

dermalogica

profit flash

december 2019

A woman is lying down, receiving a facial treatment. Her eyes are closed, and her skin appears to be in the process of being treated. A person's hands are visible, applying a product to her face. The background is softly blurred, showing a warm, ambient light.

replenish

AUTUMNAL SKIN

Your latest Profit Flash includes:

- Pro Power Peel Results
- 20% off Professional
- Skin Health Voucher Campaign

your autumn skin edit - part 3

Winter is the best time of year to **promote your Pro Power Peel services!** With sun induced pigmentation often evident and dryness of winter creeping in, there is no better time to recommend **a series of resurfacing treatments.** If you are yet to experience the wonders of **Pro Power Peel**, you are in for a treat! Amazing results with **skin clarity, smoothness, clearing of breakouts and minimising of fine lines** makes this a power packed treatment for all skins.



EDUCATION

Check out the **Education Centre (education.dermalogica.com)** for videos, protocols and everything you need to make this your most popular service. Plus hear **Jane Wurwand** explain why **Pro Power Peel** is the latest **'must have'** Dermalogica Professional Service.

MERCHANDISING

Promote your Pro Power Peel treatments with our latest support materials showing our clinical before and after results. Receive a pack free with your December order. Available while stocks last. Contains a A3 Poster, A5 Showcard and Consumer Leaflets.

PRO POWER PEEL RESULTS

Check out the amazing Before and After results the following accounts have achieved to date!

BEAUTY BY BECKY

Cambridgeshire



Performed 3 Pro Power Peel treatments across 9 weeks.

- 1st Peel:** 1 layer with UltraBright Peel
- 2nd Peel:** 2 layers with UltraBright & PowerClear Peels
- 3rd Peel:** 3 Layers with 1x UltraBright & 2x PowerClear Peels

DEBBIE WHITE MAKE-UP & BEAUTY

County Londonderry



Performed 6 Pro Power Peel treatments with 4 weeks between each.

- 1st three peels:** 2 layers with PowerClear & UltraBright Peels
- 2nd three peels:** 3 layers with 2x PowerClear & 1x UltraBright Peels.

ADVANCED NOTICE

Dermalogica Business Rewards Plan - Quarter 4

Due to the holiday season and closure of businesses during this period, please note that for the value of your orders to be included in your Q4 total purchases, your order should be placed by 12noon on Friday 27th December 2019. We appreciate your support with this request, which will enable us to ensure your Reward Voucher is sent early January 2020.

20% off professional products

1ST – 31ST DECEMBER

Refresh and restock your treatment room trolley with our 20% off* professional offer.

Includes the following retail sizes:

- Dermal Clay Cleanser 500ml
- UltraCalming™ Cleanser 500ml
- Daily Resurfacer 35pk

*Available while stocks last. Max 5 of each retail SKU per account.
Excludes Conditioning Body Wash 946ml and Body Hydrating Cream 946ml.



TREATMENT + PRODUCT = LOYALTY

Treatment and retail products purchased together help to build client loyalty. Package your treatments with retail products to create the perfect skin formula:

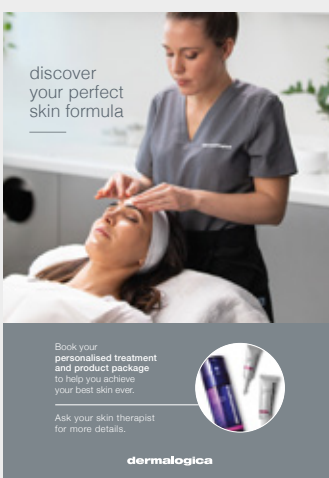
Book a **ProSkin 30**, **ProSkin 60** or **Renew and Reawaken Promotional Service** and purchase one of your recommended products for a package price.



BENEFITS OF THE PACKAGES INCLUDE:

- Offering Treatment and Product Packages gives you a point of difference from online retailers.
- If a client books a Package, the retail sale has already been completed at the time of booking – the client simply needs to receive their product.
- The Treatment and Product Packages are a great way to introduce either new clients or existing non-skincare clients to Dermalogica to build treatment bookings and retail sales.

HOW TO WORK OUT YOUR TREATMENT AND PRODUCT PACKAGES:



step 1 Identify the perceived customer cost of the Package.

step 2 Identify WSP (wholesale price) of the Package.

step 3 Set the price of your Treatment and Product Package.

step 4 Utilise the promotional display sheet enclosed with your Profit Flash, or create your own using the editable version on the Business Centre, to promote your Treatment and Product Packages.

TOP TIP

Review what products you would like to include within the promotion to work out your average product retail price and wholesale price.

skin health campaign vouchers



LAUNCHING 1ST DECEMBER

This month our new **Skin Health Campaign Treatment Vouchers** will be going out to online customers to drive them to your business in January and February.

If you haven't already registered your participation in the campaign, **simply opt-in by visiting bit.ly/33OzRdb** or speak with your Business Consultant or our Customer Services team. There are a number of benefits for participating in the campaign, which include:

- Gaining new treatment clients who are already a Dermalogica user
- Be rewarded with the treatment value as a credit to your Dermalogica account
- Converting online customers to purchase product with you by offering a personalised human touch experience which they can't get online



TOP TIP

Utilise the campaign to promote your Pro Power Peel treatments.

Let customers know that they can redeem their voucher as part payment towards a Pro Power Peel 30 or 60 minute treatment. Plus why not offer a Gift with Purchase to entice them to rebook their next skin treatment?

what's happening online

These are the promotions running on Dermalogica.co.uk throughout December

1st – 31st December

Spend £80 / €80, receive ProSkin 30 Skin Health Treatment Voucher.
Spend £130 / €130, receive ProSkin 60 Skin Health Treatment Voucher.

23rd – 31st December

Spend £50 / €50, receive MultiVitamin Power Recovery® Masque 15ml.

Online promotions are subject to change based on stock levels. While we try to forward plan, please be mindful promotions may change last minute. All information is correct at time of printing.



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order online: <http://myaccount.dermalogica.co.uk>

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e-mail: enquiry@dermalogica.co.uk

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dermalogica
professional-grade skin care by The International Dermal Institute