

**delivers nourishment**  
beyond the skin's surface

intensive  
moisture  
**cleanser**



intensive  
moisture  
**balance**

**dermalogica**<sup>®</sup>

powered by  
BioReplenish Complex™



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# introduction

Have a client with dry skin? Chances are they want products and treatments that promote hydration for relief. But, if they have truly dry skin (as opposed to dehydrated skin), they need more than relief. They need proactive nourishment and protection from **NEW Intensive Moisture Balance and Cleanser**.

Unlike dehydrated skin, which needs water, **dry skin needs lipids**. The skin's lipid barrier is critical for keeping dryness out and locking moisture in. When the lipid barrier is compromised, the skin becomes more vulnerable to moisture loss and extrinsic factors such as weather changes or environmental stress. This leads to signs of dryness such as flaking, dullness, roughness, tightness, itching, irritation and cracking.

Skin lipids can be depleted by intrinsic factors such as ageing and genetics as well as extrinsic factors such as the environment. But product choices also play a role. Water-based cleansers with harsh surfactants may be popular for that squeaky clean feeling, but they remove skin lipids and damage proteins that are critical for preserving moisture.

To restore and prevent dry skin from becoming worse, lipids need to be replenished, nourished and protected. With this in mind, we have enhanced the performance of **Intensive Moisture Balance** – our go-to moisturiser for dry skin – while retaining ingredients clients love from the original formula. This ultra-nourishing formula now features a NEW, state-of-the-art **BioReplenish Complex™** which delivers a proven combination of key barrier lipids to help enhance the skin's natural resilience and support barrier recovery.

We have also created **NEW Intensive Moisture Cleanser**, which features a lipid-enriched surfactant system that makes it twice as effective at removing long-wear make-up\* while actually nourishing the skin. Together, these innovations can help make a life-changing difference for clients with dry skin, as they help break the endless cycle of lipid depletion and dehydration by proactively maintaining a healthy skin lipid barrier.

\*as compared to Essential Cleansing Solution

# what causes dry skin?

The latest scientific insights reveal that healthy skin starts with the right balance of a strong lipid barrier, hydration, and an optimal microbiome (aka microbial environment). If any of these factors are imbalanced, the skin will look and feel compromised.

## Lipid Barrier

Lipids are essential for maintaining the integrity of all living matter. Found in the outermost layer of the epidermis, the stratum corneum, lipids are the “mortar” between the “bricks,” or corneocytes. The stratum corneum is our first line of defence against internal and external factors that can affect skin dryness. It helps prevent excessive water loss and keep out external forms of assault such as UV radiation, heat and cold shock, bacteria, fungi, viruses, irritants and allergens.

**Individuals with dry (alipoid) skin naturally lack a strong lipid barrier.** They do not have enough lipids to maintain optimal skin health.

When the skin’s lipid barrier is compromised, water loss increases. As a result, the skin’s Natural Moisturising Factor (NMF) is unbalanced, causing dehydration and inadequate desquamation, which leads to flakiness, dryness, dullness and fine dehydration lines. When skin is both dry and dehydrated, it is more sensitive and susceptible to environmental assaults and signs of premature ageing.



## Hydration

Proper hydration is central to skin health. The skin’s own NMF – a group of molecules such as amino acids, Urea and Lactate – helps retain moisture in the skin. Hydration can also come from topically applied skin care products, the water you drink throughout the day, and your diet. 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.

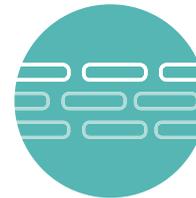
The result of this depletion is dehydrated skin. It can affect anyone, and can appear as fine lines, dryness, tightness and sensitivity.

## Microbiome

The skin hosts a wide array of organisms that comprise its microbiome. Traditionally we tend to think of most bacteria as “bad,” but the skin microbiome plays an important role in some of the skin’s key processes. In terms of cell turnover, the microbiome helps regulate skin’s pH – which is vital for the function of crucial enzymes. It’s also a key part of the immune system, and physically blocks “bad” bacteria from the skin.

