

Pro Firm @home

therapist led virtual treatment

Service description

Get your neck's best treatment with our NEW virtual **Pro Firm @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 it's important to include your neck and chest in your skin care regimen, why the neck area is vulnerable to premature ageing and 'tech neck' syndrome and how best to tone and tighten the area. We will virtually guide you through your very own @home skin treatment including skin resurfacing and a lift and tone massage for the neck preparing the skin for a highly active toning and tightening neck serum. This treatment delivers professional like results at home!

Book your space now and invite a friend or two along to receive your **Pro Firm @home** treatment 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 maximize 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 #holdthepose #ProFirmAtHome and #neckfit. Draw entrants in a raffle and re-share their posts and the winner on your social platforms.

Skinformation segment

10 minutes

- Have attendees **look in a mirror at their neck and chest area** and share their challenges. Find out who includes their neck in their daily skin care routine. Who sprays perfume on this area? Share the common skin concerns we typically see here; Loss of elasticity, thin/crepèy skin, redness and sensitivity, dryness, pigmentation/sun damage, platysma banding, lines and wrinkles.
- **Engage attendees with the widget** at www.neckfitcontour.com Discuss the anatomy of the neck, what influences skin ageing from a skin anatomy point of view plus lifestyle impact such as UV, neglecting the neck within your skin care regimen, spraying perfume on the area and looking down at devices resulting in 'tech neck'. Touch on fascia and the impact of mechanical stress on this delicate area.
- **Introduce the NEW Neck Fit Contour Serum** giving a brief overview of the key features and benefits.

PST Resource: Neck Fit Contour Serum and Neck Refining Masque Training Manual, plus the IDI Webinar '*Adaptable Fascia*' Join live on Monday 11th Jan 2021 10:00-10:30 or on-demand post event on <https://education.dermalogica.co.uk/>

Pro Firm @home service

20 minutes

- **Overview the @home neck + skin firming 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 **neck and face workout** starts with double cleansing and resurfacing to prepare the skin for maximum absorption of active formulas to follow. It's important to have clothing free from the neck and upper chest area.

Treatment step-by-step

- **Double cleansing** Take attendees through how to use **PreCleanse** and follow with **Skin Resurfacing Cleanser** for an intense, exfoliating second cleanse. Take the opportunity to educate on product ingredients and benefits.
- **Lift & Tone massage** Have attendees apply **Phyto Replenish Oil** to face and neck sharing the hydrating and antioxidant benefits of this oil. Follow with a layer of **MultiVitamin Power Recovery Masque** to the face only to boost hydration and skin nourishment.
- Referencing the widget, take attendees through a **neck workout to target and tone** the neck area. Use this as an opportunity to reinforce the importance of focussing on this specific area and highlight the different workout options in the widget for clients to do regularly at home to maintain results. Remove excess masque and oil residue from the face and neck.
- **Refine & Firm** Have attendees spritz with a **toner** if they have one and apply **Neck Fit Contour Serum** with the spatula provided in their kit. Demonstrate and discuss the **benefits of the roller application** on the retail product and how to use it at home. Attendees can use a facial roller if they have one. Recap on the products ingredients and benefits, how the serum helps to prevent neck skin ageing as well as correct. Have attendees apply **Dynamic Skin Recovery SPF50** reinforcing the importance of adequate moisture and UV defense on this delicate area.
- Encourage attendees to **take their #holdthepose 'after' selfie** for your social competition, reinforcing the incredible results of their Pro Firm @home service.
- **Promote your in-person services** as relevant including the **professional Pro Firm Neck + Skin service** that includes use of the NEW professional **Neck Refining Masque** to kick-start results complementing their at home neck workouts 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, toned skin with dermalogica.

Get prepared!

- Check out the **Education Centre** for more information on neck anatomy, fascia and new products 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 incentivize** purchases of Neck Fit Contour Serum and/or booking a professional in-person Pro Firm Neck + Skin service series.
- At booking, have **clients complete an online consultation** form via a link from your business' Face Mapping PRO account 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, Skin Resurfacing Cleanser, Phyto Replenish Oil, MultiVitamin Power Recovery Masque, Neck Fit Contour Serum, Dynamic Skin Recovery SPF50 and 1 wooden spatula.

Dependent on service charge, you may wish to add items such as a fan masque brush, 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, jade roller etc. And advise they wear ideal clothing to expose the neck and upper chest area like a scoop neck/vest top.