

new
**NECK
FIT
CONTOUR
SERUM**

**PRO
NECK
FIT
REFINING
MASQUE**

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introduction

No matter how healthy the face looks, the neckline can tell a different story. That's because consumers and the skin care industry tend to focus their attention on the face – but the neck and chest are more vulnerable to the types of damage that lead to premature signs of aging.

Skin on the neck is thinner than facial skin. This makes it particularly vulnerable to sun damage and the wrinkle-deepening motion of looking down at devices. Lack of proper skin care can further exacerbate these effects. This skin also loses strength and flexibility with age as the neck muscles gradually weaken. Taken together, these factors can exacerbate the appearance of lines, creases and sagging.

Even the most robust skin care regimens, however, typically ignore the neck – often even neglecting to recommend SPF and other skin care products for this sensitive area. This happens in the treatment room, too: few options exist for the neck, forcing professional skin therapists to extend the application of facial care products down to the neck area.

Neck Fit Refining Masque and **Neck Fit Contour Serum** change everything. Specifically tailored to address the needs of neck skin, these products help you focus much-needed attention on the delicate neck area. Neck Fit Refining Masque transforms the skin treatment experience by adding an active, engaging and sensorial workout for the neck – one that resurfaces, retexturizes, and encourages the use of electrical modalities, facial tools or massage to help visibly lift, firm and sculpt the skin. Neck Fit Contour Serum is the perfect retail companion to help clients tighten and tone skin at home, and achieve a more visibly lifted appearance.



skin aging and the neck area

We know that the skin on the neck is more delicate and prone to premature signs of aging than the skin located elsewhere on the body – but why is this the case? Understanding more about the anatomy of the neck – and the forces it can exert on the overlying skin – helps explain why the skin on the neck is especially vulnerable.

anatomy of the neck

Neck skin consists of a relatively thin epidermis and dermis, both of which are subject to dynamic movements and near-constant tension. A superficial neck muscle called the **platysma** is perhaps the most consequential muscle in producing these movements.

Extending from the chest and shoulder, up the neck, and attaching to the skin around the mouth and bottom jaw, the platysma aids in opening the jaw and helps us to form facial movements such as smiling, frowning, and even kissing. The downside to these dynamic expressions: The constant contraction of the platysma can result in the formation of vertical and horizontal wrinkles on the neck and décolleté.

neck skin versus facial skin

The skin is the largest organ in the body, both in surface area and weight. Its primary function is to act as a barrier: the skin protects our other organs from injury, temperature variations, UV radiation, and microorganisms and other harmful substances.

Skin's elasticity, hydration, tendency to experience Trans-Epidermal Water Loss (TEWL), and even its color can be different on different parts of the body. These characteristics may also shift due to lifestyle choices, seasonal fluctuations, and as we age.

Comparing the skin on the neck and the cheek provides a good example of this phenomenon. The skin on the neck is inherently brighter, more elastic, and better-hydrated than the skin on the cheek – but as we age, these values shift and the neck often becomes less elastic, duller, and more poorly hydrated than the cheek.*

*Kim E, Cho G, Won N G et al. Age-related changes in skin bio-mechanical properties: the neck skin compared with the cheek and forearm skin in Korean females *Skin Research and Technology* 2013; 19: 236–241

skin aging: the neck and décolleté

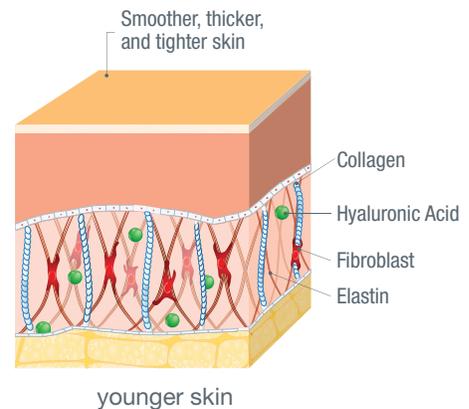
Skin aging is a consequence of both intrinsic (genetic) and extrinsic (applied, exposome-related) factors and forces. Many clients frequently expose the neck to the sun without SPF protection – so it often presents with significant exposome-related premature aging resulting in hyperpigmentation, loss of elasticity as well as fine lines and wrinkles. This cumulative skin photoaging, combined with the effects of intrinsic aging and constant neck movement, can result in visible horizontal and vertical lines often referred to as “iguana neck”.

The chest (décolleté) is vulnerable to damage from the same sources: frequently exposed to UV light and often unprotected by sunscreen or skin care products, wrinkles and hyperpigmentation often appear prematurely in this area.