Research is ongoing, but we’re now starting to understand the positive impact that certain bacteria within the skin’s microbiome – such as *S. epidermidis* – can have on skin health. We also know that the skin can produce its own antimicrobial peptides (AMPs) and antimicrobial lipids (AMLs), which further help ward off “bad” bacteria. AMPs and AMLs can be affected by cleansers and other products that are applied to the skin.

**For healthy skin, we need to ensure that we’ve optimised all three factors:**



lipid barrier



hydration



microbiome

## other factors that compromise the skin's lipid barrier

**Ageing** has a noticeable effect on stratum corneum lipids over time. With age, lipid depletion occurs naturally as lipid production slows.<sup>1</sup> The skin is a remarkable organ that has the ability to restore its own barrier lipids after they are compromised. However, the time required for barrier lipid recovery varies according to age. In younger individuals, 50–60% of barrier lipids are restored within 12 hours, with full recovery taking about three days. In older adults, complete recovery can take about one week. Depending on the condition of the skin, this can lead to dehydration and additional sensitivity.<sup>2,3</sup>

**Seasonal changes** such as low temperatures and low humidity have also been shown to impact the barrier, leading to a general decrease in stratum corneum lipids and barrier function as well as increased sensitivity.

**Cleansing, over-exfoliating** and certain **skin care ingredients** can also impact the barrier lipids and cause depletion. Alcohol, acetone, harsh surfactants, AHAs, BHAs and retinoids can strip lipids, giving skin a taut feeling. Harsh surfactants can damage the skin barrier, making skin prone to other irritants, and impairing natural bio-processes. Soap from a shower or bath, for example, can swell skin cells with hydration and harsh surfactants, but upon stepping out of the shower, rapid de-swelling causes detachments from the lipid matrix, resulting in a higher rate of evaporation perceived as after-wash tightness. This can also lead to long-term dryness.

**Diet** can affect the skin from within. When individuals reduce fat consumption, for example, to control weight loss, their skin can show signs of lipid deficiency such as dehydration, flakiness and itchiness. This may also be because we need fats to help with the absorption of fat-soluble vitamins A, D, E and K.

**Stress, UV exposure** and **some diseases** can be additional sources of lipid depletion over time. Stress elevates glucocorticoid levels, which can delay barrier recovery. Exposure to UV radiation can lead to the formation of free radicals that cause extensive lipid peroxidation, which damages the integrity of the skin. Several pathological skin conditions have been identified where the barrier lipid layer has been impaired; these include ichthyosis, psoriasis and even atopic dermatitis.<sup>4</sup>



## the cleansing paradigm

Many clients believe that for a cleanser to “work,” it must foam and yield squeaky clean skin. But when it comes to skin health, these characteristics usually signify harsh surfactants which don’t just remove dirt, sebum and environmental debris but also damage proteins and remove skin lipids.

Intensive Moisture Cleanser changes the cleansing paradigm by using a special **Directly Esterified Fatty Isethionate (DEFI) surfactant system** complexed with fatty acids for ultra-mild – yet thorough – cleansing.

- The surfactant is pre-saturated with fatty acids to prevent lipid extraction and skin barrier damage.
- It is also gentle enough to minimise damage to skin proteins while thoroughly cleansing the skin.

As a result, Intensive Moisture Cleanser is twice as effective at removing long-wear make-up while nourishing the skin when compared to Essential Cleansing Solution, its precursor as the preferred Dermalogica cleanser for dry skin.



# how to treat dry skin

Everyone's skin is different, but individuals with dry skin should focus their skin care regimen on their lipid barrier. Usually, a combination of factors such as genetics, daily cleansing habits, diet, UV, and local weather is what ultimately disrupts their lipid barrier, which is why it is imperative to talk to your client about their family skin history, lifestyle and environment, in addition to their skin care routine, during their Face Mapping® skin analysis. The more information you can discover, the better equipped you will be to find a solution.

