

fact sheet -training purposes only

daily microfoliant

2.6 oz / 74 g / 148 est. uses (refill available) — 1.4 oz / 40 g / 80 est. uses

0.45 oz / 13 g / 26 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

This unique rice-based enzyme powder with a botanical brightening complex microfoliates dulling debris and instantly leaves skin noticeably smoother and brighter. Can be used daily.

how to describe the texture:

Powder activates with water to release enzymes, physical + chemical exfoliation, becoming a foamy paste.

this product is for a customer looking to address:

Uneven texture, uneven skin tone, dullness, blackheads + blemishes

key benefits- how this product will help the customer's skin:

- Removes dulling surface debris and evens skin tone.
- Reveals brighter, smoother skin.
- Gentle enough for daily use.

key ingredients- why this product is different than others:

- **Papain, Salicylic Acid, and Rice Enzymes** to polish skin to perfection.
- **Skin Brightening Complex of Phytic Acid** from **Rice Bran, Licorice, and Grapefruit** helps balance uneven skin tone.
- Super-soothing blend of **Colloidal Oatmeal and Allantoin** calms skin.

how to use it:

Dispense about a half-teaspoon of Daily Microfoliant into very wet hands and create a foamy paste by rubbing hands together. Apply to the face in circular motions, avoiding the eye area. Massage gently for one minute, then rinse thoroughly.

routine builder: double cleanse → **daily microfoliant** → toner → serum → moisturizer → SPF

selling tips



grab their attention:

— “When is the smoothest your skin has ever felt?
It’s usually right after exfoliation.
Let me show you our best-selling **Daily Microfoliant**.”

did you know:

— “There is a safe way to exfoliate daily.
Unlike harsh scrubs, **Daily Microfoliant** activates with water to release enzymes that gently resurface without irritation.”



clinical results

AFTER 1-7 DAYS OF USE:

**improves skin
smoothness
reduces
blackheads***

AFTER 1-4 WEEKS OF DAILY
USE:

**brightens skin
minimizes look of
dark spots***



*independent clinical results with 35 volunteers in a 4 week test.

dermalogica

-training purposes only

selling tips- daily microfoliant



customer conversation → ask open-ended questions that link to this exfoliant:

—“How often do you exfoliate your skin, and what results are you getting? There is a safe way to exfoliate daily, let me show you.”



link conversation to a make-up customer:

—“I see you’re looking for a new foundation. Did you know that exfoliation can help prep skin before make-up helping it to go on smoother? Let me show you our *Daily Microfoliant*.”



TRY IT - present the bottle to the customer and show them how to mix the powder with water to form a foamy lather. Encourage them to try it on the back of their hand.

—“Feel that?! This exfoliating powder activates with water to gently polish away dullness, revealing smoother + brighter skin. Plus, it can be used every day.”

tie back to how this helps their skin:

—“If your skin feels rough, looks dull, or you're dealing with uneven tone or post-breakout marks, *Daily Microfoliant* will smooth, brighten, and refresh your skin every day—without overdoing it.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results.

—“Your skin already feels smoother—imagine the results with daily use. This powder exfoliant is the perfect addition to your routine for brighter, more even skin. Let's get one for you today so you can start seeing the difference!”



boost the basket with 2 more best-selling Dermalogica products:

Power Cleanse: Mix with Special Cleansing Gel or other Dermalogica Cleanser

Core Heros : BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Daily Skin Health: PreCleanse, Multi-Active Toner, Skin Smoothing Cream

how key ingredients support the skin:



polish skin

Papain Enzymes
+
Salicylic Acid

help balance uneven skin tone

Brightening Complex
with Rice Bran

helps calm skin

Colloidal Oatmeal

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

biolumin-c serum

1.0 fl oz / 30 ml / 73 est. uses — 2.0 fl oz / 60 ml / 146 est. uses

0.34 fl oz / 10ml / 24 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

High-performance serum enhances skin's natural defense system to brighten, firm, and help dramatically reduce the appearance of fine lines and wrinkles.

how to describe the texture:

Lightweight ultra-stable vitamin C

this product is for a customer looking to address:

Uneven skin tone and dullness, uneven texture, fine lines and wrinkles, loss of firmness, and elasticity.

key benefits- how this product will help the customer's skin:

- Brightens – Exfoliates and reduces unbalanced pigmentation
- Firms – Reduces the appearance of fine lines and wrinkles
- Defends – Prevents and corrects free radical damage

key ingredients- why this product is different than others:

- **Ultra-stable Vitamin C Complex** Ascorbyl Methylsilanol Pectinate provides the benefits of Ascorbic Acid partnered with Silicium, a natural component in the skin that plays a key role in skin defense. **Aminopropyl Ascorbyl Phosphate** is known for its superior stability and efficacy.
- **Palmitoyl Tripeptide-5** is a unique short-chain synthetic peptide that firms and reduces the appearance of fine lines and wrinkles.
- **Lactic Acid** Alpha Hydroxy Acid helps remove dull, dead skin cells and accelerate cell turnover, revealing smoother, brighter skin with reduced fine lines and wrinkles.
- **Salvia Hispanica (Chia Seed) Oil** is rich in antioxidants that help quench free radicals, and it contains more than 60% omega-3 fatty acid.
- **Sophora Japonica Flower Extract** helps return skin to a calm state after experiencing oxidative stress.

how to use it:

Smooth over cleansed face and neck morning and night after toning and before moisturizing.

routine builder: double cleanse → exfoliate → toner → **biolumin-c serum** → moisturizer → SPF

selling tips

grab their attention:

—“If you're noticing uneven skin tone, fine lines, or want to boost your skin's radiance, Vitamin C is a game-changer and easy to add into any routine. Let me show you **BioLumin-C Serum!**”



did you know:

—“Not all Vitamin C is the same—many formulas lose potency before they even reach your skin—this ultra-stable formula delivers 3x more Vitamin C into the skin than leading competitors for brighter results.”



biolumin-c serum's highly-bioavailable formula delivers **three times more Vitamin C** to the skin than the leading competitor.

biolumin-c
serum

brightening
vitamin c serum

sérum éclat à la
vitamine C

1 US FL OZ
30 mL e

dermalogica
professional-grade skin care by The International Dermal Institute

*Clinical test results after 8 weeks versus a leading competitor

dermalogica

-training purposes only

selling tips- biolumin-c serum



customer conversation → ask open-ended questions that link to this serum:

— “Are you currently using a serum to help protect your skin? Vitamin C can really help the skin look brighter and firmer. BioLumin-C Serum uses an ultra-stable vitamin C that works deep in the skin!”



link conversation to a make-up customer:

— “Using foundation to cover dark spots or uneven tone? BioLumin-C Serum helps treat those concerns—so over time, make-up becomes optional.”



TRY IT - present the bottle to the customer and show them how to use the dropper. Encourage them to try it on the back of their hand.

— “Feel how lightweight this serum is! It absorbs quickly and gets to work brightening and firming right away. This isn't just Vitamin C, it's enhanced with lactic acid and a peptide complex for visible results you can feel.”

tie back to how this helps their skin:

— “You said you notice dullness + uneven tone. This serum is the answer that helps brighten skin and defends against early signs of aging.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “Your skin is already benefiting from this serum—imagine what consistent use can do. Let's set you up with one today so you can start seeing brighter, firmer skin every day!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros : Daily Microfoliant, Multi-Active Toner, Dynamic Skin Recovery SPF 50

BioLumin-C : BioLumin-C Eye Serum, BioLumin-C Heat Aging Protector SPF 50

how key ingredients support the skin:



brightens + protects

Ultra-stable Vitamin C Complex

smooths and retexturizes

Lactic Acid

helps quench free radicals

Chia Seed Oil

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

dynamic skin recovery spf 50

1.7 fl oz / 50 ml / 40 est. uses — 3.4 fl oz / 100 ml / 80 est. uses
0.5 fl oz / 15 ml / 12 est. uses



gluten-free



vegan

no artificial fragrance
or color

paraben-free



cruelty-free

what is this product:

Broad Spectrum moisturizer helps combat the appearance of skin aging.

how to describe the texture:

Medium-weight, emollient daily moisturizer with broad spectrum SPF 50.

this product is for a customer looking to address:

dry/dehydrated, fine lines and wrinkles, loss of firmness and elasticity

key benefits- how this product will help the customer's skin:

