

dermalogica®

service innovation workshop

student workbook



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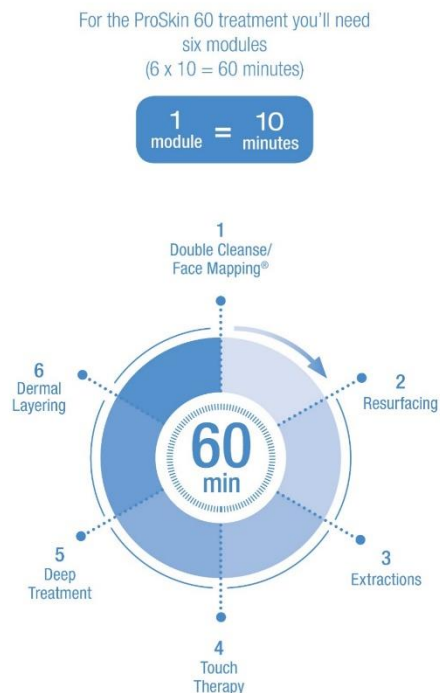
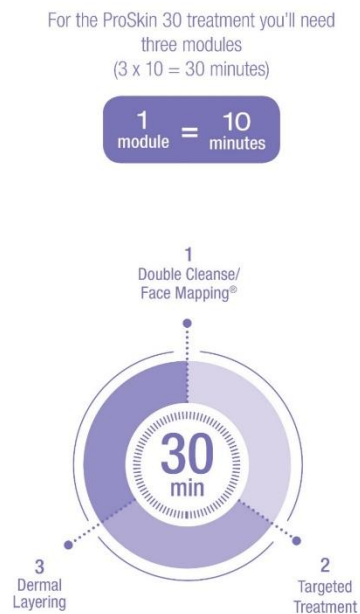
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ProSkin[®]

dermalogica[®]

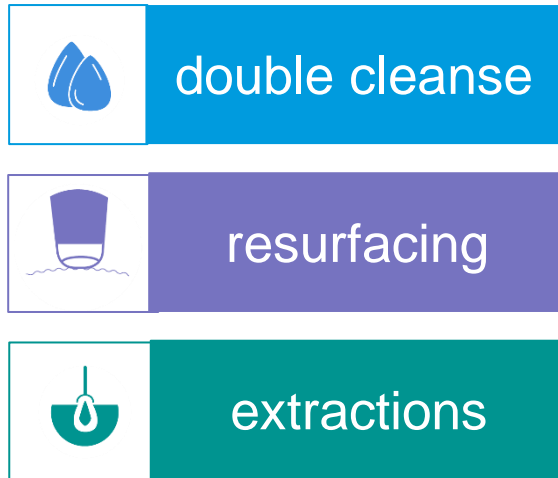
Available in 30-minute or 60-minute form, these time-tailored treatments are truly revolutionary because they are customized at every step by you, based on your client's **Face Mapping** results. Using a unique modular approach driven by your knowledge and expertise, **ProSkin 30** and **ProSkin 60** treatments place the power in your hands to change how clients value and care for their skin.

- Bespoke skin treatment
- Powered by Face Mapping[®]
- Time-tailored
- Unique modular approach



proskin modules

We have developed modules that serve as your “building blocks” for each treatment. The titles of each module indicate the action taken during this step of the protocol. Think of each module as a 10-minute phase (or step) of the treatment. You can mix and match modules according to your client’s needs, and further customize them with a variety of modalities, products and powered-up options.



proskin cards

The skin health experts at Dermalogica and The International Dermal Institute have put together a set of convenient, quick-reference cards to help guide you through each module. The cards are organized by module, and contain a general overview side and more detailed step-by-step instructions on the other side. You will notice that some cards utilize modalities, however there will be a card available without a modality and will follow a general application.

double cleanse
dermalogica
dermalogica.com/learnproskin

ultrasonic blade
benefit: therapeutic ultrasound provides deeper cleanse with added exfoliation

✓ **key steps**

1. First cleanse: PreCleanse
2. Perform Face Mapping*
3. Second cleanse: prescribed cleanser
4. Select exfoliation mode
5. Hold blade at 45 degree angle
6. Perform cleanse routine following diagram



⚡ **product boost!**
Mix one of these options to boost second cleanser:

