

precleanse
balm

dermalogica®
The International Dermal Institute
dermalogica system researched and developed by The International Dermal Institute

precleanse balm

healthier skin begins with step zero

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introduction

The skin accumulates quite a bit of "dirt" on a daily basis. Environmental pollutants in the air, as well as cosmetics such as sunscreen and waterproof make-up, combine daily with the skin's naturally sticky sebum secretions to form a thick, slick, waxy coating on the skin by the middle of the day.

Despite all this buildup, most people still only spend about 20 seconds washing their faces – much less than the time they spend doing hair or make-up. Those 20 seconds with standard face washes or make-up removal wipes are not enough to penetrate the layer of sebum, pollutants and cosmetic debris that coat the skin's surface. In most cases, that layer remains on the skin, preventing moisturisers and other skin care products from doing their work while dulling the skin's appearance and contributing to congestion.

This lack of sufficient cleansing is what inspired the development of Dermalogica's top-selling PreCleanse oil cleanser and Double Cleanse technique. Drawing on the success and legacy of PreCleanse, NEW PreCleanse Balm gives clients more options to remove stubborn make-up and achieve a professional level of clean on a daily basis.

precleanse balm at a glance



why your clients need it

Your client may know to cleanse their skin daily, but they may not realise that a single cleanse with a surfactant-based cleanser still leaves behind excess sebum, sunscreen, waterproof make-up and pollutants.

what it is

A water-activated, balm-to-oil version of our top-selling PreCleanse oil cleanser.

how it works

Add water to transform this hydrophilic (water-loving) formula into a milky emulsion that deconstructs excess sebum, pollutants and residual product buildup, allowing them to easily rinse away from the skin's surface.

skin condition

All skin conditions, especially dry.

key benefits

- Gently removes oily buildup from the skin's surface.
- Dissolves buildup without compromising the skin barrier or clogging pores.
- Fortified with conditioning essential fatty acids to help smooth, calm and nourish skin.
- Comes with a soft-touch, double-sided mitt applicator and exfoliator to help ensure a more thorough, professional level of clean.

application

Squeeze tube to dispense product onto cleansing mitt or directly to dry palm of hand. Massage product into dry skin using circular motions. Add water to emulsify. Rinse and follow with recommended Dermalogica Cleanser to complete the Dermalogica Double Cleanse.

includes cleansing mitt!

This double-sided, ergonomically-designed applicator helps your client get a more effective cleanse. One side has smaller, shorter bristles and the other side has larger, thicker bristles to help customise the cleansing experience. Mitt fits over tube for easy drying and storage.



the dermalogica double cleanse



precleanse
balm

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special
cleansing
gel

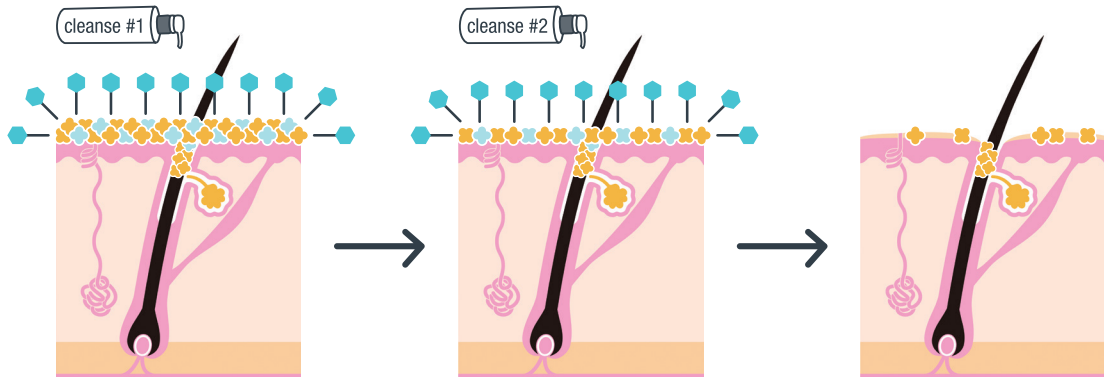
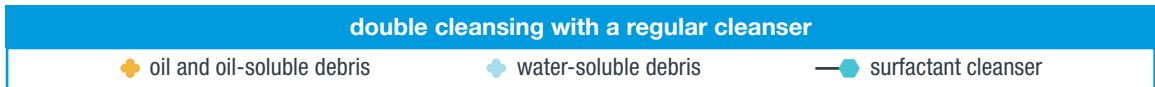
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skin care system researched and developed by The International Dermal Institute

The Dermalogica Double Cleanse is a technique-based regimen taught to and performed exclusively by Dermalogica skin therapists. It is our secret to healthy, ultra-clean skin. Beginning with NEW PreCleanse Balm (or PreCleanse), this technique adequately penetrates layers of oily debris for complete removal, ensuring a more intense, professional and thorough level of clean.

