

PreCleanse Balm Masterclass script

1. Welcome attendees and outline the focus of the masterclass:

“Welcome to this afternoon/evening’s Dermalogica masterclass.

*My name is..... We’re so excited to share with you today the importance of achieving healthy skin through one of the essential steps within our at home regimen - The Dermalogica double cleanse. Today we’ll focus on Step Zero of our double cleanse routine to achieve a truly deep clean. Step Zero is supported by our latest product innovation! **PreCleanse Balm.**”*

2. Give an overview of what the session will involve:

*“Throughout the session we are going to look at what the product benefits are, where it fits into our lifestyle, daily regimen and understand the importance of a Dermalogica double cleanse. What’s really exciting is that you will have the opportunity to try **PreCleanse Balm** along with a few other Dermalogica products on your own skin today to achieve a fresh glow!”*

3. Ask the following questions or similar to begin discussion about the brand and products:

Q. “By a show of hands how many of you in the room use Dermalogica?”

Q. “What is your favorite product?”

Q. “Has anyone attended a Masterclass before? What did you get out of the last workshop?”

Acknowledge the attendee’s answers and link to content that will be covered in the Masterclass if applicable. For example:

*“If someone says ‘I Love **PreCleanse**,’ share that today we will look at how the **PreCleanse Balm** formula differs in formula and lifestyle uses.”*

Link into Dermalogica, the focus and background of the brand. This section needs to highlight the brand differences and be relevant to the group:

“Dermalogica is the number one brand used by Skin Therapists worldwide and is founded upon the belief that good skin care is not about beauty, pampering or luxury - it’s about ensuring your best life is lived in your healthiest skin.”

“Everything that we do at Dermalogica, from developing products to performing treatments has a strong link to our core DNA and ethos- Education, Personalization and Human touch.

“What a lot of people don’t know is that Dermalogica didn’t start out as a skin care brand. We started as a post graduate training facility committed to raising the standards of the professional skin care industry. This legacy of Education is still a core brand attribute today where through education our professional skin therapists, the best trained in the industry, can pass on their expertise to help you achieve your healthiest

skin ever. These results will be achieved through educational lifestyle advice, personalised product prescriptions and customised treatment experiences!”

4. Introduce and explain the Skin Fitness Plan:

*“We believe that everyone's skin and lifestyles are unique, which is why every Dermalogica journey starts with a personalised **Skin Fitness Plan**. Your Skin Fitness Plan is built around your skin, your life and of course your preferences. Skin Fitness Plans are powered by Face mapping, a tool used by skin therapists to “read” your skin, reveal the roots of your skin concerns and personalize a unique, effective solution. This may include adjustments to your at-home regimen or enhancing results further with a professional treatment service.”*

5. Educate the client on what contributes to the build-up of dirt on the skin and the concerns that this can lead to:

“Let’s dive into the focus for today by looking at the importance of clean skin...”

The skin accumulates quite a bit of "dirt" on a daily basis. Pollution in the air, long stay make-ups and our skins natural oils coat the skin, causing a serious build-up of grime. Add to this other daily habits like touching your face, talking on the phone or using make up brushes that haven't been cleaned in while – it's no wonder our skin is dirty! This build-up of dirt can lead to changes in the way our skin feels to touch, uneven dry patches, blackheads or breakouts. We may also look in the mirror and think our skin looks dull.”

6. Engage the group by having them look in the mirror and ask them to consider their skin concerns. Do they notice fine lines, dry patches, congestion, breakouts etc. Engage the group in conversation about their current cleansing routine.

Q. “What do you currently use to remove your make up?”

Q. “How does your skin feel after cleansing?”

Q. “Do you find you still have make up on your towel after cleansing?”

7. Provide attendees with 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:

“On average people spend about 20 seconds washing their faces, with more than a quarter of women admitting they've gone two days without washing their face. Consider this short amount of time spent on just one standard cleanse using only a regular cleanser. Trust me when I say that is not nearly enough to deal with pollution, make-up, dead skin, dirt and oil. It should be no surprise that a film of grease or dirt is left behind. Even if we do a double cleanse twice daily with a regular cleanser, it may not be enough to cut through the buildup. Without a proper cleanse to rinse away oily grime, there is no amount of cream, serum or treatment that will be able to penetrate through the grime help to fix any of your specific skin issues.”

8. 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 versus PreCleanse Balm.
9. 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 deep cleaning of the skin.