- ½ tsp Daily Microfoliant®
- ½ tsp MultiVitamin Thermafoliant®
- 1 p

product recommendations

oily skin: Dermal Clay Cleanser
normal/combination skin: Special Cleansing Gel
dry skin: Essential Cleansing Solution
sensitive skin: UltraCalming™ Cleanser
acne/breakouts: Clearing Skin Wash
aging/pigmentation: Skin Resurfacing Cleanser

step-by-step instructions:

1. Cleanse the eyes and lips with PreCleanse on damp cotton.
2. Perform first cleanse with PreCleanse, then add water to emulsify and remove.
3. Perform Face Mapping*.
4. Perform second cleanse with prescribed cleanser according to the client’s skin type/condition.
5. Steam may be used at this time.
6. Select exfoliation mode. Use the blade at a 45 degree angle.
7. Hold skin taut. Begin on neck using light upward strokes. Cover all areas of the face and neck. Periodically wipe debris off blade with cotton pad.
8. Remove any remaining cleanser with sponges and warm water.

💡 **tips:**

- Ultrasonic blade may be used with PreCleanse, once emulsified.
- Choose a lower setting for sensitive skin or a higher setting for resistant skin.
- Skin should be damp and blade should glide easily. If more moisture is required, add water to face with wet hands.



ProSkin 60 is a bespoke, 60-minute Dermalogica treatment that takes your client on the ultimate journey to their healthiest-looking skin. This service is ideal for clients who are not in a rush and want a comprehensive, customized experience that addresses all their skin concerns. The ProSkin 60 also allows you to create a full sensorial experience for enhanced rest and relaxation.

How it works

Each treatment starts with the Dermalogica Double cleanse, including Face Mapping[®], followed by your choice of four key treatment steps and modalities according to your client's skin needs and goals. You'll finish by layering a series of products for a healthy-looking Dermalogica glow.

Key benefits

- Great for private treatment rooms
- Provides an intimate, high-end, spa-like experience
- Allows you enough time to treat more skin concerns

dermalogica consultation card

This revised version of our detailed questionnaire has been streamlined to uncover the most pertinent information, ensuring your client is eligible for a complete **ProSkin** treatment. It is also more gender neutral.



sensorial experience

Sight: As our most dominant sense, sight can really influence our perception of the service.



Sound: When people listen to music, multiple areas of the brain are activated including those associated with movement, attention and memory.



Touch: The focus of your **ProSkin 60** treatment and caters to one of our core values.



Smell: Favorable aromas can initiate happiness and link clients to pleasant memories so be aware of smells that the client indicates are unfavorable.



Taste: Studies show that 82 percent of people who are served a warm drink associate the gesture with warmth of character and competence.

proskin 60 step-by-step

1. Complete and review **Dermalogica Consultation Card** with client, look at their current regimen, concerns and lifestyle. Check for any contraindications especially to modalities and resurfacing.
2. Select most appropriate **ProSkin cards** from each module at this time.
3. Begin the **sensorial experience** by taking the client through a pleasurable journey using all 5 senses.
 - a. Taste: Offer client some water or tea.
 - b. Sight: Use subdued levels of warm light.
 - c. Sound: Adjust music to client's preference.
 - d. Smell: Use pleasant aromatic oils and customized steam towels.
 - e. Touch: Check the temperature of the room and ensure your linens are soft and comfortable.
4. Assist client onto treatment bed and mummy wrap client in sheet, leaving their arms unwrapped. Wrap clients head with bonnet and headband.
5. Cleanse the client's hands with a steam towel customized with **Calming Botanical Mixer**. Client can choose to tuck arms into mummy wrap or leave them unwrapped. You may provide a blanket if client would like to be warmer.
6. Apply 1 drop of **Soothing Additive** to your hands and place palms a few inches above central part of client's face, asking the client to breathe in through their nose and exhale through their mouth for 3 abdominal breaths. Press down on the client's shoulders for a gentle stretch and to further connect with the client.
5. With your selected **Double Cleanse ProSkin card**, perform the Dermalogica Double Cleanse.
 - a. Cleanse eyes and lips with **PreCleanse** on damp cotton. Rinse residue with sponges.
 - b. Begin first cleanse with **PreCleanse**. Apply, work dry, emulsify and remove with warm water and sponges.
 - c. Perform **Face Mapping**. If client has a sensitivity to light, be sure to cover eyes with dry gauze. Link your findings to what was reviewed on the consultation card then mark your findings on the **Skin Fitness Plan**. At this time, confirm your selected **ProSkin cards**.
 - d. Add a few drops of **Calming Botanical Mixer** to bowls of cleansing water.
 - e. From Double Cleanse module, choose appropriate modality and 2nd cleanser based on your **Face Mapping** findings. Steam may be used during this time. Remove with warm water and sponges.
6. From your selected **Resurfacing ProSkin card**, choose appropriate modality and products that will treat client's concerns then perform exfoliation and follow product guidelines. Steam may be used depending on exfoliant selected. Remove with warm steam towel and/or sponges and warm water.
7. From your selected **Extractions ProSkin card**, choose appropriate modality and prepare the skin with **Multi-Active Scaling Gel**. Complete the **Skin Fitness Plan** at this time while **Multi-Active Scaling Gel** is processing.

