

prebiotic

B A L A N C E

for oily skin





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INTRODUCTION

There's a common misconception about oily skin: that it requires more aggressive cleansing, and less moisturizer, than other skin types. In fact, the opposite is true. In search of "squeaky clean" skin, many people with oily skin turn to over-drying cleansers and skip the moisturizer. This strips skin of necessary sebum and lipids – triggering a cycle of dehydration that can actually exacerbate chronic oiliness.

What oily skin really needs to stay healthy is a balanced microbiome.

Research shows that a balanced skin microbiome (beneficial flora naturally found in the skin) is one of the keys to healthy skin. This is especially true for oily skin: the right balance of good bacteria helps maintain skin's natural protective barrier, which in turn helps keep oil in check.

Formulated especially for oily skin, **NEW Active Clay Cleanser** delivers a powerful prebiotic that nourishes skin's beneficial bacteria to support a healthy microbiome and moisture barrier. At the same time, it delivers 30% more cleansing power* – leaving skin refined, revitalized and deeply purified. We also reformulated **Active Moist** to feature a specialized Prebiotic Moisture Complex that provides truly oil-free hydration and allows skin's good bacteria to flourish for a healthy microbiome. It provides hard-working hydration for shine-free skin.

Whether used together or separately, Active Clay Cleanser and Active Moist do more than simply reduce excess oil. They work to purify, protect and actively balance skin's microbiome – helping clients achieve their healthiest skin.

*as compared to Dermal Clay Cleanser



WHAT CAUSES OILY SKIN?

Oily skin is genetic and often tied to hormones, which can increase sebum production. However, our environment and lifestyle also influence these factors, giving almost everything we do the potential to affect our skin.

Additionally, the latest scientific insights tell us that healthy skin starts with the right balance of an optimal microbiome, a strong lipid barrier, and hydration. If any of these factors are imbalanced, skin will look and feel compromised.

Let's examine what makes each of these factors so important:

microbiome

The skin hosts a wide array of organisms that comprise its microbiome. Traditionally we tend to think of most bacteria as “bad,” but the skin microbiome plays an important role in some of the skin’s key processes. In terms of cell turnover, the microbiome helps regulate skin’s pH – which is vital for the function of crucial enzymes. It’s also a key part of the immune system, and physically blocks “bad” bacteria from the skin.

Research is ongoing, but we’re now starting to understand the positive impact that certain bacteria within skin’s microbiome can have on skin health. Therefore, by influencing the microbiome, we can help optimize the overall health of the skin.

hydration

It might sound counterintuitive, but proper hydration can actually help oily skin stay balanced.

The skin's own Natural Moisturizing Factor (NMF) – a group of molecules such as amino acids, Urea and Lactate – help retain moisture in the skin. Hydration can also come from topically applied skin care products, the water you drink throughout the day, and your diet. Likewise, lifestyle can have a big impact on skin's hydration levels: environmental factors, stress, and even the weather can significantly deplete skin's hydration reserves.

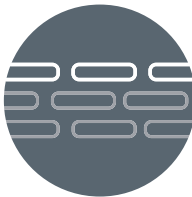
The result of this depletion is dehydration and – for oily skin – excess oil production. Regardless of the symptoms, the solution is providing daily hydration to help skin stay balanced.

lipid barrier

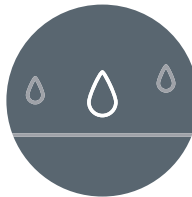
Found in the outermost layer of the epidermis – the stratum corneum – lipids are the “mortar” in the skin structure that form a protective barrier from the outside world, helping to keep irritants out. The lipid barrier plays a crucial role in managing skin's moisture levels by stopping water loss and preventing extreme dryness.

When the lipid barrier is compromised or slow in replenishing itself, skin becomes dehydrated – which can result in increased sensitivity and overproduction of oil.

