

say goodnight to lip lines



NEW!
nightly
lip
treatment

table of contents

Introduction	1
Nightly Lip Treatment at a Glance	2
Causes of Lip Ageing	4
Key Ingredients	6
Client Service and Retail Activation	8
Professional Recommendations	12
FAQs	14

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introduction

Our lips are our tools. We use them to smile, to frown, to share important news, to speak our minds, to whisper secrets, to ask questions and to kiss the people we love. But we tend to neglect our lips when it comes to skin care, leaving ageing lines around the lip area.

As we age, sagging can occur in the perioral (mouth) region and vertical feather lines can become more pronounced, especially if we have a history of smoking. Marionette lines, which run from the corners of the mouth to the chin, can be more alarming than other wrinkles because they don't just make us look older, they can cause the face to look sad or angry.

Just as these signs begin to show, many consumers seek out ways to regain the firm, voluminous lips associated with their youth. Make-up tends to exaggerate lip ageing instead of camouflage it, while costly injections and fillers can deliver unnatural-looking results.

Dermalogica's Nightly Lip Treatment responds to the lips' unique needs by firming and hydrating to reduce the appearance of lip ageing. The latest addition to the Dermalogica AGE Smart® family, Nightly Lip Treatment gives clients an easy, natural-looking way to reduce signs of skin ageing on and around their lips.



nightly lip treatment at a glance

why your clients need it

As one of the most frequently-used areas on the face, the mouth is one of the first to reveal signs of ageing. Nightly Lip Treatment helps restore skin volume, hydrate and improve elasticity while reducing the appearance of ageing on and around the lips.

what it is

An anti-ageing lip and perioral treatment that smoothes the appearance of laugh and feather lines while you sleep.

how it works

This rich overnight formula works with the skin's natural circadian rhythm (biological clock) to reduce the appearance of lip ageing.

skin condition

Prematurely-ageing skin.

key benefits

- Reduces the appearance of fine feather lines and wrinkles.
- Helps restore skin volume on and around the lips.
- Hydrates to improve skin elasticity and restore barrier function against visible signs of ageing.

application

After cleansing and toning, apply generously and massage into skin on and around the lip area.



causes of lip ageing

As with most wrinkles, sun damage is the number one cause of lip ageing. That is why it is so important to take preventative measures early in life instead of waiting until the damage has already been done. The absence of adequate sun protection combined with constant movement of the lips leads to exaggerated signs of ageing in the lip area. The formation of vertical lines above the upper lip, sagging skin and feathering radiating from the lips are the end results. Smoking and frequent movement of the lips can also contribute to signs of lip ageing.

Additionally, all lips lose volume – and their natural "redness" – over time as a result of ageing. This is caused by a natural degradation of collagen and elastin as well as dehydration.

The Skin on Our Lips

Our lips are composed of skin, muscle and mucosa, or mucous membrane. Although the lips have a dermis and epidermis like the rest of the body, the outermost layer (the Stratum Corneum) is much thinner than skin anywhere else on the body. As we age, this already thin skin becomes progressively thinner. This translates to less protection for the lip tissue.

Lips also do not have sebaceous glands, which help keep the skin moist, soft and protected, nor do they have melanin, which is the body's natural way of protecting skin from sun damage. The only continuous source of moisture to the lips is saliva, which dries out natural oils from the skin around the lips.

Years of overexposure to the sun, dry air and harsh weather can exacerbate dryness in the lip area, causing drying, chapping and cracking, as well as increased risk of inflammation, infection and burning sensations.

What Causes Lines on and Around the Lips?

When we are young, our skin is smooth and elastic. It can stretch and return to its original size easily due to the combination of collagen and elastin, two structural tissues that give critical support to facial skin. As we begin to age, our skin starts to lose that elasticity and may appear to sag and wrinkle in places such as the perioral region (around the mouth). As a result of oxidative stress from UV exposure and the formation of AGEs (Advanced Glycation End-products), collagen and elastin break down and indentations start to appear on the skin's surface.