8. Steam may be used depending on modality selected. Next, perform the Dermalogica Extraction Technique and remove with warm water and sponges. Follow with **Post Extraction Solution**.
9. Perform massage routine based on your selected **Touch Therapy ProSkin card** and massage products that complement the client's concerns. Always check in with client to ensure your massage pressure is comfortable or if it needs to be adjusted.
10. From your selected **Deep Treatment ProSkin card**, choose appropriate modality and products to treat client's concerns. Remove with warm steam towel. At this time, please perform massage movements of your choice to stay in contact with your client and continue the sensorial experience.
11. From your **Dermal Layering ProSkin card**, select appropriate finishing products. If you chose a water based moisturizer, you may use an ultrasonic product penetration modality.
 - a. Apply these finishing products in this order of application: Toner, serum, eye product, moisturizer and SPF. You may use eye wands with **Stress Positive Eye Lift**.
 - b. Help client sit up on treatment bed and use a warm steam towel customized with **Calming Botanical Mixer** to press into client's upper back for warmth and removal of any residual product.
 - c. Flip dry towel on bed over, lay client back down and press the dry towel onto their shoulders. Press on top of client's shoulders then move fingers towards spine and glide up back of neck to the occipital ridge. Perform a few pressure points on occipital ridge. To complete the treatment, slide hands up the back of client's head while removing bonnet and headband.
 - d. Complete and review the **Skin Fitness Plan** and homecare prescription with client. Offer client water or tea and follow the steps of **HAPPY** retailing and rebooking your client. Complete these final retailing steps in your retail area or where you have designated space in your business.



ProSkin 30 is a bespoke, 30-minute service that addresses your client's top skin concern in a convenient amount of time. This service is a must for clients who want to give their skin special attention but don't have a lot of time to spare. **ProSkin 30** allows you to quickly craft an effective solution, and creates a model setting for you to prescribe a Dermalogica home care regimen that will maintain results.

How it works

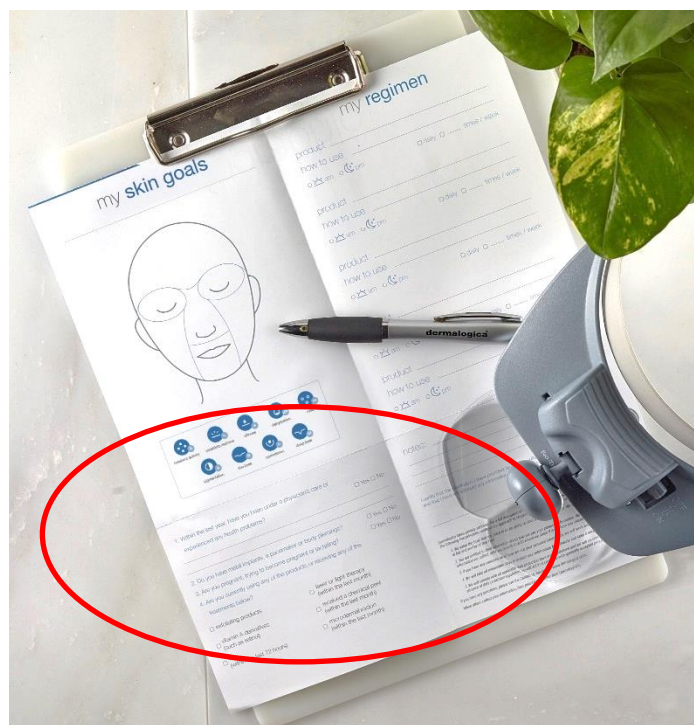
Each treatment starts with the Dermalogica Double cleanse, including Face Mapping[®], followed by your choice of one key treatment module and modalities for your client's top skin concern. You'll finish by layering a series of products for a healthy-looking glow on the go. To give the most powerful treatment possible in 30 minutes, this should ideally incorporate the **product boost option** and **modality option** for each module from beginning to end.

