

Sound Sleep Cocoon Masterclass

Want to transform your skin by night to glow by day? This Masterclass will explore the importance of sleep and introduce the latest Dermalogica® product launch **Sound Sleep Cocoon**. Learn how to maximise skin regeneration and repair at night to wake up to radiant, soft and hydrated skin by morning!

1. Welcome attendees and introduce the Sound Sleep Cocoon Masterclass as an opportunity to meet the newest night time product **Sound Sleep Cocoon**, which will transform skin by night to glow by day.

Relevant points to include:

- Sleep is anything but passive and idle—your body repairs itself and recovers while you sleep.
 - When it comes to your skin care routine, sleep is a crucial component for the skin’s recovery from the assaults of the day. It is a time of constant activity and repair.
 - This product features soothing motion-activated essential oils to promote restful sleep; and active ingredients that transform skin overnight by optimizing nighttime skin recovery. It envelopes the skin in a hydrating, nourishing cocoon at night for more radiant skin by morning. This is why the tagline reads “transform by night, glow by day.”
2. Set up the session by giving attendees an overview of what the Masterclass will involve and what they can expect to learn throughout. Inform them that you will be discussing the benefits of **Sound Sleep Cocoon** and the bespoke lifestyle advice available to get the most out of a night time regimen. Explain that today we will learn how to sync your skin care regimen with your body’s natural rhythms to make the most of your skins night time activity.
 3. Engage the group by asking questions about their experience with sleep and how their skin looks and feels in the morning. This is an opportunity to share some facts and figures about sleep and the impact it has on the skin health. This platforms the discussion on how skin repairs at night and how it relates to **Sound Sleep Cocoon**.

Relevant points to include:

- Our skin is nocturnal; while we sleep it actively works to repair damage.
- Sleep problems affect health and quality of life for up to 45% of the world’s population.
- Just a few nights of missed sleep can lead to dull skin and fine lines; continued sleep insufficiency can lead to dark circles, puffy eyes, sallow skin and early ageing (it can even result in hypertension, diabetes and a host of other issues).
- Insufficient sleep can cause excess cortisol to be released by the body resulting in collagen breakdown. More importantly, the natural skin renewal process is also impaired.
- As a professional skin therapist, you can’t always convince clients to get the recommend seven hours of sleep. But you can help them maximise the skin benefits from the sleep they do get—by recommending **Sound Sleep Cocoon** which is formulated to work at night while the skin in regeneration mode.

4. Educate attendees in more depth about sleep science. This will include discussions about our natural circadian rhythms, regenerative processes within the skin, sleep inducing melatonin and how **Sound Sleep Cocoon** can support this.

Relevant points to include:

- **Sound Sleep Cocoon** is specifically formulated to work with the body's natural circadian rhythms. Circadian rhythms are distinct periods of biological activity that occur when we're awake and when we're asleep, controlled by the way the body's biological clock responds to light and dark.
- During the day, skin cells are in defense mode—working to protect themselves from UV exposure and free radical damage. When the sun goes down our skin switches into regeneration mode—repairing daytime damage and boosting the production of substances that protect and renew.
- The mind and body enter a biological regeneration mode while we sleep, performing reparative functions that can't occur during wakefulness. The brain clears out waste products, ramps up its production of protective brain cells, and consolidates memories to enhance problem-solving and creativity.
- The skin follows a similar regenerative process. For example, 9:00 p.m. is when melatonin secretion starts. Sleep-inducing melatonin is produced at night when we sleep in complete darkness, and it allows our bodies to go into deep, recuperative, immune-enhancing sleep. Melatonin is also known for its antioxidant properties. As melatonin production rises, levels of cortisol, the stress hormone, begins to fall during sleep—allowing skin to repair and protect itself from outside damage.
- The maximum nighttime skin repair is right around 11:00 p.m. Sleep also allows the body to make more collagen, which minimizes fine lines, and release more human growth hormone, which increases muscle mass and strengthens skin. Blood flow to the skin increases, too—resulting in a healthy glow. And when you get your rest, you can even see noticeable skin benefits within 2-3 weeks of improved sleep.

5. To platform the use of Dermalogica on the attendee's skin investigate their experience with Dermalogica products. Use this opportunity to discuss the brand focus and background if any attendees haven't used Dermalogica before. Follow this with the introduction of the Skin Fitness Plan. Explain how and why we use this tool to support their journey with Dermalogica. They will fill these out themselves to support their experience, with support from the Professional Skin Therapist.
6. Now is the opportunity for attendees to get hands on with **Sound Sleep Cocoon** and get the product on to their skin.
 - Explain the set-up of the Skin Bar, directing them to the products and equipment they will be using throughout.
 - Ask attendees to review their skin in the mirrors provided, taking note of areas of concern such as dehydration and fine lines on their Skin Fitness Plan.
 - Guide attendees on how to prepare themselves for the treatment, have them put on a headband and position an additional bib across their lap to protect clothing.

- Have attendees cleanse their eye area using **PreCleanse Balm** or **Special Cleansing Gel** damp cotton wool pads and complete the Dermalogica Double Cleanse with **PreCleanse Balm** followed by **Special Cleansing Gel**.
 - Attendees spritz their skin with **MultiActive Toner** or **Antioxidant Hydrmist**.
 - **Dermal layering option:** Show how to dispense **Overnight Repair Serum** or **Phyto Replenish Oil** and gently press onto their skin.
 - Have attendees apply **Nightly Lip Treatment** on and around the mouth area and then apply **MultiVitamin Power Firm** around the eyes.
 - Have attendees dispense 1-2 pumps of **Sound Sleep Cocoon** onto their fingertips and encourage them to follow the *Sound Sleep Cocoon Essential Oil Activation Technique*. Explain the benefits of this application technique. Play the *Sound Sleep Cocoon Essential Oil Activation Technique* video if available.
 - Apply
 - Massage
 - Breathe
7. Engage the group with questions about their product preferences and how they feel about layering products on their skin. Use these insights to educate further about **Sound Sleep Cocoon** - how it encourages restful sleep, how it works and the skin benefits.

Relevant points to include:

- When peak repair time comes around, the following occurs in the skin:
 - Cells repair themselves for decreased impaired barrier
 - Cell turnover increases for more radiant and hydrated skin
 - Collagen production helps minimise fine lines
 - Increased blood flow improves complexion and keeps puffy eyes and dark circles at bay
8. Follow with professional top tips if appropriate. Provide additional lifestyle/personal preference advice and restful sleep tips.
9. To finish the Skin Bar Lesson, encourage attendees to complete their **Skin Fitness Plans with a Professional Skin Therapist**. Include product recommendation, lifestyle advice and treatment recommendations.
10. Finally, introduce attendees to the Sound Sleep Cocoon App and give an overview of what it has to offer. Play the sounds from the webapp for the group. Have attendees go to www.soundsleepcocoon.com on their mobile device so they can read up on all the top tips to enjoy a restful night's sleep.
11. Give attendees further information about the Professional Services available in your business. Share with attendees the importance of updating their Skin Fitness Plan regularly to achieve their healthiest skin ever.
12. Make attendees aware that your team are available for any further questions or information about the services you offer or service bookings. Thank attendees for joining you today. Highlight gift bags and encourage further interaction post the Masterclass.

