

banish blackheads and breakouts

teen and parent masterclass featuring the NEW! clear start flashfoliant

event description – adjust wording to promote in-person or virtual experience

Do you have a pre-teen or teenager in your life whose skin is breaking out? Fancy a bit of bonding time with them, learning about why their skin is behaving this way and most importantly how to look after it? Join our Professional Skin Therapists for a fun, interactive and educational masterclass to discover why young skins become oily, congested and spotty and learn some simple skin care steps to keep skin healthy and clear. We'll introduce you both to Dermalogica's **Clear Start™** line, designed specifically for younger skin and the latest product to the lineup; **FlashFoliant**. Plus, your teen will receive their own personalized Skin Fitness Plan, including Professional Skin Therapist tips to get the most out of their **Clear Start** regimen.

setting the scene – in person event

Create a bright and energising environment that instantly grabs attention. Layer sensorial experiences by using citrus aromas and serving herbal teas and/or fruit infused water and fun but healthy snacks. Use the **FlashFoliant** merchandising pieces for inspiration.

setting the scene – virtual service

Create a small hotspot in camera shot using the **FlashFoliant** merchandising pieces for inspiration and have Clear Start products and consumables to hand.

welcome attendees and overview the class

5 minutes

Optional; Run a social media competition encouraging posting of photos during the event tagging in your business and @dermalogicauk @clearstart plus #flashfoliant #clearstart #dermalogica. Draw entrants in a raffle at the end of the event. Encourage the teen to follow clear.start on TikTok and create their own video!

Share a little about your business and Dermalogica's Clear Start approach to skin health. Engage attendees with questions about their experience with Dermalogica or skin care generally. i.e. What products have they tried? What's their favourite?

main education segment

15 minutes

- Engage attendees by having them **look in a mirror for signs of oiliness, blackheads and spots**. What are their main concerns and what products have they tried to help? How is their skin right now?
- Educate on **why skin changes at puberty**. Touch on the influence of puberty and growth hormones on oil and skin cell production that leads to excess oil and congestion.
- Expand on **the importance of a healthy microbiome for balanced skin**. Discouraging 'bad' spot causing bacteria and encouraging the 'good' for healthy skin function and defence. Share how harsh, drying formulas and not moisturising disrupts this healthy balance.
- Discuss **other factors that can negatively influence skin health and breakouts**; Stress, poor sleep, poor diet and water intake, lack of exercise and mental health. What do they feel would be beneficial for them to focus on right now?
- Share **what's important to look for in skin care to achieve healthy, clear skin**; Avoiding comedogenic ingredients (give examples), harsh drying soaps, washes and toners and the importance of hydration.
- **Introduce Clear Start**; Formulas combine potent, active ingredients with gentle skin-soothing botanicals to keep skin clear, balanced and hydrated. Tough on breakouts, yet gentle on skin. Free from artificial colours and fragrances, suitable for vegans, gluten and cruelty free etc.
- Go through **essential daily regimen steps**, highlighting formula features and benefits; Double cleansing, toning and moisturising/SPF. Share the importance of doing this AM and PM.
- Go through **extra help** to clear blackheads and breakouts, highlighting formula features and benefits and the **new FlashFoliant**; Why chemical exfoliation over scrubs, using a mask and spot treatment.
- Engage attendees by encouraging **product testing**. Getting to feel and smell products is an important part of the experience. For virtual masterclasses, send relevant samples to attendees prior to event. This can increase online purchases. For in person events use testers or create sample packs.

offer attendees clear start services

60 minutes

- **In person events** should offer a professional service that allows attendees to experience results of Dermalogica formulas. Depending on staff to attendee ratio, offer a **Clear Start 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.
- For **virtual Masterclasses**, provide a **Mirror Me** session that delivers a virtual Skin Bar experience.
- Attendees should leave feeling confident with what clear start products and professional services will help target their skin goals and how to incorporate **FlashFoliant** in their at-home regimen.

get prepared!

Check out the Education Centre for more information on **Clear Start and FlashFoliant** to ensure your Masterclass provides the attendees with the latest information.