Key benefits

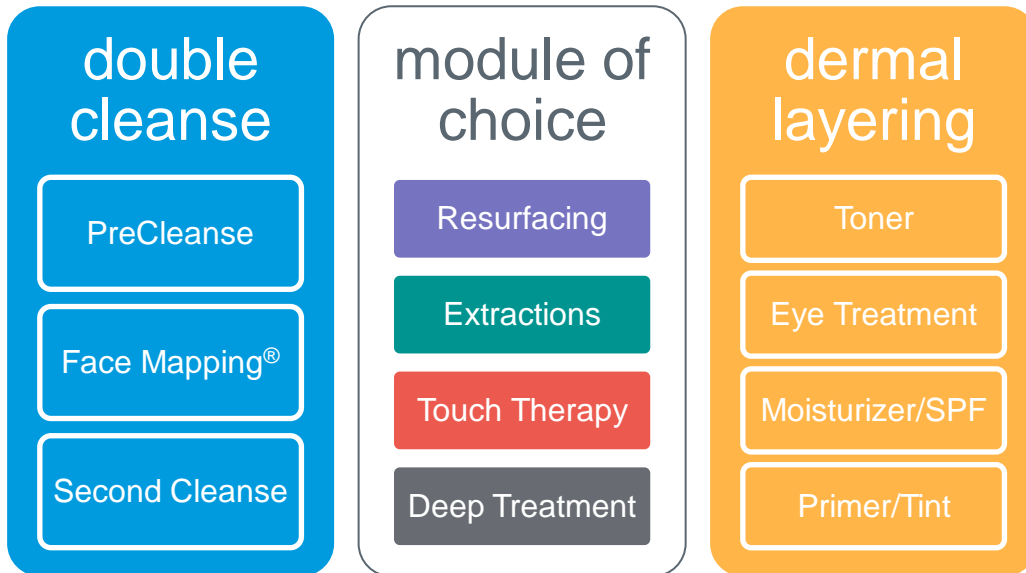
- Great for exposed, retail spaces on a reclining chair or bed
- Convenient and affordable for busy, shop-and-go (on-the-go) clients
- Ideal as a key problem-solving treatment between longer treatments

skin fitness plan

For **ProSkin 30** and throughout each of the retail services, it is imperative to provide **Face Mapping** and complete your customer's **Skin Fitness Plan**. You will also notice the perforated section on the bottom which contains an abbreviated Consultation Card designed for your retail services and customer information for your files.



proskin 30: consultation and designing a treatment



Client consultation notes:

Double Cleanse

- Modality
- PreCleanse
- Second cleanse + Product boost

Selected module:

- Modality
- Product + boost

Dermal Layering

- Modality
- Toner
- Eye Treatment
- Moisturizer/SPF
- Primer/Tint

your proskin 30 treatment

double cleanse

- Modality
- PreCleanse
- Second cleanse + Product boost

selected module:

- Modality
- Product + boost

dermal layering

- Modality
- Toner
- Eye Treatment
- Moisturizer/SPF
- Primer/Tint

retail services

skin bar[®] lesson

Why should you offer a Skin Bar Lesson?

- For the client to understand how to use prescribed products for their skin concerns and lifestyle.
- A new product launch or special event to provide retail theater around new promotions.

Who are Skin Bar Lessons for?

- Waiting and walk-in guests on a one-on-one basis.
- A small group event that new and existing customers can attend.



Where do Skin Bar Lessons take place?

- Skin Bar
- Group table in the retail area

What to do during a Skin Bar Lesson?

The objective is to teach attendees how to look after their skin and get the most out of their products, such as:

- How much product to use
- How to apply the product
- What area to apply the product
- When to use the product (am vs. pm)
- What order to apply the products in your regimen

facefit

Why should you offer a FaceFit?

- provides an opportunity to build their clientele
- ideal to help you launch the newest Dermalogica product innovation

Who is a FaceFit for?

- Retail-only customers new to Dermalogica products.
- Existing Dermalogica customers to introduce new product innovations and/or ProSkin treatments.

Where does FaceFit take place?

- Skin Bar
- Retail area with high top table and chair

What to do during a FaceFit?

- Follow protocols on FaceFit Cards



facefit cards

a set of convenient, quick-reference protocol cards you can use to remind yourself what to do during each **FaceFit** service. Think of these as cheat sheets or recipe cards. They contain both step-by-step instructions along with a suggested 1 + 2 product prescription.

