

bright eyes masterclass

Masterclass featuring the new BioLumin-C Eye Serum

Event description

Your eyes work tirelessly all day and are even moving when we sleep. This delicate area is under constant stress and strain, showing early signs of ageing and fatigue. Are your eyes showing the tell-tale signs of stress or lack of sleep? Want to learn some insider hacks on how to give them a boost? Then join our Professional Skin Therapists for an interactive and educational masterclass on how to achieve brighter eyes with Dermalogica! We'll share insights into how and why the eye area is prone to dullness and ageing and introduce you to Dermalogica's latest product **BioLumin-C Eye Serum**. 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 bright and zesty environment that instantly grabs attention. Layer sensorial experiences by using citrus aromas and serving herbal teas and/or fruit infused water. Use the **BioLumin-C Eye Serum** 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 #bioluminceyeserum. 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 our hard working eyes and the delicate nature of the skin in this area. i.e. Our eyes make 100,000 movements a day and the skin is 10 times thinner than the rest of our face. Link this to common eye concerns such as premature ageing and dullness.
- Engage attendees by having them look in a mirror at their own eyes and share their challenges.
- Discuss the genetic influence of early ageing around the eyes followed by the exposome factors including lifestyle, internal and external influences that contribute to tired, dull and aged eyes such as oxidative stress, lack of sleep, stress, screen fatigue and inadequate at-home regimen.
- Share skin hacks on how best to look after the eye area. Include tips on how to gently remove eye make-up and how using too much eye cream can cause sensitivity and puffiness.
- Discuss the new **BioLumin-C Eye Serum**, its features and key benefits. Highlight the BioLumin-C franchise and the clinical study results. Educate attendees on the different types of Vitamin C with a focus on stability and bioavailability for maximum skin impact. Emphasize how Dermalogica's Vitamin C formulas are supercharged with additional ingredients for greater skin results.
- Engage attendees by passing around relevant products for them to try on their hands.

Offer attendees a 'bright eyes' service

60 minutes

- Depending on staff to attendee ratio, offer attendees to experience the results of **BioLumin-C Eye Serum** via a **Bright Eyes 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 the promotional **Eye Brightener add-on** service when booking a **ProSkin 30** or **ProSkin 60** during the promotional period.
- Attendees should leave feeling confident with what products and services will help target their skin goals and how best to incorporate **BioLumin-C Eye Serum** into their at-home regimen.

Get prepared!

Check out the Education Centre for more information on **BioLumin-C Eye Serum** to ensure your Masterclass provides the attendees with the latest information.