If your client is currently using a cleanser that contains harsh surfactants, convert them to a nourishing, lipid-enriched formula like **Intensive Moisture Cleanser** that removes impurities while minimising damage of critical barrier lipids. This can help them preserve moisture and solve their dry skin concerns.

In addition to minimising lipid damage from harsh cleansing, it is important to moisturise and ensure a healthy stratum corneum. Occlusive ingredients like mineral oil may provide immediate relief, but they sit on top of the skin and do little to restore the lipid barrier. **Intensive Moisture Balance** contains nourishing lipids, as well as ingredients like Hyaluronic Acid, to help support barrier recovery and restore hydration. Applying a hydrating toner after cleansing and before moisturising can also help enhance results.

Depending on your client's lifestyle, you may also want to advise them to avoid cleansing with hot water, which can further damage their lipid barrier and dry out their skin. Instead they should use lukewarm water, and cover skin when applicable (for example, while hand washing dishes). Wearing sunscreen to limit UV damage can also help protect their barrier.





## does my client have dry or dehydrated skin?

It can be tough to tell the difference! Dry skin is typically genetic and feels dry all over, including the hands and scalp. This skin concern is more susceptible to sensitivity and signs of premature ageing, and constantly needs a moisturiser. Dry skin responds well to oil or phytoactive-rich products such as **Intensive Moisture Balance**, **Intensive Moisture Cleanser** or **Phyto Replenish Oil**.

Dehydrated skin can be experienced by anyone, and tends to come and go depending on your client's diet, environment, product use and other factors. Dehydrated skin may feel dry and tight, but it can also feel oily in certain areas, making it more of a combination skin. Acneic breakouts may be common. This skin condition responds well to water-rich products such as **Multi-Active Toner**, **Skin Smoothing Cream** or **Skin Hydrating Booster**.

# intensive moisture cleanser at a glance

twice as effective at removing long-wear make-up\* while nourishing the skin

## what it is

A light, creamy cleanser that removes impurities while actively nourishing dry, depleted skin.

## why your clients need it

Cleansers can damage the skin's lipid barrier, which leaves skin feeling dry and tight. This cleanser helps preserve lipids so skin doesn't feel dry afterward.

## key benefits

- Defends against dryness
- Delivers a smoother feel after cleansing
- Rinses away easily and leaves skin cleaner, softer and more luminous

## key ingredients

- Lipid-enriched **Directly Esterified Fatty Isethionate (DEFI) surfactant system** cleanses skin while helping to minimise damage of vital proteins and lipids that defend against dryness.
- **BioReplenish Complex™**, combined with phytoactives from **Coconut (Sodium Cocoyl Isethionate, Hydrogenated Coconut Acid)** and **Murumuru Seed Butter (Sodium Astrocaryum Murumuruatate)** help protect barrier lipids and preserve the skin's natural resilience.
- Invigorating extracts of **Citrus, Palmarosa** and **Jasmine** refresh tired skin.

## application

Massage onto dampened face and neck. Rinse with warm water. Use twice daily, morning and night.

\*as compared to Essential Cleansing Solution





# intensive moisture balance at a glance

restores lipid balance to dry, depleted skin

## what it is

An ultra-nourishing moisturiser that restores lipid balance to dry, depleted skin for optimal barrier performance.

## why your clients need it

Dry skin has a compromised lipid barrier, which needs to be restored in order to defend against dryness and preserve moisture.

## key benefits

- Strengthens the skin's lipid barrier
- Helps rebalance the skin's microbiome
- Intensely moisturises dry, depleted skin

## key ingredients

- **BioReplenish Complex™** delivers a proven combination of key barrier lipids to help enhance the skin's natural resilience and support barrier recovery.
- **Prebiotic Chlorella Algae complex** featuring **Chlorella Vulgaris Extract** helps rebalance the skin's natural microbiome by fostering "good" bacteria like *S. epidermidis* and diminishing *S. aureus* bacteria, which exacerbates dryness.
- **Hyaluronic Acid**, combined with **Echinacea Purpurea**, **Centella Asiatica** and **Aloe Barbadensis**, locks in hydration to help enhance the skin's moisture content and reduce the appearance of fine lines.

