



dermalogica  
clear start





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# why clear start?

Acne is a common skin issue for most of the population, particularly for people in their teens and early 20s. Right now, that population is Gen-Z – a generation known to live life in the fast lane. With such busy lifestyles, they don't have time to spare battling breakouts, overcoming oiliness, or luxuriating in lengthy routines to achieve these skincare goals. They need multitasking products that deliver on what they promise. And quick!

As a professional skin therapist, you are uniquely informed to help Gen-Z clients navigate the vast array of product choices available and find fast-acting solutions that fit their lifestyles. Clear Start gives you the versatility to help clients clear breakouts and achieve a healthy-looking glow in record time. Designed especially for younger, breakout-prone skin, Clear Start combines potent, breakout-fighting ingredients with gentle, soothing botanicals to leave skin clear and comfortable – not inflamed or irritated.





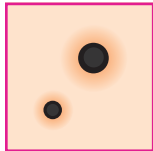
# what causes breakouts & blackheads?

In general, breakouts are caused by buildup of dead skin cells, excess sebum (oil), and bacteria. When excess oil and skin cells clump together, they can form an impaction, or plug, in a follicle. Propionibacterium acnes (P. acnes) bacteria live harmlessly on the skin but when trapped inside the follicle, they can multiply, causing breakouts. This then results in inflammation, causing the redness and pain that is typically associated with acne.

## The anatomy of a breakout

Our outermost layer of skin (the epidermis) coats our bodies — and our follicles — like a thin sheet of laminating paper. Many follicles are attached to sebaceous glands below the skin's surface. These glands secrete sebum, which is wicked out by tiny vellus hairs.

At the same time, an average person sheds approximately 35,000 skin cells per hour while a person with a genetic predisposition to acneic skin can shed up to four times that amount. If any of those dead skin cells collect and remain in a sebaceous follicle, there is a chance that they can mix with excess oil and clump together. This can form low-grade acne such as blackheads, whiteheads and milia, as well as set the stage for higher-grade acne such as papules, pustules, nodules and cysts.



**Blackheads** are open comedones that turn black not because of dirt but because the oil, dead skin cells and bacteria inside the follicle mix and oxidize, like an apple that has been sliced open. This means the follicle is open and still receives oxygen. Some blackheads resolve themselves, or are easily extracted. Others linger and can grow into more severe forms of acne if they become infected or inflamed.



**Whiteheads** are closed comedones that occur just like blackheads but don't oxidize. These usually go away on their own but can also grow into more severe forms of acne if they become infected or inflamed.



**Milia** happen when dead skin cells and/or sebum (or keratin) become trapped by skin that grows over them. You may recognize milia as tiny, hard white bumps that cannot be extracted. Milia are often mischaracterized as acne, when in fact they are benign cysts.

## blackheads can turn into breakouts

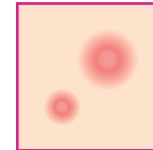
Untreated blackheads can become breakouts if infected by breakout-causing bacteria. That's why it's important to help your clients practice skin care habits that will keep their skin clear of excess oil and dead skin cells. **Blackhead Clearing Fizz Mask** helps decongest pores so breakouts won't have a chance to grow.



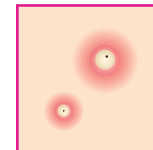




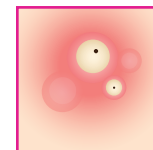
**Blackheads, whiteheads and milia are all non-inflammatory, meaning there is no redness or inflammation present. When redness or inflammation is present, the client potentially has a higher-grade form of acne.**



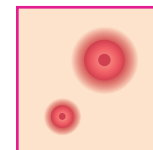
**Papules** are red, raised bumps that occur after a closed follicle is deprived of too much oxygen. This anaerobic environment causes the dormant P. acnes inside to become active and consume excess sebum and dead skin cells. The more P. acnes multiply and consume sebum, the bigger the follicle swells into a papule.