- Provides long-lasting hydration and critical protection against UV light
- Helps control the triggers that lead to skin aging
- Blends smoothly into skin for a perfected finish

key ingredients- why this product is different than others:

- **Palmitoyl Tetrapeptide 7** firms and smooths skin to reduce the appearance of fine lines and wrinkles
- **Carnosine** improves skin's resilience for a smoothing effect and delivers potent antioxidant protection.
- **Licorice & White Tea Leaf** are potent antioxidants that soothe irritation and protect skin from free radical damage.
- **Glucosamine HCL** is a hydrating complex with renewing properties.
- **Broad Spectrum SPF 50** protects against UVA and UVB rays. Blends smoothly over the skin for a perfect finish.

how to use it:

After cleansing and toning, apply generously to face and neck 15 minutes prior to sun exposure.

routine builder: double cleanse → exfoliate → toner → serum → **dynamic skin recovery SPF 50**

selling tips



grab their attention:

—“This is one of our top products! This 3-in-1 daily moisturizer visibly firms, hydrates skin and protects with Broad Spectrum SPF 50! Plus, it blends in smoothly for a perfect finish every time!”

did you know:

—“UV exposure is the #1 cause leading to premature skin aging! **Dynamic Skin Recovery SPF 50** offers broad-spectrum protection and helps improve skin firmness at the same time—let me show you how it fits into your routine.”



clinically proven
to
reduce
the look of
wrinkles in
8 weeks*



dermalogica

*independent clinical test, 33 subjects, 1 application a day for 8 weeks.

-training purposes only

selling tips- dynamic skin recovery spf 50



customer conversation → ask open-ended questions that link to this moisturizer:

—“How do you currently protect your skin from the sun each day? Are you using anything with SPF in your morning routine?”



link conversation to a make-up customer:

—“Looking to prep your skin before make-up? Dynamic Skin Recovery SPF 50 doubles as a hydrating moisturizer and an SPF, so make-up goes on more evenly—and your skin stays protected all day.”



TRY IT - present the bottle to the customer, pump the product and encourage them to try it on the back of their hand.

—“Feel this texture—hydrating, and no white cast. It blends in effortlessly and leaves the skin with a dewy, smooth finish. Most people are surprised it's even an SPF!”

tie back to how this helps their skin:

—“If you're seeing signs of aging like fine lines, dullness, or loss of firmness, sun exposure could be making it worse. This SPF does more than protect—it supports skin resilience with peptides and antioxidants to strengthen and hydrate over time.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

—“This one step in the morning covers hydration, sun protection, and skin-smoothing benefits. It's essential for daily defense—and the best investment you can make in long-term skin health!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros : Daily Microfoliant, BioLumin-C Serum

Dynamic Skin : Skin Resurfacing Cleanser, Antioxidant HydraMist, Dynamic Skin Retinol Serum

how key ingredients support the skin:



protects against UVA + UVB rays

Active Broad-Spectrum Sunscreens

helps protect against free radical damage

Antioxidant-rich White Tea

helps improve appearance of photoaged skin

Peptides

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

magnetic^[+] afterglow cleanser

5.1 fl oz / 150 ml / 125 est. uses — 10.0 fl oz / 295 ml / 246 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

A moisture-bonding cleansing cream with Cellular HydraBond Technology delivers glowing skin.

how to describe the texture:

Creamy cleanser with notes of bergamot + lime.

this product is for a customer looking to address:

All skin types — dry, dehydration

key benefits- how this product will help the customer's skin:

- Refreshing cleanse leaves a lasting glow.
- Deposits long-lasting hydration + nutrients.
- Renews + revitalizes skin daily.

key ingredients- why this product is different than others:

- **Murumuru Seed Butter and Oat** soften skin and gently rinse away impurities.
- **Phyto Mucin Blend with Lotus Root Extract, 10% Glycerin, and Jojoba Esters** acts like a magnet to attract moisture and optimize your skincare routine.
- **Cellular Hydrabond Technology with Positively-charged Hyaluronic Acid** helps retain hydration like a magnet for a glowing skin barrier.

how to use it:

Massage onto dampened face and neck. Rinse with warm water. Not recommended for use around the eye area.

routine builder: precleanse → **magnetic^[+] afterglow cleanser** → exfoliate → toner → serum → moisturizer → SPF

selling tips



grab their attention:

—“How does your skin usually feel after cleansing—tight or dry? If your cleanser isn't giving you both a deep clean and glow, it's time to upgrade to **Magnetic^[+] Afterglow Cleanser**.”

did you know:

—“A lot of cleansers can strip the skin or leave residue. **Magnetic^[+] Afterglow Cleanser** removes buildup while nourishing your skin barrier, so your skin feels soft and looks radiant—even before the rest of your routine.”



92%
felt their skin was
**better primed
for the rest of
their skincare
routine.***



*Consumer perception results based on internal 3-day study of 38 subjects, 2 uses/day.

dermalogica

-training purposes only

selling tips- magnetic^[+] afterglow cleanser



customer conversation → ask open-ended questions that link to this cleanser:

—“What are you using to cleanse your skin? Is it helping prep your skin for the rest of your skincare routine? Let me show you a cleanser that helps attract moisture for glowing skin.”



link conversation to a make-up customer:

—“Foundation and highlighter aren't the only things that can leave the skin glowing. This cleanser leaves a post-cleanse glow that preps the skin before make-up and leaves the skin hydrated for that glass skin effect.”



TRY IT - present the bottle to the customer and show them how to mix the cleanser with water to form a foamy lather. Encourage them to try it on the back of their hand.

—“Feel this texture—this creamy cleanser gently rinses away impurities but helps retain hydration in the skin even after you rinse it off! Notice how soft your skin feels right after cleansing, no stripped dry skin!”

tie back to how this helps their skin:

—“If your skin feels dry, tight, or stripped after cleansing, it may be time to switch to a moisture-binding formula. Magnetic^[+] Afterglow Cleanser softens, hydrates, and leaves skin glowing—not squeaky.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

—“Think of this as more than a cleanser—it's your first step to long-lasting hydration and a healthier barrier. If you're looking for soft, radiant skin right after you cleanse, this belongs in your routine!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros : Daily Microfoliant, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Daily Skin Health : PreCleanse, Pro-Collagen Banking Serum, Skin Smoothing Cream

how key ingredients support the skin:



soften skin + gently rinse away impurities

Cleansing Murumuru Seed Butter + Oat

acts like a magnet to attract moisture

Phyto Mucin Blend with Lotus Root + 10% Glycerin

helps retain hydration like a magnet

Cellular HydraBond Technology with Positively-charged Hyaluronic Acid

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

biolumin-c heat aging protector spf 50

1.7 fl oz / 50ml / 47 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Daily moisturizer with SPF 50 helps defend against signs of skin aging from UVA/UVB rays. Formulated with ultra-stable Vitamin C and ThermaRadiance Complex to brighten and help shield skin from free radicals.

how to describe the texture:

Medium weight daily moisturizer with SPF 50

this product is for a customer looking to address:

Dullness, dryness, uneven texture and tone, fine lines and wrinkles.

key benefits- how this product will help the customer's skin:

- Immediately **brightens**, **hydrates**, and **soothes** skin.
- Helps **defend against heat aging** and improves the look of skin texture + tone.
- **Helps to protect against UV rays** to prevent early skin aging.

key ingredients- why this product is different than others:

- **SPF 50** protects against UVA + UVB rays.
- **ThermaRadiance Complex + Vitamin E** defend against visible signs of heat aging.
- **Ultra-stable Vitamin C Complex** brightens + fights free radicals.
- **Bisabolol, Allantoin + Safflower Oleosomes** hydrate + soothe skin.

how to use it:

Apply liberally to face and neck, preferably 15 minutes prior to sun exposure.

how to use new self-locking mechanism

unlock: twist top counterclockwise push down top to dispense product

lock: twist top clockwise

routine builder: double cleanse → exfoliate → toner → serum → **biolumin-c heat aging protector spf 50**

selling tips



grab their attention:

—“Every day, your skin is exposed to heat and UV rays that can accelerate signs of aging. This SPF moisturizer helps defend against both—while brightening and hydrating at the same time.”

did you know:

—“Did you know that excess heat—like from the sun—can accelerate skin aging, leading to dark spots and collagen breakdown? This SPF is designed to protect against that.”



immediately
brightens*

+

prevents signs
of **heat
aging****



dermalogica

*independent clinical testing of 32 people, 1 application/day for 3 weeks.
**versus untreated skin; based on in vitro test.