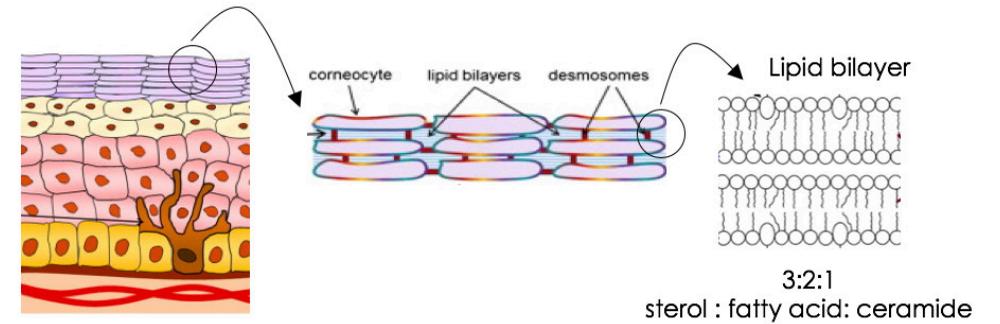
## how to use

After cleansing and toning, apply over face and neck with light, upward strokes. Use twice daily, morning and night.

# behind the bioreplenish complex™

If you picture the stratum corneum as a wall of bricks, each brick is a corneocyte, or stratum corneum cell, joined by a “mortar” of lipid bilayers and desmosomes (proteins). The lipid bilayers comprise three key lipid classes:

- **Sterols** (including natural cholesterol esters), which help accelerate barrier recovery and improve the appearance of radiance.
- **Free fatty acids**, which help maintain lipid structure and optimize the skin’s overall lipid balance.
- **Ceramides**, which help increase hydration and optimise skin barrier function. Ceramides are key as they lay the foundation of the bilayer structure. Without them, skin is usually more sensitive.



