

feel the spheres

new! hydro masque exfoliant



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introduction

Most people turn to a hydrating masque when skin feels dry, or an exfoliating scrub when it looks dull. In truth, dehydrated skin often needs more than just hydration to feel better; it also needs exfoliation.

Why? Part of what makes dehydrated skin feel tight and uncomfortable is a natural buildup of dead cells on the skin's surface. The benefit of gently exfoliating to remove these cells is twofold: it serves to stimulate cell turnover and reveal healthy-looking skin, while also helping hydrating ingredients penetrate the skin for maximum benefit.

Enter Hydro Masque Exfoliant: a five-minute masque that works synergistically to exfoliate and hydrate in a single step. Bamboo primes skin for optimal hydration, and Snow Mushroom holds 450x its weight in water to deliver an instant hydration boost – working more efficiently than a two-step exfoliation and hydration regimen. For luminous, healthy-looking skin, **feel the spheres.**



exfoliation + hydration for healthy-looking skin

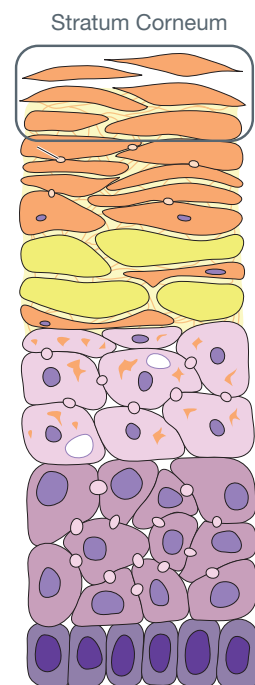
Most clients know that exfoliation and hydration are important to their overall skin health. However, many don't understand how these processes work – or that, for best results, exfoliation and hydration need to work together in synergy. Let's take a closer look at exfoliation and hydration individually to understand how they complement one another for luminous, healthy-looking skin.

Principles of exfoliation

When we are young, our cells typically take 28 days to complete the cell turnover cycle. This begins in the lowest layer of the epidermis, the stratum germinativum, where the stem cells are housed. From here the skin cells migrate through each layer of the epidermis until they reach the outermost layer – the stratum corneum. This process takes about 14 days, after which the cells stay in the stratum corneum for approximately another 14 days for a 28-day total cycle. At this point skin begins to slough off these dead skin cells, which will be replaced by new ones. This process is known as desquamation. As we age, the desquamation cycle naturally slows down and leaves us with a buildup of dull, dry, dehydrated cells.

Exfoliation helps speed up desquamation, making it an essential part of every client's skin care regimen. Chemical and physical exfoliants both remove the dulling, dead skin cells that accumulate on skin's surface – revealing brighter, fresher-looking skin. Regular exfoliation can also help stimulate skin cell renewal, encouraging the cells to come to skin's surface more quickly.

Additionally, removing dead cells serves to increase the penetration of hydrating ingredients and other targeted treatments. While this is common knowledge among skin therapists, **clients are often unaware of this benefit**. For example, if you've ever heard a client say that their skin care products "aren't working anymore", it's likely that a buildup of dead skin cells is preventing active ingredients from being absorbed and acting effectively on the skin. The solution: regular exfoliation.

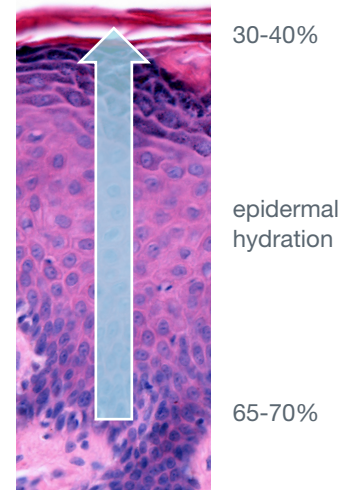


Principles of hydration

Proper hydration, too, is central to skin health. Two factors contribute to proper hydration in the stratum corneum. The first is the skin's own NMF (Natural Moisturizing Factor), a group of molecules such as amino acids, Urea and Lactate that helps retain moisture in the skin. The second factor in maintaining proper hydration is the ratio of lipids, which helps reduce TEWL (Trans-Epidermal Water Loss). Together these two factors create a healthy barrier function, wherein skin cells are filled with NMF and surrounded by the lipids. One way to think of this is as bricks and mortar. Skin cells are the bricks, and lipids are the mortar – both of which support skin's water-holding properties. Hydration can also come from topically applied skin care products, the water you drink throughout the day, and your diet.

However, skin's NMF declines with age – and is further reduced with UV exposure & bathing. Likewise, lifestyle can have a big impact on skin's hydration levels; environmental factors, stress, and even the weather can significantly deplete skin's hydration reserves.

