

## **Dermalogica DNA: Day 1 Discovering Top Sellers**

*for Non- Therapists and Professional Skin Therapists*

In this first workshop of the DNA series, you will:

- discover Dermalogica's Top Selling Retail products in all segments.
- experience all our products first-hand through touch, feel and play!
- establish your product knowledge so that you can match the right product to each skin concern and achieve great results for your clients.

## **Dermalogica DNA Day 2: Navigating Targeted Products**

*for Non-therapists and Professional Skin Therapists*

The aim of this workshop is to:

- learn all about Dermalogica's targeted product systems that directly work to prevent or correct specific skin concerns.
- discuss different skin conditions such as aging, sensitivity, hyperpigmentation and adult breakouts and gain knowledge about their causes and influences.
- gain confidence in identifying skin conditions and recommending the most accurate products from our targeted systems.

## **Dermalogica DNA Day 3: Achieving Professional Results**

*Professional Skin Therapists only*

This is where we will bring it all together to achieve optimal results in the treatment room.

During this workshop, you will:

- meet our **Dermalogica Professional** products.
- give and receive a fully customized ProSkin 60 treatment!
- practice prescribing a customized product prescription post-treatment.

At the end of DNA you will become Dermalogica Certified and officially become part of the tribe!

# Skill Building Workshops

*workshops for Non-Therapists and Professional Skin Therapists*

## H.A.P.P.Y Retailing

In this workshop you will learn how to maximize every retail opportunity to improve your business!

This workshop will give you action items to:

- build confidence in retailing effectively.
- provide an elevated customer experience.
- build a strong rapport and relationships with your clients.

## Get the Love, Get the Sale

Develop a new perspective on sales by delving into the psychology and science of consumer purchasing to master your approach to sales. Gain confidence in closing your sale. Explore the stages of buying and selling which will empower you with the tools to further advance client relationships and obtain retail success.

In this **advanced** workshop we will:

- Review the foundations of H.A.P.P.Y Retailing
- Examine variant ways to close your sale and increase consumer loyalty
- Explore new and creative ways to use the psychology of consumer purchasing to help you achieve your sales goals
- Get hands on experience in the different stages of buying and selling

# Segment Workshops

*practical workshops for Professional Skin Therapists.*

## **Treatment Essentials: Aging**

Learn how to create a completely customizable treatment for clients whose primary skin concern is aging, focusing on:

- professional exfoliation options and combinations.
- deep treatment products that target aging, and common secondary concerns, such as sensitivity, dehydration, hyperpigmentation, or breakouts.
- create a bespoke ProSkin treatment.

## **Treatment Essentials: Sensitive**

Learn how to create a completely customizable treatment for clients experiencing skin sensitivity.

You will:

- learn about the “Less Rule”.
- practice combining professional masques and dermal layering products to help soothe and repair sensitive and sensitized skin.
- discuss strategies for handling a skin reaction both during or after a treatment.
- create a bespoke ProSkin treatment.

## **Treatment Essentials: Adult Breakouts**

Learn how to create a completely customizable treatment for clients experiencing breakouts, focusing on:

- various professional exfoliation options.
- extractions, learn the Dermalogica extraction technique.
- dermal layering products that address breakouts, and common secondary concerns such as sensitivity, dehydration, hyperpigmentation, or aging.
- create a bespoke ProSkin treatment.

At the end of these workshops, you will feel confident in designing a more personalized and results driven treatment, as well as mastering your home care prescriptions for long term results.

## **Skill Building Workshops**

*practical workshops for Professional Skin Therapists.*

### **Touch Therapy: Pressure Point Massage**

Learn Dermalogica's most iconic and versatile massages!

This technique will help expand your range of clients and services, from men, to teens, to "time-compressed" clients.

It will help to:

- relieve muscle tension.
- promote the circulation of blood and Chi to aid in the healing process.

### **Touch Therapy: Sensitive Skin Relief**

Dermalogica's Sensitive Skin Relief Touch Therapy is one of the best ways to truly relax your client and focuses on:

- relieving stress to reduce inflammation.
- deep breathing, acupuncture and drainage movements.
- work to help calm the skin, but also help calm the mind.

### **Touch Therapy: Stress Relief Scalp**

Did you know that up to 70% of body tension can be found in the scalp?

This can cause eye strain, neck pain as well as the shoulders.

In this Touch Therapy we will work all these areas and more to help our clients release stress and provide clarity to the mind.

### **Touch Therapy: Neck & Shoulder**

A "client favorite", Dermalogica's Targeted Neck and Shoulder Touch Therapy targets the result of today's hustle and bustle by releasing your client's muscle tension and pain in the back, shoulders and neck.

