

ProBright@home

Virtual Service

service description

Get your glow on with our virtual ProBright@home skin treatment from the comfort of your own home. Our qualified skin therapist and Dermalogica Expert will share all you need to know about why we experience dull, uneven skin tone. Whether you want to fade dark spots or achieve a brighter, more luminous skin you will learn how to boost your regimen to get results. With the help of intensive treatment products containing Niacinamide and Vitamin C, we will virtually guide you through your very own @home skin treatment. Through advanced resurfacing, powerful serums and an intensely hydrating masque your skin will be glowing with radiance. Book your space now to receive your ProBright@home kit ready for your service.

suggested service time and fee

35 minutes, £15/€20 to include an at-home treatment kit. Use platforms such as Zoom to maximise attendance. Book between 5-15 attendees to effectively manage participant engagement.

welcome attendees and overview the session

5 minutes

Run a social media competition encouraging posting of before and after selfie photos, tagging in your business and @dermalogicauk plus #probright@home and #probright. Draw entrants in a raffle and re-share their posts and the winner on your social platforms.

skininformation segment

10 minutes

- Discuss the popularity of glowing and brighter skin. Link this trend to Dermalogica's ethos of helping you achieve healthy skin that glows naturally.
- Discuss factors that contribute to dull, dry, dehydrated and pigmented skin i.e. age, winter climate, central heating, UV exposure, pollution, buildup of skin cells, inadequate at-home regimen etc.
- Engage attendees by having them look in a mirror at their own skin and share their challenges.
- Explore hyperpigmentationexplained.com.

probright@home service

20 minutes

- Overview the @home skin brightening treatment and its benefits. Explain how attendees will be carrying it out on themselves under your guidance. Allow attendees to gather everything they need, including their treatment kit, fresh water, towels, headband, face cloth etc.
- This high-intensity treatment starts with double cleansing and resurfacing to prepare the skin for maximum absorption of active Vitamin C formulas.

treatment step-by-step

- **Double Cleanse;** Take attendees through how to use **PreCleanse** and follow with selected skin specific cleanser for their second cleanse. Take the opportunity to educate on product ingredients and benefits.
- **Resurfacing; Option 1** - Take attendees through how to apply **Rapid Reveal Peel**, leaving on the skin for 3-5 minutes. Check in on sensation levels whilst educating on the benefits of an at-home chemical peel and how to introduce this product into their regimen.
Option 2 – Take attendees through how to apply **Daily Superfoliant™**
- **Deep Treatment;** Have attendees apply either **BioLumin-C Serum** or **PowerBright Dark Spot Serum**. Have attendees apply a layer of **MultiVitamin Power Recovery® Masque** to boost hydration and skin nourishment. Take attendees through some **pressure point movements** for a pro service feel. Remove excess masque residue. **PST resource:** The Dewy Skin DIY movements are a good option. Find the video on <https://education.dermalogica.co.uk/Online-Resources/Video-Library>
- **Dermal Layering;** Have attendees spritz with a **toner** if they have one and then apply a layer of either **BioLumin-C Serum**, **PowerBright Dark Spot Serum** or **AGE Bright Clearing Serum**. Follow with **BioLumin-C Eye Serum**. Have attendees apply **moisturiser** and/or **SPF** dependent on what they received in their kits and the time of day.
- Encourage attendees to **take their ‘after’ selfie** for your social competition, reinforcing the incredible results of their ProBright@home service.
- **Promote your in-person services** as relevant including the **professional ProBright service** for more intensive results.
- Attendees should leave feeling confident with what products and services will help target their skin goals and how best to achieve healthy, bright skin with Dermalogica.

get prepared!

- Check out the Education Centre for more information on skin brightening and Vitamin C to ensure your virtual service provides the attendees with the latest information.
- Promote this service on your website, via eblast and via a video or LIVE on your social platform/s. This service is ideal for both new and existing clients, giving them an opportunity to try products they may not have experienced before.
- Consider a promotion to incentivise purchase of serums and/or booking the professional in-person ProBright service series.
- At booking, have clients complete an online consultation to assess their suitability for the at-home service and send them the treatment kit.
- Send an appointment reminder email or text with a note of what they will need for the service.

probright@home treatment kit

Suggested kit content; Samples of **PreCleanse**, **Special Cleansing Gel**, **Daily Superfoliant™/Rapid Reveal Peel**, **BioLumin-C Serum/PowerBright Dark Spot Serum/AGE Bright Clearing Serum**, **BioLumin-C Eye Serum**, **MultiVitamin Power Recovery® Masque**, **Skin Smoothing Cream**, **Invisible Physical Defense SPF30**.

Dependent on service charge, you may wish to add items such as a fan masque brush, jelly cup, sponges, headband or branded merchandise. Package in a nice envelope or box and consider adding suggestions for how the client best prepare for the session; i.e. a quiet comfortable space, water bowls, towel, face cloth, mirror etc.

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