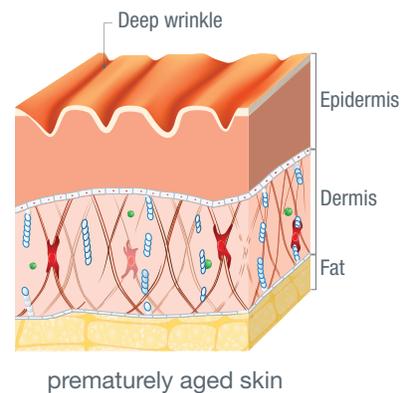
The following illustration outlines some of the effects of premature skin aging on the neck and chest:

Figure 3. Effects of premature skin aging on the neck

- Defined jawline
- Smooth, even, bright skin
- No horizontal and/or vertical lines
- No platysmal bands
- No visible submandibular glands



- Poorly-defined jawline
- Hyperpigmentation / dark spots
- Loss of elasticity / sagginess
- Horizontal and/or vertical lines due to platysmal and neck motion
- Visible submandibular glands



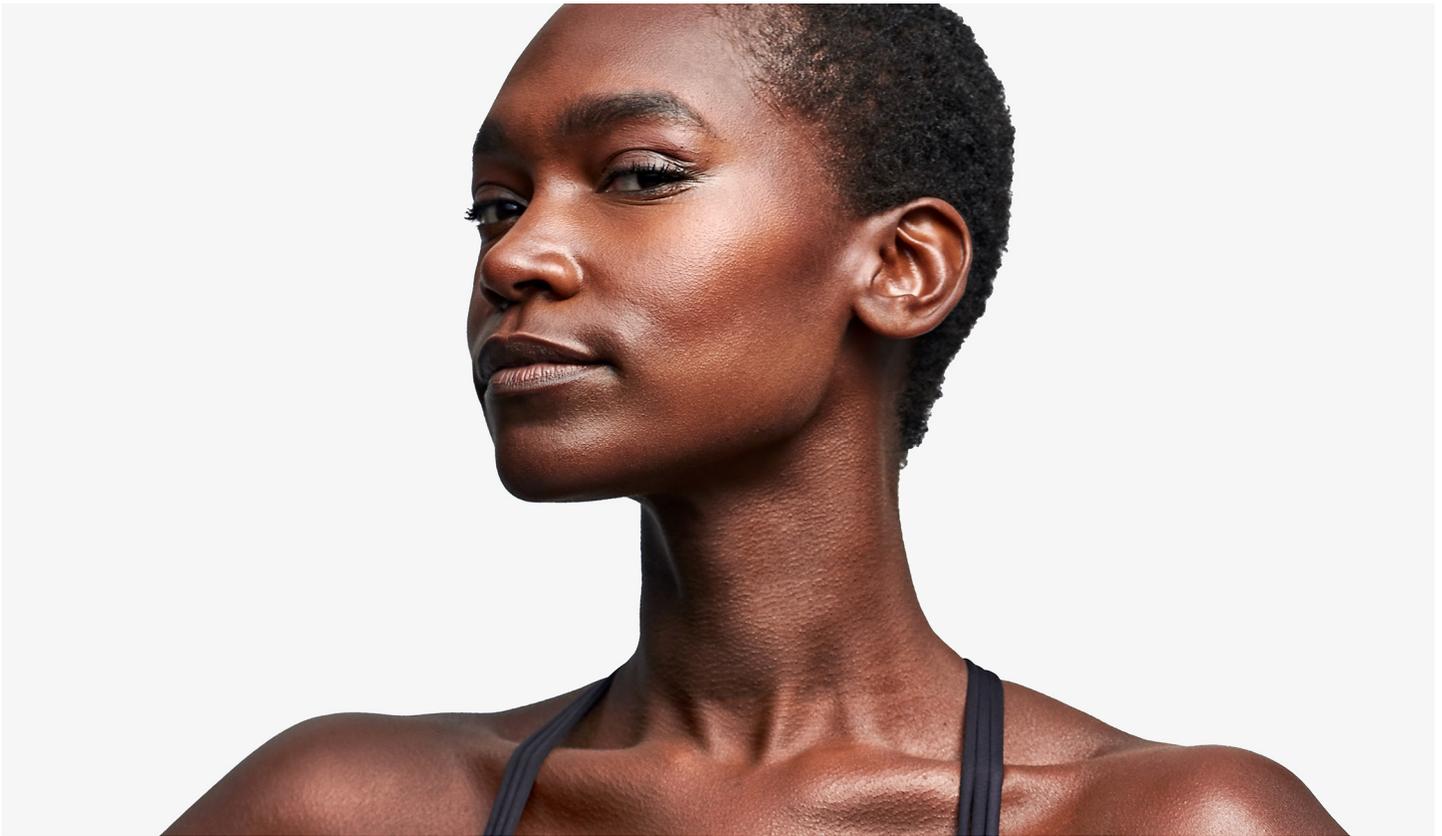
One effective way to address fine lines and wrinkles is to use products containing peptides. Clinical studies demonstrated that a novel peptide with a specific sequence of amino acids – Palmitoyl Triptide-42 – improves some important skin properties by stimulating the production of collagen I and IV, improving the appearance of fine lines, wrinkles, and skin firmness.

