = sensitivity

skin health system

product knowledge test – part 2: professional

1. List all ten professional exfoliation options:

2. What effects can we achieve with Scaling Fluid?

3. What are the benefits of Massage Cream?

4. Which clients are contraindicated to the Additives?

5. Name one essential oil in Soothing Additive:

6. Name one essential oil in Clearing Additive:

7. Name one essential oil in Revitalizing Additive:

8. List the uses of Hydroessential Botanical Mixers:

9. How many drops of serum or complex are needed per treatment?

10. What type of client would benefit from Plankton Masque Base?

11. Which products should be applied **under** Contour Masque?

12. What types of skin can benefit from Clinical Colloidal Oatmeal Masque?

13. Which professional masques can be used around the eye area?

How did you score? Find out on page 17-18.



the core treatment: case study

Evaluate your approach to professional treatment by designing a customised treatment plan for the case study listed below.

| | |
|-----------------------|--|
| Name: | John Smith |
| Age group: | 31-40 |
| Occupation: | Builder |
| Hobbies: | Weekend football |
| Health: | <ul style="list-style-type: none">• Social smoker• Exposed to sun all day• Drinks alcohol at weekends with friends• Consumes four caffeinated beverages a day |
| Stress level: | 2 |
| Skin concerns: | <ul style="list-style-type: none">• Uses face wash, shaving gel and after shave balm all purchased from the supermarket• Has never received a professional treatment• Weather beaten skin• Lots of redness and dilated capillaries on zones 5 and 9• Experiences skin irritation after shaving |
| Client goals: | Getting married in 3 months and wants to be clean-shaven and rash free! |

the core treatment: case study

treatment plan for John Smith (indicate product usage)

main objective:

cleanse hands and feet with steam towel customised with which botanical mixer:

eye and lip cleanse:

1st cleanse:
customise cleansing water with:

2nd cleanse:
brushes / power cleanse:

Face Mapping® skin analysis:

exfoliation:

extractions:

massage:

serum / complex – can use more than 1:

masque – can use more than 1:

spritz:

eye product:

moisturiser:

sunscreen:

homecare recommendations:

Face Mapping® skin analysis: performance review

Observe the skin therapist performing Face Mapping® skin analysis at Skin BarSM using the following step-by-step checklist as a guideline. We recommend that staff practise this procedure on work colleagues or the business owner first then move on to performing the Face Mapping® skin analysis procedure on at least five model clients to gain confidence with the technique before tackling paying clients.

name:

step 1 – Face Mapping® skin analysis consultation card

- Warm and friendly initial greeting
- Physical barrier broken by handshake or gentle touch on the shoulder
- Take the client to be seated at Skin Bar
- Introduce the Consultation Card to the client and explain the importance of the extensive questions on it
- Ask the client to sign and date the Consultation Card
- Review the card with the client and pick out relevant sections
- Ask further probing questions without just reading through and repeating the client's answers back to them
- Summarise by repeating back to the client their key concerns
- Explain how the Skin Bar experience will now proceed with Face Mapping® skin analysis followed by a guided interactive product trial

step 2 – Face Mapping® skin analysis

- Introduce the concept
- Put on your headset / use magnifying lamp and explain the use to the client
- Sanitise hands
- Talk through each zone to the client. Communicate what you can see and feel
- Work methodically whilst touching and feeling the skin
- Identify the key concerns and zones
- Ask additional probing questions linked to information gained via Consultation Card
- Educate the client about the possible root causes of their skin concerns and provide generic ingredient / product solutions
- Summarise findings

step 3 – Face Mapping® skin analysis prescription sheet

- Client seated at Skin Bar
- Fill in names and date
- Fill in Face Mapping® skin analysis diagram
- Information recorded should be neat and legible
- Fill in according to sophistication of client e.g.
 - Gateway client – three products / basic routine
 - Intermediate client – up to five products / targeted treatments
 - Advanced client – two or three key hero products
- Explain to the client that now the skin concerns have been identified, a skin lesson will now ensure the client can get the best results from their homecare regimen