The Trouble with Most Cleansers

As you may know, cleansers are typically water-based, sudsy or milky — with surfactants as the primary cleansing actives. One of the problems that we observed at The International Dermal Institute is that consumers are now using heavier oil-based moisturisers and longer-lasting, water-resistant make-up and sunscreens, which are difficult to remove with water-based, surfactant cleansers. Even if one performs a Double Cleanse with a surfactant cleanser, a significant amount of oil-soluble substances are left behind, giving the skin a dull, congested appearance.



Cleanser surfactants attach to top layer of oil debris, but cannot penetrate further.

After first cleanse, much of the oil-soluble debris remains, trapping water-soluble debris.

Even a second cleanse cannot remove all of the oil-based debris, which can block pores and follicles and prevent a thorough, deep cleansing.

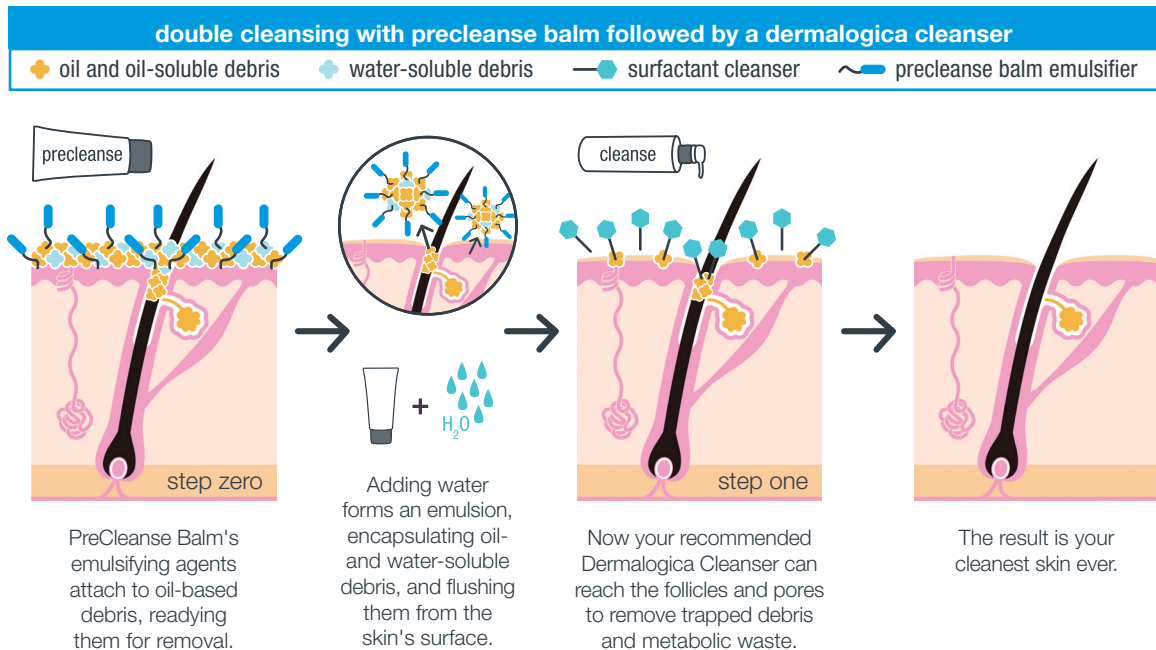
Like Attracts Like

To be most effective in removing this oil, grime and buildup, one needs to use a similar substance. In chemistry, it's said that "like attracts like." Fatty, oily substances are best dissolved in lipid solutions. An example of this is the capability of Mineral Oil (or Baby Oil) to dissolve all make-up and oil from the skin. The problem with using Mineral Oil is that it cannot be rinsed away with water. To remove the oil, an Alcohol-based toner is required — but Alcohol is not recommended for skin and certainly not for the delicate eye area.