Another way to boost skin elasticity is by using actives that stimulate elastin (an elastic fiber that is 1,000 times more flexible than collagen). Rambutan extract is a collagen network strengthening active composed by the Corilagin, a powerful phenolic and antioxidant molecule that stimulates the production of collagen and elastic fiber network for improved skin elasticity.

Given that the skin on the neck tends to lose more water (i.e. hydration) than the face, it's crucial to keep this delicate area well-hydrated. Resurrection Plant-inspired polysaccharide is a powerful revitalizing active with a strong water retention capacity that significantly improves skin hydration and reduces TEWL.

Antioxidants such as vitamins, polyphenols and certain amino acids can also play an important role in neutralizing free radicals to support the neck against premature skin aging. They can help to prevent skin damage before it happens and safeguard results against free radicals.

For example, the antioxidant Griffonia Seed Extract – composed of essential amino acids – has the power to neutralize free radicals to support the neck and décolleté to fight oxidative stress.



neck skin and mechanical stress

Subject to high levels of tension, stretching and physical pressure, the neck skin sags with age and is one of the first areas where wrinkles appear. Some clients try alternative treatments like facial yoga exercises – but these alone are typically not sufficient to address the complex biological and physical mechanisms involved with premature skin aging in the neck area.

The dermis is constantly targeted by different types of stress: stretching, pressure, tension and gravity. It is able to withstand these mechanical stressors thanks to fibroblasts' adaptations to these forces: along with fibroblasts, the dermis features an extracellular matrix formed from an extensive network of collagen and elastin fibers. This network is constantly being renewed, and its organization helps make skin strong. In short, **fibroblasts are able to transform mechanical stress into biological effects, in a process called mechanobiology.**

Under normal circumstances, skin responds to mechanical stress by activating the skin renewal process. But as we age, this changes: fibroblasts fail to react to the external mechanical stress, and consequently fail to trigger skin renewal. This impacts skin's firmness over time, leading to fine lines and wrinkles.

Certain actives – such as arabinoxylan-rich **Rye Seed Extract**, which is featured in **Neck Fit Contour Serum** – have been shown to help skin cells amplify their response to mechanical stress, activating the epidermal renewal process and helping to improve the appearance of fine lines and wrinkles.

Furthermore, in a study comparing subjects who used a topical skin care product alone versus those who used both a skin care product and a massaging device, the subjects who used both skin care + massage perceived an increased improvement in fine lines, wrinkles, and skin smoothness. **Neck Fit Contour Serum** has a roll-on tube that facilitates application of the serum and provides a massage during application – a mechano-stress that can help to trigger the process described above. Similarly, **Neck Fit Refining Masque** is designed to be used in-treatment alongside an all-new massage technique that has been specifically developed to help smooth and revitalize the skin.



neck fit contour serum at a glance

what it is

A lightweight, roll-on neck serum that immediately tightens skin, and tones it over time, for a more visibly lifted appearance.

why your clients need it

Neck Fit Contour Serum was designed with advanced ingredients to provide a lifting and tightening effect to visibly smooth fine lines and wrinkles on the neck and décolleté – all while toning over time.

skin condition

All skin conditions. Specifically tailored to address the needs of prematurely aging neck skin.

benefits

- **Immediately tightens skin**, and tones it over time
- **Visibly lifts** skin's appearance
- **Smoothes and firms** with Retinol-like results

key ingredients

- **Flex Lift Contour Technology** acts like invisible mesh to provide a visible lifting and tightening effect; smooths fine lines; and helps protect skin against pollution, which can lead to premature signs of skin aging.
- **Rye Seed Extract**, a **novel Palmitoyl Tripeptide-42** and **Rambutan Extract** work together to deliver Retinol-like results, visibly smoothing, firming and toning skin.
- **Resurrection Plant-inspired polysaccharide** helps strengthen skin's moisture barrier for a smooth, even appearance
- **Griffonia Seed Extract** provides antioxidant defense to help safeguard results against free radicals.