After removing lipstick with Special Cleansing Gel ask:

Q. "What do you think?"

Q. "Is this something you have seen with your own skin?"

10. Explain the concept of double cleansing:

*"If there is one **professional secret** everyone should adopt for clean, clear and glowing skin, it's double cleansing.*

Dermalogica believes that cleansing is such an important part of a daily essential regimen that we advocate double cleansing. This means that just like you wash, rinse, and repeat when you wash your hair, we believe that to get your healthiest skin you should cleanse, rinse and repeat in the morning and then cleanse, rinse, repeat in the evening. The first cleanse removes makeup and pollution worn in the day, and second cleanse actually cleans deeper in the skin. After your double cleanse, skin will absorb serums and moisturizer so much better and you will have a perfect canvas for flawless make-up.

Think of cleaning your skin the same way as you would clean the kitchen floor, you would never mop the floor before you had swept it. Step Zero; ideally with an oil based cleanser; is your broom, sweeping away a layer of dirt followed by your mop; a water soluble cleanser; to deep clean.

*Dermalogica has since inception in 1986 advocated the double cleanse! We knew that this can make dramatic changes to the quality of your skin. In fact we have conducted studies which found that **86% of women saw an improvement in their skin condition simply by introducing a double cleanse.***

*Double cleansing though is not just about washing your skin twice. Actually best results are achieved by using an oil based cleanser first, followed by a second cleanser designed for your skin needs. The lack of sufficient cleansing is what inspired the development of Dermalogica's first oil-based cleanser: **PreCleanse**. This formula brakes through layers of oil, melting away make-up, pollution and grease from the skin's surface, preparing for complete removal."*

11. Formally introduce PreCleanse Balm, educating about how and why it works.

*"Having looked at the importance of a Dermalogica double cleanse, I'm excited to introduce you to our latest evolution in the pre-cleansing products - **PreCleanse Balm!***

Dermalogica's **PreCleanse Balm** is a luxurious balm-to-oil formula that melts away make-up, sunscreen, and pollution. It is Step Zero in your healthy skin regimen- zero make-up, zero irritation, zero residue, and is guaranteed to give you a professional level of clean on a daily basis.

We're so excited to share with you this brand new product and everything that comes with it – from the active ingredients to the quirky tool that will assist you in achieving a truly clean skin. You'll then have the opportunity to get hands on, feeling and seeing the results of the **PreCleanse Balm** on your own skin.

But first, let's see how double cleansing with an oil based cleanser might impact that stubborn make up."

"PreCleanse Balm works like a magnet - it sticks to oils on the skins surface, once bound together we can add water and wash it away. In chemistry it's said that 'like attracts like'. So it's really important to have an oil based cleanser to remove oily/long wear makeup, pollution and build up that dissolves the oils versus a regular cleanser that may be water based which the oily grime doesn't dissolve in. This is a great start to the cleaning process as a regular cleanser will not necessarily be enough to thoroughly cut through and remove surface dirt.

If you have an oily skin it might sound strange to put an oil based product onto it, but in actual fact it's the best type of cleanser for an oily/congested skin. Working on the principle that like attracts like, an oil based cleanser will literally bind to the excess oils on the skin and help effectively lift them off."

"You'll be able to see how the **PreCleanse Balm** is binding and breakdown down the lipstick"

"By adding water we are breaking down the makeup, dirt and pollution on the skin surface, paving the way for our recommended cleanser to fully remove residue to promote a truly deep clean."

Have the attendees look at the wipe and recognise the dirt and debris.

Q. "How does it compare to the regular cleanse we did?"

Q. "How does your arm look/feel?"

Q. "Let's remove the residue of the first strip of lipstick."

12. 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.

"To get the most out of your cleansing routine we've created a simple How to, let's look at how we can use the product at home.

The double-sided mitt applicator assists **PreCleanse Balm** in offering a gentle yet effective cleanse. One side has smaller, shorter bristles, and the other side has larger,

thicker bristles to help customize the cleansing experience. It's easy to dry and store by fitting the mitt over the tube.

Using the mitt with **PreCleanse Balm** is recommended for a more professional cleansing experience, however you may opt to use your hands if you prefer.

At home take a small amount of your **PreCleanse Balm** and spend a few extra seconds massaging into your entire face and neck. The how-to will ensure to guide you as you go up to the hairline, forehead, chin, nose and under the jaw. Remember to go down onto the neck and around the back of the ears. When it comes to removing the cleanser, add plenty of tepid water which will allow the product to breakdown into a milky consistency and rinse off the skin, taking everything away with it."

We mentioned earlier that **PreCleanse Balm** works like a magnet to remove dirt from the skin, let's look at how effective step zero can be."

