

sensitive skin rescue masterclass

Masterclass featuring the UltraCalming™ system

Event description

Over half of the global population describes their skin as sensitive! But sensitive skin looks and feels different for everyone. Some people experience mild, occasional flare-ups while others deal with constant redness and discomfort. This masterclass provides answers to common questions such as, “what causes skin sensitivity?” and, “how can we manage or treat inflamed skin?” Join our Professional Skin Therapists for an interactive and educational masterclass to discover how best to treat your sensitive skin. We'll introduce you to Dermalogica's **UltraCalming™** system, 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 a calming yet impactful environment that instantly grabs attention. Layer sensorial experiences by using floral or woody aromas and serving herbal teas and/or fruit infused water. Soothing Additive and/or Calming Botanical Mixer could be used for hand cleansing towels or deep breathing exercises. Use the **UltraCalming™** 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 #ultracalming. 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 what causes skin sensitivity and discuss possible triggers such as pollution, climate change, stress, product usage, and harsh ingredients.
- Discuss how peoples' skins are affected differently from occasional mild irritation to constant redness and discomfort. Explore sensitive vs sensitized skin.
- Have attendees review their skin in a mirror. What factors trigger their skin sensitivity? What symptoms do they experience? How many of them have tried to reduce their symptoms only to find their skin become more irritated?
- Share interesting stats on how common sensitive skin is. Globally 62% of people consider their skin to be sensitive.
- Discuss the less is more concept when treating sensitive skin; Less time, heat, friction and products.
- Share Dermalogica's active approach to treating sensitive skin and the UltraCalming™ formulas that treat the multiple triggers behind inflammation for lasting relief from sensitivity flare-ups.
- Engage attendees by passing around relevant products for them to try on their hands.

Offer attendees Sensitive Skin Rescue services

60 minutes

- Depending on staff to attendee ratio, offer attendees to experience the results of **UltraCalming™** products 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 **UltraCalming™** or other products into their at-home regimen.

Get prepared!

Check out the Education Centre for more information on **sensitive skin** and **UltraCalming™** to ensure your Masterclass provides the attendees with the latest information.