

sensitive skin rescue masterclass

Over half of the global population describes their skin as sensitive! But sensitive skin looks and feels different for everyone. Some people experience mild, occasional flare-ups while others deal with constant redness and discomfort. This masterclass provides an opportunity to engage clients with the **NEW! UltraCalming™ Duo, Calm Water Gel and Barrier Defence Booster** by answering common client questions such as, “what causes skin sensitivity?” and, “how can we manage or treat inflamed skin?”

1. set the scene

Create a calming and impactful environment that instantly grabs attention.

- On arrival offer the attendees a warm herbal tea.
- Encourage attendees to fill in the consultation questions on their **Skin Fitness Plan**. *(Team supporting the event need to check contraindications and precautions.)*
- Once attendees are seated, hand out a warm disposable steam towel customised with **Calming Botanical Mixer** to cleanse their hands.
- Once hands are cleansed dispense one drop of **Soothing Additive** into the clients' hands. Encourage attendees to take three deep breathes. (Ensure that Soothing Additive is applied to the clients hand by a professional skin therapist. *Check for allergies, pregnant or trying to become pregnant before dispensing **Soothing Additive**. If contraindicated use **Calming Botanical Mixers**.)*

2. explore sensitive skin

- Welcome and introduce the **Sensitive Skin Rescue Masterclass** as an opportunity to understand:
 - what causes sensitivity
 - how sensitivity affects our skins individually
 - how we can best manage sensitivity to achieve our healthiest skin
- Explain that we will focus on relieving redness, quenching dehydration and restoring our skin's protective shield. We will explore possible triggers and share professional top tips to help protect against these threats.
- Engage attendees in conversation about their relationship with Dermalogica® products – what have they used/what are their favourite products?
- Introduce the **Skin Fitness Plan**; explain how we use this tool to support their journey to healthy skin.
- Have attendees review their skin in the mirrors provided. What factors trigger their skin sensitivity? What symptoms do they experienced? How many of them have tried to reduce their symptoms only to find their skin become more irritated?
- Share that sensitivity is one of the most common skin challenges experienced by many individuals globally. In fact 62% of people consider their skin to be sensitive. Finding the right treatment product can feel like a maze of mirrors or even a dead-end street.
- Dermalogica® understands that all our skins are unique and the same can be said for skin sensitivity issues which look and feel different for everyone. Some people

experience mild, occasional flare ups while others suffer with constant redness and discomfort.

- Educate the group using surprising facts and information about possible triggers e.g. pollution, climate change, stress, product usage, and harsh ingredients. Highlight how internal triggers can result in rosacea, eczema and psoriasis and explain that we can either manage or correct skin sensitivity dependent on whether the trigger is genetic or environmental.

3. Sensitive Skin Rescue Skin Bar® Lesson or SkinSolver

- Introduce the **NEW! UltraCalming** products by either taking all attendees though the **Sensitive Skin Rescue Skin Bar® Lesson**, or alternatively showcasing the impact of professional services by demonstrating the **Sensitive Skin Rescue SkinSolver**.
- Share specific skin benefits and statistics relevant to the group or individual, highlighting the importance of professional services to help powerfully soothe the skin.
- Provide professional top tips on how to get the best out of your products and bespoke lifestyle advice. *[Reference protocol documents for insights into skin lesson and skinsolver.]*

4. professional services

- Highlight the recommended Professional Services available. Reinforce the message that we can work together to improve their skin health through lifestyle tweaks and products that fit in to their daily routine.
- Open the floor to questions and thank attendees for joining today. Make attendees aware that your team (if applicable) are available for further information about the services you offer or to book in for a service. Highlight Gift Bags and encourage further interaction post the Masterclass.