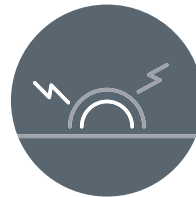
For healthy skin, we need to ensure that we've optimized all three factors:



lipid barrier



hydration



microbiome

THE SCIENCE OF PREBIOTIC SKIN CARE

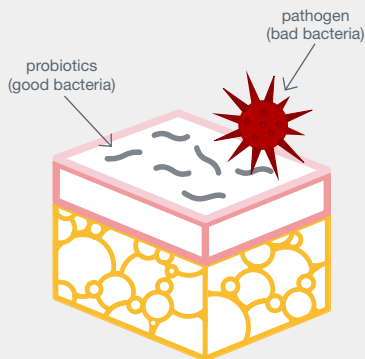
When creating new **Active Clay Cleanser** and reformulating **Active Moist**, the skin health experts at Dermalogica and The International Dermal Institute sought to incorporate the latest prebiotic technology. Let's dive into the science behind these innovative products – and examine how they work to help balance oily and combination skin.

oily skin and the microbiome

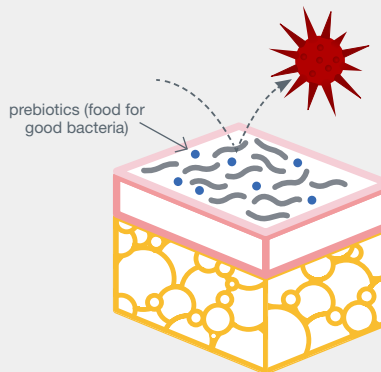
First, it helps to know the terminology we'll be using: **prebiotics** are “food” for **probiotics**, which are living microorganisms in the skin's microbiome. The main benefit of applying prebiotics to skin is to help increase the amount and diversity of probiotics, in turn helping skin maintain a healthy microbiome and lipid barrier.

HOW DO PREBIOTICS HELP OILY SKIN STAY BALANCED AND HEALTHY?

If skin is unprotected due to compromised probiotic levels, “bad” bacteria can attach to the skin and cause damage.



“Good” bacteria protect skin from “bad” bacteria. Prebiotics feed the good bacteria to keep skin's microbiome balanced and healthy.



Oily skin often has an imbalanced microbiome. This can happen for a couple reasons: first, sebum overproduction can increase colonization by *P. acnes* in the microbiome, which can make skin more prone to acne. Additionally, the harsh cleansers often recommended to people with oily skin actually disturb its natural protective barrier – increasing the potential for dehydration and resulting in changes to the microbiome.

Prebiotic skin care helps balance the microbiome by nourishing skin's beneficial bacteria – such as *S. epidermidis* – to help it proliferate. Active Clay Cleanser and Active Moist deliver powerful prebiotic technology and a unique combination of plant extracts to help balance the skin's microbiome and maintain optimal hydration levels for healthy skin.



THE MICROBIOME: A QUICK-REFERENCE GUIDE

microbiome

A microbiome is comprised of all the microbes, bacteria and other microorganisms that live in a particular environment (or *biome*). In this case, we're talking about all the microorganisms living on the skin.

prebiotics

"Food" that encourages the growth of beneficial bacteria. Prebiotics help make the skin a good environment for these bacteria, stimulating them to grow so that they can fight off the "bad" bacteria.

probiotics

Living organisms that benefit the health of their host. These good bacteria have been shown to strengthen the immune system and improve nutrient absorption. Ultimately, both prebiotics and probiotics serve to reinforce skin's defenses by stimulating our immune system.

ACTIVE MOIST

People with oily skin often skip moisturizer, reasoning that skin's own oil will do the job. However, oily skin is often dehydrated – which can actually increase oil production. Active Moist's specialized Prebiotic Moisture Complex provides oil-free hydration, works to promote a healthy microbiome – and actively brings skin into balance.

- **Prebiotic Moisture Complex** combines a potent prebiotic system with a unique combination of plant extracts, forming a botanical layer on skin for long-lasting hydration, improved skin texture, and a healthy microbiome.
- **Cucumber Extract** soothes skin and helps provide deep hydration.
- Naturally astringent **Lemon and Burdock Extracts** help refine skin's texture.



ACTIVE MOIST AT A GLANCE

hydrates and balances oily skin

WHAT IT IS

An oil-free, lightweight prebiotic moisturizer that hydrates combination or oily skin.

WHY YOUR CLIENTS NEED IT

Oily skin is often dehydrated, which can contribute to excess oil production. Active Moist is formulated with a specialized Prebiotic Moisture Complex, and provides long-lasting oil-free hydration while promoting a healthy microbiome.

