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# clear start's story \

When Dermalogica Founder Jane Wurwand's daughters entered their teens and early 20s, they encountered breakouts and were unsure on products that would be right. Many of the products on the market for younger skin contained, and still contain, harsh, inexpensive ingredients, and artificial fragrances and colours. These are all things that can dry, irritate and strip oil from skin, causing even more challenges than before.

Jane wanted something better for her daughters, so she created Clear Start! Dermalogica's first skin care line specifically for young, breakout-prone skin.

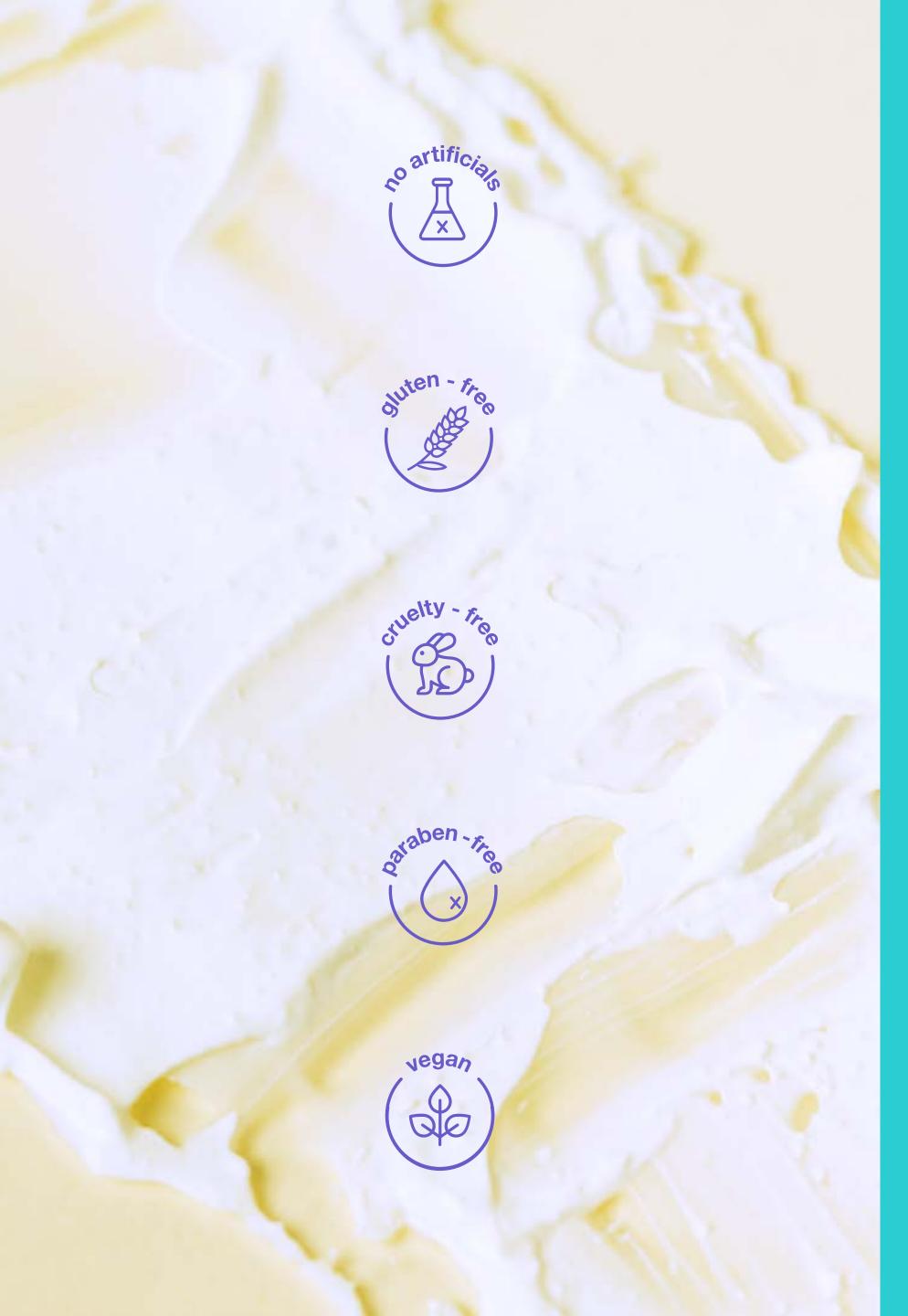
Clear Start is a skin care line created by the skin health experts at Dermalogica and The International Dermal Institute. Clear Start specialises in targeting breakouts, blackheads and shine to help young people achieve their healthiest-looking skin. Our formulas contain clinically-proven, technology-driven ingredients and soothing botanicals that nurture (not strip) the skin.

Just like Dermalogica, Clear Start is built on the belief that skin health is more important than "beauty," and that education is where it's at. That's why we believe in promoting skin acceptance, no matter what stage of the skin health journey!









# our formulas

## clear start ingredients

Clear, healthy-looking skin starts with the right ingredients, that's why clear start's products contain the most effective ingredients in the right formulations and dosages for visible results.

#### gluten free

All clear start formulas are gluten free and can be used by people who are gluten intolerant and coeliacs.

## vegan friendly

All formulas are vegan friendly.

#### paraben free

No clear start formulas are preserved with parabens.

### animal anti-cruelty

Clear Start does not, and has never engaged in animal testing, and are recognised cruelty-free by Leaping Bunny and PETA (People for the Ethical Treatment of Animals).

# no artificial fragrances or colours

Clear Start is formulated without artificial colours, synthetic fragrance, mineral oils, lanolin, S.D. alcohol, formaldehyde, microplastics, parabens, and phthalates.