step 4 – Skin BarSM

- Present findings
 - Clarify information gained during the consultation and the concerns the client had with their skin
 - Discuss findings from Face Mapping[®] skin analysis
 - Provide education
- Show the client the Face Mapping[®] skin analysis prescription sheet
- Communicate to the client the recommended product solutions
- Highlight features and benefits of product recommendations
- Allow client the opportunity to feel touch and experience the product for themselves
- Educate the client on quantities, sensations, removal and usage of product

step 5 – close the sale

- Ask the client what they would like to purchase
- Deal with any objections
- Wrap the purchase

the answers

product knowledge test – part 1: retail: the answers

1. What unique benefits do all Dermalogica cleansers have?

- all Dermalogica cleansers are soap-free
- completely water-soluble
- acid balanced to purify thoroughly without stripping the skin of natural moisture

2. How often should skin be cleansed?

The Dermalogica Double Cleanse should be performed twice a day

3. Name the soap free foaming ingredient in Special Cleansing Gel:

Quillaja Saponaria

4. Describe how PreCleanse works:

A lightweight plant based cleansing oil which dissolves surface oils and debris then emulsifies when water is added to rinse away oil and water soluble grime

5. Which two ingredients are not included in Soothing Eye Make-Up Remover?

Oil and alcohol

6. What other products are suitable for removing eye make-up?

PreCleanse

Soothing Eye Make-Up Remover

UltraCalming Cleanser

7. What type of product do we need to stimulate desquamation?

Exfoliants

8. List the benefits of Daily Microfoliant®:

- Gently microfoliates the skin's surface by dissolving excess surface cells
- Phytic acid from rice bran attracts and binds Calcium which weakens bonds between skin cells allowing them to be desquamated. Liquorice, Aspergillus and Grapefruit helps even skin tone
- Oatmeal and Green Tea calms inflammation, leaving the skin extraordinarily clear and refreshed

9. What ingredient supplies the granular exfoliation of Skin Prep Scrub?

Corn Cob Meal

10. Why should exfoliants be avoided if a client is using Accutane or Retin-A?

Accutane and Retin-A are prescribed medications that cause radical thinning and peeling of skin.

11. Which hydroxy acid and enzyme based exfoliant provides unparalleled re-texturizing?

Gentle Cream Exfoliant

12. What masque would you recommend to an oily skin condition?

Skin Refining Masque

13. Which refreshing gel masque is suitable for all skin conditions?

Skin Hydrating Masque

14. Give an example of a humectant ingredient in Intensive Moisture Masque:

Honey

15. Name the protein peptide in Extra Firming Booster:

Palmitoyl Pentapeptide

16. Which booster contains retinol to minimise photo ageing?

Skin Renewal Booster

17. What sun protection factor is offered by Total Eye Care?

SPF15

18. Name the ingredient that gives the colour to Sheer Tint Redness Relief SPF15:

Chromium Oxide

19. How can Barrier Repair be used?

- as a stand alone moisturiser
- under moisturiser
- over moisturiser
- mixed with moisturiser

20. Why doesn't Dermalogica use artificial colour or fragrances?

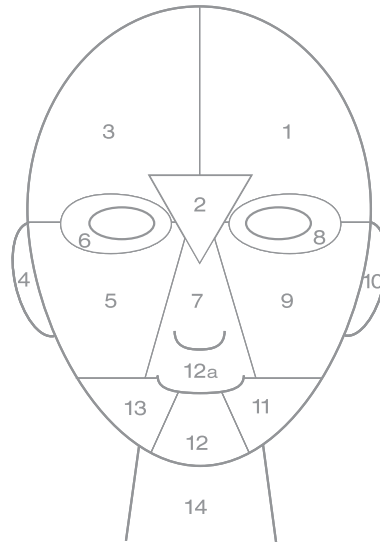
These ingredients are known sensitisers and have comedogenic properties. As they have no skin health benefits, Dermalogica will not use them.