Two Cleansers Are Better Than One

The Dermalogica Double Cleanse involves cleansing the skin once with an oil-based cleanser, then following with a surfactant- or water-soluble cleanser. This allows both heavy buildup on the skin to be removed, and a thorough cleansing of the skin to occur.

As the first step in the Dermalogica Double Cleanse regimen, PreCleanse Balm uses plant-based oils to melt oil-based debris on the skin. The oil molecules bond to each other, unlike the water molecules in a surfactant cleanser. They then emulsify when you add water to encapsulate and remove the trapped debris, allowing the recommended Dermalogica Cleanser to penetrate further than it would have without this step.



Unlike PreCleanse, PreCleanse Balm appears solid at first, but transforms upon application into a rich, skin-conditioning oil that melts through buildup easily without stripping the skin's protective barrier, clogging pores or causing irritation. After just one use of PreCleanse Balm, the skin will be prepped for more thorough cleansing with your client's recommended Dermalogica Cleanser.

key ingredients



When developing PreCleanse Balm, the skin health experts at The International Dermal Institute extensively researched ingredients and formulations that would effectively break down excess sebum, sunscreen, waterproof make-up and pollutants on the skin. These key ingredients were selected not only for their performance but also for their superior skin-conditioning properties, making the formula ideal for normal to dry skin.

Apricot (*Prunus Armeniaca*) Kernel Oil

This nourishing lightweight oil is rich in fatty acids, including Oleic Acid, Linoleic Acid, Palmitic Acid and Linolenic Acid, as well as Gamma Linoleic Acid (GLA), which tones, firms and enables the skin to maintain its moisture balance. Apricot Oil does not leave behind a greasy coating, and its lightweight feel and exceptional rehydrating properties make it ideal for any skin condition.

Natural Biolipid Complex

This combination of Phospholipids, Glycolipids, Glycine Soja Oil and Glycine Soja Sterols helps reinforce the skin's barrier function while decreasing TEWL (Trans-Epidermal Water Loss) to preserve skin hydration.

Lavandula Angustifolia and Lavandula Hybrid (Lavender) Oils, Citrus Aurantium (Bitter Orange) Oil, Citrus Grandis (Grapefruit) Oil, Citrus Nobilis (Mandarin Orange) Oil, Cymbopogon Schoenanthus (Lemongrass) Oil and Eucalyptus Staigeriana (Lemon Ironbark) Oil

This invigorating combination of essential oils refreshes the senses and helps deliver the state of clean that is traditionally experienced in the professional treatment room.

fresh glow skinsolver[®]

Menu description: Achieve ultra clean smooth skin with Dermalogica's signature **Double Cleanse** featuring our **PreCleanse Balm!** This quick skin service deeply cleans and mildly exfoliates leaving the skin fresh, hydrated and most of all clean! It's step zero in your healthy skin regimen: zero make-up, zero irritation, zero residue.

Benefits: deeply cleans, exfoliates and hydrates the skin

Treatment time: 10 minutes performed at **Skin Bar[®]**

Cost: £10

1. Begin by greeting the customer as they take a seat at the **Skin Bar[®]**. Ask further questions in relation to their cleansing regimen. Have them use the mirror to point out any concerns such as congestion, texture concerns, etc.
2. Next have them quickly complete the **Skin Fitness Plan** and ask any additional questions pertaining to their skin health, lifestyle. Be sure to check for any possible contraindications especially to electrical modalities and exfoliation.
3. Prep the customer with a headband and dental bib and clip around the neck. An additional bib may be positioned across the lap to protect clothing. Use your **Face Mapping[®]** knowledge and skills to further note signs of congestion, uneven skin texture, dryness, oiliness. Ask your customer questions about their skin and current regimen and log findings on the **Skin Fitness Plan**.
4. Perform the **PreCleanse Balm How-To** and explain to the client that they can do this with the cleansing mitt at home. For this service, omit the eyes.
 - a. Begin by dispensing an almond-size amount of **PreCleanse Balm** into your hands. Swipe across the forehead, down the sides of the nose and cheeks, and across the jawline and chin.
 - b. Using circular motions, massage product into the skin. Circle product across the forehead, move to the sides of the nose, across the cheek and down the jawline. Repeat on other side. Circle over the chin, including the mouth area.
 - c. Dip a fan masque brush into a jelly cup of water and apply to create a milky emulsion, continue cleansing routine with fingertip manipulations.
Option: after emulsification use an ultrasonic brush.
 - d. Remove with warm disposable wipes (**Tip:** have the customer look in the mirror to view how **PreCleanse Balm** looks before and after emulsion).