**Pustules** are pus-filled bumps that occur when an infection is present in the follicle. This happens when the follicle swells too much with excessive skin cells, sebum and bacteria, causing the follicle wall to rupture beneath the skin. This rupture lets P. acnes spill into the dermis. This infection triggers the immune system to send white blood cells to the rescue. A battle rages between white blood cells and P. acnes, causing collateral damage in the form of pus. Clients often mistake pustules for whiteheads because of their white or yellow-capped appearance, but pustules are red and inflamed whereas whiteheads are not.



**Nodules** develop when an infection spreads to neighboring follicles. Nodules look like multiple papules and pustules clustered together, or large bumpy areas.



**Cysts** form when the infection lingers long enough within the dermis for the body to quarantine it within a membrane. Because of this quarantine, nothing gets in or out of a cyst, including topical acne products.

## **everyone has p. acnes on their skin**

The skin's microbiome, or natural environment, hosts all kinds of bacteria. Some, like *S. epidermidis* (*Staphylococcus epidermidis*), are "good" and maintain healthy skin. Others, like P. acnes (*Propionibacterium acnes*), can lead to breakouts.

All of us have P. acnes, but they typically lie dormant in an aerobic environment – where pores are open and oxygen is readily available. When pores are clogged, the environment becomes anaerobic because it lacks oxygen. This prompts P. acnes to "wake up" and cause breakouts.

Anti-bacterial agents can be applied topically to help reduce P. acnes, but anti-bacterial agents can also target "good" bacteria. In addition, the skin has its own built-in anti-microbial system, which generates anti-microbial peptides and lipids to help ward off "bad" bacteria. **Breakout Clearing Booster** helps boost the skin's own natural defenses to keep breakouts away.



# Other factors that contribute to breakouts

Everyone breaks out for different reasons because everyone's skin is different. However, there are four main areas you can focus on to help further isolate the cause(s) of your client's breakouts.



### Age

The younger your client is, the more likely they are to have oilier skin and rampant breakouts. Younger skin also tends to be more resilient, which means it can withstand recurring breakouts and heal more rapidly. As clients age, their skin tends to produce less oil and have more isolated breakouts, however, slowing cell turnover makes their skin more susceptible to post-inflammatory hyperpigmentation (PIH).



### Lifestyle

Ineffective cleansing and exfoliation to rid the skin of dead skin cells and excess sebum can be one of the main lifestyle-related contributors to breakouts. Other factors include comedogenic make-up and hair products, and clothing that traps sweat and dead skin cells.



**Stress** is also a common contributor because it can stimulate more oil production and further slow the skin's recovery. Keep in mind, stress takes many forms and doesn't have to be psychological. For example, your client could have physical stress from dehydration or dietary issues.



### Genetics

Many people have a genetic predisposition to acne, which means their skin produces four to five times more dead skin cells and has larger, more active sebaceous glands than people with non-acneic skin. They can also have thicker sebum and fewer tiny (vellus) hairs that wick away oil from the follicles. These conditions can make impacted follicles more common.

While some clients are more knowledgeable about their skin than others, most clients do not know whether their skin is truly acneic, what kind of breakouts they have, how their breakouts are forming, or how to treat them. All they know is that they want clear skin – and they want it now. In the next section, we'll talk about how you can leverage your knowledge and expertise to find the right breakout treatments for your clients.





# how do I treat breakouts?

Now that you know about the general causes of breakouts, it's important for you to gain insight on what's causing your client's breakouts. This is important because clients don't just want products that work – they want products that work for them. For example, one client may favor Benzoyl Peroxide while another is more sensitive to it.

By choosing products and solutions your client will actually use, you will build more trust with them and help them take charge of their skin's future.

Start by opening up a dialogue. You'll want to get a good understanding of their age, lifestyle, skin care habits and genetic predisposition to acne. As you observe your client's skin, be sure to ask them open-ended questions that can lead to even more insight.

- How are you currently treating your breakouts?
- What kind of products are you currently using? How often?
- What do you like or dislike most about your skin care routine?
- Who else in your family has acne?



During your client's Face Mapping skin analysis, ask if you can touch their skin. Does it seem dry, inflamed or irritated? Is it especially oily or sensitive? Focus your attention on what type(s) of breakouts your client has. Remember that acne takes on multiple forms that range in severity. Some breakouts are easily extractable in your treatment room; others may require a prolonged treatment plan or medical attention.