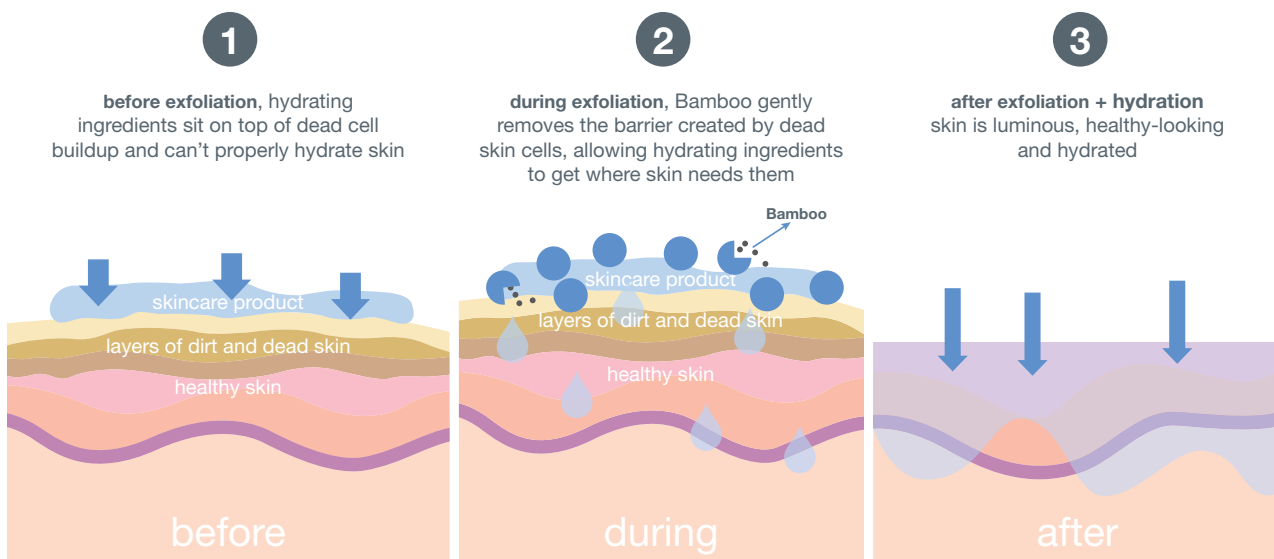
The result of this depletion is dehydrated skin. We often associate dehydration with dry or sensitive skin, but it can affect anyone – including people with oily or acneic skin. As cells gradually migrate to skin's surface, their water content gradually drops from 65-70% to 30-40%; anything below that is considered dehydration. Dehydration can be exacerbated by insufficient exfoliation: if dead cells aren't regularly removed from skin's surface, moisturizers and targeted treatments are unable to penetrate the skin. Removing these cells through exfoliation increases our skin's ability to absorb hydration and active ingredients.



Exfoliation + hydration for luminous, healthy-looking skin

Exfoliation and hydration truly work in synergy. In order to function properly, the skin enzymes that are responsible for desquamation require a balance of water and oil. This balance helps the enzymes effectively break down desmosomes – the bonds that adhere dead, dulling skin cells together – allowing them to be shed from skin's surface. If skin becomes dehydrated the enzymes aren't able to work properly, and desquamation slows down. This leads to a buildup of dead skin cells and can exacerbate skin dehydration – leading to tightness, itching and flaking.

Hydro Masque Exfoliant is the solution. This dual-action formula exfoliates and hydrates simultaneously, in one step – delivering a gentle, effective exfoliation along with an immediate hydration boost. The result: smooth, luminous, healthy-looking skin.





smoother-feeling,
more hydrated skin
after just one use*

new! hydro masque exfoliant

hydro masque exfoliant at a glance

what it is

A hydrating and exfoliating five-minute masque that smoothes and renews for luminous, healthy-looking skin.

why your clients need it

Hydro Masque Exfoliant hydrates and exfoliates in a single step – working more efficiently than a two-step exfoliation and hydration regimen. This synergy allows active ingredients to fully absorb and perform to their utmost potential.

skin condition

All skin conditions.

benefits

- **Exfoliates** with Bamboo to prime skin for optimal hydration
- **Hydrates** with Snow Mushroom and Amino Acids from Sugar Beets
- Delivers **luminous, healthy-looking skin**

key ingredients

- **Bamboo**, rich in minerals, is released upon activation to deliver a targeted yet gentle exfoliation.
- **Snow Mushroom** holds 450x its weight in water – infusing skin with hydration, antioxidants and Vitamin D.
- **Phytolipids** from Jojoba Seed, Sunflower and Safflower help fortify skin's natural moisture barrier.
- **Sugar Beets** deliver Amino Acids that help hydrate and strengthen skin's moisture barrier.
- **Cucumber Extract** provides a soothing, refreshing finish.

application

Apply generously to cleansed face and neck, avoiding the eye area. Massage in circular motions until spheres disappear. Let masque activate for 3-5 minutes, then rinse thoroughly and follow with your moisturizer. Use once or twice per week, or as recommended.