application

Turn the applicator ON. Tilt chin up and roll applicator over entire neck, from the décolleté up to the jawline. Gently squeeze tube to dispense a thin layer of serum while rolling. Return the applicator to OFF position and continue rolling in an upward motion over skin to massage in the serum. Keep chin up until serum dries. Then apply your recommended Dermalogica moisturizer or SPF, if needed. Use this serum morning and night.

key ingredients

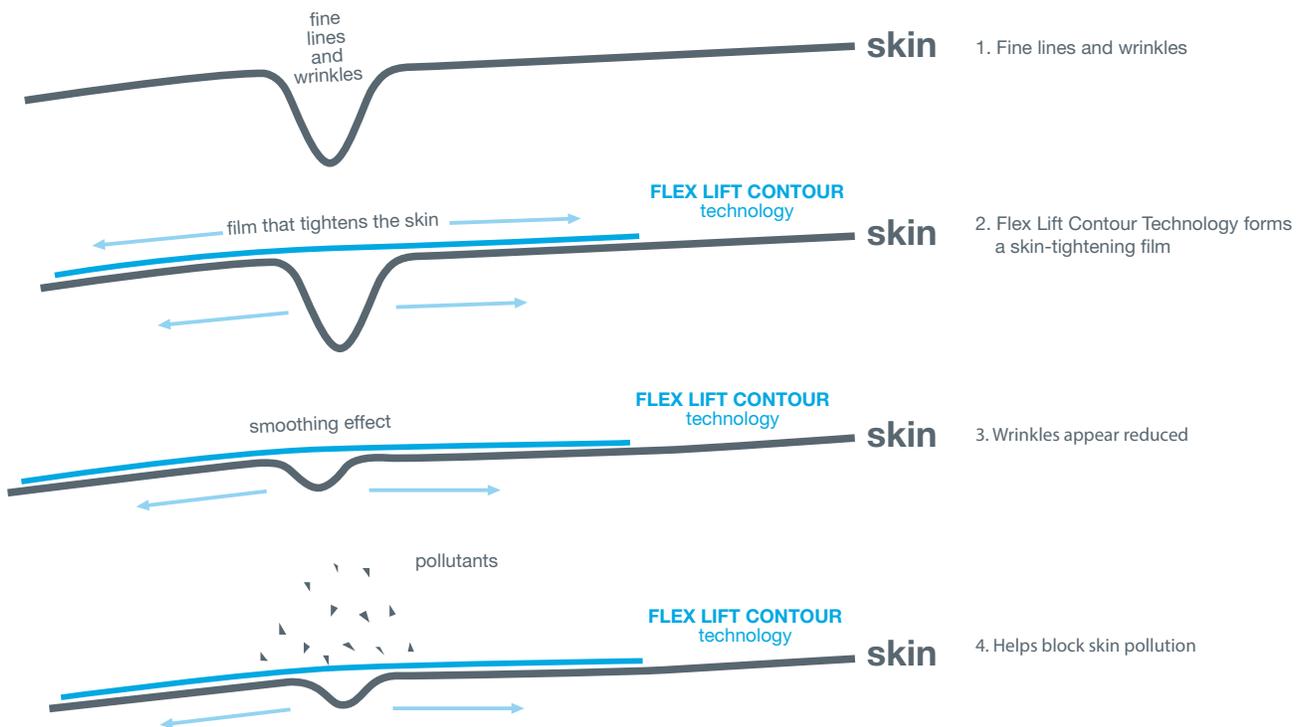
Neck Fit Contour Serum features Flex Lift Contour Technology, which acts like an invisible mesh to immediately tighten skin with powerful polymers. Advanced ingredients tone over time to deliver Retinol-like results.