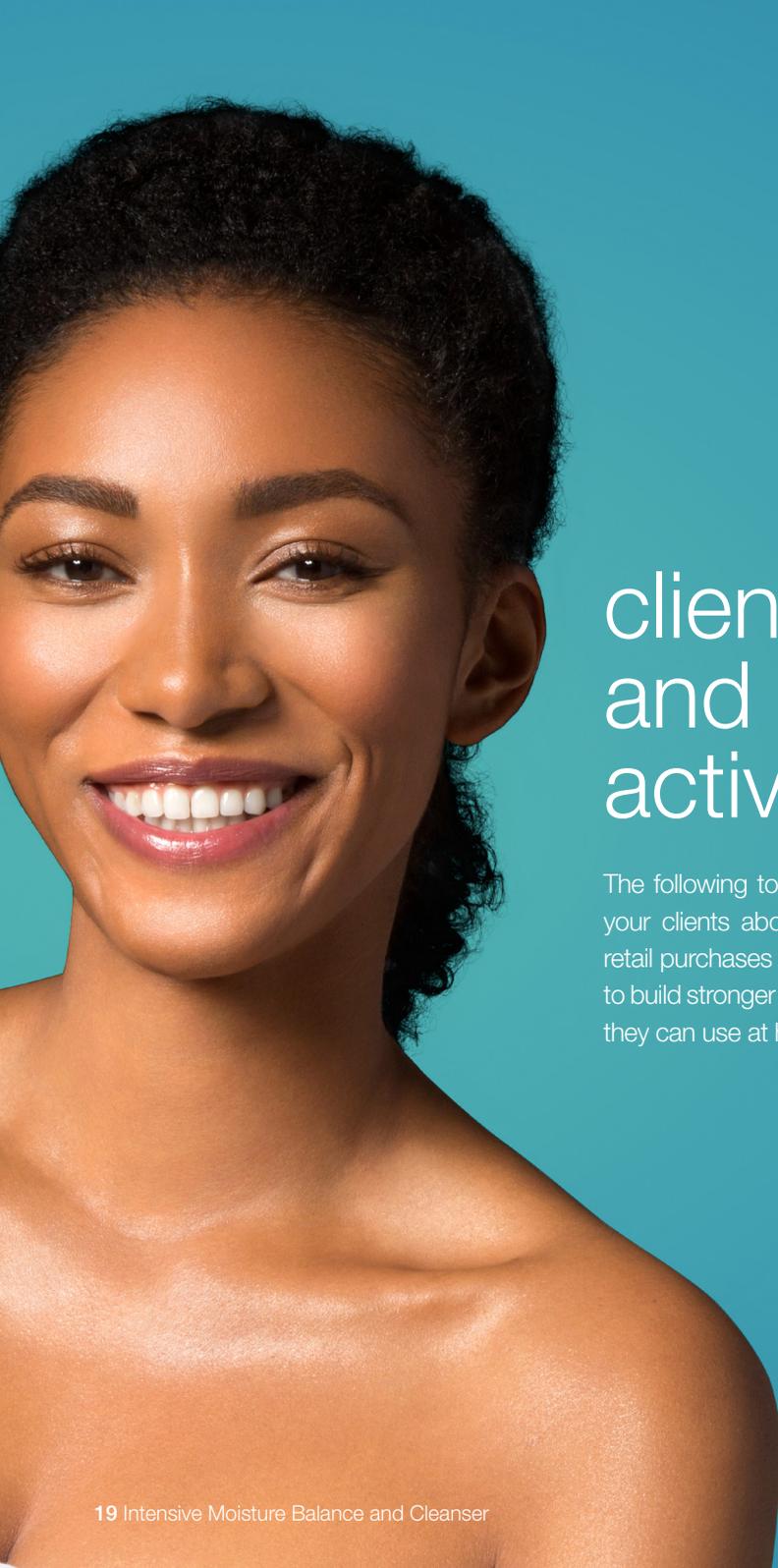
When the skin has a healthy, strong lipid barrier, these key lipids are present in a natural 3:2:1 ratio. When the lipid barrier is compromised, this lipid ratio is imbalanced.

## A Proven Combination of Key Barrier Lipids

Intensive Moisture Balance and Cleanser are both powered by a unique NEW BioReplenish Complex™ which works on a molecular level to deliver a proven combination of key barrier lipids for optimal barrier recovery. BioReplenish Complex is made up of:

- **Phytosterol** – This naturally-occurring cholesterol-like molecule is derived from plants, in this case Pine, and helps enhance skin barrier resilience.
- **Fatty Acids** – A combination of essential and non-essential fatty acids helps reinforce the skin barrier.
- **Ceramide** – Helps optimise barrier function for greater moisture retention.

Together, this proven combination of key barrier lipids helps balance and restore the skin’s lipid barrier so it may better trap in moisture; keep out irritants; and maintain an optimal environment for processes such as desquamation.



# client service and retail activation tools

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

## deeply nourishing retail touch point

A Retail Touch Point is a quick interaction designed to hook a customer and bring interest to product(s). Touch is still very involved in this quick, complimentary lesson as you will apply the products onto the hand, and let the customer experience it for themselves. Use this Retail Touch Point to help you initiate a conversation and engage with customers using new Intensive Moisture Balance and Intensive Moisture Cleanser!

## deeply nourishing skin bar® lesson

Skin Bar Lesson is a sit-down experience where customers are guided through a suggested home care regimen. This gives them an opportunity to fully experience the newest product innovation and other Dermalogica products that are suitable for their skin concerns. This fun and informative lesson provides retail theatre around new product launches and promotions. It can be offered as a scheduled event or to walk-in customers.

## benefits to discuss

**Intensive Moisture Cleanser** is a light, creamy cleanser that removes impurities while actively nourishing dry, depleted skin.

- Defends against dryness
- Delivers a smoother feel after cleansing
- Rinses away easily and leaves skin cleaner, softer and more luminous

**Intensive Moisture Balance** is an ultra-nourishing moisturiser that restores lipid balance to dry, depleted skin for optimal barrier performance.