-training purposes only (EU)

selling tips- biolumin-c heat aging protector spf 50



customer conversation → ask open-ended questions that link to this moisturizer:

—“Do you currently use an SPF that also hydrates + brightens your skin at the same time? This multi-tasking SPF moisturizer does it all!”



link conversation to a make-up customer:

—“If you’re using make-up to cover discoloration, this product can help treat the root cause. This is a great option under make-up. It’s lightweight, gives a natural finish, and helps keep your skin tone even over time.”

why it is unique:

UV rays, high temperatures + free radicals can make skin feel dull, dry, rough, and irritated. **BioLumin-C Heat Aging Protector SPF 50** helps defend against signs of skin aging from UVA/UVB rays, while **Vitamin C** brightens and fights free radicals, helping improve the look of skin texture and tone. **ThermaRadiance Complex** with **Vitamin E** takes this formula to the next-level by **defending against visible signs of heat aging**.

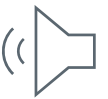


TRY IT - present the bottle to the customer pump the product and encourage them to try it on the back of their hand.

—“Feel how smooth and refreshing this texture is—it absorbs quickly with no white cast. You’ll notice it leaves skin soft and radiant, not shiny or greasy. This is skincare-first sun care!”

tie back to how this helps their skin:

—“If you’re seeing dullness, uneven tone, or early signs of aging, this SPF does more than just protect—it visibly brightens, smooths texture and helps stop heat aging from speeding up skin aging.”



close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

—“This is more than sunscreen—it’s part of your daily skin defense system. If you want protection that also improves your skin’s tone and texture over time, this is your go-to!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros : Daily Glycolic Cleanser, Daily Microfoliant, Multi-Active Toner

BioLumin-C : BioLumin-C Serum, BioLumin-C Eye Serum

how key ingredients support the skin:



protects against UVA + UVB rays

Broad Spectrum SPF 50

defends against visible signs of heat aging

ThermaRadiance Complex + Vitamin E

brightens + protects

Ultra-stable Vitamin C Complex

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

precleanse

5.1 fl oz / 150 ml / 100 est. uses — 10 fl oz / 295 ml / 197 est. uses

1.0 fl oz / 30 ml / 20 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Deep-cleansing oil melts away impurities and make-up from the skin. Achieve cleaner, healthier-looking skin with the Double Cleanse regimen that begins with PreCleanse.

how to describe the texture:

Lightweight deep-cleansing oil transforms into milky emulsion with water.

this product is for a customer looking to address:

All skin types — pores, blemishes, oiliness, dry and dehydrated, sensitivity

key benefits- how this product will help the customer's skin:

- Removes oils, sunscreen, make-up, and debris without clogging pores
- Conditioning essential fatty acids nourish skin
- Enables prescribed Dermalogica Cleanser to work more efficiently

key ingredients- why this product is different than others:

- **Borage Seed Oil** contains Gamma Linoleic Acid (GLA), a fatty acid that has been widely used for treating inflammation, eczema, dehydration, and scaliness.
- **Apricot Kernel Oil** is an excellent source of fatty acids, Vitamin A, and Linoleic Acid. Helps nourish, moisturize, and soothe irritation.
- **Kukui Nut Oil** is a rich source of vitamins A, C, and E plus omega-3 fatty acids that help reinforce the skin barrier. Used to treat skin disorders, dry skin, acne, and irritation.
- **Rice Bran Oil** is rich in Oryzanol, B vitamins, Phytic Acid, antioxidants, and phytosterols that help inhibit oxidative skin damage and soften skin.
- **Sunflower Seed Oil** is a natural triglyceride, high in Oleic Acid, with excellent emollient properties.

how to use it:

Using dry hands, massage over dry face to dissolve surface oil and dirt. Concentrate on areas of congestion or stubborn debris. Wet hands and continue massaging to create a light, milky emulsion. Rinse with lukewarm water. Follow with prescribed Dermalogica Cleanser to complete the Dermalogica Double Cleanse.

routine builder: precleanse → cleanser → exfoliate → toner → serum → moisturizer → SPF

selling tips



grab their attention:

—“If your skin feels congested or your products don’t seem to absorb well, it could be because of leftover buildup. **PreCleanse** clears the way!”

did you know:

—“Most cleansers can’t break down oil-based debris like SPF, make-up, or excess sebum. **PreCleanse** is designed as the first step in a double cleanse—it melts through buildup so your second cleanser can do its job better.”



melts
make-up
+
impurities



-training purposes only

selling tips- precleanse



customer conversation → ask open-ended questions that link to this cleanser:

— “What are you using to remove your sunscreen or make-up at the end of the day? Do you ever feel like your cleanser isn’t fully getting everything off?”



link conversation to a make-up customer:

— “Better than Make-up wipes! If you wear foundation, mascara, or long-wear make-up, PreCleanse is a must. It dissolves it all gently—no residue—so your skin is clean, not stripped, and ready for flawless make-up application.”



TRY IT - present the bottle to the customer and show them how to apply dry and emulsify to cleanse off debris. Encourage them to try it on the back of their hand.

— “Massage it in dry and you’ll see it start to melt away any oil, make-up, or dirt. Then add a little water and watch it emulsify into a light, milky wash that rinses clean. No greasy residue, just fresh skin!”

tie back to how this helps their skin:

— “when skin isn’t properly cleansed, leftover oils and pollutants can clog pores, dull your glow, and block your other products from working. PreCleanse dissolves all that buildup—so your skin looks clearer, feels fresher, and gets the most out of every step that follows.”



close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

— “PreCleanse isn’t just about removing make-up—it’s about setting your skin up for success. If you want smoother, clearer skin and better results from your entire routine, this is the place to start!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros : Special Cleansing Gel, Daily Microfoliant, Dynamic Skin Recovery SPF 50

Daily Skin Health : Magnetic[+] Afterglow Cleanser, Multi-Active Toner, Skin Smoothing Cream

how key ingredients support the skin:



soothes, nourishes and moisturizes

Apricot Kernel Oil

conditions the skin

Rice Bran +
Vitamin E Oil

reinforce skin’s protective barrier

Kukui +
Sunflower Oils

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

special cleansing gel

8.4 fl oz / 250 ml / 200 est. uses — 16.9 fl oz / 500 ml / 400 est. uses (refill available)

1.7 fl oz / 50 ml / 40 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Soap-free, foaming gel cleanses all skin conditions. Refreshing lather thoroughly removes impurities, without disturbing the skin's natural moisture balance.

how to describe the texture:

Refreshing foaming gel cleanser, lightweight and mild enough to use everyday.

this product is for a customer looking to address:

All skin types — dullness, oiliness, pores

key benefits- how this product will help the customer's skin:

- Soap-free, fragrance-free cleanser washes away impurities without stripping or drying
- Calming agents work to soothe and purify skin
- Gentle foaming lather cleanses away toxins and debris without over-drying, leaving a super-clean surface

key ingredients- why this product is different than others:

- **Naturally-foaming Quillaja Saponaria (soap bark)**, a naturally-foaming extract that gently removes impurities and excess oils leaving skin feeling smooth and clean.
- **Lavender** helps soothe and purify skin.
- **Balm Mint and Aloe Vera** helps cool, soften and hydrate skin.

how to use it:

Following the application of PreCleanse, gently lather a pea-sized amount of gel in moistened hands and apply to dampened face and throat. Rinse with warm water.