*Clinical test, instrumental evaluation and expert assessment after 1 application, 31 subjects.

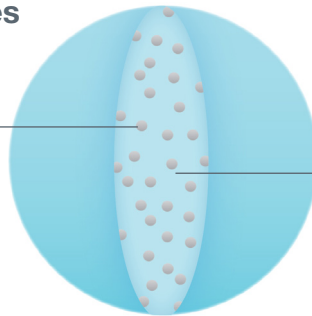
key ingredients

This skin-nourishing formula is best thought of in two parts. **Touch-activated Bamboo spheres** gently exfoliate to slough away dead skin cells, preparing the skin for optimal hydration. While this happens, the **hydro cream base** delivers a hydration boost.

Touch-activated Bamboo spheres

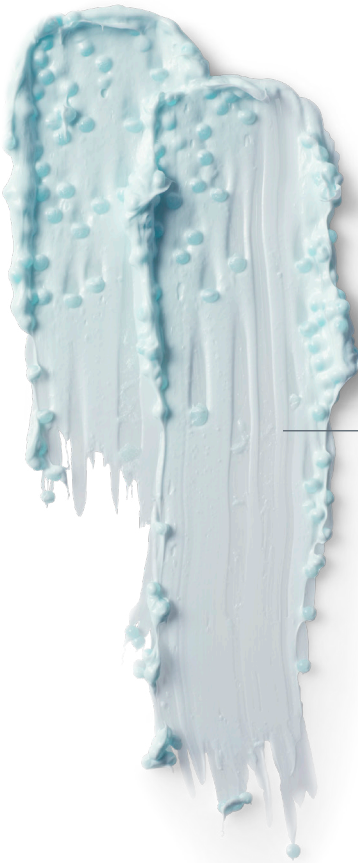
Particles

Ultra-fine Bamboo particles, rich in Silica, are released upon activation to gently exfoliate skin.



Hydrating fluid blend

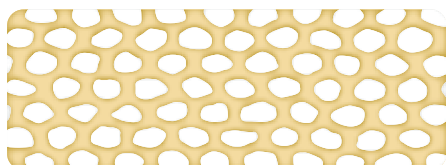
- **Glycerin**, a humectant, helps the skin retain hydration.
- **Hydrating polysaccharide**, obtained via bio-fermentation, helps to protect the skin's moisture barrier



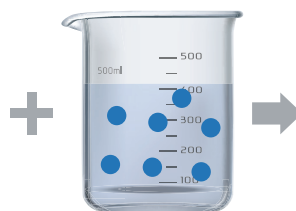
Hydro-cream base

- **Snow Mushroom** holds 450x its weight in water – infusing skin with hydration, antioxidants and Vitamin D. Rich in polysaccharides and phospholipids, it has extraordinary moisture-retaining properties, hydrating skin and helping it to retain that hydration over time.
- **Jojoba Ester**, derived from Jojoba Seed, is film-forming and has remarkable skin substantivity (the ability to stay on skin even after rinsing with water). When combined with Glycerin, it traps the humectant in its geometric structure – increasing glycerin's bioavailability and helping to strengthen the skin's moisture barrier.
- **Amino Acids** from **Sugar Beets** are highly water-soluble and have excellent water-binding capabilities, helping to support prolonged water retention on the skin and a reduction in TEWL (trans-epidermal water loss).
- **Cucumber Extract** soothes skin.
- **Sodium Hyaluronate** hydrates the skin.
- **Bacillus Ferment** helps skin hold onto hydration and increases radiance.
- **Safflower Oil** delivers long-lasting moisturization.
- **Sunflower Phytosterol Esters** support moisture retention and the skin's lipid structure.
- **Sorbitol and Glycerin** are well-known humectants that help hydrate the skin.

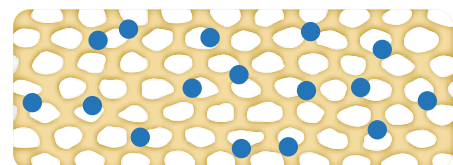
Jojoba Ester forms a film that stays on skin after rinsing. This botanical ester traps the Glycerin in the film increasing the humectant availability in the skin to strengthen the moisture barrier.



Jojoba Ester forms
a film that stays on skin



Glycerin



Jojoba Ester + Glycerin=
hydrating film



client service and retail activation tools

We created the following techniques to help you educate clients on hydration and exfoliation, as well as the benefits of Hydro Masque Exfoliant. Use them to create an educational path toward retail purchases and/or service bookings, and share advice clients can use at home.