Additionally, ligaments near the chin and mouth begin to loosen. Fat deposits in the face also start to deplete, creating hollowness under the skin. Creases begin to form at the sides of the mouth and wrinkles begin to radiate from the lips.

Types of Wrinkles Around the Mouth

- **Laugh (Nasolabial) Lines** – These run from the bottom of the nose to the corners of the mouth, and become more pronounced while laughing.
- **Marionette Lines** – Found at the corners of the mouth, these lines can give the face a downturned appearance which can look serious, sad or angry.
- **Feather Lines** – Vertical wrinkles on and around the lip line. These are also called smoker's lines. Regular smoking is a leading contributor, both because of the toxins in the smoke itself and the repeated use of perioral muscles. Frequently puckering lips, drinking from straws and chewing on the inside of the lips can also contribute to feather lines.

Put Lip Lines to Bed

Greater care of the lips at night can help reverse visible signs of lip ageing and trauma as we age. To restore the lips, it helps to think of them as a sponge. When exposed to moisture, they increase in volume; when dehydrated, they decrease in volume.

Nightly Lip Treatment helps maximize lip moisture at night, when our cells are in regeneration mode. This is when skin cell renewal, a critical aspect of the skin repair process, speeds up and the body's natural cell regeneration rate nearly doubles. The body also experiences more Trans-Epidermal Water Loss (TEWL) at night due to increased body temperature. By supplementing necessary moisture and targeting the signs of lip ageing at night, Nightly Lip Treatment complements your body's fluctuations for fuller, smoother lips by morning.



key ingredients

When developing Nightly Lip Treatment, the skin health experts at The International Dermal Institute extensively researched ingredients and formulations that would improve key client concerns in the lip and perioral region. These five key ingredients were selected for their dramatic performance at hydrating, Volumising and/or reducing the appearance of skin ageing around the mouth.



6 Nightly Lip Treatment

Swertia Chirata (Indian Gentian) Extract

Found high in the Himalayan Mountains, Indian Gentian is a traditional Ayurvedic herb that has therapeutic properties attributed to the bioactive molecule Swertiamarin, which is extracted from the leaves of the plant. When combined with Advanced Volumising Technology, Indian Gentian Extract helps thicken the epidermis, which reduces skin fragility and helps reduce the appearance of wrinkles on and around the lips.

Advanced Volumising Technology

- **Hydroxymethoxyphenyl Propylmethoxymethoxybenzofuran**

This active ingredient helps volumize lips and reduce the appearance of fine lines and wrinkles on and around the lip area.

- **Pyrus Malus (Apple) Fruit Extract and Glycerin**

In addition to Hyaluronic Acid, which is often injected into lips as a filler, Nightly Lip Treatment uses this moisturising Saccharide Complex extracted from dried apples to help enhance skin hydration and smooth lips.

Sesamum Indicum (Sesame) Seed Extract

As we age, facial volume and subcutaneous fat are redistributed, leading to more pronounced folds around the mouth. Sesamum, or Sesame Seed Extract, can help decrease the appearance of these nasolabial fold lines, as well as wrinkles and skin roughness in the upper perioral region. This ingredient can also help increase lip hydration and volume, and the skin's barrier integrity.

Butyrospermum Parkii (Shea Butter)

Derived from the African Shea tree, Shea Butter is rich in phytoactives (plant actives). Extracted from the tree nuts, this ingredient is often used to soothe and repair irritated, chapped lips. Shea Butter is excellent at reconstituting the thin epidermal barrier while improving lip hydration and smoothness. In Nightly Lip Treatment, Shea Butter is used to increase hydration and improve skin elasticity while restoring barrier function against visible signs of ageing.