prescriptive retailing with Face Mapping® skin analysis: the answers

1. Fill in the zone numbers 1 to 14 on the Face Mapping® skin analysis diagram below

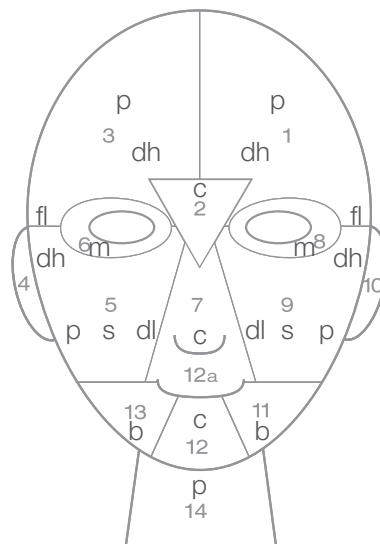
Zones are numbered 1-14. Zone 1 is always on the **client's** left hand side of the forehead

- b = breakout
- c = comedones
- d = dilated capillaries
- dh = dehydration
- m = milia
- p = pigmentation
- fl = fine lines
- dl = deep lines
- s = sensitivity



2. Fill in the Face Mapping® skin analysis diagram above to indicate the zones that commonly experience the skin conditions listed in the key

- b = breakout
 - c = comedones
 - d = dilated capillaries
 - dh = dehydration
 - m = milia
 - p = pigmentation
 - fl = fine lines
 - dl = deep lines
 - s = sensitivity
- zones 11 and 13
 - zones 2, 7 and 12
 - zones 5 and 9
 - zones 1, 2, 5, 9
 - zones 6 and 8
 - zones 1, 3, 5, 9, 14
 - zones 6 and 8
 - zones 5 and 9 (naso labial fold)
 - zones 5 and 9



product knowledge test – part 2: professional: the answers

1. List all ten professional exfoliation options:
 - Skin Prep Scrub
 - Daily Microfoliant
 - Daily Resurfacer
 - Skin Exfoliant System
 - MultiVitamin Power Exfoliant
 - Exfoliant Accelerator 35
 - Daily Microfoliant + Exfoliant Accelerator 35
 - Skin Exfoliant System + Exfoliant Accelerator 35
 - MultiVitamin Power Exfoliant + Exfoliant Accelerator 35
 - Daily Microfoliant + MultiVitamin Power Exfoliant
2. What effects can we achieve with Scaling Fluid?
Softens keratinised protein and impacted sebum in the follicles
3. What are the benefits of Massage Cream?
 - Non comedogenic
 - 50% Safflower Oil for long lasting slip-and-glide without mineral oil
 - Completely water-soluble
 - Can be applied after Additives or Hydressentail Botanical Mixers for advanced results
4. Which clients are contraindicated to Additives?
 - Clients with nut allergy
 - Clients that are pregnant or trying to get pregnant
5. Name one essential oil in Soothing Additive
Lavender, Cypress, Eucalyptus and Sandalwood
6. Name one essential oil in Clearing Additive:
Ylang-Ylang, Lavender, Lemongrass, Juniper, Rosewood and Sandalwood
7. Name one essential oil in Revitalizing Additive:
Geranium, Rosewood, Cedarwood, Orange and Lavender
8. List the uses of Hydroessential Botanical Mixers:
 - Can be blended into most Dermalogica products to customise treatments, intensify benefits, address specific skin concerns and or aromatherapeutic benefits
 - Cleansing water (after eye make up removal)
 - Exfoliants
 - Toners (spritz into hand and mix in the botanical mixer of your choice)
 - Moisturisers
 - Scaling Fluid
 - Steam towels
 - Use directly on the skin for an oil-free Dermalogica Pressure Point Massage or Lymphatic Drainage Massage
 - Add 6-10 drops to purified water in the Dr. Lucas Pulverisator or eco-spray for an aromatic infusion
9. How many drops of serum or complex are needed per treatment?
6-10 drops

10. What type of client would benefit from Plankton Masque Base?

Oily and congested

11. Which products should be applied **under** Contour Masque?

- Environmental Control Serum
- Colloidal Masque Masque
- MultiVitamin Power Recovery® Masque
- ChromaWhite TRx™ Complex
- MediBac Clearing® Complex
- AGE smart™ Complex

