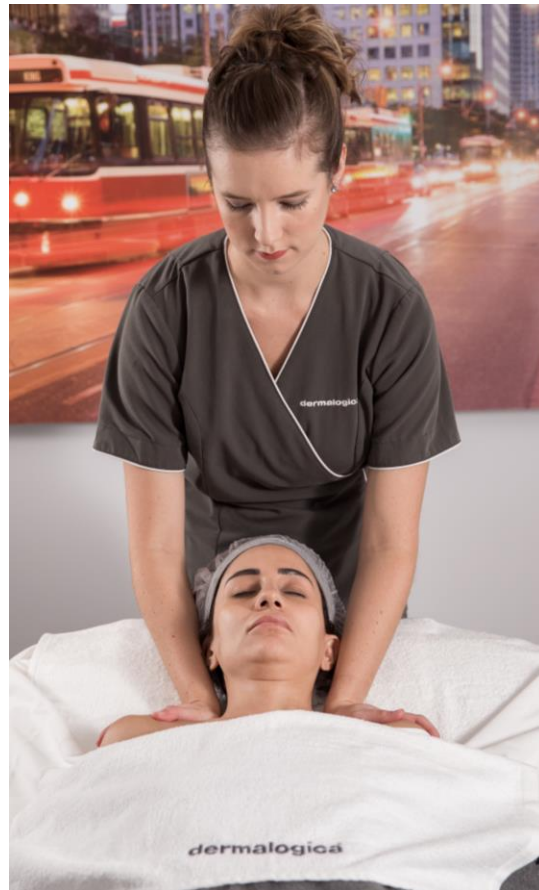


# dermalogica<sup>®</sup>

professional-grade skin care by The International Dermal Institute

## targeted neck and shoulder touch therapy workshop support material



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## meet dermalogica

For more than 30 years, we have redefined professional excellence in the skin care industry. Instead of teaching "beauty school" to "beauticians," we teach skin health to skin therapists, offering the most challenging and rewarding postgraduate skin therapy curriculum in the world.

### **We believe in skin health, not beauty.**

Dermalogica launched in 1986, a time when neon reigned, hair was big and beauty was more important than skin health. While snazzy, frilly products acted more as trendy accessories than tools for skin health, Dermalogica delivered innovation through real research, real ingredients and real results.

Today, Dermalogica still turns heads for innovative products and treatments that work, and our customers turn heads for skin health that goes farther than skin deep.

### **We believe professional skin care is not a luxury.**

To us, skin care is part of daily health — like brushing your teeth! That's why we believe so much in the power of professional skin therapists to change how people value and care for their skin.

Since Jane Wurwand — herself a professional skin therapist — founded Dermalogica, our mission has been to bring respect and success to professional skin therapists through excellent education, innovative products and outstanding customer service. Everything we do is done to help *you* be the best, most successful and most influential skin therapist you can be.

### **We believe in setting the standard.**

Dermalogica is the #1 choice of skin care professionals worldwide. To date, we have won more than 300 awards for our revolutionary products and treatments, all researched and developed by The International Dermal Institute (IDI). As a student, you're not only working with these products and treatments, you're learning the best, from the best, with access to more than 40 IDI classes and industry-leading experts!

Along with IDI, Dermalogica is the driving force behind more than 90 training centers, including our unique Immersive Learning Centers at select locations.



## physiological effects of massage

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Massage impacts many of the body's' systems including, but not limited to: the muscular, cardiovascular, nervous, immune and endocrine system. But how exactly does touch or massage effect our health and how we feel?

- The skin is a sensory organ and is laden with receptors.
- When a receptor is stimulated, it sends a signal along the neurons to the brain.
- The brain coordinates the response, like the contraction of a muscle or a gland releasing a hormone into the blood.