Power Cleanse: Mix Special Cleansing Gel with Daily Microfoliant for the ultimate cleanse and exfoliation in one step to prep before skin care and make-up routine.

routine builder: precleanse → **special cleansing gel** → exfoliate → toner → serum → moisturizer → SPF

selling tips



grab their attention:

— “**Special Cleansing Gel** is our most iconic cleanser—it gently foams to remove impurities without disrupting the skin's natural moisture balance. Perfect for daily use on any skin condition!”

did you know:

— “Squeaky clean could be damaging your skin barrier?! Using a pH balanced cleanser is key to remove impurities without stripping or drying the skin. Try **Special Cleansing Gel** and feel the difference!”



a cleanser
for all skin

any skin type
any routine



dermalogica

-training purposes only

selling tips- special cleansing gel



customer conversation → ask open-ended questions that link to this cleanser:

— “Do you currently use an SPF that also hydrates + brightens your skin at the same time? This multi-tasking SPF moisturizer does it all!”



link conversation to a make-up customer:

— “If you’re wearing make-up or lash extensions, this cleanser helps remove leftover residue without drying out your skin. It’s soap-free and foams naturally—so your skin feels clean, never tight.”

why it is unique:

Most foaming cleansers rely on harsh surfactants that can dry or irritate skin. **Special Cleansing Gel** is a soap-free, foaming cleanser that **deeply cleans without stripping the skin**. Powered by Quillaja Saponaria and calming botanicals like Lavender and Balm Mint, it gently removes impurities while **soothing and protecting the skin barrier**—making it ideal for all skin conditions, every day.

*popular with male customers



TRY IT - present the bottle to the customer mix a drop of cleanser with water and foam it up into a lather. Encourage them to try it on the back of their hand.

— “Just a small amount creates a refreshing, lightweight lather. It rinses off easily and leaves the skin feeling soft and soothed. You’ll also notice a subtle calming scent from natural lavender and balm mint!”

tie back to how this helps their skin:

— “If you’ve been using cleansers that leave your skin feeling tight after cleansing, it could be your cleanser! Special Cleansing Gel gently lifts away debris while leaving it balanced, clean, and ready for your next step.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “This is a go-to for all skin conditions, whether you're oily, dry, or somewhere in between. It gives you that deep-clean feel without overdoing it—so your skin stays healthy and refreshed every day! Also great for travel, so don't forget to get both sizes!”

boost the basket with 2 more best-selling Dermalogica products:

Core Heros : PreCleanse, Daily Microfoliant, Dynamic Skin Recovery SPF 50

Daily Skin Health : Multi-Active Toner, Skin Smoothing Cream

how key ingredients support the skin:



gently foams to remove impurities

Quillaja Saponaria

calms and soothes skin

Lavender

cools and refreshes

Balm Mint

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

ultracalming cleanser

8.4 fl oz / 250 ml / 200 est. uses — 16.9 fl oz / 500 ml / 400 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Gentle cleansing gel-cream for reactive skin. This pH-balanced, non-foaming cleanser helps calm and cool reactive, sensitized or overprocessed skin. Delicately fortifies skin's protective barrier without leaving an irritating residue, and easily rinses away or wipes off, making it ideal for sensitive skin.

how to describe the texture:

Gentle pH-balanced, non-foaming cleansing gel/cream.

this product is for a customer looking to address:

Sensitive skin, dehydration, redness, and impaired skin barrier

key benefits- how this product will help the customer's skin:

- Helps calm and cool redness and discomfort
- Easily rinses away or tissues off
- Delicately fortifies skin's protective barrier

key ingredients- why this product is different than others:

- **Moisturizing Blend with Fermented Radish Root, Pro-Vitamin B5 (panthenol) and Rosemary Extract** delivers humectant and antioxidant benefits.
- **Lavender Extract** is known for its soothing and calming benefits.
- **Cucumber Fruit Extract** soothes and calms irritated skin.
- **Gentle Emollients** smooths and softens skin
- **Raspberry Fruit Extract** helps soothe irritated skin.

how to use it:

Apply to the face and neck, gently massaging with fingertips with light, upward strokes. Rinse thoroughly with warm water or remove with dry cotton pads.

routine builder: precleanse → **ultracalming cleanser** → exfoliate → toner → serum → moisturizer → SPF

selling tips



grab their attention:

—“Have you ever done too much to your skin with the wrong products? Actively calm it down and protect reactive, sensitive, and overprocessed skin with **UltraCalming Cleanser**!”

did you know:

—“Some skin can become so sensitized that even water can cause irritation! That's why **UltraCalming Cleanser** was created, to gently cleanse the skin with or without water to soothe and calm sensitized skin.”



calms and
cools
sensitized
skin



-training purposes only

selling tips- ultracalming cleanser



customer conversation → ask open-ended questions that link to this cleanser:

— “Describe how your sensitive skin feels, do you experience sensations of itchiness, stinging, or burning? This could be a sign of sensitivity, let's start with a good cleanser to help calm it down!”



link conversation to a make-up customer:

— “Removing make-up too aggressively with wipes can cause the skin to get red or sting, try this calming creamy cleanser to gently cleanse skin while protecting the barrier.”

why it is unique:

Most "sensitive skin" cleansers just leave out the irritants. **UltraCalming Cleanser** does more—it actively **soothes, strengthens, and protects** while it cleanses. Can be rinsed or wiped off—perfect for post-treatment or compromised skin.



TRY IT - present the bottle to the customer and dispense a drop of cleanser. encourage them to try it on the back of their hand. Show how to use it with or without water!

— “This silky gel-cream has zero foam, no scrubbing, and no sting—it's like a cool compress in cleanser form. Massage it in, then gently remove it with water or a cotton pad. Feel that? No film, no tightness—just soothed, calm skin.”

tie back to how this helps their skin:

— “If your skin is constantly fighting to stay calm, this cleanser gives it relief. It doesn't just clean—it strengthens your barrier and instantly calms down redness, heat, and sensitivity. You'll feel the difference right away!”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “If your skin is stressed, sensitive, or post-treatment, this is your non-negotiable. Let's get this in your routine right away to calm, no compromises!”



boost the basket with 2 more best-selling Dermalogica products:

Daily Skin Health : PreCleanse, Daily Milkfoliant, Skin Smoothing Cream

UltraCalming: UltraCalming Mist, Stabilizing Repair Cream

how key ingredients support the skin:



delivers humectant and antioxidant benefits

Moisturizing Blend with Radish Root, Pro-vitamin B5 And Rosemary Extract

soothing and calming

Lavender Extract

smooths and softens skin

Gentle Emollients

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

fact sheet -training purposes only

daily milkfoliant

2.6 oz / 74 g / 156 est. uses — 0.45 oz / 13 g / 26 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Calming oat-based powder exfoliant smooths and soothes skin while restoring the moisture barrier.

how to describe the texture:

Vegan exfoliating powder activates upon contact with water creating a creamy lather.

this product is for a customer looking to address:

Dehydrated, sensitivity and redness, dullness, and uneven texture

key benefits- how this product will help the customer's skin:

- **Gently polishes** to reveal smoother, more vibrant skin
- **Replenishes and supports** skin's moisture barrier
- **Relieves** skin with calming and soothing ingredients

key ingredients- why this product is different than others:

- **Fine Oat Powder** is a physical exfoliator that gently scrubs out the impurities from your skin and helps loosen dead skin cells.
- **Fruit-based Grape Extract and Arginine** is obtained from the fermentation of brewer's yeast and grape extract. This natural blend containing AHA, BHA, Arginine, and Saccharomyces Ferment, provides gentle chemical exfoliation while improving overall skin smoothness.
- **Papain Extract** derived from Papaya fruit, helps remove dead skin cells through enzymatic exfoliation thereby facilitating cell turnover.
- **Saccharide Isomerate** works as a moisture magnet, boosting skin's hydration and helping reinforce skin's moisture barrier by reducing trans-epidermal water loss (TEWL), thereby preventing skin dryness, even after washing off. With prebiotic properties, it also helps balance the skin microbiome.
- **Hyaluronic Acid** is a well-known natural moisturizing factor that aids in improving skin's hydration.
- **Coconut Milk Powder** is rich in lipids and Vitamin E, contributing to skin smoothness and conditioning.
- **Oat Bran Extract** rich in nourishing lipids and avenanthramides (phenolic molecules) is used for its softening and calming benefits.
- **Atomized Sea Salt** contains essential minerals (e.g., Magnesium) with soothing properties.

how to use it:

Dispense a half-teaspoon into wet hands and create a creamy lather by rubbing hands together.

Apply to the face in circular motions, avoiding the eye area.