SKIN CONDITION

Oily or combination skin.

KEY BENEFITS

- **Hydrates** with no oily shine through a botanical layer on skin
- **Balances** skin's microbiome
- **Refines** skin with botanical extracts

APPLICATION

After cleansing and toning, apply over face and neck in light, upward strokes. Use twice daily, morning and night.

CLIENT SERVICE AND RETAIL ACTIVATION TOOLS



NEW! ACTIVE BALANCE FACEFIT

time: 10 minutes

Let clients experience Active Clay Cleanser, Active Moist, and skin-balancing prebiotics with this 10-minute professional treatment. FaceFits can be performed right on your retail floor, making them a convenient way to showcase skin treatments while educating clients.

See FaceFit Treatment protocol below. For more information about this service, contact your **Dermalogica Education Training Center**.

FACEFIT STEP-BY-STEP

step 1 (2 minutes)

Focusing on the Dermalogica Double Cleanse, begin by applying 1 pump of PreCleanse to dry skin, manipulate then emulsify with water and remove with damp esthetic wipes.

- ProTip: dip fingertips in water, use a damp fan masque brush, or lightly spritz with Multi-Active Toner to emulsify.

step 2 (3 minutes)

Mix 1/3 tsp Active Clay Cleanser with water in a cup and apply with fan masque brush. Lightly manipulate then remove with damp esthetic wipes.

- Modality option: ultrasonic brush or blade for deep cleansing.
- ProTip: to enhance cleansing use movements such as “s” moves on forehead and circles on cheeks.

step 3 (3 minutes)

Apply a thin layer of Niacinamide IonActive Serum, then follow with thin layer of Conductive Masque Base. Remove with damp esthetic wipes.

- Modality option: use ultrasonic blade on penetration mode to optimize hydration.
- ProTip: in place of Niacinamide IonActive Serum, choose the IonActive Serum that addresses secondary concerns for the client.

step 4 (2 minutes)

Spritz the skin with Multi-Active Toner, then apply Active Moist. Protect by layering Solar Defense Booster SPF 50 or prescribed Daylight Defense.

FREQUENTLY ASKED QUESTIONS

active
clay
cleanser

powered by
skin-balancing
prebiotics
formulé avec des
prébiotiques
rééquilibrants

dermalogica

professional-grade skin care by The International Dermal Institute

active
moist

powered by
skin-balancing
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dermalogica

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ACTIVE CLAY CLEANSER

What's the difference between new Active Clay Cleanser and (discontinued) Dermal Clay Cleanser?

Active Clay Cleanser delivers a powerful prebiotic to nourish skin's beneficial bacteria. At the same time, it delivers 30% more cleansing power to leave skin refined, revitalized and purified.

Why was Dermal Clay Cleanser discontinued?

In addition to outperforming Dermal Clay Cleanser, new Active Clay Cleanser leverages the latest scientific insights surrounding the unique needs of oily skin to help it stay in balance.

How often should I use Active Clay Cleanser?

We recommend using Active Clay Cleanser twice a day – after PreCleanse – as part of the Dermalogica Double Cleanse.

Why is Active Clay Cleanser gray in color?

Active Clay Cleanser's color comes from a blend of Kaolin Clay, which absorbs excess oil, and Activated Binchotan Charcoal, which adsorbs oil and impurities to help balance skin.

ACTIVE MOIST

Why was Active Moist updated?

We constantly seek to evolve and improve our formulas to keep pace with the latest scientific advances in skin care. We saw an opportunity to improve Active Moist's formula with the addition of a Prebiotic Moisture Complex that helps to maintain a healthy skin microbiome.

What is the difference between the new Active Moist and the original formula?

The biggest difference is that the new Active Moist formula incorporates an oil-free Prebiotic Moisture Complex that helps balance oily and combination skin. We've retained the much-loved aesthetic of the original formula.

What is Prebiotic Moisture Complex, and how does it benefit skin?

Active Moist's new Prebiotic Moisture Complex provides oily skin with an optimal combination of hydrating plant extracts and prebiotic benefits to help promote a balanced microbiome.

A series of horizontal lines for writing.



dermalogica