### **Touch Therapy: AGE Reversal**

Aging concerns such as frown lines, crow's feet and lip lines can all be caused by facial tension, poor circulation and frequent muscle repetition.

This touch therapy is designed to teach you a technique to work many of the muscles in the face, neck and shoulders that affect the structure of the skin as we age.

## Advanced Workshops

*practical and theory workshops for Professional Skin Therapists*

### **Dermalogica with Advanced Modalities**

Become better acquainted with pairing DermalogicaPRO products with ultrasonic, microcurrent, wet microdermabrasion, skin needling and LED as well as with advanced treatments of microneedling, dermaplaning and IPL!

You will achieve treatment room success by learning about:

- The critical connection from product to machine to client concerns
- Our modular approach to create a bespoke **ProSkin 30** or **ProSkin 60** treatment with technology
- Suggested pre and post treatment protocols to help ensure optimal skin health, timely client recovery and increased treatment results

### **Dermalogica with Microdermabrasion and LED**

This in-depth, practical workshop will feature:

- Dermalogica's professional products that can be combined with wet/dry microdermabrasion and LED.
- Dermalogica treatment protocols with customization options for microdermabrasion and LED.
- customized product recommendation for optimal results at home.

### **Dermalogica Signature Services**

Learn about our ProSkin treatments – as well as our unique retail services that help to increase consumer interest and elevate your business.

You will:

- learn our modular approach to create a bespoke ProSkin treatment.
- practice a hands-on ProSkin 30 treatment.

By the end of this workshop, you will be able to select the best service that not only fits your business model but accommodates your client's time and top skin concerns for the ultimate personalized experience!



# Advanced Workshops

*practical and theory workshops for Professional Skin Therapists*

## Pro Power Peel

Learn all about our fully customizable professional chemical peel lineup that tackles your client's most stubborn skin challenges.

What you will get from attending this class:

- the opportunity to receive a personalized chemical peel and speak authentically to the peel experience.
- expect to leave this workshop with all the knowledge and practical know-how to be able to make this treatment a huge success.

Plus, you can show off your new skills with a Pro Power Peel certificate!

## Powered Up: Pro Power Peel

This workshop is for Pro Power Peel certified students only, who are looking to take their peel treatments to the next level for their advanced clients.

You will:

- learn how to boost your treatments with Dermalogica professional products
- discuss ways to incorporate technology to amplify results
- look at how to take impactful before and after photos
- Build a treatment plan including post care for your clients

## Powered Up: Resurfacing

Reignite your passion and increase client results in the treatment room with this workshop that focuses on Dermalogica's professional exfoliation options.

In this workshop we will:

- review in-depth details on professional exfoliation ingredients and techniques and their various effects on the skin.
- explore different ways our range of retail and professional exfoliants may be used in the treatment room.
- how to use these exfoliants with modalities to boost the success of your ProSkin 30 or ProSkin 60 treatments.

## **Advanced Workshops**

*theory workshops for Non Therapists and Professional Skin Therapists*

### **Science Behind: Aging**

Get ready to strengthen your knowledge and become an expert on aging skin!

By attending this workshop, you will:

- explore the biological changes of aging skin and the biochemical factors that can lead to accelerated skin aging.
- focus on addressing aging skin concerns such as texture to loss of elasticity and skin discoloration.
- delve into hot ingredients for aging that make headlines—from Retinol to Vitamin C and peptides—and how they work.

### **Science Behind: Sensitivity**

Sensitive skin looks and feels different for everyone, which stem from various causes.

By attending this workshop, you will:

- expand your skin knowledge and understanding of the issues and physiological changes in sensitized skin.
- explore the leading contributors to sensitivity—from environment, stress, hormones to common irritants in skin care products.
- delve into headline ingredients that soothe inflammation and restore an impaired barrier, plus Dermalogica products they are found in.
- gain confidence coaching customers experiencing skin reactions.

# Advanced Workshops

*theory workshops for Non Therapists and Professional Skin Therapists*

## Science Behind: Adult Breakouts

Helping clients achieve clearer skin depends on expert advice—from you! Strengthen your knowledge about the causes and triggers of adult breakouts.

You will:

- understand the role of hormones, diet and stress that can result in adult breakouts.
- learn about top ingredients that control breakouts and how they deliver clear skin.
- discover ways to share your expanded knowledge about breakouts that clients can understand and implement at home with your product solutions.

## Science Behind: Hyperpigmentation

Hyperpigmentation can be persistent and difficult to treat. By attending this workshop, you will be armed with the expert knowledge to get to the bottom of your client's pigmentation concerns.

You will learn about:

- causes such as hormones, stress, skin trauma and the impact of ultraviolet exposure to determine best course of treatment.
- active ingredients that inhibit and control melanogenesis and Dermalogica products they are found in.
- practice client conversation with valuable information on results and products.