Massage gently for one minute, then rinse thoroughly.

routine builder: double cleanse → **daily milkfoliant** → toner → serum → moisturizer → SPF

selling tips

grab their attention:

—“Afraid of exfoliation?! **Daily Milkfoliant** is designed for skin that wants the benefits of exfoliation—like smooth texture and hydration—but with ingredients that calm and replenish at the same time!”

did you know:

—“You don't need a harsh scrub or strong acid to get great exfoliation. **Daily Milkfoliant** is made for skin that needs a different approach delivering smoother skin without disrupting your barrier!”



dermalogica

clinically
proven to
**smooth skin
calmly**

with 90% of
consumers having
significant
smoothness after
just one use.



*independent clinical test, 30 subjects,
1 application/day, 1 week.

-training purposes only

selling tips- daily milkfoliant



customer conversation → ask open-ended questions that link to this exfoliant:

— “Do you ever feel like your skin is too sensitive for exfoliation? What exfoliants have you tried? Let me show you *Daily Milkfoliant*, a way to help smooth skin without compromising your skin!”



link conversation to a make-up customer:

— “If your make-up sometimes clings to dry patches or uneven texture, *Daily Milkfoliant* can help! It gently polishes while hydrating and calming, so your skin feels softer and more make-up-ready, even without primer.”

why it is unique:

Most other exfoliants offer either a harsh scrub or a strong acid. *Daily Milkfoliant* is different because it delivers results without creating irritation. It uses **calming ingredients to support the skin's moisture barrier while polishing away dullness**—making it ideal for daily use on even sensitive or dry skin.

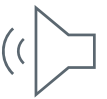


TRY IT - present the bottle to the customer and show them how to mix the powder with water to form a foamy lather. Encourage them to try it on the back of their hand!

— “Let's try it together—sprinkle a little into wet hands and you'll feel it activate into a soft, creamy foam. As you massage it in, notice there's no grit. After rinsing, skin feels clean, soft, and comforted—not tight or dry.”

tie back to how this helps their skin:

— “It smooths and resurfaces, yes—but it's also rich in skin-soothing ingredients like oat bran, hyaluronic acid, and sea minerals that help hydrate and protect your barrier. It's perfect for sensitive, dry, or reactive skin that still wants that glow!”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “*Daily Milkfoliant* gives you visible smoothness and replenishes—without over exfoliating. You'll actually want to use it every day!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Daily Skin Health : PreCleanse, Multi-Active Toner, Skin Smoothing Cream

how key ingredients support the skin:



physically exfoliates to remove impurities from skin

Fine Oat Powder

smooths + conditions with lipids + vitamin E

Coconut Milk Powder

nourishing lipids replenish and help soothe skin

Oat Bran Extract

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

daily superfoliant

2.0 oz / 57 g / 95 est. uses — 0.45 oz / 13 g / 22 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Resurfacing & detoxifying charcoal-based powder exfoliant. This highly-active powder resurfacer delivers the smoothest skin ever and helps fight the biochemical and environmental triggers known to accelerate skin aging.

how to describe the texture:

Advanced exfoliating powder activates upon contact with water creating a creamy paste.

this product is for a customer looking to address:

Dullness, fine lines and wrinkles, pores, uneven texture

key benefits- how this product will help the customer's skin:

- Resurfaces and deep cleanses for your smoothest skin ever
- Adsorbs environmental pollutants and helps detoxify pores
- Helps fight pollution triggers that lead to premature skin aging

key ingredients- why this product is different than others:

- Activated **Binchotan Charcoal** adheres to pollutants, allowing them to be easily removed from skin.
- **Niacinamide** helps reduce sebum to prevent adhesion of pollution particles and related signs of skin aging.
- **Papain, Lipase, and Subtilisin** are powerful, water-activated enzymes help remove dulling skin cells.
- **Lactic Acid and Malic Acid** skin-smoothing alpha hydroxy acids that help the appearance of hyperpigmentation.
- **Red Algae Extract and Tara Fruit Extract** helps preserve the skin's natural barrier function by preventing adherence of environmental pollutants.
- **Oryza Sativa (Rice Bran) Extract** is a dual-action physical and chemical exfoliation to help remove dead skin cells.

how to use it:

Dispense about a half-teaspoon of Daily Superfoliant into very wet hands and create a foamy lather by rubbing hands together. Apply to face in circular motions, avoiding the eye area. Massage gently for one minute, then rinse thoroughly. Use daily. For more sensitive skin, apply on alternate days until skin acclimates.

routine builder: double cleanse → **daily superfoliant** → toner → serum → moisturizer → SPF

selling tips

grab their attention:

— “How are you removing pollution from your skin?! **Daily Superfoliant** doesn't just detoxify pollution from the skin — it also has powerful ingredients to protect and prevent pollution from sticking to your skin in the future!”

did you know:

— “Environmental pollution and impurities can build up in your pores which can accelerate skin aging — **Daily Superfoliant** detoxifies deep in the skin using Binchotan Charcoal to bind and remove these pollutants!”



resurfaces

+

detoxifies



dermalogica

-training purposes only

selling tips- daily superfoliant



customer conversation → ask open-ended questions that link to this exfoliant:

— “What do you use when your skin looks a little dull, congested, or uneven—especially if you’ve been in a city, on a plane, or around pollution!”



link conversation to a make-up customer:

— “If your foundation is clinging to texture or your pores are more visible under make-up, this helps reset the surface. This exfoliant will resurface the skin to reveal smoother skin helping prep it without heavy primers.”

why it is unique:

While most exfoliants just smooth skin texture, **Daily Superfoliant** helps with **detoxifying the skin + protecting it** with activated Binchotan Charcoal that helps adhere to pollutants, allowing them to be easily removed from the skin! While antioxidants defend to prevent future pollution from adhering to the skin.



TRY IT - present the bottle to the customer and show them how to mix the powder with water to form a foamy lather. Encourage them to try it on the back of their hand!

— “Let’s activate a bit with water and massage it in—see how it creates a creamy paste? As you apply it, it gently resurfaces with AHAs and enzymes, while Binchotan Charcoal starts pulling pollution from pores. After rinsing, feel how soft and purified the skin is—cleaner than a cleanse alone can do.”

tie back to how this helps their skin:

— “This isn’t just about exfoliating. It’s about reversing the daily damage your skin absorbs—like pollution and impurities that speed up aging. It smooths the surface and strengthens your skin’s defense, so it stays protected, longer!”



close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

— “If you want real skin smoothing and skin aging prevention, this is the one to invest in. You get visible results—and long-term protection—from one step in your routine!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Daily Skin Health : PreCleanse, Multi-Active Toner, Skin Smoothing Cream

how key ingredients support the skin:



powerfully draws out excess oil and impurities

Activated Binchotan Charcoal

helps reduce sebum and visibly improves pores

Niacinamide

helps fight pollutants with antioxidants

Red Algae

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

multi-active toner

8.4 fl oz / 250 ml / 250 est. uses — 1.7 fl oz / 50 ml / 50 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Light facial toner hydrates and refreshes. This ultra-light toner with moisture-binding humectants helps condition and prep skin for proper moisture absorption.

how to describe the texture:

refreshing hydrating spritz.

this product is for a customer looking to address:

All skin types— dryness, dehydration, uneven texture

key benefits- how this product will help the customer's skin:

- Helps even out skin porosity
- Optimizes moisturizer absorption
- Helps maintain hydration levels

key ingredients- why this product is different than others:

- **Lavender Extract** helps soothe and purify skin.
- **Balm Mint + Aloe Vera** helps cool, soften, and hydrate skin.
- **Arnica Montana + Cucumber Fruit Extract** helps smooth and refresh skin.
- **Sodium PCA** A moisture-binding humectant that provides effective moisture absorption and hydration.

how to use it:

After performing the Dermalogica Double Cleanse, spray directly over the entire face and neck with eyes closed. Follow with prescribed Dermalogica Moisturizer.

Can be spritzed on throughout the day to help maintain hydration levels.

routine builder: double cleanse → exfoliate → **multi-active toner** → serum → moisturizer → SPF

selling tips

grab their attention:

—“Help your other products absorb better! Using a toner like **Multi-Active Toner** can help hydrate the skin that helps optimize skin porosity and product absorption.”

did you know:

—“If your skin feels tight after cleansing, or your moisturizer isn’t sinking in, it means you need to balance your skin’s hydration and improves how well your products absorb, try layering **Multi-Active Toner** under your moisturizer and feel the difference!”



dermalogica

-training purposes only

selling tips- multi-active toner



customer conversation → ask open-ended questions that link to this toner:

— “Do you ever feel like your moisturizer sits on top of your skin instead of really absorbing? What do you use to help your products absorb better? Let me show you Multi-Active Toner.”

why it is unique:

Most toners are either too astringent or too drying, like alcohol-based toners that strip or sting the skin.