## what kind of breakout is it?

	Type	Appearance	Redness?	Painful?	Can you extract?	Comes out like...
low-grade	<b>Blackhead</b> Follicle is open but impacted. No inflammation.	• Dark • Small • Common in T-zone	NO	NO	YES	A plug
	<b>Whitehead</b> Follicle is closed and impacted. No inflammation.	• White/yellow • Small	NO	NO	YES	Toothpaste
	<b>Milia</b> Follicle is closed, hard and capped. No inflammation.	• White • Small • Hard bump	NO	NO	NO (needs lancing)	A sesame seed
	<b>Papules</b> Follicle is closed. Infection/inflammation present.	• Pink/red • Can look flat • No pus • No visible opening • "Not ready yet."	YES	YES	NO	N/A
high-grade	<b>Pustules</b> Follicle is closed. Infection/inflammation has grown. Break in follicle wall.	• Pink/red • Swollen/raised • Has pus • May have white/yellow top • Often mistaken by clients for a whitehead.	YES	YES	NO (needs medical attention)	N/A
	<b>Nodules</b> Infection/inflammation has spread to multiple follicles.	• Bumpy, swollen red • Clustered papules or pustules	YES	YES	NO (needs medical attention)	N/A
	<b>Cysts</b> Deep break in follicle wall. Infection/inflammation has spread into dermis.	• Large, widespread bump or area • Often singular (not clustered) • No visible pus	YES	YES	NO (needs medical attention)	N/A

If your client has a low-grade form of acne, it is usually caused by clogged follicles. This is treatable through their topical skin care routine. If your client has a high-grade form of acne, topical skin care may need to be supplemented by medical advice from a doctor. In both cases, recommending adjustments to your client's skin care routine can also help prevent future breakouts.





# the importance of chemical exfoliation

Adding an exfoliant to your client's routine helps clear away excess skin cells and sebum that can clog their follicles – and helps new cells surface for a radiant glow. It also clears away debris that can obstruct moisturizing and breakout-clearing ingredients, allowing your client's whole routine to be more effective

There are two main types of exfoliants, chemical and physical. Each type works in its own unique way and provides excellent skin benefits. Chemical exfoliants are generally preferred for active breakouts, though; this is because some physical exfoliants can irritate breakout-prone skin, potentially exacerbating breakouts.

## chemical exfoliants

These types of exfoliants are usually found in leave-on products, as well as cleansers. They work by breaking apart the snap-like bonds (corneodesmosomes) that hold dead skin cells (corneocytes) together, allowing the skin cells to shed more easily and therefore improving the skin's texture and overall appearance. Chemical exfoliants generally fall into two main categories: enzymes and acids (AHAs and BHAs).

### Enzymes

Skin and hair follicles naturally contain enzymes that help accelerate desquamation, the body's natural process for shedding skin cells, but you can also use products that contain enzymes to help break the bonds of desmosomes and free cells to slough off. Enzymes are generally mild exfoliants, and are typically found in ingredients like Rice Bran Extract, Papain (a papaya-derived enzyme which digests keratin protein) and Bromelain (a Pineapple-derived enzyme).

### Alpha Hydroxy Acids (AHAs)

AHAs are the most versatile group of resurfacing agents, as they are widely varied, can be used at different concentrations for different effects on the skin, and are water-soluble. When used at low concentrations on a daily basis, AHAs can slowly resurface skin over time, while temporarily plumping up cells to reduce existing and future

breakouts. AHAs like Citric Acid, Malic Acid and Lactic Acid are used to effectively resurface the topmost layers of the epidermis.

### Beta Hydroxy Acids (BHAs)

BHAs, like Salicylic Acid, are oil-soluble, making them an excellent treatment choice for oily and breakout-prone skin. BHAs can actually penetrate the skin through the follicles and sebaceous glands while helping to dissolve follicular impactions.

## exfoliants unclog pores for clear skin

Leave-on, chemical exfoliants are the perfect solution for busy Gen-Z clients because they are easy and quick to apply – no rinse required!