10 minute dewy skin
Helps strengthen, hydrate and shield for healthy, luminous skin. The perfect skin fix for any occasion!

time:

- 1 MIN.
- 3 MIN.
- 4 MIN.
- 1 MIN.

directions:

- 1** Cleanse the skin by applying 2 pumps of **PreCleanse** to damp esthetic wipes.
- 2** Mix an almond-sized amount of **Essential Cleansing Solution** or **UltraCalming™ Cleanser** with water. Add a small amount of **Daily Microfoliant®**. Remove with damp esthetic wipes.
Modality Option: Use an ultrasonic brush or blade on exfoliation mode to accelerate skin resurfacing.
- 3** Spritz **Multi-Active Toner** and apply 4-6 drops of **Phyto Replenish Oil**. Perform the **Dewy Skin DIY**.
- 4** Apply **Intensive Moisture Balance** or **Super Rich Repair** mixed with **Solar Defense Booster SPF50**.
Product Option: Finish with **SkinPerfect Primer SPF30**.

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(continue on the back)

dewy skin (continued)

time: 5 MIN.

directions: Complete the **Skin Fitness Plan** with prescribed products and treatment advice.

Consumer Skin Tip:
To keep your dewy skin maintained, add a drop of **Phyto Replenish Oil** to your foundation or moisturizer.

1 + 2
prescription

1 - Priority Product	2 - Secondary Products
Phyto Replenish Oil Hydrating facial oil for all-day dewy skin.	Daily Microfoliant® Rice-based powder exfoliant to brighten and smooth. Multi-Active Toner Hydrating spray toner for all skin conditions.

treatment pricing considerations

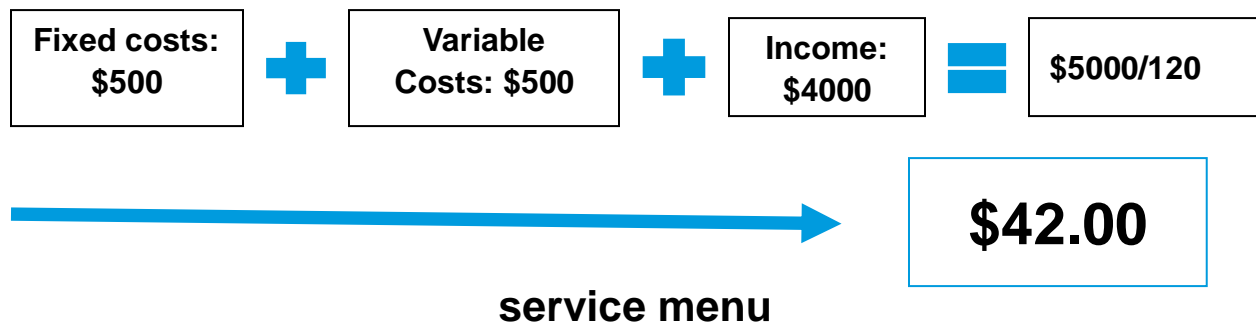
1. Demographic information

-
-
- 2. Fixed costs for your business
 -
 -
 -
- 3. Variable costs for your business
 -
 -
 -
- 4. Personal income needed
 -
 -
 -

how to calculate cost of treatment

Considerations:

- **ProSkin 60:** 5 day week x 6 treatments a day = 30 per week 30 per week x 4 = 120 treatments per month
- **Demographics:** Average income \$4,000 per month, average treatment price \$50



face mapping® skin analysis

complimentary

A professional, in-depth skin analysis based on your skin and lifestyle. Our skin experts will show you how to achieve your healthiest skin and address any concerns. You'll also receive a personalized Skin Fitness Plan with customized product recommendations and samples.

facefit

10 minutes

A quick and effective service featuring our innovative products for flawless skin in a hurry. Ideal for special events, seasonal skin maintenance or a quick pick-me-up.

proskin 30

30 minutes

ProSkin 30 is a personalized treatment, based on your complimentary Face Mapping® skin analysis. Let our Experts design this 30-minute treatment specifically for you and your skin concerns. It is our customized treatment, on your time.

proskin 60

60 minutes

The ultimate treatment, different every time. Customized, sensorial treatment featuring advanced products, techniques and technologies. This extensive treatment takes you on a relaxing journey to your healthiest-looking skin.

pro power peel 30

30 minutes

This express 30-minute treatment features our highly active Pro Power Peel, tailored to your skin's needs. This powerful peel smooths skin while targeting signs of acne, hyperpigmentation and premature aging for a completely customized experience.

pro power peel 60

60 minutes

Ultra-potent and completely customized: you've never had a peel like this before. This comprehensive 60-minute treatment pairs our most powerful peel yet with advanced techniques to thoroughly address your skin's ever-changing needs.