Multi-Active Toner delivers hydration, soothes, and preps the skin—so your next steps absorb better, and your barrier stays balanced. It's in a spray that fits every skin type and every routine. Ideal for use during air travel.



link conversation to a make-up customer:

— “This is a great step before make-up—it helps prep your skin, so foundation looks more hydrated and doesn't cling to dry patches. It's also a perfect mid-day refresh without messing up your make-up.”

TRY IT - present the bottle to the customer and show them how to spritz it on their skin. Encourage them to try it on the back of their hand or over their make-up!

— “Let's spritz this on—close your eyes and feel the difference. It's ultra-light but instantly refreshing.. It absorbs quickly and leaves the skin feeling hydrated and prepped. Don't forget you can spritz it throughout the day or over your make-up.”

tie back to how this helps their skin:

— “Multi-Active Toner helps prevent the dehydration that can happen right after cleansing. It evens out porosity, making sure your skin absorbs your serums and moisturizers—so they work better, and your skin stays balanced throughout the day.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “Refresh and hydrate your skin, after cleansing, after a workout, during travel, or anytime skin feels dry. It helps every other product work harder, while refreshing your skin on contact!”

boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Daily Skin Health : PreCleanse, Circular Hydration Serum, Skin Smoothing Cream

how key ingredients support the skin:



soothes + refreshes

Arnica

cools and refreshes

Balm Mint

refreshes the skin

Lavender

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

antioxidant hydramist

5.1 fl oz / 150 ml / 150 est. uses — 1.0 fl oz / 30 ml / 30 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Refreshing antioxidant toner that helps firm and hydrate. Convenient mist-on formula supplements skin's protective barrier by creating an active antioxidant shield to help fight free radical damage and help prevent the signs of aging.

how to describe the texture:

refreshing firming + hydrating antioxidant mist

this product is for a customer looking to address:

All skin types — dryness, dehydration, fine lines, firming

key benefits- how this product will help the customer's skin:

- Creates instant firming action to visibly lift and tighten
- Helps prevent visible signs of premature aging
- Hydrates skin to reduce the appearance of fine dehydration lines

key ingredients- why this product is different than others:

- **Arginine/Lysine Polypeptide** helps reduce the look of fine lines and wrinkles.
- **Magnesium Ascorbyl Phosphate** is a stable form of Vitamin C with potent antioxidant properties that can help reduce the visible signs of premature aging.
- **Palmitoyl tripeptide-5** helps to visibly improve skin texture and reduce the appearance of fine lines and wrinkles.
- **A blend of Bambusa Vulgaris (Bamboo), Pisum Sativum (Pea), and Glucosamine** helps to reduce the appearance of fine lines and wrinkles to give the look of improved firmness.
- **White Tea Leaf, Licorice, and Beta-Glucan** calm and protect skin from free radical damage.

how to use it:

After cleansing, spritz directly onto the face and neck, avoiding the eyes. This product can be used as a refreshing spritz over make-up throughout the day.

routine builder: double cleanse → exfoliate → **antioxidant hydramist** → serum → moisturizer → SPF

selling tips

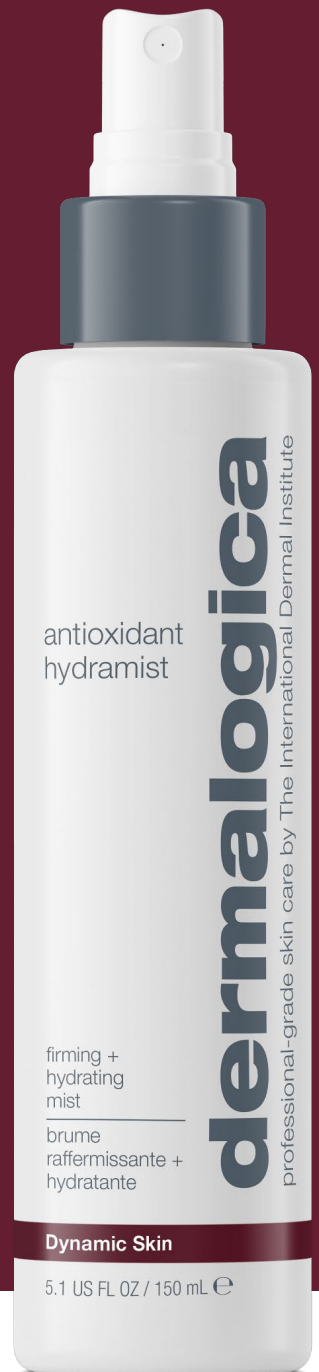


grab their attention:

— “Skin care meets treatment, in one refreshing step! **Antioxidant HydraMist** actively firms and fights skin aging with antioxidant protection!”

did you know:

— “That most facial mists only hydrate, but **Antioxidant HydraMist** does more by helping firm and protect your skin from environmental stressors. Making this mist ideal after cleansing and throughout the day!”



-training purposes only

selling tips- antioxidant hydramist



customer conversation → ask open-ended questions that link to this toner:

—“What do you use after cleansing before your moisturizer to help give your skin a boost in antioxidants?”



link conversation to a make-up customer:

—“This is a great step before make-up—it helps prep your skin, so foundation looks more hydrated and doesn't cling to dry patches while also giving it a boost of antioxidant protection for an instant firming effect. It's also a perfect mid-day refresh without messing up your make-up.”

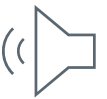


TRY IT - present the bottle to the customer and show them how to spritz it on their skin. Encourage them to try it on the back of their hand or over their make-up!

—“Feel this light mist—it's super fine and instantly refreshing. Can you feel that firming action that gives a visible lift and tightening effect in the skin? Don't forget you can spritz this all day even over make-up!”

tie back to how this helps their skin:

—“This isn't just hydration—it's prevention. With peptides and antioxidants, Antioxidant HydraMist helps firm skin, reduce the look of fine lines, and defend against environmental aging triggers.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

—“Don't use a toner that just hydrates! Boost your step with Antioxidant HydraMist to give the skin hydration + help fight visible signs of skin aging. No extra step required!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Daily Skin Health : PreCleanse, Pro-Collagen Banking Serum, Skin Smoothing Cream

how key ingredients support the skin:



helps firm skin

Pea Extracts

comfort and refresh

Rose + Clove Extracts

helps fight free radicals

Active Antioxidant Shield

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

multivitamin power recovery masque

2.5 fl oz / 75 ml / 15 est. uses — 0.5 fl oz / 15 ml / 3 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Ultra-replenishing masque helps rescue stressed, aging skin.

how to describe the texture:

creamy restorative masque

this product is for a customer looking to address:

All skin types— dullness, dry, dehydrated, fine lines, loss of elasticity, stressed skin

key benefits- how this product will help the customer's skin:

- Helps rescue and restore stressed skin
- Hydrates and restores suppleness
- Helps visibly repair the look of daily damage with antioxidant vitamins

key ingredients- why this product is different than others:

- **ACE Vitamin Complex** neutralizes free radicals and fortifies skin's barrier.
- **Panthenol (Pro-Vitamin B5)** aids in skin repair and hydration.
- **Nutrient-rich Algae Extract** helps moisture balance while softening skin.
- **Licorice, Comfrey and Burdock Root Extract help** soothe and moisturize skin.
- **Linoleic Acid (vitamin F)** an essential fatty acid, helps support skin's barrier for a smoother texture.
- **Avena Sativa (Oat) Kernel** moisturizing, soothing and calming.

how to use it:

Apply generously to cleansed face and neck, avoiding the eye area. After 10 to 15 minutes, rinse with warm water. Apply once per week or whenever the skin requires a soothing remedy.

routine builder: double cleanse → exfoliate → **multivitamin power recovery masque** → toner → serum → moisturizer → SPF

selling tips

grab their attention:

—“Is stress aging your skin?! Try this ultra-replenishing masque that helps rescue and restore stressed skin!”

did you know:

—“That when your skin is stressed it can lose that glow and start to look older! **MultiVitamin Power Recovery Masque** helps visibly repair the look of daily damage with antioxidants and vitamins.”



