

PreCleanse Balm Masterclass

This is a brilliant opportunity to reinforce the importance of the Dermalogica Double Cleanse, introduce Step Zero and platform PreCleanse Balm in an educational, dynamic, hands on environment. The PreCleanse Balm masterclass teaches attendees how to achieve a truly deep clean.

1. Welcome attendees and introduce the PreCleanse Balm masterclass as an opportunity to achieve a truly deep clean and our healthiest skin yet, by following one of the essential steps within our at home regimen - The Dermalogica Double Cleanse. Explain that today will focus on Step Zero of our double cleanse and that they will be getting to know with our latest product innovation **PreCleanse Balm**.
2. Give attendees an overview of what the masterclass will involve and what they can expect to learn throughout. Inform them that they will learn the product benefits, where **PreCleanse Balm** can fit into our daily routine and that they will leave with an understanding of the importance of the Dermalogica double cleanse.
3. Engage attendees in conversation about their relationship with Dermalogica products and use this opportunity to discuss the brands focus and background. Follow this with the introduction of the Skin Fitness Plan; explain how and why we use this tool to support their journey with Dermalogica.
4. Draw attention back to the focus of the day by discussing with attendees what factors contribute to the accumulation of dirt on the skin throughout the day and the concerns that are likely to occur as a result of this build-up.
5. Ask attendees to review their skin in the mirrors provided and consider how their skin looks and feels currently. Engage attendees in conversation about their current cleansing routine. Ask them to consider what they currently use to remove make-up, how their skin feels after cleansing and if they feel they are able to thoroughly remove make up and grime with their current method.
6. Use what you learn from this discussion to provide surprising facts and information about cleansing to emphasise the point that a single cleanse is not enough to remove the daily build-up of grime from the skin.
7. To get attendees excited and curious about **PreCleanse Balm** and its ability to support the Dermalogica Double Cleanse and Step Zero concept, showcase the lipstick test with **Special Cleansing Gel VS PreCleanse**.
Activity: Step Zero Retail Theatre- Lipstick test.
 - Apply long-wear lipstick to attendees forearm in two strips.
 - Apply a drop of **Special Cleansing Gel** on top of one lipstick strip. Add water and have customer cleanse over the makeup.
 - Gently wipe away. Bring attention to residual lipstick.

- Dispense a small amount of **PreCleanse Balm** on the second lipstick strip.
 - Have the attendees manipulate and liquefy **PreCleanse Balm** over the second lipstick strip, showing how quickly the product breaks down make-up and oil.
 - Emulsify by adding water and have the attendees continue to manipulate **PreCleanse Balm** over lipstick, showing the consistency change to a milky creamy texture.
 - Wipe away emulsified **PreCleanse Balm** completely and show customer how this area is completely clean.
 - Have attendees look at the wipe and recognise the dirt and debris.
8. Throughout the lipstick activity, talk in further depth about why Dermalogica advocate double cleansing and why **PreCleanse Balm** is our chosen product to successfully support Step Zero. Educate attendees on **PreCleanse Balm**, how and why it works.
9. Introduce attendees to the mitt and explain how this tool can further enhance the performance of **PreCleanse Balm** during Step Zero. Draw attention to the How-to guide for using **PreCleanse Balm** informing that if they follow this at home they will achieve an even more thorough cleanse.
10. Next is the opportunity for attendees to get **PreCleanse Balm** on to their skin and see it work its magic in full.
- Guide attendees in how to prepare themselves for the treatment, have them put on a headband and position an additional bib across their lap to protect clothing.
 - **PreCleanse Balm** How-to, to be performed on the left side of the face only so as to see comparison.
 - Guide attendees to dispense a small amount of **PreCleanse Balm** into their cupped hands and have them spread the product between both hands.
 - **Apply-** swipe across the left side of the forehead, side of the nose, cheek, chin and jawline.
 - **Work dry-** using circular motions, massage product into the skin.
 - **Emulsify-** using a hook nose bottle, put water into one cupped hand and have them emulsify **PreCleanse Balm** on the left side of their face.
 - Remove with damp disposable wipes. Have customer look at wipe and recognise the dirt and debris.
11. Next have attendees perform a second cleanse, this time over the entire face.
- Using **Special Cleansing Gel** or prescribed Dermalogica Cleanser, guide attendees through another cleanse over entire face. This will ensure that the customer experiences a true double cleanse on the left side and a single cleanse on the right side.
 - Remove with damp disposable wipes, one for the left side of the face and another one for the right side of the face.

- After removal, have attendees look at the difference in the residue on the wipes.
- Have them look in the mirrors provided to observe the difference between sides; the single cleansed sides may still have remnants of makeup.
- Have them pay attention to how their skin feels, the left side of the face that received a double cleanse will feel far more hydrated, smooth and clean than the right hand side that received a single cleanse.
- Share with attendees that the products we finish with will further support the health of the skin and will penetrate more effectively following use of **PreCleanse Balm**.
- Have attendees spritz with **Multi-Active Toner**.
- To finish, have attendees apply **Skin Smoothing Cream** followed by **Solar Defense Booster SPF50** and/or **Skin Perfect Primer SPF30**.
- Have attendees look in the mirror once again consider how their skin looks and feels.

12. Next, engage attendees in discussion about their lifestyles with the goal to highlight how the Dermalogica double cleanse and **PreCleanse Balm** could be used within their at home regimen. Offer some Pro Tips to further enhance their regimens.

13. Give attendees further information about the Professional Services available on counter. Let them know that we can provide personalised education about their skin and how they can improve their skin health through lifestyle tweaks and products that fit in to their daily routine.

14. Open the floor to questions and once satisfied that they have all been answered, thank attendees for joining you today. Make attendees aware that your team are available for further questions or information about the services you offer or to book in for a service. Highlight Gift Bags and encourage further interaction post the Masterclass.