

## meet dermalogica masterclass

### Masterclass to introduce the brand

#### Event description

Dermalogica is the **professional's** skin care brand of choice worldwide. Used by qualified professional skin therapists to deliver you your healthiest skin ever. Join our Professional Skin Therapists for an interactive and educational masterclass to learn about this innovative brand and discover how best to treat your skin. We'll introduce you to Dermalogica's bestselling hero formulas and share pro tips to get maximum skin results at home. Plus, receive your own personalized Skin Fitness Plan and an insight into cutting edge pro services.

#### Setting the scene

Create a Dermalogica branded environment that instantly grabs attention. Layer sensorial experiences by using citrus aromas and serving herbal teas and/or fruit infused water. Use the Dermalogica hero merchandising pieces for inspiration.

#### 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 #dermalogica. 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

- Share Dermalogica's brand ethos including the pillars the brand was founded upon; Education, Personalization and Human Touch. Touch on sustainability standpoints such as cruelty free and vegan plus highlight our roots in professional skin therapy with pro services and Face Mapping.
- Engage attendees by having them look in a mirror at their own skin and share their challenges. Get a feel for their level of at-home skin care and where gaps may lie in their regimen.
- Go through the principles of the Dermalogica at-home regimen, highlighting key hero formulas and points of difference with **Dermalogica's approach** to achieving healthy skin.
- Discuss the importance of double cleansing, pH-balanced cleansers and showcase Pre Cleanse with the lipstick test. Discuss how exfoliation supports healthy skin function, the difference between chemical and physical exfoliants and showcase Daily Microfoliant and Rapid Reveal Peel. Discuss Targeted Treatment formulas, their higher concentration and how they target specific skin conditions and areas of the face including eyes. Highlight Biolumin-C Serum, Phyto Nature Firming Serum, Age Bright Spot Fader and Skin Hydrating Booster discussing their features and benefits. Discuss the principle of a hydrating toner and how essences differ. Highlight Multi Active Toner and Redness Relief Essence. Conclude with the importance of daily moisturizing for all skins and the use of SPF. Highlight Skin Smoothing Cream, Sound Sleep Cocoon and Prisma Protect SPF30.
- Engage attendees by passing around products for them to try on their hands.

#### Offer attendees skin health 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.
- Attendees should leave feeling confident with what products and services will help target their skin goals and how best to incorporate Dermalogica into their at-home regimen.

#### Get prepared!

Check out the Education Centre for more information on Dermalogica's ethos to ensure your Masterclass provides the attendees with the latest information.