- Strengthens the skin's lipid barrier
- Helps rebalance the skin's microbiome
- Intensely moisturises dry, depleted skin

When used together, **Intensive Moisture Balance** and **Intensive Moisture Cleanser** work synergistically to nourish and restore the skin's lipid barrier for a healthier looking and more luminous skin.

### Follow up treatment suggestions:

**Deeply Nourishing SkinSolver® treatment**

For more information about these services, visit the Education Centre.



# NEW! deeply nourishing skinsolver® treatment

**time:** 10 minutes

Let your clients experience the results of these two new products with this 10 minute professional treatment that restores and rehydrates dry skin. SkinSolver® treatments can be done on your retail floor so they are an ultra-convenient way to showcase skin treatments.

For more information about this service, visit the **Education Training Centre.**

## skinsolver® protocol

### step 1 (2 minutes)

Cleanse the skin by applying an almond-sized amount of **PreCleanse Balm**. Manipulate, then emulsify with water and remove with damp disposable wipes.

**Modality Option:** Use an ultrasonic blade or brush on exfoliation mode for a deep cleanse.

### step 2 (2 minutes)

Mix 1 pump of **Intensive Moisture Cleanser** with water in a cup and apply with a Fan Masque Brush. Lightly manipulate then remove with damp disposable wipes.

### step 3 (3 minutes)

Apply **Hyaluronic Acid IonActive™ Serum** then follow with a thin layer of **Colloidal Masque Base**. Remove with damp disposable wipes.

**Modality Option:** Use an ultrasonic blade on penetration mode to optimise hydration.

### step 4 (2 minutes)

Spritz **Multi-Active Toner** and apply a few drops of **Phyto Replenish Oil**. Then apply **Intensive Moisture Balance**.

### step 5 (1 minute)

Protect by layering **Solar Defense Booster SPF50** or prescribed **Daylight Defense**.

## skin fitness plan 1 + 2 prescription

**suggested priority product:** Intensive Moisture Balance

**secondary products:** Intensive Moisture Cleanser, Phyto Replenish Oil

# frequently asked questions

Why did we change Intensive Moisture Balance and replace Essential Cleansing Solution?

As our world evolves, so should our formulas! New research has led to new discoveries about dry skin as well as emerging technologies that help skin better function in today's world. So we incorporated these latest technologies into Intensive Moisture Balance and replaced Essential Cleansing Solution with an even better formula.

Does my client have to use both Intensive Moisture Cleanser and Intensive Moisture Balance?

Your client should use the products that are best suited for their lifestyle and skin condition, as determined during their Face Mapping® skin analysis. Clients with dry skin can benefit from using these two products every day.

Can my client use PreCleanse or PreCleanse Balm before Intensive Moisture Cleanser?

For clients with dry skin, we recommend using PreCleanse Balm to remove sunscreen, make-up or any stubborn impurities.

Will these products cause breakout activity?

These products should not cause breakout activity. However, if your client does experience an adverse skin reaction, please advise them to stop using these products until the cause of their reaction can be determined.

Can I use Intensive Moisture Cleanser on a client who has eyelash extensions?

No. This cleanser is an oil-based cleanser, which is not suitable for clients who have eyelash extensions.

Are these products replacing any existing products?

Intensive Moisture Balance will replace the existing formula; however, the new formula will look and feel the same. Intensive Moisture Cleanser will replace Essential Cleansing Solution.

When should I prescribe this product instead of Skin Smoothing Cream or Active Moist?

This product is ideal for clients with dry to very dry skin. Clients with dehydrated or combination skin may benefit more from Skin Smoothing Cream, whereas clients with normal to oily skin will benefit from Active Moist.

Can my client use this product after a peel or other professional treatment?

Yes, provided they are not allergic or contraindicated to any of its ingredients.

Which line of products are these in?

Intensive Moisture Balance and Cleanser are in the Daily Skin Health line.

How often should my client use these products?

We recommend using them twice a day (morning and evening).



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