# our commitment to sustainability

We are committed to an ambitious initiative we call Healthy Skin, Healthy Planet. This includes creating a cleaner planet with more sustainable packaging—starting with our recycled plastic (PCR) and Forest Stewardship Council (FSC) certified paper program.

# recycled plastic + forest-certified paper

In 2020, we began incorporating recycled plastic into our Clear Start packaging materials. All our cartons use Forest Stewardship Council (FSC) certified paper and several of our products are sold without cartons to reduce waste.

# 

Clear Start gives you the versatility to help customers clear breakouts and achieve a healthy-looking glow. We have formulas to Treat, Repair and Prevent.



**Treat** active breakouts with actives like Salicylic Acid, Sulphur and patented TT technology that clear pores and balance bad bacteria. This will calm, sooth and clear current breakouts.



**Repair** skin post-breakouts, speed healing and fade dark marks with actives like Niacinamide. Hydrating formulas, SPF defence, and natural botanicals soothe irritation and restore skin's barrier.



**Prevent** future breakouts with a consistent regimen supporting skin health. Daily cleansing and moisturising along with hydroxy acid formulas and regular exfoliation help keep skin clear and balanced.

# clear start products







# breakout clearing foaming wash

deep cleans and purifies skin

#### key benefits

- Washes away dead skin cells, dirt and excess oils for fewer breakouts
- Clears and soothes skin with botanicals
- Can be used all over face and body to treat and help prevent future breakouts

# application

Morning and night, lather a small amount in damp hands, then massage over the face, neck and chest to wipe out dirt and breakouts. Avoid the eye area. Rinse thoroughly with warm water.

# breakout clearing booster

kills breakout-causing bacteria in 15 minutes

#### key benefits

- Stimulates natural exfoliation, helping to unclog pores and clear breakouts
- Helps boost the skin's natural defenses against breakout-causing bacteria
- Soothes breakout-irritated skin

#### application

Morning and/or night, apply a small amount directly to blemish or breakout area. Or, for breakout prevention, apply a thin layer all over the face after toner and before moisturizer.

# blackhead clearing fizz mask

helps target blackheads before they turn into blackheads

#### key benefits

- Unique fizzing formula helps clear pores and decongest skin
- Facilitates blackhead clearing
- Purifies the skin and helps control excess oil

## application

Apply a thin layer to cleansed skin on areas of congestion and allow 3-5 minutes to fully activate. Rinse thoroughly with tepid water, and follow with recommended Clear Start products. Use 2-3 times per week or as needed.

# clarifying body spray

360° blemish-fighting body spray

## key benefits

- Combats active body breakout and minimizes future breakouts
- Soothes, cools, and revives the skin with gentle botanicals
- Helps balance excess oil and reduce redness

#### application

Hold the spray about a foot and a half away from the body and mist onto clean, dry skin. Let it sink into skin for 30-60 seconds. Use morning and/or night. Perfect after the shower, post workout or even on the go.





# repair products

# cooling aqua jelly

skin-refining, gel moisturizer

#### key benefits

- Helps reduce excess oil and refine skin texture
- Hydrates and cools skin for a refreshed feeling
- Calms and soothes while brightening the skin's appearance

## application

Apply a pea-sized amount over entire face and neck as the last step in your routine. Use day and night.

# skin soothing hydrating lotion

soothing, hydrating moisturizer

# key benefits

- Helps relieve dry, dehydrated skin often associated with some prescription acne treatments
- Formulated with gentle botanicals to soothe and nourish skin
- Non-medicated, SPF-free formula is great for nighttime use

#### application

After cleansing and toning, apply liberally over entire face and neck, day and night.





# post-breakout fix

fades post-breakout dark spots

# key benefits

- Helps visibly prevent and fade post-inflammatory hyperpigmentation (PIH)
- Gently exfoliates and evens skin tone post breakout
- Restores and nourishes compromised skin

## application

Apply a thin layer to cleansed skin on areas of congestion and allow 3-5 minutes to fully activate. Rinse thoroughly with tepid water, and follow with recommended Clear Start products. Use 2-3 times per week or as needed.

# prevent products

# micro-pore mist

pore-minimizing toner

# key benefits

- Reduces the appearance of pores after one use
- Brightens skin and the appearance of post-breakout marks
- Helps reduce excess oil

# application

Spritz on after cleansing, morning and night or throughout the day as needed.

# clearing defense spf 30

mattifying daily moisturizer

# key benefits

- Helps protect breakout-prone skin from environmental stress, including the sun's rays
- Provides a long-lasting matte finish without clogging pores
- Works with the skin's natural microbiome and helps reduce unwanted shine

## application

Apply a generous amount to cleansed face and neck, ideally 30 minutes prior to sun exposure.





# breakout clearing liquid peel

exfoliating AHA | BHA peel

# key benefits

- Exfoliates to remove dead skin cells and excess oil to combat active breakouts and minimize future breakouts
- Evens and brightens skin tone and helps visibly fade post-breakout marks
- Resurfaces to smooth skin texture

# application

1-2 times per week in the p.m. after cleansing, apply a generous amount all over face and neck. Slight tingling is normal. Leave on for 7-10 minutes and rinse with cool water. Follow with a moisturizer.



# what we \$\dagger\$believe in

# healthy skin first

We believe your best life is lived in your healthiest skin, which is why we focus on quality ingredients that we know will work.

# professional-grade skin care

We offer professional-grade skin care education, products, and services to skin therapists and customers alike.

## peta approved

Our products are certified cruelty-free & vegan and are made with no artificial colours or fragrances.