-training purposes only

selling tips- multivitamin power recovery masque



customer conversation → ask open-ended questions that link to this masque:

—“Has your skin been feeling dull, tired, or more reactive lately—maybe from stress, travel, or sun exposure? What are you using to help?”

why it is unique:

Most masques are simply to hydrate or remove things from the skin.

MultiVitamin Power Recovery Masque is a powerhouse formula trusted by skin therapists in the treatment room designed to bring tired, overworked, aging skin back to life fast! With **potent antioxidants, vitamins and botanicals**, this masque delivers.



link conversation to a make-up customer:

—“This is a great pre-event or weekly reset to use before make-up application, it can help your skin look more hydrated and supple under your make-up.”

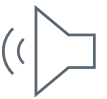


TRY IT - present the bottle to the customer and show them how to apply it on their skin. Encourage them to try it on the back of their hand in a thick even layer!

—“Apply this in a nice even layer and notice the rich creamy texture as it melts into the skin and starts to calm, hydrate and deeply nourish the skin! You can leave it on up to 15 minutes and use as needed weekly for that quick pick-me up. ”

tie back to how this helps their skin:

—“This masque helps repair visible signs of stress and aging. It boosts hydration, calms, and strengthens the skin barrier—. You'll notice the glow right away, and more resilience over time..”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

—“This is a must-have if your skin feels depleted, reactive, or aging faster than you'd like. Try it and see the glow; weekly use builds long-term resilience. It's like a multivitamin for your skin!”

boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

MultiVitamin Power: MultiVitamin Power Firm, MultiVitamin Power Recovery Cream

how key ingredients support the skin:



neutralizes free radicals and fortifies skin's barrier

ACE vitamin complex

helps repair and hydrate skin

Pro-Vitamin B5

helps restore skin's moisture balance

Algae Extract

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

multivitamin power firm

0.5 fl oz / 15 ml / 75 est. uses — 1.0 fl oz / 30 ml / 150 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Powerful firming complex helps combat lines around the delicate eye area.

how to describe the texture:

Silky firming eye cream

this product is for a customer looking to address:

Stressed skin — Fine lines, loss of elasticity, dehydration

key benefits- how this product will help the customer's skin:

- Increases skin resilience and visibly firms
- Protects against moisture loss to help minimize the look of fine lines
- Shields against free radicals to help prevent environmental stress

key ingredients- why this product is different than others:

- **ACE vitamin complex** neutralizes free radicals and fortifies skin's barrier.
- **Silicones** melt gently into skin to help diminish the look of fine lines and smooth skin texture.
- **Camellia Sinensis (Green Tea) Leaf** has soothing properties.
- **Acmella Oleracea Flower Extract** (sustainably sourced) helps firm and reduce the look of fine lines and wrinkles for a smoother appearance.
- **Corallina Officinalis (Red Seaweed)** helps firm skin, reducing the appearance of fine lines.

how to use it

Smooth around eyes, concentrating on areas of visible aging. Makes a great make-up prep before concealer application.

routine builder: double cleanse → exfoliate → toner → **multivitamin power firm** → serum → moisturizer → SPF

selling tips



grab their attention:

—“Firm, fill and prime the eye area! This unique eye treatment helps protect the fragile eye area and makes a perfect partner under concealer!”

did you know:

—“The skin around the eyes is thinner and ages faster than the rest of the face. **MultiVitamin Power Firm** targets that area with potent vitamins to help firm, smooth, and protect.”



-training purposes only

selling tips- multivitamin power firm



customer conversation → ask open-ended questions that link to this eye treatment:

— “Don’t forget to treat the delicate eye area! What are you using around your eyes to help protect and prevent signs of aging?”



link conversation to a make-up customer:

— “If your concealer settles into fine lines and looks dry, this eye treatment is the perfect prep! It smooths the texture instantly, visibly diminishing the look of fine lines, giving a soft-focus effect under make-up.”

why it is unique:

Its velvety, silicone-based texture instantly blurs fine lines and creates a perfect canvas under make-up while antioxidant vitamins C and E help improve resilience and scavenge free radicals, while acting as a protective barrier against further assault. Unique botanical extracts help firm, smooth skin texture, and minimize the appearance of fine lines.

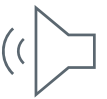


TRY IT - present the bottle to the customer and show them the silky texture and how little you need to get results. Encourage them to try it on the eye or the back of their hand between their thumb and index finger showing the lines visibly disappearing!

— “Let’s tap a tiny amount under the eye—feel that silky texture? It instantly fills in the look of fine lines and wears beautifully under make-up or alone.”

tie back to how this helps their skin:

— “This treatment helps reduce the look of fine lines, visibly firms, and defends against future signs of skin aging. Over time, the skin around your eyes looks firmer, smoother, and more resilient.”



close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

— “If you’re seeing changes around your eyes—or just want to keep that area strong—this is one of our most trusted formulas that works beautifully under make-up or on bare skin.”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

MultiVitamin Power: MultiVitamin Power Recovery Masque, MultiVitamin Power Recovery Cream

how key ingredients support the skin:



neutralizes free radicals and fortifies skin’s barrier

ACE vitamin complex

soothing properties

Green Tea Leaf

helps firm and reduce the look of fine lines + wrinkles

Acmea Oleracea Flower

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

phyto nature lifting eye cream

0.5 fl oz / 15 ml / 167 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Transformative eye cream with potent peptides and phytoactives delivers a more lifted look.

how to describe the texture:

Reawakening, rich cream eye treatment

this product is for a customer looking to address:

Appearance of fine lines and wrinkles, drooping eyelids, firming, lifting, hydration.

key benefits- how this product will help the customer's skin:

- Visibly lifts and firms and reduces eyelid folds
- Smooths and reduces the appearance of fine lines and wrinkles
- Hydrates and visibly redensifies skin

key ingredients- why this product is different than others:

- **Quinoa Seed Extract** helps to visibly reduce eyelid folds and refine skin's texture.
- **Powerful Peptides** visibly firm, boosts skin's resilience, and defend against free radicals.
- **Adaptogenic Astragalus, Electric Daisy Flower, and CoQ10** smooth and tighten for a lifted look.
- **Matcha Butter, Squalane, Vitamin E, And Pro-Vitamin B5** hydrate & soothe.

how to use it:

Warm a pea-sized amount between fingers. Gently pat onto under eyes and eyelids, massaging in an upward motion from the orbital bone toward the temples. Use twice daily.

can this be layered with other eye creams?

Yes, you can layer other Dermalogica eye treatments with **Phyto Nature Lifting Eye Cream**. **Awaken Peptide Eye Gel** or **Biolumin-C Eye Serum** can be layered under, and **MultiVitamin Power Firm** can be layered over. You would not layer any Dermalogica eye treatments with **Age Reversal Eye Complex** (it contains retinol and should be used alone at night) and **Stress Positive Eye Lift** (a weekly masque and excess may be tissue off).

routine builder: double cleanse → exfoliate → toner → **phyto nature lifting eye cream** → serum → moisturizer → SPF

selling tips

grab their attention:

—“Feel measurable lift on your eyes! **Phyto Nature Lifting Eye Cream** visibly lifts and firms to help reduce eyelid folds.”

did you know:

—“The skin on your eyelids can lose firmness just like the rest of your face causing the eyes to look droopy. **Phyto Nature Lifting Eye Cream** is safe to use on the eyelids and helps visibly lift the lids and smooth fine lines and wrinkles.”



1 use to
measurably
lifted eyes*

showed a reduction in
fine lines + wrinkles
after **1 use***

showed lifting in upper
eyelid in **1 week***



*obtained during independent clinical testing of 31 people, 2 applications/day for 8 weeks.

dermalogica

-training purposes only

selling tips- phyto nature lifting eye cream



customer conversation → ask open-ended questions that link to this eye treatment:

— “What are you currently using around your eyes, and are you starting to notice any changes like sagging, fine lines, or drooping eyelids?”



link conversation to a make-up customer:

— “Do you find that your eye make-up creases, or it's harder to apply eyeshadow in the upper eyelid area because it's starting to feel heavy, like it's drooping? Try this eye cream to help lift and smooth so make-up can apply more evenly.”

why it is unique:

Phyto Nature Lifting Eye Cream works to visibly address aging skin around the entire eye area, including the eyelid. This nourishing eye cream delivers an immediate lift, smooths and reduces the appearance of fine lines and wrinkles, while delivering calming hydration to treat dryness and loss of elasticity around the eyes.