12. What types of skin can benefit from Clinical Colloidal Oatmeal Masque?

Sensitised and inflamed

13. Which professional masques can be used around the eye area?

Colloidal Masque Base

the core treatment: case study: the answers

Treatment Plan for John Smith

main objectives:

- Reduce redness
- Calm shaving irritation
- Educate regarding skin care and ingredients

cleanse hands and feet with steam towel customised with which botanical mixer:

Purifying Botanical Mixer

eye and lip cleanse:

Soothing Eye Make-Up Remover

Male client not wearing make-up so could incorporate cleansing of eyes or lips into Dermalogica double cleanse routine

1st cleanse:

PreCleanse

customise cleansing water with:

Calming Botanical Mixer

2nd cleanse:

UltraCalming Cleanser

brushes / power cleanse:

Not suitable for client's irritated skin

Face Mapping® skin analysis:

Pay particular attention to zones 5, 11,12,13,14 for the sensitivity and irritation

Check for early signs of ageing in zones 6 and 8

Educate client in regard to shaving habits and use of sunscreen

exfoliation:

Daily Microfoliant

extractions:

Maybe not needed for this client. Congestion is not a concern

massage:

Non stimulating pressure point or lymphatic drainage

Soothing Additive or Environmental Control Serum

serum / complex:

Environmental Control Serum

masque:

Colloidal Masque Base for eyes and lips

Colloidal Masque Base for all zones

spritz:

Multi-Active Toner

Soothing Protection Spray

eye product:

Total Eye Care SPF15

moisturiser:

Barrier Repair

Sheer Moisture SPF15

sunscreen:

Solar Defense Booster

homecare recommendation:

UltraCalming Cleanser (use as a shaving medium)

Sheer Moisture SPF15

overall performance review:

name:

| | good | average | below average | action plan (if average or below) |
|---|------|---------|---------------|---|
| product knowledge | | | | <ul style="list-style-type: none"> • Agree with therapist a time frame for learning product categories • Refer to Dermalogica Live! student notes |
| Face Mapping® skin analysis | | | | <ul style="list-style-type: none"> • Agree with therapist to perform Face Mapping® skin analysis on every client • Monitor prescription sheets attached to consultation cards at the end of every day • Introduce a mystery shopper |
| Skin Bar SM | | | | <ul style="list-style-type: none"> • Ensure consultation, Face Mapping® skin analysis and prescription sheet is completed at Skin Bar • Book therapists on Skin Bar Tending Class • Ensure therapist practices Skin Bar with every client they deal with • Make it clear this is what you expect in the future |
| prescription at Skin Bar SM and closing the sale | | | | <ul style="list-style-type: none"> • Book them on Advanced Retailing Techniques class • Are they able to buy the product at cost price from you? They will ask for the sale if they believe in the products themselves • Set sales targets and reward when they achieve them |
| closing the sale | | | | <ul style="list-style-type: none"> • Book them on Advanced Retailing Techniques • Test their product knowledge • Are they able to buy the product at cost price from you? They will ask for the sale if they believe in the products themselves • Set sales targets and reward when they achieve them |
| confidence | | | | <ul style="list-style-type: none"> • Find out what they are doing right • If their product knowledge is poor then their confidence will be too • Give them one product a day to learn, then test them • Congratulate achievements |
| communication skills | | | | <ul style="list-style-type: none"> • Role play using the telephone • Book them on Advanced Retailing Techniques • Set clear guidelines of how clients should be greeted and treated • At your next team meeting, ask your staff to present a product or challenge them to perform a Face Mapping® skin analysis demonstration |

find out more...

book a class:

Advanced Retailing Techniques
Skin Bar Tending
Skin Exfoliation and Resurfacing Techniques
MicroZoneSM Treatments

tel: 08000 564 544 (UK) / 1800 818 555 (Eire)
book online: dermalogica.com
email: enquiry@dermalinstitute.co.uk

look it up:

The Book Volume 4

tel: 0800 591 818 (UK) / 1800 818 555 (Eire)
view online: dermalogica.com

ask us:

Education Product Information

tel: 01372 363 600 (UK) / 1800 818 555 (Eire)
email: educationenquirysupport@dermalogica.co.uk