13. Next is the opportunity for attendees to get PreCleanse Balm on to their skin and see it work its magic in full.

Q. "How does **PreCleanse Balm** feel on your skin?"

"The Natural Biolipid Complex helps reinforce skins natural protective layer."

Q. "What do you think of the smell or texture of the product?"

"The Apricot Kernel Oil tones, firms and enables the skin to maintain its moisture balance. The smell is a blend of oils to refresh the senses. Mention that these Invigorating Essential Oils include Lavender, Bitter Orange, Grapefruit and Lemongrass. Each of these ingredients helps deliver the state of clean that is traditionally experienced in the professional treatment room."

Q. "For those of you who use **PreCleanse** how do you feel it differs to **PreCleanse Balm**?"

"**PreCleanse Balm** gently removes oily buildup from the skin's surface, containing researched ingredients that would effectively break down oil-based products and pollutants on the skin. These key ingredients were selected not only for their performance but also for their superior skin-conditioning properties, making the formula ideal for normal to dry skin."

"**PreCleanse Balm** is safe for use around the eye area to remove any stubborn eye makeup. Be sure to advise clients to keep their eyes closed during use. For clients with lash extensions, we recommend that they use oil-free **Soothing Eye Make-Up Remover**."

14. Next have attendees perform a second cleanse, this time over the entire face. Engagement during Second cleanse:

"All Dermalogica cleansers support the health of our skin. They are soap free and acid balanced to your skin pH, this means they won't strip your skin. You'll get a deep clean feeling without the tightness often associated with a regular cleansing wash or soap."

Q. *How many of you prefer washing your skin in the shower? At the sink?*

“All our cleansers are water soluble, so they simply rinse away. This makes cleansing very easy. You can use the cleansers at the sink with a wash cloth or cleansing sponges, or simply use them in the shower. Whatever you prefer.”

15. Next have attendees follow the double cleanse routine with finishing products and educate them throughout this phase:

“Having now seen and felt the benefits of a dermalogica double cleanse, share with the attendees that the products we finish with will further support the health of the skin and will penetrate more effectively due to the double cleanse.”

*Have customer spritz their skin with **Multi-Active Toner**.*

Q. *“Who uses a toner?”*

Q. *“How does your skin feel after toning?”*

“Our Toners are quite different compared to traditional toners on the market. Completely SD alcohol free and have entirely different benefits. They balance pH which aids in skin protection, boost hydration and treat common concerns. They can even help to make your moisturiser go further! Applying your moisturiser to a skin damp with a toner, locks in the hydrating benefits whilst making the moisturiser spread more evenly. It also means you can use a little less moisturiser and be more economical. This also means no more blotting! Leave that fabulous hydration on the skin!

*Earlier we discussed how **PreCleanse Balm** helps to remove environmental pollutants from the skins surface. Once the skin is clear we want to further protect against these damaging pollutants and the effects of UV. We can do this by applying moisturisers and SPF's that will not only nourish and hydrate, but also contain vitamins and antioxidants that will help fight off the damaging effects of pollutants and UV radiation.*

Dermalogica has always advocated SPF as part of your daily skin defence. UV radiation is the major contributor to skin ageing. We recommend a minimum of SPF15 that protects from both UVA and UVB. Layering treatment products will also ensure we have maximum coverage, by using products such as primers and tints.

As always, complete your routine with the application of the appropriate Dermalogica moisturiser to reinforce the natural protective barrier by restoring the balance of water and lipids.”

16. Have attendees look in the mirror and feel their skin

Q. *“How does your skin feel?”*

Q. *“How would you describe the look of your skin?”*

Q. *“What are your thoughts on PreCleanse Balm?”*

17. 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.

“At Dermalogica we not only believe in the importance of finding the right products for your skin, but it is equally important to find a product that will work with your lifestyle. Let’s look at how we may choose to incorporate double cleansing in to our at home regimens as well as some pro tips to enhance our regimens further.”

Q. *“Who currently double cleanses?”*

If they highlight that they do not double cleanse due to time-

“Double cleansing is essential within an at home routine, if you only have a short time for your skin care regimen this is the one step you don’t want to skip. If we aren’t cleansing effectively, any serums or moisturizers we use will not reach their full potential as they are unable to penetrate into the skin effectively. It’s like putting your clothes in to wash with fabric conditioner but forgetting the washing powder.”