flex lift contour technology

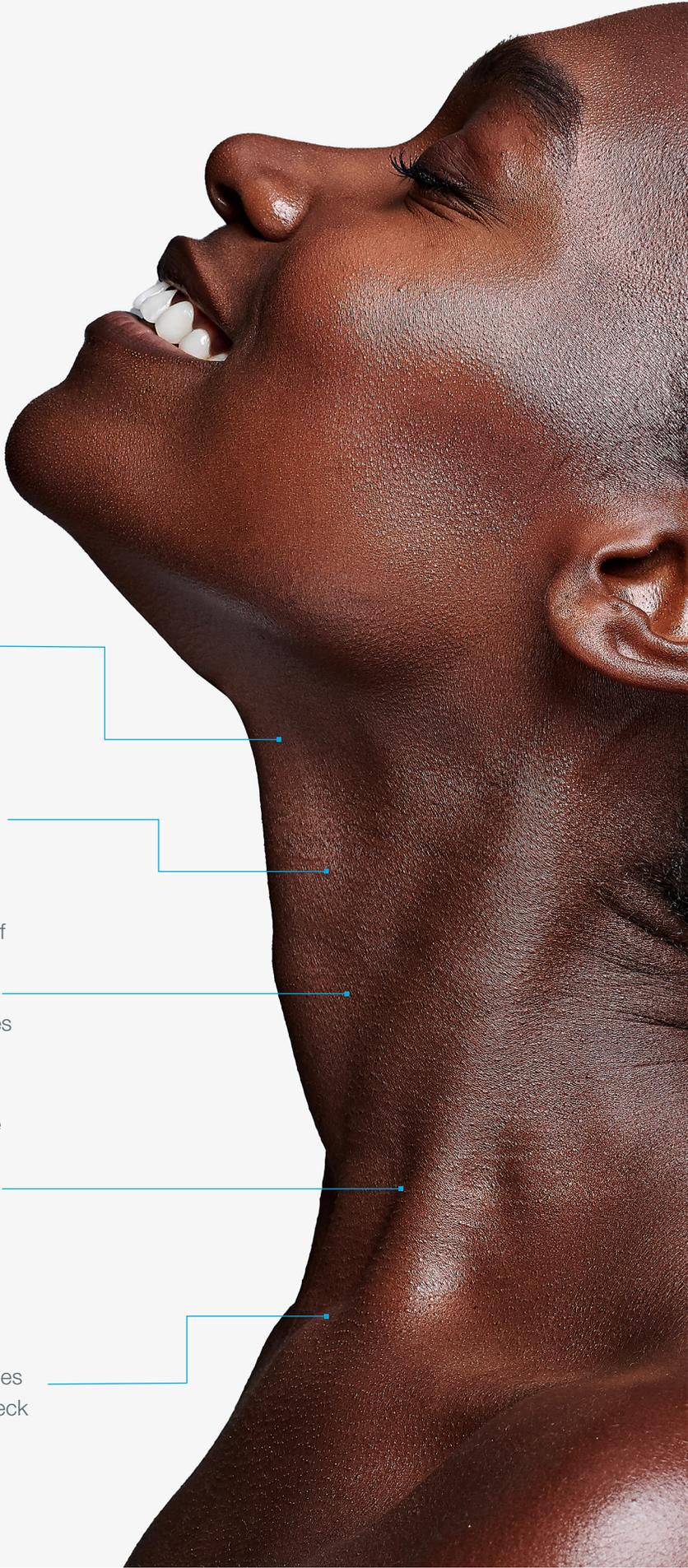
This innovative technology uses a combination of powerful polymers* to form a weightless, invisible mesh on skin's surface.



As the mesh retracts, it smoothes and tightens the skin for an immediate visible lifting effect and an immediate decrease in the appearance of wrinkle depth. It also helps to decrease the penetration of environmental pollutants that can lead to premature signs of skin aging.



*Kappaphycus alvarezii and Caesalpinia spinosa fruit extract + hydrolyzed polysaccharide and Acacia gum.



other active ingredients

Rye Seed Extract, rich in arabinoxylans – polysaccharides that help lend plant cells mechanical resistance – helps restore skin’s resilience and tone.

Palmitoyl Tripeptide-42, a novel matrikine peptide, is known for its ability to help minimize the appearance of fine lines and wrinkles for firmer skin.

Rambutan Extract, obtained from the leaves of Rambutan tree, is rich in Corilagin – a powerful phenolic and antioxidant molecule that helps improve the appearance of fine lines and wrinkles to deliver Retinol-like results.

Resurrection Plant-Inspired polysaccharide is a powerful active obtained via biotechnology. It helps strengthen skin’s moisture barrier for enhanced hydration retention and a smooth, even appearance.

Griffonia Seed Extract, from a shrub native to Africa, is rich in 5-HTP (5-hydroxytryptophan) – an essential amino acid with antioxidant properties to help neutralize free radicals, supporting the neck and décolleté to fight premature skin aging.



neck fit refining masque at a glance

what it is

A neck and décolleté refining masque that kickstarts treatment results and activates the treatment experience to help combat neck neglect.

why your clients need it

Specifically tailored to address the needs of the neck and décolleté, this unique fizzing formula activates upon application allowing enhanced product penetration to refine and renew this often-neglected area. Using a kickstart approach, this masque transforms the skin treatment experience by adding an active, engaging and sensorial workout for the neck – one that encourages use of modalities and massage to help visibly lift, firm and sculpt the skin.

skin condition

Specifically tailored to address the needs of neck skin compromised by fine lines, wrinkles, hyperpigmentation and sagging.

benefits

- Refines for brighter, more even skin
- Firms for plump, smooth skin and to soften the appearance of fine lines
- Lifts with modalities and massage

key ingredients

Neck Fit Refining Masque was designed with ingredients to even skin tone, brighten, renew, and hydrate to soften the appearance of fine lines on the neck and décolleté.