FlashFoliant is a clearing brightening chemical exfoliant that contains AHAs and BHAs, which work together to gently slough away pore-clogging dead skin cells for a healthy-looking glow.



## physical exfoliants

A physical exfoliant uses physical substances or tools (think scrubs, pads, brushes, blades, microdermabrasion, etc.) to remove dead skin cells. Most retail physical exfoliants tend to be mild, inexpensive, and reliant upon small particles or textured surfaces that physically lift dead skin cells from the skin's surface. Although physical exfoliants are easily accessible and easy to use for most clients, there are some products and ingredients that should be avoided – especially on breakout-prone skin. These include highly-abrasive objects such as coarse nuts and seeds, as they can create micro-tears that irritate the skin.

## signs of over-exfoliation

Whether your client is using chemical or physical exfoliants – or both – it can be common for them to over-exfoliate. This can compromise their skin's lipid barrier and cause dehydration, which can lead to overproduction of sebum, which can lead to more blackheads and breakouts. A compromised lipid barrier also makes skin more prone to sensitization, irritation, and UV damage – all of which worsen the appearance of breakouts.

### Telltale signs of over-exfoliation include:

- noticeable dehydration
- patchy areas of dryness
- skin tautness
- redness and itchiness
- increased sensitivity
- inflamed breakouts and irritation

If your client shows signs of over-exfoliation, explain to them what you're seeing and let them know how important their lipid barrier is for clear skin. Advise them to exfoliate less regularly and switch to something less abrasive or harsh, like FlashFoliant.

Let them know that they can replenish their barrier by using a moisturizer daily. If they are concerned about moisturizers causing oily shine, reassure them that regular moisturization is essential to help prevent oily shine – and recommend a product designed to do just that.





# clear start products at a glance





## micro-pore mist

### Pore-minimizing toner

#### key benefits

- Reduces the appearance of pores after one use.
- Brightens skin and the appearance of post-breakout marks.
- Helps reduce excess oil.

#### application

Spritz on after cleansing morning and night or throughout the day as needed.

## breakout clearing booster

### Kills breakout-causing bacteria in only 15 minutes

#### key benefits

- Helps boost the skin's natural defenses against breakout-causing bacteria.
- Soothes breakout-irritated skin.
- Unclogs pores.

#### application

Morning and/or night, apply a small amount directly to blemish or breakout area, or apply a thin layer all over the face after toner and under moisturizer for breakout prevention.

## blackhead clearing fizz mask

### Helps target blackheads before they turn into breakouts

#### key benefits

- Unique fizzing formula helps to clear pores and decongest skin.
- Facilitates blackhead clearing.
- Hydrates skin and helps control excess oil.

#### application

Apply a thin layer to cleansed skin on areas of congestion, and allow 3-5 minutes to fully activate. Rinse thoroughly with tepid water, and follow with your recommended Clear Start products. Use 2-3 times per week or as needed.





# breakout clearing foaming wash

Deep cleans and purifies skin

## key benefits

- Washes away dead skin cells, dirt and excess oils for fewer breakouts.
- Clears and soothes skin with botanicals.
- Can be used all over face and body to treat and help prevent future breakouts.

## application

Morning and night, lather a small amount in damp hands, then massage over the face, neck and chest to wipe out dirt and breakouts. Avoid the eye area. Rinse thoroughly with warm water.



# flashfoliant

No-rinse, flash-foam exfoliant

## key benefits

- Helps wipe out existing and future breakouts.
- Provides a seemingly instant glow.
- Brightens skin and helps even skin tone.

## application

Invert bottle and squeeze to dispense foam. Apply once daily to cleansed face and neck. Allow to absorb. Follow with a sunscreen or SPF moisturizer in the daytime. (This product can make skin more sensitive to sun.)



# clearing defense spf 30

Mattifying moisturizer

## key benefits

- Helps protect breakout-prone skin from environmental stress.
- Provides a long-lasting matte finish without clogging pores.
- Works with the skin's natural microbiome and helps reduce shine.

## application

Apply a generous amount to cleansed face and neck, preferably 30 minutes prior to sun exposure.