Key Ingredients by Benefit

Ingredient	Firms	Hydrates	Restores
Swertia Chirata (Indian Gentian) Extract	●		●
Hydroxymethoxyphenyl Propylmethoxymethoxybenzofuran	●		●
Pyrus Malus (Apple) Fruit Extract and Glycerin		●	
Sesamum Indicum (Sesame) Seed Extract	●		●
Butyrospermum Parkii (Shea Butter)	●	●	●

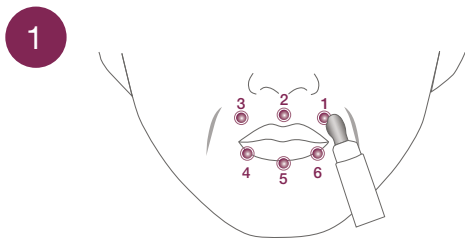


client service and retail activation

The following tools and services are designed to help you educate your clients on the effects of ageing on the lip area and the benefits of Nightly Lip Treatment. Use these tools to create an educational path toward retail purchases and/or service bookings, and share how-to advice that your clients can use at home.

NEW! Lip Smoothing DIY | time: 1 minute

Teach your clients this exclusive Dermalogica massage technique so they can incorporate it into their nightly routine! Use this do-it-yourself technique with Nightly Lip Treatment to help promote a smoother, firmer appearance on and around the lips.



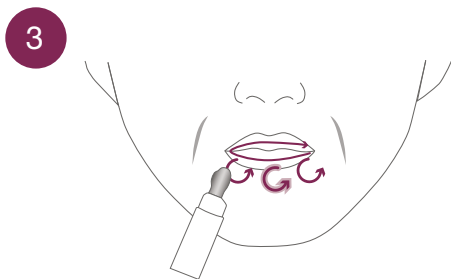
Apply

Dot product 6 times around the lip area as shown.



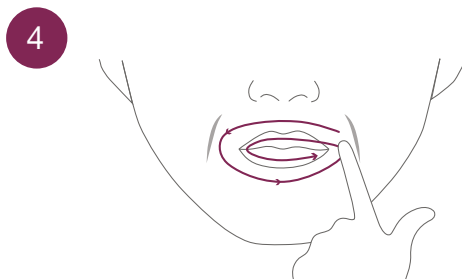
Massage Laugh Lines

Massage product down the left laugh line using a lifting motion. Circle above the upper lip and along the lip line. Repeat lifting motion on the right laugh line.



Massage Feather Lines

Circle product below and along the lower lip line. Gently smooth applicator over lips.



Massage in Excess

Glide your finger around the mouth and over the lips.

See a video demonstration at [dermalogica.com/lipsmoothingDIY](https://www.dermalogica.com/lipsmoothingDIY)

NEW! Lip Smoothing SkinSolver®

time: 10 minutes

Ideal for performing at Skin Bar® on your retail floor, this professional treatment is a great way to deliver quick, visible lip benefits for your client while exposing them to Nightly Lip Treatment. You can also use it to introduce your clients to MicroZone® express skin treatments and full-service treatments, or to complement a make-up service.

NEW! Lip Smoothing Skin Bar® Lesson

Invite your clients to learn how to smooth and restore their lips with Nightly Lip Treatment and the Lip Smoothing DIY. This is a great way to introduce clients to the concept of DIY treatments, as well as key retail products and professional treatments for the lip and perioral region, and you can do so easily at a table or Skin Bar®.



client service and retail activation

NEW! Lip Smoothing SkinSolver®

time: 10 minutes

Laugh lines are no laughing matter! Restore hydration, smooth lines and reduce the appearance of lip ageing. This lip service is a great way to help restore volume, hydration and deliver quick, visible lip benefits, so you can focus on what matters most—your smile.

1. Consult with the customer and perform FaceMapping® skin analysis focusing on and around the lip area to further note signs of fine lines, loss of volume or redness, and dryness on the lips including the laugh lines.
2. Cleanse the face, paying particular attention to the area around and on the mouth, using 1-2 pumps of PreCleanse on damp disposable wipe or damp cotton wool.
3. Lightly exfoliate using Daily Microfoliant® on the face and around/on the lip area.