fresh glow skinsolver[®]

5. Based on Face Mapping results, dispense 1 pump of **prescribed Dermalogica cleanser** into a jelly cup. Add a small amount of water, mix and apply with a Fan Masque Brush. Cleanse skin with light upward fingertip circles. **Option:** use an ultrasonic brush to enhance the cleansing. Remove with warm disposable wipes. **(Tip:** Have the customer look in the mirror to see and feel their clean, hydrated skin).
6. In a jelly cup, mix ½ teaspoon of **Daily Microfoliant** with water and add ½ tube of **MultiVitamin Power Exfoliant**. Apply with a Fan Masque Brush and lightly manipulate with fingertip circles. **Option:** Use an ultrasonic blade on exfoliation mode to boost resurfacing and to assist with initial removal. Remove all traces of the exfoliant with disposable wipes.
7. Spritz with **Multi-Active Toner** and press a few drops of **Skin Hydrating Booster** onto the skin.
8. Apply **Skin Smoothing Cream** mixed with **Solar Defense Booster SPF50**. **Option:** Use **Skin Perfect Primer SPF30** or **HydraBlur Primer** as final step.
9. Complete **Skin Fitness Plan** with recommended products, treatment advice and book for their follow up **Dermalogica Skin Treatment**.



fresh glow skin bar[®] lesson

Your customers can enjoy this personalised skin lesson on achieving a truly deep clean through the **Dermalogica Double Cleanse**, while learning tips on how to properly cleanse the skin. Whether it's a one to one lesson or a group event, it's fun, fast and effective.

1. Greet and welcome your customers, invite them to take a seat at **Skin Bar[®]** to experience the **Fresh Glow Skin Bar[®] Lesson** to achieve truly clean skin. Begin the conversation by asking them: "What do you currently use to remove your makeup?" "Do you still find makeup on your towel after cleansing?" and "Does your skin feel tight and dehydrated after cleansing?" Next ask, "Have you ever tried double cleansing or used an oil-based cleanser before?".
2. Take a moment to explain the **Skin Bar[®]** set up which includes: **Skin Fitness Plan**, products, mirror, damp disposable wipes and highlight that **PreCleanse Balm** is the key product in the skin lesson.
3. Ask the client to look in the mirror and show you where they notice any skin concerns such as fine lines, dry patches, dehydration and/or congestion. Have them complete their personal information and mark their findings on the face diagram in their **Skin Fitness Plan**.
4. Have the customers put on a headband before beginning the **Skin Bar[®] Lesson** and have them protect their clothing with a dental bib and clip.
5. Before beginning the cleanse showcase the cleansing mitt and explain to your customers how to apply **PreCleanse Balm** to mitt and this is a great tool to use when they precleanse at home.
6. Have your customers complete the **Dermalogica Double Cleanse** on the left side of their face. Guide them through the **PreCleanse Balm How-To**. Begin by dispensing a small amount of **PreCleanse Balm** into their cupped hand and have them spread the product between both hands.
 - a. Apply: Swipe across the left side of the forehead, side of the nose, cheek, chin and jawline.
 - b. Work dry: Using circular motions, massage product into the skin.
 - c. Emulsify: Using a hook neck bottle, put water into one cupped hand and have them emulsify **PreCleanse Balm** on the left side of their face. Remove with damp disposable wipes. (**Tip:** Have customers look at wipe and recognise the dirt and debris).
7. Now using **Special Cleansing Gel**, or **prescribed Dermalogica cleanser**, guide customers through another cleanse this time on entire face. This will ensure that the customers experience a true double cleanse on the left side and a single cleanse on the right side.
8. Remove with damp disposable wipes, designate one disposable wipe for the left side of the face and one disposable wipe for the right side of the face.

9. After removing
 - a. Have the customers look at the difference in the wipes.
 - b. Have customers look in the mirror again to the difference between sides; the single cleansed side may still have remnants of makeup. Also, have the customers pay attention to how their skin feels, the double cleansed side will feel hydrated, smooth and clean.

Note: If the customers would like, have them complete the **Dermalogica Double Cleanse** on the right side of their face.