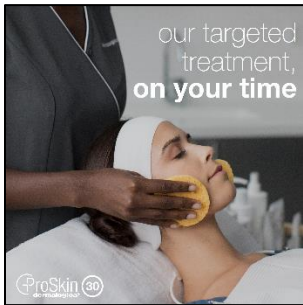
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our services

- face mapping® skin analysis**
A professional, in-depth skin analysis based on your skin and lifestyle. Our skin experts will show you how to achieve your healthiest skin and address any concerns. You'll also receive a personalized Skin Fitness Plan with customized product recommendations and samples. **complimentary**
- facefit**
A quick and effective service featuring our innovative products for flawless skin in a hurry. Ideal for special events, seasonal skin maintenance or a quick pick-me-up. **10 minutes**
- ProSkin 30**
The ProSkin 30 is a personalized treatment, based on your complimentary Face Mapping® skin analysis. Let our experts design this 30-minute treatment specifically for you and your skin concerns. It is our customized treatment, on your time. **30 minutes**
- ProSkin 60**
The ultimate treatment, different every time. Customized, sensorial treatment featuring advanced products, techniques and technologies. This extensive treatment takes you on a journey to your healthiest-looking skin. **60 minutes**
- pro power peel 30**
This express 30-minute treatment features our highly active Pro Power Peel, tailored to your skin's needs. This powerful peel smooths skin while targeting signs of acne, hyperpigmentation and premature aging for a completely customized experience. **30 minutes**
- pro power peel 60**
Ultra-potent and completely customized: you've never had a peel like this before. This comprehensive 60-minute treatment pairs our most powerful peel yet with advanced techniques to thoroughly address your skin's ever-changing needs. **60 minutes**

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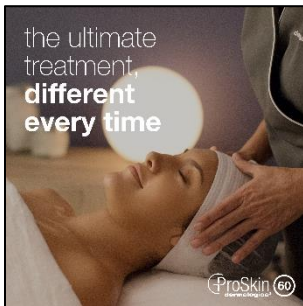
ProSkin 30 and ProSkin 60: Two brand-new treatments built around your lifestyle and skin concerns, using advanced technology and Dermalogica products.



If you have 30 minutes, we have your ideal skin treatment. Introducing ProSkin 30: Our targeted treatment, customized just for you.



Say goodbye to cookie-cutter skin care – and hello to hand-crafted treatments tailored to your skin’s unique needs. Find out which ProSkin treatment is right for you!



There’s no such thing as one-size-fits-all skin care. That’s why we created ProSkin 60: A customized, sensorial journey to your healthiest-looking skin.

we are dermalogica

For more than 30 years, we have redefined professional excellence in the skin care industry. Instead of teaching "beauty school" to "beauticians," we teach skin health to skin therapists, offering the most challenging and rewarding postgraduate skin therapy curriculum in the world.

We believe in skin health, not beauty.

Dermalogica launched in 1986, a time when neon reigned, hair was big and beauty was more important than skin health. While snazzy, frilly products acted more as trendy accessories than tools for skin health, Dermalogica delivered innovation through real research, real ingredients and real results.

Today, Dermalogica still turns heads for innovative products and treatments that work, and our customers turn heads for skin health that goes farther than skin deep.

We believe professional skin care is not a luxury.

To us, skin care is part of daily health — like brushing your teeth! That's why we believe so much in the power of professional skin therapists to change how people value and care for their skin.

Since Jane Wurwand — herself a professional skin therapist — founded Dermalogica, our mission has been to bring respect and success to professional skin therapists through excellent education, innovative products and outstanding customer service. Everything we do is done to help *you* be the best, most successful and most influential skin therapist you can be.

We believe in setting the standard.

Dermalogica is the #1 choice of skin care professionals worldwide. To date, we have won more than 300 awards for our revolutionary products and treatments, all researched and developed by The International Dermal Institute (IDI). As a student, you're not only working with these products and treatments, you're learning the best, from the best, with access to more than 40 IDI classes and industry-leading experts!

Along with IDI, Dermalogica is the driving force behind more than 90 training centers, including our unique Immersive Learning Centers at select locations.



connect with
the tribe.

