

# bright skin with dermalogica®

## Masterclass

### Event description

Is your skin looking as dull and drab as the winter weather? Want to learn some insider hacks on how to get your glow back? Then join our Professional Skin Therapists for an interactive and educational masterclass on how to achieve bright and healthy skin with Dermalogica! We'll share insights into how and why skin gets dull and lifeless and take you through simple steps to achieve an at-home glow. Plus, receive your own personalized Skin Fitness Plan, including Professional Skin Therapist tips to get the most out of your product regimen.

### Setting the scene

Create a bright and zesty environment that instantly grabs attention. Layer sensorial experiences by using citrus aromas and serving herbal teas and/or fruit infused water.

### Welcome attendees and overview the event

5 minutes

Optional; Run a social media competition encouraging posting of photos during the event tagging in your business and @dermalogicauk plus #brightskin. Draw entrants in a raffle at the end of the event.

### 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?

### Main education segment

15 minutes

- Discuss the popularity of clear, glowing and brighter skin. Link this trend to Dermalogica's ethos of helping you achieve healthy skin that glows naturally.
- Discuss factors that contribute to dull, dry, dehydrated and congested skin; i.e. age, winter climate, central heating, buildup of skin cells, inadequate at-home regimen etc.
- Engage attendees by having them look in a mirror at their own skin and share their challenges.
- Discuss the brightening skin care hero – Vitamin C. Whilst Vitamin C serums are popular and sought after, not all Vitamin C products are the same. Educate attendees on the different types of Vitamin C with a focus on stability and bioavailability for the best skin results.
- Run through key regimen steps to achieve an at-home glow. Utilize the Self-Care Sunday fact sheet for ideas. Include the importance of double cleansing, regular exfoliation and masques, brightening and hydrating serums and adequate hydration and skin defense for radiant skin.
- Engage attendees by passing around relevant products for them to try on their hands.

### Offer attendees brightening skin services

60 minutes

- Depending on staff to attendee ratio, offer attendees to experience the results of Dermalogica via a **Skin Bar Lesson** or a **SkinSolver®** or at the very least offer a **Skin Fitness Plan** for attendees to experience personalized education and professional recommendations.
- Talk up **Pro Power Peel** for advanced skin brightening and highlight the **Eye Brightener add-on** when booking a **ProSkin 30** or **ProSkin 60** during the promotional period. Either complimentary or suggested price £15.
- Attendees should leave feeling confident with what products and services will help target their skin goals and how best to achieve healthy, bright skin with Dermalogica.

### Get prepared!

Check out the Education Centre for more information on skin brightening to ensure your Masterclass provides the attendees with the latest information.