Alternatively: Add a small amount of Skin Resurfacing Cleanser to Daily Microfoliant®

Or use an ultrasonic brush or ultrasonic blade on exfoliation mode.
4. Have the customer close their eyes and spritz with Antioxidant HydraMist or prescribed Dermalogica Toner. Option: Press 4-6 drops of Phyto Replenish Oil onto the skin. For extra repair and hydration.
5. Perform Lip Smoothing DIY using one 1 pump of Nightly Lip Treatment and 1 professional Cooling Wand. Massage in excess, glide the Cooling Wand around the mouth and lips.
 - Modality Option: Ultrasonic on penetration mode may also be used to enhance lifting.
6. Spritz the skin with Antioxidant HydraMist and apply finishing products. For extremely dry lips, finish with Renewal Lip Complex for extra hydration.
7. Complete the Face Mapping® Prescription Sheet with recommended products and further treatment advice; book the customer for a follow up treatment. Be sure to send them home with their new Nightly Lip Treatment product.

Lip Smoothing Skin Bar® lesson

time: 10 minutes

This is a great way to enjoy Nightly Lip Treatment and learn the exclusive Dermalogica® technique, the Lip Smoothing DIY. The Lip Smoothing Skin Bar® Lesson teaches the customer how to say “good night to lip lines.” This lesson helps promote a smoother, firmer appearance, on or around the lip area.

1. Greet and welcome the customer and invite them to take a seat at Skin Bar® to experience the Lip Smoothing Skin Bar® Lesson to achieve smoother, firmer skin on and around the lips. Begin the conversation by asking if they experience dryness on the lip area or their lipstick feathering. Share that one cause of lip lines is how we use our lips! The mouth is one of the most frequently used areas on the face, showing signs of ageing first like vertical lines above the upper lip, sagging in the perioral region and feathering radiating from the lips.
2. Ask customer to check for dryness, feeling along the lips then have them look in the mirror and note where they see fine lines, vertical lines or if they have laugh lines.
3. Take a moment to explain the Skin Bar® setup with product, mirror, moistened wipes, highlighting that Nightly Lip Treatment is the key product in this lesson.
4. Have headbands, dental bibs, clips or towels available for customers that prefer to protect their clothing.
5. Teach the customer how to cleanse the lip area with PreCleanse.
 - Optional: For a light exfoliation show how to use Daily Microfoliant® around the lip area.
6. Demonstrate and allow the customer to spritz Antioxidant HydraMist over the entire face.
7. Guide the customer through the Lip Smoothing DIY and refer to the steps on the DIY Laminated Sheet, if available.
8. Show Nightly Lip Treatment and refer to the cooling applicator tip. Let the customer know for home use they would apply and perform the Lip Smoothing DIY with the actual cooling applicator. However, for this Skin Bar® lesson, they will be using their finger to become familiar with the movements.
9. To finish, get the customer to apply skin specific finishing products. For extremely dry lips, finish with Renewal Lip Complex for extra hydration.
10. Let customers know further information about the Lip Smoothing SkinSolver® and book them for their follow up appointment. Be sure to send them home with their new Nightly Lip Treatment product.

professional recommendations

Lip smoothing service add-on

time: 15 minutes

Say goodnight to laughter lines with this targeted service add-on. Designed to put the focus on the lip area this service can be added to any professional skin treatment to target the effects of perioral ageing and lip lines. Firm, smooth, hydrate and nourish – results are sure to leave you smiling!

Actively include the lip area in each stage of the treatment.

1. Proceed with your treatment as outlined in your chosen protocol; be sure to cleanse the lips thoroughly during the cleansing stage of the treatment.
2. As the perioral region will be included during exfoliation, determine whether the lips would benefit from mild buffing to smooth. Select from **Daily Microfoliant®** or **Skin Resurfacing Cleanser** and work gently over the lips for a minute. Remove with damp cotton wool pads. **Option:** use an ultrasonic brush or ultrasonic blade on exfoliation mode.

