

dermalogica PRO® time for me

featuring cooling contour masque

This service adds wellness touches to a standard **ProSkin 30** or **60** minute service and features Cooling Contour Masque to energise the skin whilst easing body tension. Includes meditative breathing and full body stretching.

ambience

Create a fresh environment bringing nature and natural light into the treatment room. Link and layer the senses with invigorating lemongrass and eucalyptus, compliment with grapefruit & rosemary infused water.

promotional service description

Energise your skin and body to improve your overall wellbeing with this customised 30 or 60 minute ProSkin service. This treatment includes wellness rituals such as breathing exercises and assisted stretching techniques to ease tension and improve joint mobility.

consultation

Discuss treatment goal to energise & uplift. Ask 'Where do you hold tension the most?' and choose upper or lower body stretches. Ask 'What music do you prefer?' to personalise the experience.

PROSKIN 30

opening ritual

Apply 1 drop of Revitalizing Additive to palms follow with stroking stretch

Box breathing technique with Revitalizing Additive

Shoulder rock stretch

proskin modules

double cleanse

Add 1 pump of Exfoliant Accelerator 35 into any cleanser

deep treatment

Apply IonActive Serum & Masque, follow with Cooling Contour Masque

PROSKIN 60

opening ritual

Hot towel hand cleanse

Apply 1 drop of Revitalizing Additive to palms follow with stroking stretch

Box breathing technique with Revitalizing Additive

Shoulder rock stretch

proskin modules

double cleanse

resurfacing

touch therapy

deep treatment

Apply IonActive Serum & Masque, follow with Cooling Contour Masque

assisted stretches

- Based on consultation discussion, carry out either upper or lower body stretches during the deep treatment module
- Encourage full arm or leg movements, stretching from the shoulders and wrist or hips and feet

dermal layering

- Apply toner, serum, eye cream & use Gua Sha stone over moisturiser
- Revive with breathing exercise with Revitalizing Additive and neck stretch



dermalogica

good sleep, good skin

event description

Do you have trouble sleeping? Is stress making it hard to switch off at night? If so, we bet your skin is suffering. Want to learn some tips for a restful night's sleep and how to improve your skin come morning? Then join our Professional Skin Therapists for an interactive and educational masterclass on the importance of good sleep for good skin. We'll share insights into how our

skin behaves whilst we sleep and how to best support these processes. (Optional: We'll also be joined by a meditation/mindfulness/yoga teacher to share tips to reduce stress and relax before bed). Plus, receive your own personalized Skin Fitness Plan, including skin expert tips to get the most out of your product regimen.

Setting the scene

1

Create a calm and relaxing environment that instils a sense of peace and tranquillity. Layer sensorial experiences by using Lavender and woody aromas and serving herbal teas and/or fruit infused water. Consider hosting your event in the evening and setting up an area for guided meditation or yoga. Consider the ambience for virtual masterclasses, advising attendees to join the class from a quiet space with a diffuser or scented candles and dimmed lighting.

Welcome attendees and overview the event **5-minutes**

2

Share a little about your business and Dermalogica's approach to skin health. Engage attendees with questions about their experience with Dermalogica. i.e. What products have they tried? What's their favourite? If hosting virtually, use the chat or comments function. Optional; Run a social media competition encouraging posting of photos during the event tagging in your business and @dermalogicauk plus #goodsleepgoodskin. Draw entrants in a raffle at the end of the event.

Main education segment **15-minutes**

3

- Engage attendees by **discussing their sleep pattern**. Does anyone struggle to switch off, wake during the night or struggle to get up in the morning? How does their skin look in the morning?
- Share some **facts about sleep** and the **impact it has on skin health**. Sleep problems affect the health and quality of life for up to 45% of the world's population. Just a few nights of missed sleep can lead to dull skin and fine lines. Poor sleep can add up to 2.5 years to your perceived age. (use the Sound Sleep Cocoon training manual for reference)
- Delve a little deeper into the **science behind sleep**. Include discussion on our natural circadian rhythms, regenerative processes within the skin, sleep inducing melatonin and how specifically designed night time skin formulas can support this.
- Share some **restful sleep tips** (use the Good Sleep, Good Skin Fact Sheet to support this)
- Go through a **typical night time skin regimen**; including the benefits of double cleansing, exfoliation and night time specific formulas such as serums, lip treatments and moisturisers.
- Engage attendees by encouraging product testing. Getting to smell and feel each product is an important part of the experience. For virtual masterclasses, send relevant sample packs to attendees prior to event. This can increase online purchases. For in person events use testers or create sample packs.
- **Optional:** Team up with a local meditation/mindfulness/yoga teacher for additional wellness tips.

Offer attendees sound sleep services **60-minutes**

4

- In person events should offer a professional service that allows attendees to experience the results of Dermalogica night time formulas. Depending on staff to attendee ratio, offer a Sound Sleep Skin Bar Lesson or a SkinSolver® or at the very least offer a Skin Fitness Plan for personalized education and professional recommendations.
- For virtual masterclasses, provide a Mirror Me session that delivers a virtual Skin Bar experience.
- Talk up the **Time for Me ProSkin 30** and **ProSkin 60** services during the promotional period.
- Attendees should leave feeling confident with what products and services will help target their skin goals and how best to improve their sleep and skin with Dermalogica.

get prepared!

Check out the Education Centre for more information on sleep, wellness and Dermalogica's night time formulas to ensure your Masterclass provides the attendees with the latest information.