Different types of massage create different responses:

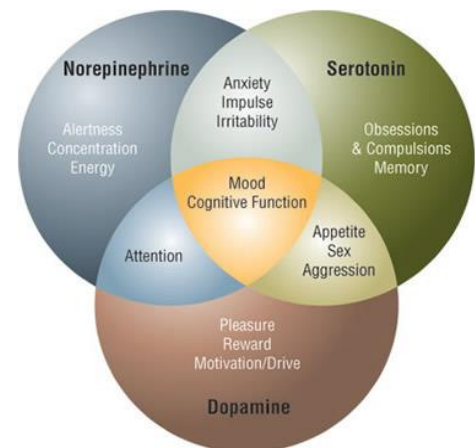
- A seated massage lasting 15 minutes increases the production of epinephrine by stimulating the sympathetic nervous system. This assists people in becoming more alert, more attentive, and therefore more productive.
- A slower, longer, deeper and more rhythmic treatment has quite the opposite effect, engaging the parasympathetic nervous system, reducing epinephrine levels, allowing a sense of deep relaxation, and facilitating deep sleep.
- **Light slow pressure or caressing stimulates the pleasure center of the brain.**

## impacts on hormones

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Research conducted at the Touch Research Institute (University of Miami) has documented some of the effects of massage on hormones/neurotransmitters:

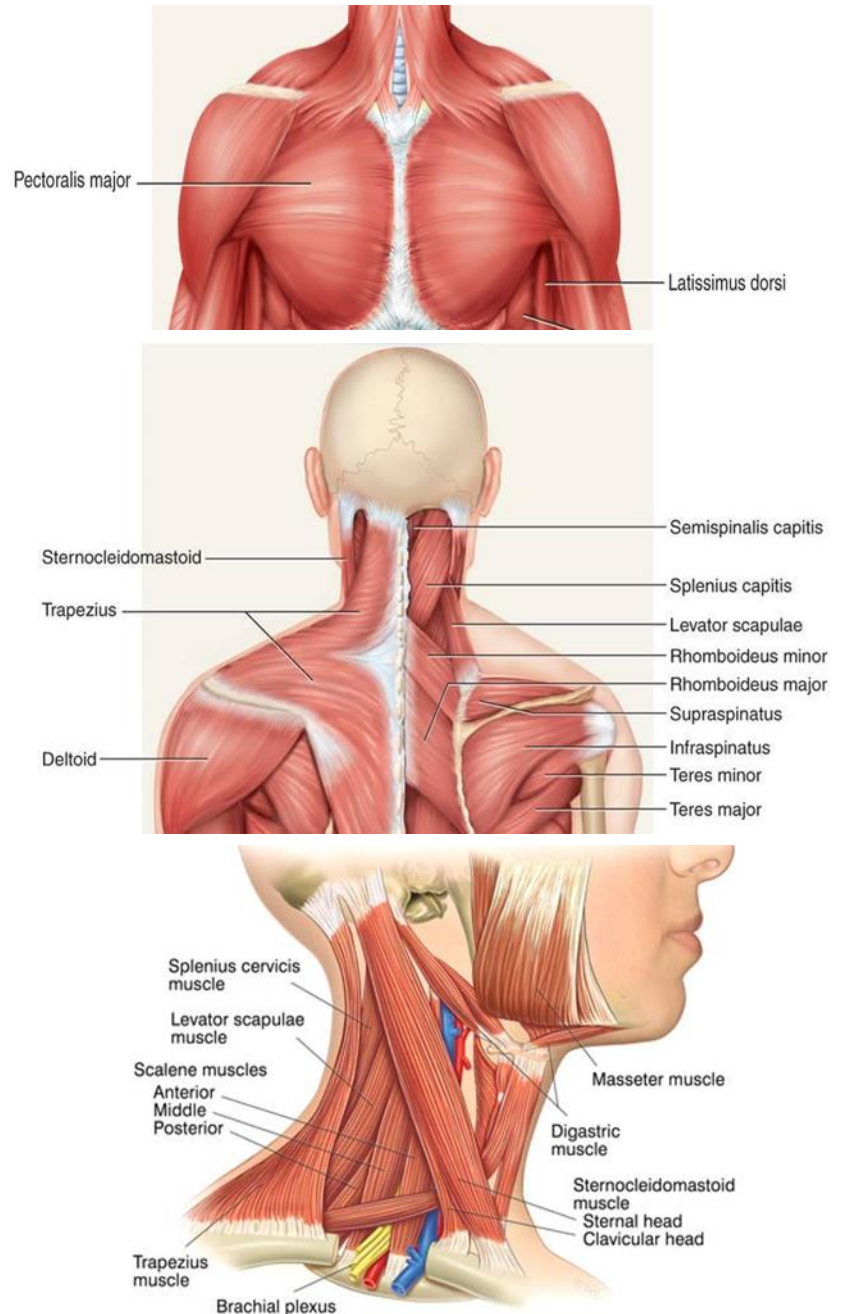
- Reduces cortisol levels
- Increases enkephalins, endorphins and oxytocin
- Increases availability of serotonin and dopamine
- Regulates adrenalin and noradrenalin