*As a top tip, to save time, you may wish to look for multifunction or 2 in 1 products. Cleansers that also exfoliate are perfect to support **PreCleanse Balm**, for example **Skin Resurfacing Cleanser**, as they condense 3 steps into 2. This will help you get the most out of products you apply afterwards.”*

Q. *Do any of you have specific hobbies/ interests you participate in regularly? Do you adapt your cleanse regimen around these?*

“Double cleansing is a must if you spend time exercising or do outdoor activities. When we exercise our natural oil and sweat stick to the surface of our skin, even when dried they’ll leave a build-up. This may be in addition to sun creams, make up and pollution; this build-up can lead to sensitivity, blackheads or spots.

*As a top tip, always double cleanse after exercise, as soon as possible. Avoid exercising with make-up on the skin to prevent congestion and spots from developing. **PreCleanse Balm** is a great product after exercise to remove the build-up of sweat and oil as well as being travel friendly. You may also want to look out for an SPF moisturizer that protects against UVA and UVB to protect your skin from burning and ageing whilst outside.”*

(If applicable to the group we could also share how oil based cleansers are perfect for swimmers as the oils will replenish depleted natural oils from the chlorine and nourish the skin.)

Q. *Are there any make up lovers in the room?*

“Make up has evolved so longer lasting, 24 hour lipsticks/ waterproof mascaras and huge trends such as contouring and highlighting have become increasingly popular. This has led to people layering multiple make up products on the skin. Although this gives us a photo ready finish, the downside to long lasting/ heavier make ups is that they often contain ingredients such as artificial colours that cause blockages in the skin.

As another top tip, remember it is important to remove make up every evening to prevent blackheads/ spots and uneven texture. Double cleansing will also make your make up application easier by ensuring you have a healthy canvas to work on. We also

need to clean our make-up brushes and sponges regularly to avoid a build-up of bacteria as this could be transferred back onto our clean skins. Perfect partners to **PreCleanse Balm** would include an exfoliant or serum to hydrate the skin and of course a mineral colour based primer, these would also help to create a smooth/healthy base to start your make up application.”

Q. Does anyone spend a lot of time outside or travelling? How do you adjust your cleansing regimen when you travel?

“If you travel frequently your skin will be exposed to exhaust fumes, pollution and changes in weather. Have you ever noticed your skin feeling drier? Often when we are exposed to changes in temperature our skin can lose water, over time this can become noticeable as fine lines or flaky patches appear. You may even find your skin becoming oilier as higher humidity causes the skin to produce more oil, this will mix with pollution on the skin and create an oily residue.

Double cleansing will ensure you’re removing pollution and oil build up from the skin. Once clean we can apply toners, serums and moisturisers to protect the skin further. You will also need products that are easy to travel with. **PreCleanse Balm** is perfect as it’s very easy to use while travelling, it’s a balm so you’re guaranteed you won’t suffer with a leaky bottle in your luggage. Other travel friendly products may include a spritz toner that you can use throughout the day to stay hydrated, and a sunscreen is essential. If you do spend a lot of time in polluted areas you’d also benefit from a charcoal based product such as an exfoliator or masque. Charcoal, will also work like a magnet at removing pollution and dirt from the skin.”

18. 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.

“We’ve looked at how we can achieve a healthy clean glow at home, we also offer professional services that will accelerate these results further.”

Personalized Skin Fitness Plan A comprehensive plan to help you achieve your skin goals. Powered by Face Mapping your Skin Therapist will design you a Skin Fitness Plan around your skin and your life. Including an at home product regimen, professional education/advice and the best professional service to enhance your results.

Fresh Glow SkinSolver® will give you access to professional grade products and technology along with expert hands-on touch to get skin results FAST in only 10 minutes!

PROSkin60 is the ultimate treatment, different every time. Powered by Face Mapping, our signature 60 minute bespoke treatment is designed to your present needs and future goals. Each step is customized with advanced products, techniques and electric tools to not only ensure we are achieving the best skin result but offer a unique sensory experience to how you feel on the day. Whether you want to feel more relaxed/sedated or energised/uplifted. Each step is built around you.

ProSkin30 – our signature treatment, on your time. The ProSkin30, powered by Face Mapping is designed to achieve a high performance result in only 30 minutes. Great for those of you that are short for time. Each stage is powered up using advanced products with electrical technology. Each phase will be customised to your skin on the day, whether your goal is to achieve a smoother skin or remove congestion.

- 19. Open the floor to questions and once satisfied that they have all been answered close the Masterclass. (Highlight Gift Bags and encourage further interaction post the Masterclass.)**

Thank you for joining us today, we hope you're leaving feeling like you have learnt something about the importance of Step Zero! If you have any further questions or would like to know more about the services we offer, please come and speak to one of the team.