NEW! feelthespheres.com

Feel the Spheres uses Face Mapping technology to detect dehydrated zones on your face. It then uses this information to create a custom masque experience that combines the power of accurate exfoliation and deep hydration to leave your skin feeling smooth and luminous. feelthespheres.com

NEW! dual-action skinsolver®: exfoliate + hydrate

Time: 10 minutes

Personalized exfoliation and boosted hydration: this service smoothes and renews to give clients luminous, healthy-looking skin in just 10 minutes. Mineral-rich Bamboo gently exfoliates, and Snow Mushroom infuses skin with hydration and antioxidants.

NEW! virtual services

Human touch must be delivered in person – but fortunately, our skin expertise is well-suited to digital platforms. This provides us with a critical bridge to client education in the era of COVID-19, allowing us to share our knowledge and help clients achieve their skin goals.

To this end, we're now offering virtual services: a Mirror Me Virtual Private Session, and a Mirror Me Group Session. Contact your business consultant to learn more.



skinsolver® step-by-step:

1. Begin the Dermalogica Double Cleanse by applying 2 pumps of **PreCleanse** to damp esthetic wipes. Swipe over skin to remove oil-based debris and make-up.
2. Dispense a small amount of **Special Cleansing Gel** into a jelly cup and add water. Mix to a foamy consistency with a Fan Masque Brush and apply to the skin. Lightly manipulate with damp fingertips, then remove with damp esthetic wipes.
ProTip: You may select an alternative skin-specific Daily Skin Health cleanser.
Modality Option: Use an ultrasonic brush or blade for a deeper cleanse.
3. Invite your customer to experience the **Feel the Spheres** widget on their mobile device. Direct them to www.feelthespheres.com for a customized masque application. Let them know they can continue to use the widget each time they apply **Hydro Masque Exfoliant** at home.
4. Dispense a generous amount of **Hydro Masque Exfoliant** into your fingertips and gently apply to the skin. Customize their experience by moving the bamboo spheres to areas of rough, dehydrated skin detected by the widget. Then lightly manipulate the touch activated spheres until they disappear and let set on the skin for 3 minutes. Remove with damp gauze.
ProTip: while the product is setting on the skin, discuss the benefits with your customer.
5. Spritz the skin with **Multi-Active Toner** and apply **Skin Smoothing Cream**.
ProTip: You may select an alternative skin-specific Daily Skin Health moisturizer.
6. Finishing by applying **Invisible Physical Defense SPF 30**. Complete their 1+2 product prescription featuring **Hydro Masque Exfoliant**.



NEW! dual-action retail touchpoint: exfoliate and hydrate

1. Offer hand sanitizer to your customer and be sure to visibly sanitize your hands.
2. Show the customer how to use **Hydro Masque Exfoliant** by dispensing a small amount to the back of their hand.
3. Invite the client to experience this dual-action product by massaging the touch-activated spheres on their own hand until they disappear. Explain the unique benefits of this product (see Benefits to Discuss). Then remove with damp gauze.

ProTip: Have customer compare the backs of their hands to see the difference.

4. To finish, complete their 1+2 prescription featuring **Hydro Masque Exfoliant** and book them for a Dual-Action SkinSolver®: Exfoliate and Hydrate.

FAQs

What skin conditions can benefit from Hydro Masque Exfoliant?

Hydro Masque Exfoliant can be used by all skin conditions, and is ideal for clients who want an added hydration boost while they exfoliate.

How does Hydro Masque Exfoliant fit into my client's existing skin care regimen?

Clients should apply Hydro Masque Exfoliant after double cleansing and before applying their targeted treatments or moisturizer.

What is inside the spheres?

The spheres include Bambo, a hydrating Polysaccharide, and Glycerin to exfoliate and hydrate. They are touch-activated, allowing clients to “break” the spheres in targeted areas for a customized experience.

Why is Hydro Masque Exfoliant blue?

Hydro Masque Exfoliant gets its color from a blend of botanical extracts.

What professional skin treatment can I recommend to a client who purchases Hydro Masque Exfoliant?

Hydro Masque Exfoliant users may benefit from a Pro Power Peel 30 treatment featuring UltraBright Peel; it contains Lactic Acid which, much like Hydro Masque Exfoliant, hydrates as it exfoliates.

Does this take the place of my regular exfoliant?

Hydro Masque Exfoliant takes the place of your weekly exfoliant. You can continue to use a daily exfoliant – but avoid using multiple exfoliants in a single day.

Can I apply Overnight Retinol Repair after use?

Yes, you still can apply your usual targeted treatments.