

invisible physical defense skin bar[®] lesson

suggested menu description:

Enjoy this personalized **Skin Bar[®] Lesson** featuring new **Invisible Physical Defense SPF30!** You'll experience a core regimen that is specific to your skin needs. It finishes with our broad spectrum, physical SPF to help protect and soothe your skin, as well as blend to invisible right before your eyes.



step-by-step:

1. Greet and welcome your customers, invite them to take a seat at **Skin Bar[®]** to experience the **Invisible Physical Defense Skin Bar[®] Lesson**. Begin the conversation by asking them: "Are you currently wearing an SPF?" "Did you know that sun exposure can occur even through windows, on your commute and cloudy days?" "How much time do you spend in front of a computer screen or phone?" "Did you know that blue light can negatively affect your skin?"
2. Take a moment to explain the **Skin Bar[®]** setup which includes: tablet for **FaceMappingPRO App**, products, mirror, damp aesthetic wipes and highlight that **Invisible Physical Defense SPF30** is the key product in this **Skin Bar[®] Lesson**.
3. Ask the customers to complete their personal information and consultation on the **Treatment Tab** on the **FaceMappingPRO App**. Get your customers to look in the mirror and show you where they notice any skin concerns, such as irritation, uneven skin tone, dehydration, or fine lines and wrinkles. mark their findings on the face diagram on the **Skin Analysis Tab**. Next have the customers put on a headband and have them protect their clothing with a dental bib and clip.
4. Educate your customers on the Dermalogica Double Cleanse beginning with **PreCleanse**. Explain to them the importance of double cleansing to thoroughly remove make-up, pollution and debris. Guide them on how to apply, manipulate and emulsify **PreCleanse**, then remove with damp aesthetic wipes.

invisible physical defense SPF30 benefits to discuss

- Blends easily on all skin tones.
- Defends skin against UVA/UVB/blue light.
- Soothes all skin types, including sensitive.
- Certified cruelty-free, gluten-free and vegan to fit more lifestyles.

Follow up treatment suggestions

- ProSkin 30 or ProSkin 60
- Pro Power Peel 30 or
- Pro Power Peel 60

5. For their second cleanse, have customers dispense 1 pump of **Special Cleansing Gel** into their hands and add a small amount of water. Lightly manipulate with upward fingertip circles and then remove with damp aesthetic wipes.
 - **ProTip:** You may have customers select a skin-specific Daily Skin Health Cleanser according to their skin type.
 - **Special Cleansing Gel:** all skin types, especially combination skin
 - **Intensive Moisture Cleanser:** dry, mature skin
 - **Active Clay Cleanser:** oily and combination skin
6. Have customers spritz their skin with **Multi-Active Toner**. Next, apply **Skin Smoothing Cream** and have them gently massage into their skin.
 - **ProTip:** You may have customers select a skin-specific Daily Skin Health Moisturizer according to their skin type.
 - **Skin Smoothing Cream:** all skin types, especially combination skin
 - **Intensive Moisture Balance:** dry, mature skin
 - **Active Moist:** oily and combination skin
7. Defend and soothe their skin by layering **Invisible Physical Defense SPF30** and review product benefits. Since this is the focus, invite your customers to take their time to blend **Invisible Physical Defense SPF30** all the way into the skin.
 - **Product benefits:**
 - **Blends** easily on all skin tones.
 - **Defends** skin against UVA, UVB and blue light.
 - **Soothes** all skin types, including sensitive.
 - Certified cruelty-free, gluten-free and vegan to fit more lifestyles.
8. To finish the **Skin Bar® Lesson** select and record key products to address the client's priority on the **Prescribe Tab** on the **FaceMappingPRO App** and discuss.