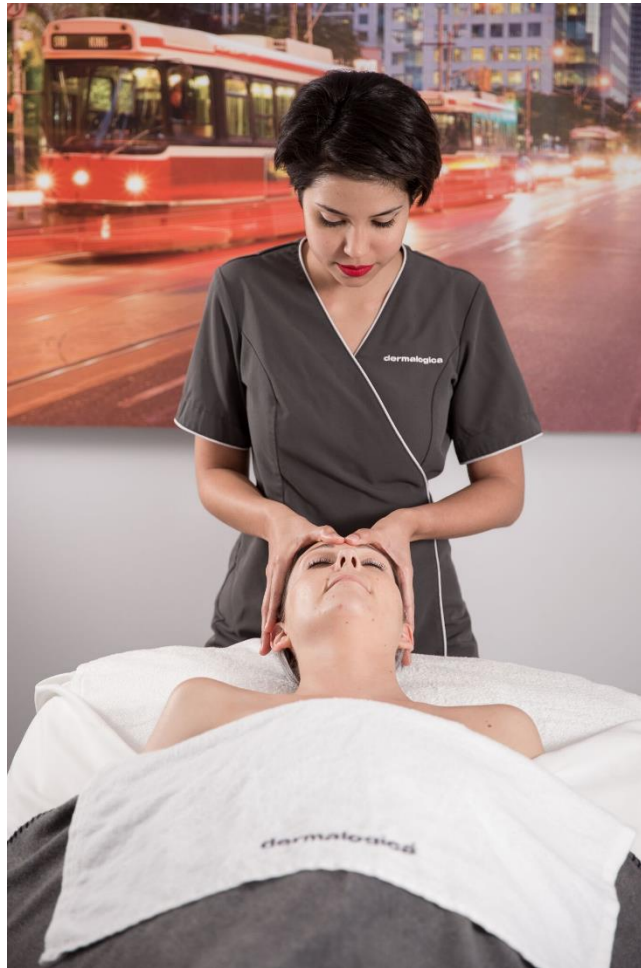


dermalogica®

professional-grade skin care by The International Dermal Institute

pressure point 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.



eastern versus western approach

Western medical diagnosis is based on a Western approach to life: left brained, analytical, technical and scientific. The body is also seen as a machine full of moving parts, each organ is separate from the other and there are medical specialists for designated to treat particular organs and parts. Focusing on one area can result in damage to other organs, and dealing with crisis management rather than prevention.

With Eastern medical diagnosis, the whole body is considered as well as the cause of the problem. Eastern medicine is aimed at prevention and maintaining good health is the key. With the correct treatment, diet and lifestyle advice, eastern practitioners want to maintain overall well-being to prevent ailments from coming up in the first place.

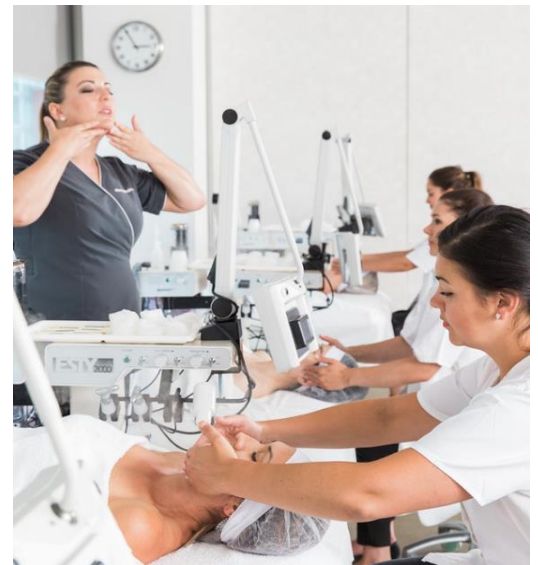
pressure point benefits

Dermalogica's **Pressure Point Touch Therapy** is based on acupressure technique. Acupressure is sometimes referred to as **needle-less acupuncture**, because both forms of healing use the same points to achieve the desired results.

There are 365 working tsubo points on the human body. They occur at places that are physically weak; for example, the depressions at the junctures of the muscles and places under the skin where the nerve emerge from muscles.

Stimulating specific points on the body can trigger the release of endorphins (chemicals produced by the body that relieve pain). When endorphins are released, pain is blocked, and the flow of blood and oxygen to the affected area is increased.

- Combines aromatherapy, acupressure and lymphatic drainage
- Eliminates toxins and relaxes tissues
- Promotes circulation of blood, oxygen, lymph and chi
- Relieves muscle tension allowing the body to fully relax



who will benefit?

Dermalogica's Pressure Point technique is great for all skin types and conditions; ranging from aging skin to acneic skin. This includes the following clients as well:

- Tension headache sufferers
- Skin with excess secretions
- Sensitive or sensitized skin



For clients with neck or spinal injuries, you may eliminate the final 'Neck Stretch' movement and work on the next reflex on the big toe instead. If the client suffers from arthritis of the neck or has recently experienced any form of neck trauma such as whiplash it is important to refrain from massaging, stretching or moving the neck in any fashion.

Ensure to address these question on the client's **Dermalogica Consultation Card** or during **Face Mapping** prior to treatment.

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**.




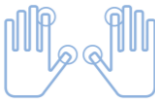

enhance your touch tool belt

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

- **Pressure Point**
- Age Reversal
- Stress Relief Scalp
- Sensitive Skin Relief
- 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.

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

made for massage

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 massage.



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



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

connect with the tribe.



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