

sun and skin defense masterclass

Masterclass featuring the new Invisible Physical Defense SPF30

Event description

Up to 50% of premature skin ageing comes from your exposome (environmental and lifestyle factors). The sun is one of the biggest environmental contributors to skin damage, accumulating over time making us look older than our years. Do you understand the importance of wearing sunscreen daily? Or do you struggle to find a formula suitable for everyday use? Join our Professional Skin Therapists for an interactive and educational masterclass to discover why and how you should protect your skin come rain or shine. We'll introduce you to **Dermalogica's latest product Invisible Physical Defense SPF30**, 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 sunny environment that instantly grabs attention. Layer sensorial experiences by using citrus aromas and serving herbal teas and/or fruit infused water. Use the Invisible Physical Defense SPF30 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 #invisiblephysicaldefense. 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 UVA & UVB rays including the UV index and share tips on how to enjoy the sun safely. Link the negative skin impact of sun exposure and accumulation of damage to premature skin ageing plus the increased risk of skin cancer.
- Engage attendees by having them look in a mirror for signs of sun damage on their own face or body.
- Discuss blue light and its negative impact on our vision, sleeping patterns and skin, sharing the importance of free radical defense and reduced screen time to protect from this high energy visible light (HEV).
- Debunk common myths such as needing to sunbathe for Vitamin D production and only needing SPF in the summer months.
- Discuss different types of sunscreens with a focus on chemical vs. physical and their individual pros and cons. Overview **Dermalogica's range of daily SPF formulas designed to target specific skin conditions.**
- Discuss the new Invisible Physical Defense SPF30, its features and key benefits. Highlight its suitability for all skin types, focusing on the ultra-sheer Zinc Oxide that blends easily on all skin tones.
- Engage attendees by passing around relevant SPF products for them to try on their hands.

Offer attendees services to **'brighten & defend'**

60 minutes

- Depending on staff to attendee ratio, offer attendees to experience the results of Invisible Physical Defense SPF30 via a 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.
- Encourage attendees to visit www.invisiblephysical.com to learn more about sun and skin defense and **to discover their own 'daily SPF plan'**. Use their findings in discussion during their service with you.
- Attendees should leave feeling confident with what products and services will help target their skin goals and how best to incorporate Invisible Physical Defense SPF30 or alternative SPF into their at-home regimen.

Get prepared!

Check out the Education Centre for more information on Invisible Physical Defense SPF30 to ensure your Masterclass provides the attendees with the latest information.