

# dermalogica®

professional-grade skin care by The International Dermal Institute

## sensitive skin relief 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.

## stress, sensitivity and massage



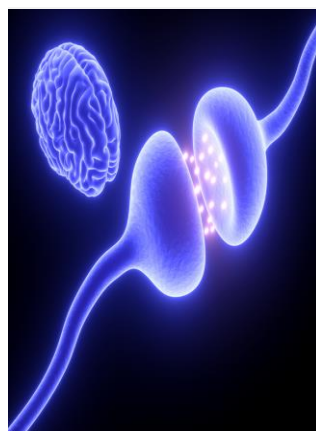
The nervous system, which is controlled by the brain, can trigger what is called **neurogenic inflammation** by releasing neuropeptides as a stress response. Stress is a major stimulator of neuropeptide release in the body, which can result as inflammation on the skin, such as redness and itchiness. Some people will experience stress rashes, or have existing inflammatory skin conditions become worse—such as rosacea, acne, eczema and psoriasis.

By incorporating **Sensitive Skin Relief Touch Therapy** into your treatments, you can work to lower the activity of these pro-inflammatory mediating cells, therefore lowering the amount of inflammation the client visibly sees on their skin.



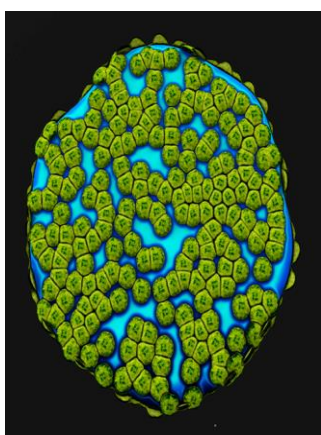
## 1. Stress

When a person is in a state of distress, the body releases certain hormones.



## 2. Substance P and CGRP

These hormones trigger pro-inflammatory mediating cells, including the mast cell.



## 3. Mast Cell Degranulation

The release of these hormones will cause the mast cell to burst, releasing histamines.



## 4. Inflammation

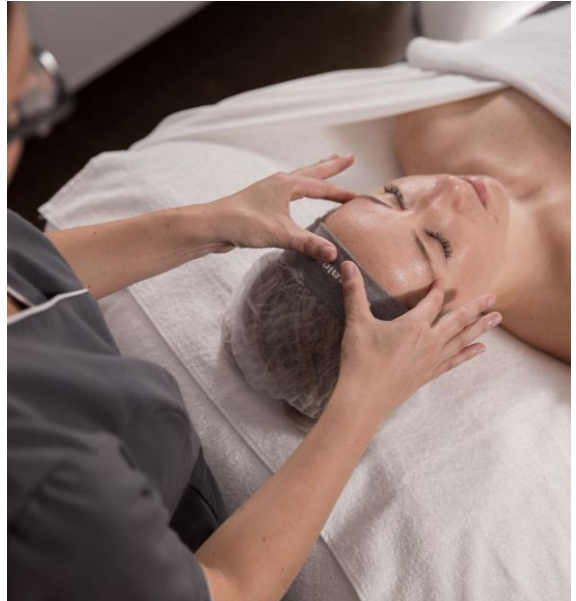
As a result, inflammation will occur causing the skin to become flushed and blushed.

## skin benefits

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The **Sensitive Skin Relief Touch Therapy** incorporates a blend of acupressure and drainage techniques for stress relief and to relieve eye and sinus area discomfort, headaches, pressure and pain. Clients will experience reduced swelling of the tissues, which also helps reduce redness. Overall, this Touch Therapy works to:

- Soothe sensitive or sensitized skin conditions
- Relieve stress tension in the face, sinuses, head and eye muscles
- Improve breathing, calm the psyche and relax the body



## who can benefit?

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This Touch Therapy technique is a great option for clients that have the following:

- Couperose skin
- Oily or acneic skin
- Sensitive or sensitized skin
- Clients with various forms of dermatitis



## 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

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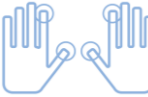
Dermalogica has created 5 signature massage techniques to bring your clients' treatment customization to whole new level.

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

## the sensorial experience

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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.

<b>smell</b> 	<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>
<b>sight</b> 	<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>
<b>hearing</b> 	<ul style="list-style-type: none"><li>• Balance conversation</li><li>• Reduce unnecessary noise</li><li>• Customize the client's music selection</li></ul>
<b>touch</b> 	<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>

## taste



- Warm beverages
- Selection to complement treatment or product
- Tips to stay hydrated

## 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 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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