- **Lactic Acid**, a well-known AHA (Alpha Hydroxy Acid), stimulates exfoliation and cell renewal, hydrates, and increases epidermal thickness to help brighten, firm, and even skin tone.
- **Hyaluronic Acid**, a high-molecular-weight molecule, hydrates skin and helps reduce Trans-Epidermal Water Loss (TEWL).
- **Apple Fruit Extract** plumps and smoothes the skin, softening the appearance of fine lines on the neck and décolleté.

neck fit refining masque in the treatment room

Even in the treatment room, few options currently exist for the neck – requiring professional skin therapists to extend the application of facial care products down to the neck area. This is where **Neck Fit Refining Masque** bridges the gap between professional skin treatments and at-home treatment with **Neck Fit Contour Serum**.

Neck Fit Refining Masque supports professional treatments by helping to transform the skin on the neck and décolleté as it resurfaces and retexturizes. Treatments can be further optimized with the use of electrical modalities and non-electrical tools to help visibly lift, firm and sculpt the skin. It's the perfect professional companion for clients using **Neck Fit Contour Serum** at home, as it helps to optimize treatment-room results for a visibly lifted and sculpted appearance.

professional application

deep treatment module:

Dedicate this portion of the treatment to intensively treating your client's specific skin concerns in targeted areas of the face, neck and chest (décolleté). Now that the skin has been thoroughly prepped, it is ready for optimal penetration of whichever targeted treatments you choose to apply from our professional serum and masque categories.

1. Dispense ½ teaspoon (approximately 2 pumps) of **Neck Fit Refining Masque** into a cup and apply with a fan masque brush or apply with fingertips over the entire neck area, from under the chin down to the clavicle, including the chest (décolleté). Allow it to activate and the fizz action to begin.
2. Once the **Neck Fit Refining Masque** has been applied, follow by applying a professional masque to the face for treatment. Choose from **Conductive Masque Base**, **MultiVitamin Power Recovery Masque**, **Colloidal Masque Base**, or **Clinical Oatmeal Masque**.
Product boost: You may also choose to use a professional serum under a professional masque on the face.
Note: please do not apply a professional serum under **Neck Fit Refining Masque** as this will interfere with the action and results this product provides.
3. For enhanced results, you may choose to use an electrical modality, non-electrical tool or manual massage over the **Neck Fit Refining Masque** as well as the professional masque on the face.
Note: please use your selected modality or tool first on the face and then on the neck and chest (décolleté), to prevent transferring products from one area to another.

Electrical modalities:

- Microcurrent on specific iontophoresis
- Ultrasonic on penetration mode
- Galvanic iontophoresis

Non-electrical tools:

- Metal or stone rollers
- Gua-sha stone
- Marble or basalt stones
- Cool globes
- Cold or warm peltier

Manual massage:

You may also manually massage Neck Fit Refining Masque if you do not have an electrical modality or non-electrical tool.

4. Remove the professional masque on the face, followed by removing **Neck Fit Refining Masque** with sponges and warm water or a steam towel.



fascia + signs of premature skin aging

The term **fascia** describes a band or sheet of fibrous connective tissue beneath the skin that connects, stabilizes, and separates muscles and other internal organs. We can picture fascia as forming a 3-dimensional web of our body, extending from our head to our toes. It surrounds and connects every muscle, bone, blood vessel, nerve and organ in our body.

There are two layers of fascia* in the face:

- The **superficial layer** just below the skin helps to support, lift, and tone.
- The **deeper layer** can degrade over time, resulting in facial tension that pulls the face downward and leads to sagging.

Aging of the fascia beneath the face ultimately creates skin laxity, wrinkles, and jowls. Facial fascia massage techniques work to help restore fascial fluidity, which in turn positively impacts the appearance of facial tone. When it comes to professional treatments for signs of premature skin aging, we therefore have to work at 2 levels: the skin, and the fascia.

*The Tensional Network of the Human Body. The science and clinical applications in manual and movement therapy. Robert Schleip, Thomas W. Findley, Leon Chaitow, Peter A. Huijing p104

introducing pro firm neck + skin treatment

firm. tighten. boost.

