

say goodnight to lip lines masterclass

Masterclass featuring Nightly Lip Treatment

Event description

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, to kiss the people we love as well as eat and drink. But we tend to neglect our lips when it comes to skin care, leaving ageing lines around the lip area. Join our Professional Skin Therapists for an interactive and educational masterclass to discover how best to look after our lips and the surrounding skin. We'll introduce you to Dermalogica's lip product Nightly Lip Treatment, plus, receive your own personalized Skin Fitness Plan, including Professional Skin Therapist tips to get the most out of your at-home product regimen.

Setting the scene

Create an AGE Smart® inspired environment with props that instantly grabs attention. Layer sensorial experiences by using citrus aromas and serving herbal teas and/or fruit infused water. Use the Nightly Lip Treatment 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 #nightlyliptreatment. 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 interesting facts about the lips and perioral area. The over worked muscles involved in talking, kissing and eating, the impact of smoking and diminishing collagen as we age, plus lack of natural Hyaluronic Acid and loss of fat cells resulting in nasolabial lines, marionette lines and feather lines.
- Engage attendees by having them look in a mirror for signs of deep laughter lines, feather lines (on the lip line), lack of volume, rough/dry texture.
- Discuss the skin facts such as how thin the tissue is **making them** more vulnerable. There are no oil or sweat glands, without natural oils on the lips, the skin can become drier much easier.
- Discuss the impact of lifestyle on lip health. From repetitive movement (smoking, using straws) Facial expressions (smiling, puckering, pouting) to drying environmental factors (harsh weather, sun exposure)
- Discuss product and ingredient solutions to take care of the lips. Include education on Nightly Lip Treatment. Highlight its suitability for all skin types, focusing on increased hydration, repairing protective barrier, soothing, and calming.
- Engage attendees by passing around relevant products suitable for lips for them to try on their hands and show them the Lip Smoothing DIY 'how to' video.

Offer attendees Lip Smoothing services

60 minutes

- Depending on staff to attendee ratio, offer attendees to experience the results of Nightly Lip Treatment 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 Nightly Lip Treatment or alternative lip products into their at-home regimen.

Get prepared!

Check out the Education Centre for more information on Nightly Lip Treatment to ensure your Masterclass provides the attendees with the latest information.