# skin soothing hydrating lotion

Soothing, hydrating relief

## key benefits

- Helps relieve dry, dehydrated skin often associated with some prescription acne treatments.
- Formulated with gentle botanicals to soothe and protect skin.
- Non-medicated, SPF-free formula is great for nighttime use.

## application

After cleansing and toning apply liberally over entire face and neck, day and night.










# client service and retail activation

The following service is designed to help you educate your clients about breakouts and move them toward retail purchases and/or other service bookings. Use this time to build stronger relationships and share valuable advice they can use at home.

## flash glow facefit treatment | time: 10 minutes

Let your clients experience the power of Clear Start with this 10-minute professional treatment that deep cleans to help clear congestion and prevent breakouts. FaceFit Treatments can be done on your retail floor so they are an ultra-convenient way to showcase skin treatments.

 1 MIN.	Cleanse the skin by applying 2 pumps of <b>PreCleanse</b> to damp esthetic wipes.
 2 MIN.	Dispense <b>Breakout Clearing Foaming Wash</b> into a cup, mix with water and apply with a fan masque brush. Lightly manipulate then remove with damp esthetic wipes. <b>Modality Option:</b> Use an ultrasonic brush or blade on exfoliation mode for a deep cleanse.
 2 MIN.	Dispense <b>FlashFoliant</b> by inverting bottle and squeezing, then apply a thin layer of foam. Allow to absorb. Educate your client on the key ingredients and how this leave-on exfoliant will benefit their skin. <b>ProTip:</b> Invite client to dispense into their own hands to experience the foaming action.
 2 MIN.	Spritz the skin with <b>Micro-Pore Mist</b> . <b>Product Option:</b> If needed apply <b>Breakout Clearing Booster</b> directly on breakouts.
 3 MIN.	Moisturize and protect with <b>Clearing Defense SPF 30</b> and finish filling out the <b>Skin Fitness Plan</b> with a 1+2 prescription featuring <b>FlashFoliant</b> .

**Suggested priority product:** FlashFoliant  
**Secondary products:** Breakout Clearing Foaming Wash, Clearing Defense SPF 30

For more information about this service, contact your **Dermalogica Education Training Center**.





# frequently asked questions

## What is the appropriate age range for Clear Start?

Clear Start is ideal for clients in their teens and early 20s.

## What is the difference between Clear Start and Active Clearing?

Clear Start is formulated for younger skin, which is more likely to experience rampant breakouts due to excess oil. Active Clearing is formulated for more mature skin, which is likely to experience recurring hormonal breakouts, slower cell turnover, and post-inflammatory hyperpigmentation.

## What types of breakouts will Clear Start treat?

Clear Start can treat all types of breakouts, but topical treatment for higher-grade forms of acne may need to be supplemented by medical advice.

### Can my client use Clear Start every day? Will it dry or irritate the skin?

Clear Start products may be used daily or weekly (according to your client's Face Mapping skin analysis). They should not dry or irritate your client's skin because they are designed to do just the opposite with skin-soothing botanicals. As with any product, there is always a rare possibility that a client could have an adverse reaction if he or she is using multiple products that contain active ingredients at the same time.

## Can my client use Clear Start with acne medication?

Please consult the warnings on the product packaging to determine which products are suitable for clients who are taking acne medication.

## How soon will my client see results?

Every client is different. Advise your client to be patient and dedicated to their regimen, and to check back in with you if they are not noticing results.

## Is Clear Start vegan?

Yes, all Clear Start products are vegan, gluten-free and cruelty-free. They are also formulated without artificial fragrances and colors.

## Is Clear Start packaging sustainable?

In 2020, we began incorporating recycled plastic into our packaging materials. We started with Micro-Pore Mist, which is encased in 50% Post Consumer Resin (PCR) — a recycled plastic.

## What does Clear Start sustainable packaging look like?

The Clear Start products with sustainable packaging are made from 50% recycled plastic. Each bottle is one-of-a-kind because it comes from a different source of, recycled plastic. Due to the recycled plastic's unique material, clients may notice different colored pieces of plastic throughout their products.

## What are the Clear Start cartons made of?

Clear Start products that do come in a carton use FSC (Forest Stewardship Council) Certified paper.

## notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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