Pro Firm Neck + Skin represents a new generation in skin treatments. Functioning like a workout for your neck and face, it utilizes a unique combination of fascia massage techniques that work on facial tone and firmness, along with retexturizing and replenishing products for smooth skin.*

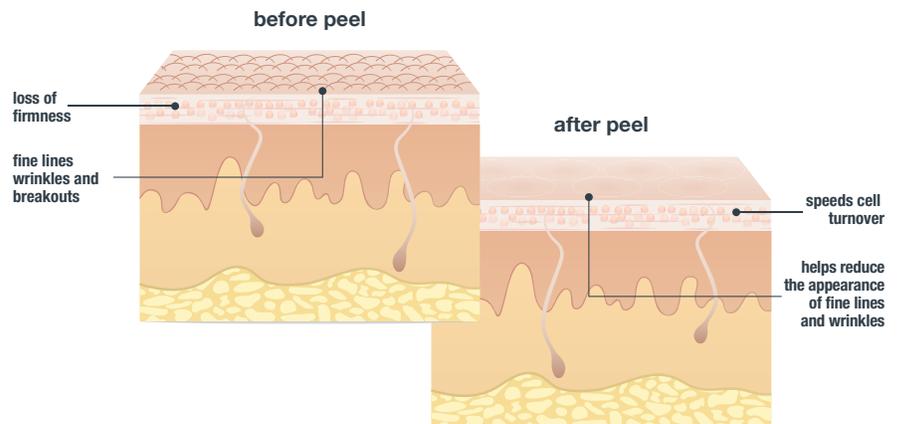


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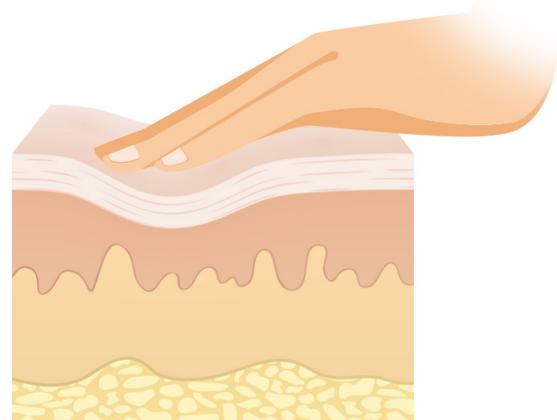
how does pro firm neck + skin work?

The 60-minute Pro Firm Neck + Skin treatment consists of 3 key phases after the double cleanse:

Step 1: MultiVitamin Power Exfoliant delivers 15% Salicylic Acid plus Retinol in an oil-based exfoliating formula. A unique resurfacing experience that works on skin smoothness and prepares skin for massage.

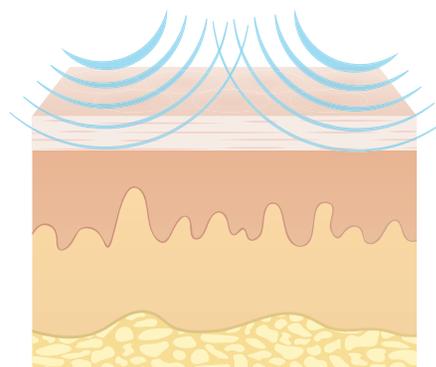


Step 2: A thorough neck and facial massage targeting the fascia and muscles. **Dermologica Fascia Massage** is a deep, dynamic massage that works on the skin's support structure to release tension for a lifted appearance.



Step 3: To finish the treatment, the skin is nourished with antioxidants and vitamins to help enhance barrier properties.

Microcurrent is added for additional stimulation.



microcurrent benefits*

- Increases circulation
- Muscle stimulation

*Iontophoresis: A Potential Emergence of a Transdermal Drug Delivery System Vinod Dhote, 1 Punit Bhatnagar, Pradyumna K. Mishra, Suresh C. Mahajan, and Dinesh K. Mishra, Published online 2011 Dec 13



Did you know the most memorable moment of a skin treatment is the massage?

Created by our education experts especially at Dermalogica, the **Dermalogica Fascia Massage** is a thorough neck and facial massage that works on the skin's support structure to release tension for a lifted appearance. It targets the connective tissue, or fascia, lymph and muscles, which form the skin's support structure leaving the skin feeling and looking refreshed and healthy.

The Dermalogica Fascia Massage

A 20-minute fascia massage with a 3-phase technique:

- 1. Prepare tissue:** In this phase, we utilize loosening and lengthening massage techniques to help soften and relax. In doing this, we can help the connective tissue to provide more hydration within the face, neck and dermal layers.
- 2. Release tissue:** Our muscles accumulate tension that can affect the appearance of some of our facial features – especially in the jawline, cheeks, and forehead. Applying stronger pressure to targeted areas can help release blocks of stress.
- 3. Drain tissue:** Our lymphatic system helps to purify the body of substances that can accumulate due to stress or lifestyle choices. Drainage techniques help to remove these substances and promote healthy-looking skin.