3. Treat the lip and perioral region with one of the following options:

a. Lift and smooth with AGE reversal massage techniques

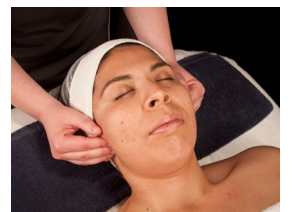
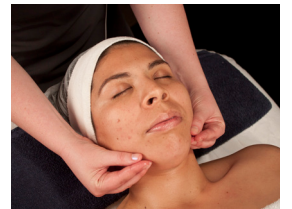
- Apply Nightly Lip Treatment to the lips and perioral area using 1 professional Cooling Wand.
- **Cheek hooks**
Move from the nose, using the outer edge of your fingers. Apply pressure and slightly lift the Zygomatic back to the jaw and perform 3 circular pressure movements on the Masseter by the Temporomandibular Joint or the Condyle of the mandible. Repeat 6 times.
- **Alternating mouth smooth**
Alternate smoothing centre of upper lip to ends and centre of lower lip to ends. **Repeat 6 times.**

- **Zygomatic lift**
Using fingertips lift the Zygomatic or cheek using one hand and perform a rolling smooth using the thumb of the opposite hand, working from cheek to lip. Repeat 6 times on each side.
- **Jaw pulls**
Pull back jaw between fingers. Perform 3 circular pressure movements on the lateral or external Pterygoid. **Repeat both steps 6 times.**



b. Lift and firm with muscle re-education using microcurrent

- Spritz the skin generously with **Antioxidant HydraMist**. If you are using cotton tip probes dispense about 1 tbsp. of **Antioxidant HydraMist** into a jelly cup to dip the probes in throughout the microcurrent application.
- Complete your lift steps for the lower face and perioral region as directed by your manufacturer's manual.
- Apply **Nightly Lip Treatment** to the lips and perioral area and perform specific iontophoresis using feathering movements. **Option:** For chronically dry or dehydrated lips apply **Colloidal Masque Base** over **Nightly Lip Treatment** for glide.



c. Hydrate and regenerate with LED

- Apply **Nightly Lip Treatment** to the lips and perioral area using 1 professional **Cooling Wand** and perform the Lip Smoothing DIY, repeat 6 times.
- Boost penetration with specific iontophoresis or ultrasonic blade on penetration mode.
- Select either **Colloidal Masque Base**, **Exothermal Gelloid** or **Endothermal Gelloid** and apply LED for 10 minutes.

4. Spritz the skin with Antioxidant HydraMist and apply finishing products. For extremely dry lips, finish with Renewal Lip Complex for extra hydration.
5. Complete the Face Mapping® Prescription Sheet with recommended products and further treatment advice; book the customer for a follow up treatment. Be sure to send them home with their new Nightly Lip Treatment product.

frequently asked questions

When and how should my client use Nightly Lip Treatment? Your client should use this product at night for optimal results. This product works best when applied generously after cleansing and toning, and massaged into the lip area using the Lip Smoothing DIY technique.

Can Nightly Lip Treatment be used during the day under lip gloss or lipstick? If applying onto cleansed skin during the day, wait until the product has been absorbed by the skin before applying make-up.

Should Nightly Lip Treatment only be used on the lips? Nightly Lip Treatment should be applied on and around the lips, including the perioral region. This includes the laugh line area.

How frequently can my client use Nightly Lip Treatment? We recommend using Nightly Lip Treatment every night, just as the name implies. Greater benefits may be seen with consistent use over time.

Where does Nightly Lip Treatment fall in my client's regimen? Since Nightly Lip Treatment is a targeted treatment, it should be used at night after cleansing and toning, but before moisturising.



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