10. Have customers spritz their skin with **Multi-Active Toner**.
11. To finish skin lesson, have the customers apply **Skin Smoothing Cream** followed with **Solar Defense Booster SPF50** and/or **Skin Perfect Primer SPF30**.
12. Guide the customers to write down recommended products on their **Skin Fitness Plan** such as **PreCleanse Balm**. This is a great educational piece for them to take home and you can include further treatment advice such as a follow up **Fresh Glow SkinSolver** or in room **Dermalogica Skin Treatment**.

precleanse balm – retail theater

The oils in **PreCleanse Balm** are attracted to the oil in the skin and will liquefy surface debris and makeup (including stubborn eye and lip makeup) preparing the skin for a deeper second cleanse.

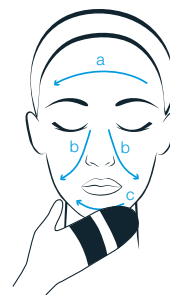
1. Apply long-wear lipstick to customer's forearm in two spots.
2. Apply a drop of **Special Cleansing Gel** on top of one lipstick spot. Add water and have customer cleanse over the makeup.
3. Gently wipe away. Bring attention to residual lipstick.
4. Dispense a small amount of **PreCleanse Balm** on the second lipstick spot.
5. Have customer manipulate and liquefy **PreCleanse Balm** over second lipstick spot, showing how quickly the product breaks down makeup and oil.
6. Emulsify by adding water and having customer continue to manipulate **PreCleanse Balm** over lipstick, showing the consistency change to a milky creamy texture.
7. Wipe away all the **PreCleanse Balm** and show customer how this area is completely clean.

precleanse balm how-to

Walk your clients through the following steps so they can experience PreCleanse Balm with its included cleansing mitt. This is a great way to showcase the Dermalogica Double Cleanse technique and illustrate how well PreCleanse Balm removes make-up and excess residue – plus it delivers the quick, visible benefit of cleaner, healthier-looking skin.

1

Apply

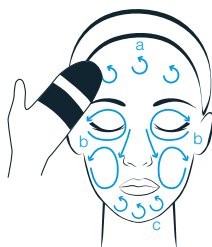


Dispense an almond-size amount of PreCleanse Balm onto the cleansing mitt. Swipe mitt from left to right.

- a. Across the forehead.
- b. Down the sides of the nose and the cheeks.
- c. Across the jawline and chin.

2

Work Dry

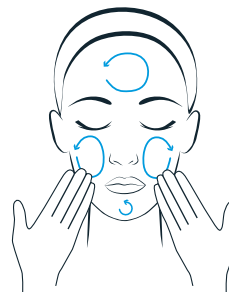


Using circular motions, massage product into skin with the mitt.

- a. Circle product across the forehead.
- b. Move to the side of the nose. Continue over the eye area, across the cheek and down to the jawline. Repeat on other side.
- c. Circle over the chin, including the mouth area, and the neck.

3

Emulsify



Wet hands. Massage skin to create a milky emulsion and further activate the product. Rinse thoroughly.

Follow with your client's prescribed Dermalogica Cleanser to complete the Dermalogica Double Cleanse!

frequently asked questions

What's the difference between PreCleanse and NEW PreCleanse Balm? There are a few different ingredients in PreCleanse Balm that make it ideal for normal to dry skin whereas PreCleanse is ideal for normal to oily skin. NEW PreCleanse Balm is also great for travel due to its solid form, and comes with a double-sided, soft touch, cleansing and exfoliating mitt for application.

When and how should my client use PreCleanse Balm? Your client should use this product once or twice daily as needed to remove buildup, then follow with their prescribed Dermalogica Cleanser. For specific application directions, refer to p. 8.

Does my client need to use PreCleanse Balm with the mitt? No, but the mitt is recommended for a more thorough and professional cleansing experience. It also helps smooth skin texture by providing mild exfoliation.

Can PreCleanse Balm be used on the eyes to remove stubborn eye make-up? Yes. Be sure to advise your client to keep eyes closed during use. For clients with lash extensions, we recommend oil-free Soothing Eye Make-Up Remover instead.

Can PreCleanse Balm be used alone or must it always be part of the Double Cleanse?

PreCleanse Balm may be used alone to remove buildup, provided it is thoroughly wiped or rinse away. However, we always recommend following with a prescribed Dermalogica Cleanser to help ensure that traces of PreCleanse and remaining debris have been removed.



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