To learn more contact your local education team about the Dermalogica Fascia Massage training video and materials.

pro firm neck + skin treatment (60 minutes)

A Virtual Touch Consultation including Face Mapping skin analysis is recommended prior to treatment.

Double Cleanse: 10 minutes

1. Begin your double cleanse by first applying **PreCleanse** to face, neck, and chest. Perform a cleansing routine then add water to emulsify. Remove with damp sponges.

2. Perform a brief Face Mapping skin analysis. Dispense **Skin Resurfacing Cleanser** into a cup and mix with a small amount of water. Apply to face, neck and chest then perform a cleansing routine. Remove with damp sponges.

+ **Power Up:** Add Daily Microfoliant to Skin Resurfacing Cleanser

- **Power Down:** Use Special Cleansing Gel as your second cleanse

Resurfacing: 10 minutes

1. Apply **MultiVitamin Power Exfoliant** face, neck, and chest. Lightly manipulate over skin for 3-5 minutes then begin the double cleanse removal. Steam is optional to accelerate the product.

2. Apply **PreCleanse** to face, neck, and chest. Lightly manipulate then add water to emulsify. Remove with damp sponges.

3. Apply **Special Cleansing Gel** to face, neck, and chest. Lightly manipulate then remove with damp sponges or a warm steam towel.

+ **Power Up:** Use Daily Microfoliant as your second cleanse removal.

- **Power Down:** Use MultiVitamin Thermafoliant instead of MultiVitamin Power Exfoliant.

Touch Therapy: 20 minutes

Apply **Soothing Additive** to the face, neck, and chest then perform the **Dermalogica Fascia Massage**, a unique 3-phase massage that works on facial tone and firmness: Please see the Dermalogica Fascia Massage training video and materials for more information.

Phase 1 – Prepare tissue

Phase 2 – Release tissue

Phase 3 – Drain tissue

Deep Treatment: 10 minutes

1. Dispense ½ tsp (approximately 2 pumps) of **Neck Fit Refining Masque** into a cup and apply with a fan masque brush or apply with fingertips to neck and chest. Allow it to activate and the fizz action to begin.

2. Then apply **BioLumin-C PRO Serum** to the face only followed by **MultiVitamin Power Recovery Masque**. Allow products to process, then remove with damp sponges or a warm steam towel.

Modality Option: For enhanced results, use an electrical modality or non-electrical tool over the **Neck Fit Refining Masque** as well as the professional masque on the face.

Note: Please use your selected modality or tool on the face and neck at separate times to prevent transferring masques from one area to another.

+ **Power Up:** Apply Retinol 1% IonActive Serum under the face masque only

- **Power Down:** Omit professional serum

Dermal Layering: 10 minutes

• Spritz **Antioxidant HydraMist** over face, neck, and chest.

• Apply **MultiVitamin Power Firm** around the eye area.

• Apply **Neck Fit Contour Serum** to neck and chest following the application movements and allow to completely dry.

Product Option: Apply **BioLumin-C Pro Serum** instead of Neck Fit Contour Serum

• Finish by applying **Dynamic Skin Recovery SPF 50** to face, neck, and chest.

Prescribe **Neck Fit Contour Serum** and **Dynamic Skin Recovery SPF 50** for home care use.

FAQs

How long does Neck Fit Contour Serum's tightening effect last?

The duration of the tightening effect will vary from one person to the next, due to the unique nature of each individual's skin and skin care regimen.

Can I layer Neck Fit Contour Serum over or under other serums?

We don't recommend layering this product. Other serums may interfere with this serum's Flex Lift Contour Technology and diminish its effectiveness. We only recommend layering a moisturizer and/or SPF over this product, if necessary.

Can Neck Fit Refining Masque be layered with a professional serum?

We don't recommend layering Neck Fit Refining Masque over a professional serum as it will interfere with the treatment results.

What devices can I use with Neck Fit Refining Masque?

You may use microcurrent, ultrasound, galvanic iontophoresis, non-electrical tools or manual massage.

What is the percentage of Lactic Acid in Neck Fit Refining Masque?

Neck Fit Refining Masque contains 10% Lactic Acid.

Can Neck Fit Refining Masque be used in the Resurfacing module?

No. This unique masque was designed to amplify your client's deep treatment results by targeting signs of aging specifically in the neck area. The Lactic Acid is incorporated in this formula to help active ingredients penetrate into the skin for enhanced results in this neglected area.

How long do I leave Neck Fit Refining Masque on the skin?

Neck Fit Refining Masque should be left on the skin for 7-8 minutes.