## targeted muscles

**Targeted Neck and Shoulder Touch Therapy** targets major muscles in the neck, chest and shoulders. These are the most common areas of tension in the upper body. These muscles support the weight of the head (average of 8.23 pounds), flex the neck, rotate and move the shoulders.

- Pectoralis Major
- Sternocleidomastoid
- Trapezius
- Rhomboids (minor and major)
- Supraspinatus
- Infraspinatus
- Teres Major and Minor
- Splenius Cervicis
- Scalene muscles (anterior, middle and posterior)
- Levator Scapulae



## skin benefits

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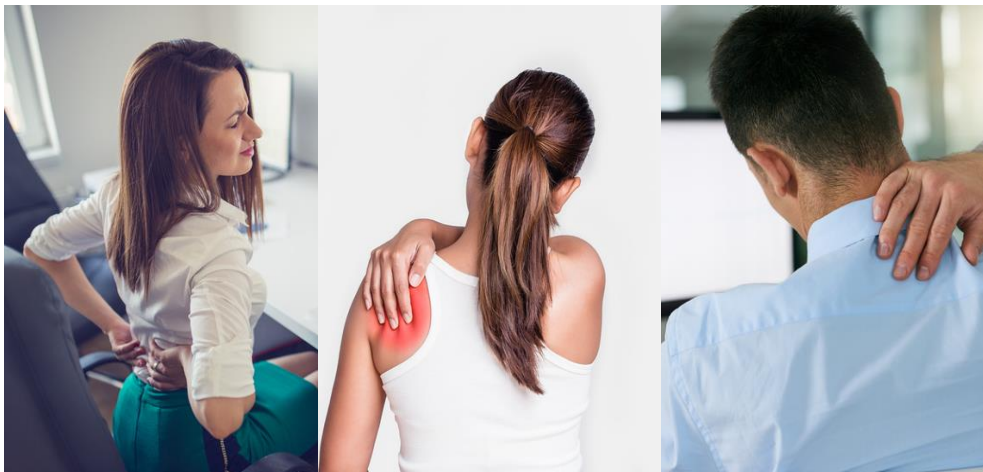
Many people do not pay enough attention to their posture, especially from being hunched over looking at devices. Repetitive motions and weak posture can cause a tremendous amount of excessive stress on ligaments, joint surfaces and on the muscles, that are required to hold the head up. Over time, the muscles will develop painful trigger points, become weak and tight and lose flexibility. This all leads to pain and breakdown.

This Touch Therapy aims to help remedy these ailments by:

- Focusing on relieving a full range of upper body muscle tension
- Promoting stress relief on the head, neck and shoulders

## who can benefit

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**Targeted Neck and Shoulder Touch Therapy** is for all skin conditions, as well as clients suffering from upper body tension. This is also a great option for clients who may be contraindicated for face massage, such as a client who recently had injections.

If the client reveals any head, neck, shoulder injuries and or surgery during consultation or **Face Mapping**<sup>®</sup>, you may need to select another Touch Therapy to perform on the client.

## proskin treatments

Clients today don't just want personalization, they expect it. Every detail of their service should be unique and tailored to them. Dermalogica's **ProSkin** treatments offer clients a bespoke experience that is truly customized with each visit. These treatments take a modular approach. Each module represents a 10-minute time block in your treatment, which can be fully customized with product boost options or technology.

**Touch Therapy** is a module within ProSkin.



**Double Cleanse:** Every treatment must start with this module, which involves double cleansing the skin with **PreCleanse**, completing your client's **Face Mapping**, then cleansing with the Dermalogica Cleanser you choose based on the Face Mapping results. After completing this module, you can move on to other module(s) selected for the client's bespoke



**Resurfacing:** This is a great module to select if your client is concerned about uneven skin tone, rough texture or dull/lackluster skin.



**Extractions:** If you see congestion and comedones on your client's skin, you may want to perform extractions and add this module. You can perform these manually or with the modalities to hygienically and safely clear pores, and help prevent future breakouts



**Touch Therapy:** One of the most memorable parts of a skin treatment is the massage, which can help lower stress, stimulate lymph flow, improve circulation and alleviate pain. Dermalogica's exclusive Touch Therapy techniques allow you to incorporate massage, aromatherapy, acupressure or lymphatic drainage to help eliminate toxins and relax tissues in the skin.



**Deep Treatment:** This portion of your treatment should be dedicated to intensively targeting your client's specific skin concerns and conditions. Now that the skin has been thoroughly cleansed and prepped, it is ready to allow optimal penetration of whichever targeted treatment you choose.



**Dermal Layering:** Every treatment should end with this module. Now is the time to apply and layer any finishing products that should remain on your client's skin for the rest of the day. This includes products you plan to prescribe or sample to your client as part of their Face Mapping and take-home **Skin Fitness Plan**.




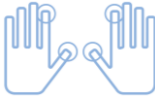

## enhance your touch tool belt

Dermalogica has created 5 signature massage techniques to bring your clients' treatment customization to whole new level.

- Pressure Point
- Age Reversal
- Sensitive Skin Relief
- Stress Relief Scalp
- **Targeted Neck and Shoulder**

## the sensorial experience

Winning the hearts and minds of your clients is easy by simply paying attention to the details. Along with your personalization of the treatment, creating a sensorial experience is another way to show the client that you are a thinking therapist.

<p><b>smell</b></p> 	<ul style="list-style-type: none"> <li>• Breathing exercises using <b>Additives</b> or <b>Calming Botanical Mixer</b></li> <li>• Avoid stuffy rooms</li> <li>• Diffuse aromatherapy</li> </ul>
<p><b>sight</b></p> 	<ul style="list-style-type: none"> <li>• Warm, soft lighting</li> <li>• Treatment room cleanliness</li> <li>• Appropriate eye protection in light based services</li> </ul>
<p><b>hearing</b></p> 	<ul style="list-style-type: none"> <li>• Balance conversation</li> <li>• Reduce unnecessary noise</li> <li>• Customize the client's music selection</li> </ul>
<p><b>touch</b></p> 	<ul style="list-style-type: none"> <li>• Memory foam bolster</li> <li>• Temperature controlled bed</li> <li>• Temperature of room</li> <li>• Pressure checks</li> </ul>
<p><b>taste</b></p> 	<ul style="list-style-type: none"> <li>• Warm beverages</li> <li>• Selection to complement treatment or product</li> <li>• Tips to stay hydrated</li> </ul>

## made for massage

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Dermalogica has a variety of product options to choose from to help you deliver the best experience. Customize according to your client's preference. For example, choose an essential oil blend best suits your clients' needs or for an oil-free option select **Calming Botanical Mixer**. Always refer to the Touch Therapy module cards for ideal products to use for that particular massage.



**Massage Cream** is a fragrance-free, oil-rich cream that melts and liquifies on contact with the skin's warmth. It provides long lasting slip and glide without mineral oil or heavy residue.



**Calming Botanical Mixer** is a water-soluble, aromatherapeutic blend that can be a great alternative if the client is contraindicated to essential oils.



**Dermalogica Additives** are therapeutic essential oils to target and treat a myriad of skin conditions. They can also assist with clearing the mind.



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