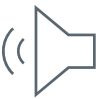


TRY IT - present the bottle to the customer and show them the silky texture and how little you need to get results. Encourage them to try it on the eye or the back of their hand between their thumb and index finger showing the smoothing and lifting!

— “Let's apply a small amount around the eye—including the lid. Feel how rich and nourishing it is? It instantly firms the skin and creates a lifted look.”

tie back to how this helps their skin:

— “If you're starting to notice sagging or tired-looking eyes, this is the one eye cream that treats the lid safely and effectively, while still wearing beautifully under make-up.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “Use this eye treatment daily to visibly lift the lid, smooth fine lines, and redensify thinning skin— Take this home today and start giving your eyes a measurable lift.”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Phyto Nature: Phyto Nature Firming Serum, Phyto Nature Oxygen Cream

how key ingredients support the skin:



helps to visibly reduce eyelid folds and refine skin's texture

Quinoa Seed Extract

visibly firm, boosts skin's resilience, and defend against free radicals

Powerful Peptides

smooth + tighten for a lifted look

Adaptogenic Astragalus + Electric Daisy Flower

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

fact sheet

-training purposes only

dynamic skin retinol serum

1.0 fl oz / 30 ml / 59 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Our high-dose, fast-acting 3.5% multi-retinoid with booster technology helps reverse the appearance of wrinkles, retexturize skin and minimize the appearance of pores, and even skin tone.

how to describe the texture: lightweight gel serum

this product is for a customer looking to address:

Appearance of fine lines and wrinkles, uneven skin tone, texture, enlarged pores

key benefits- how this product will help the customer's skin:

- Helps reverse the appearance of wrinkles
- Retexturizes and reduces the appearance of pores
- Evens skin tone

key ingredients- why this product is different than others:

- **Retinol** improves texture and the appearance of fine lines and wrinkles and fades the appearance of dark spots.
- **Time-released Encapsulated Retinol** carry time-released Retinol to improve fine lines and wrinkles, and even skin tone.
- **Granactive Retinoid®** a stable retinoid ester that reduces fine lines, wrinkles, pores, and the appearance of dark spots as well as skin smoothness.
- **Retinol Booster - Hydroxystearic Acid (HSA)** works to boost the already potent abilities of Retinol.
- **Squalane** moisturizes skin and aids in hydration and barrier recovery.
- **Beta-Glucan** hydrates and soothes the skin.

how to use it:

After cleansing, apply a thin layer over face. Keep out of eyes. Use nightly. If dryness or redness occurs, reduce frequency. Wear an SPF during the day.

routine builder: double cleanse → exfoliate → tone → **dynamic skin retinol serum** → moisturizer → SPF

selling tips



grab their attention:

— "**Dynamic Skin Retinol Serum** is our most advanced multi-retinoid serum yet— zero nonsense, and real transformation without damaging your barrier."

did you know:

— "Did you know that combining multiple types of retinoids—like fast-acting, time-released, and encapsulated—can deliver better results with less irritation than using a single high-strength retinol? Let me show you **Dynamic Skin Retinol Serum!**"



easily reduces
the 4 signs of
skin aging
within
2 weeks*

wrinkles
texture
pore size
even skin tone



dermalogica

*clinical results with 30 volunteers on reduction in appearance of wrinkles, pores, dark spots, and uneven texture in 2 week test.

-training purposes only

selling tips- dynamic skin retinol serum



customer conversation → ask open-ended questions that link to this serum:

— “What are you using at night to treat the multiple concerns you are noticing of fine lines, uneven texture, and uneven skin tone?”

why it is unique:

Our high-dose, fast-acting multi-retinoid with booster technology helps reverse the appearance of wrinkles, retexturize skin and minimize the appearance of pores, and even skin tone. High-performance, easy-to-use retinoid serum harnesses an advanced retinoid blend plus a booster to help transform the appearance of skin.



link conversation to a make-up customer:

— “Texture, uneven tone, and enlarged pores can be hard to cover up with make-up, this serum helps smooth and refine skin — so make-up becomes optional, applying more evenly and skin is glowing underneath.”

TRY IT - present the bottle to the customer and show them the lightweight texture and how little you need to get results. Encourage them to try it on the back of their hand and to always partner it with SPF!

— “Let’s feel the texture—lightweight and fast-absorbing. It delivers four retinoid technologies at once to help retexturize, firm, and brighten, while soothing ingredients like squalane and beta-glucan keep skin feeling calm. Always remember to use SPF in the daytime when using retinoids.”

tie back to how this helps their skin:

— “You mentioned your concerns with skin aging, this serum targets wrinkles, texture, enlarged pores, and uneven tone—while helping the skin recover, stay hydrated, and build long-term strength.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “If you're ready for real results from a retinol—but want something you can actually stick with without fear of irritation—this is your best option for smoother, firmer skin.”

boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Dynamic Skin: Dynamic Skin Strengthening Serum, Super Rich Repair

how key ingredients support the skin:

continually releases skin-smoothing actives to address the 4 signs of skin aging

3.5% Retinoid Complex

improves skin's moisture barrier

Squalane

hydrates and soothes the skin

Beta-Glucan

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

age bright clearing serum

1.0 fl oz / 30 ml / 133 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

This active two-in-one serum clears and helps prevent breakouts while reducing visible skin aging.

how to describe the texture:

Lightweight, fast-absorbing texture

this product is for a customer looking to address:

Acne and blemishes, uneven skin tone.

key benefits- how this product will help the customer's skin:

- Helps clear and prevent breakouts
- Promotes brighter, more even tone to reduce visible signs of premature skin aging
- Hydrates and smooths skin

key ingredients- why this product is different than others:

- **Salicylic Acid** a Beta Hydroxy Acid, reduces breakouts to clear skin.
- **AGE Bright™ Complex** works with the skin's natural microbiome to promote clearer, brighter skin. **Terpineol** (from Pine) and **Thymol** (from Thyme) help reduce C. acnes and sebum while Niacinamide helps reduce visible skin aging by fading post-inflammatory hyperpigmentation.
- **Phytoactives from Resurrection Plant** hydrate and smooth skin.
- **White Shiitake Mushroom** works together with **Niacinamide** to promote a brighter, more even skin tone.

how to use it:

Apply a thin layer and allow to dry. Use all over the face and under your recommended Dermalogica moisturizer twice a day, as needed.

routine builder: double cleanse → exfoliate → toner → **age bright clearing serum** → moisturizer → SPF

selling tips



grab their attention:

— "Aging + Breakouts?! You don't need to choose to treat one over the other! Combat breakouts and visible signs of aging with **AGE Bright Clearing Serum.**"

did you know:

— "Adult breakouts can be more challenging to treat than teen acne? **AGE Bright Clearing Serum** combines Salicylic Acid with AGE Bright™ Complex to reduce breakouts + support a brighter, more even skin tone to help reduce visible signs of skin aging."



-training purposes only

selling tips- age bright clearing serum



customer conversation → ask open-ended questions that link to this serum:

— “You expressed concerns with aging, but you are also experiencing breakouts! What are you using to treat both?! This multi-tasking serum can help.”



link conversation to a make-up customer:

— “Don’t just cover up the problem! If you’re layering make-up to cover both breakouts and uneven tone, this serum helps clear skin and fade post-breakout marks—so you need less coverage over time.”

why it is unique:

Typically, you have to choose between treating breakouts and skin aging. Now you don’t. This active **two-in-one serum clears and helps prevent breakouts while reducing visible skin aging**. Salicylic Acid reduces breakouts. AGE Bright Complex works with the skin’s natural microbiome for clearer, brighter skin. Niacinamide and White Shiitake Mushroom promote even skin tone.



TRY IT - present the bottle to the customer showing them the dropper and how little you need to get results. Encourage them to try it on the back of their hand and notice how quickly it absorbs!

— “See how lightweight it is? It absorbs quickly and gets to work behind the scenes with salicylic acid, niacinamide, and botanicals to clear and brighten.”

tie back to how this helps their skin:

— “If you’re dealing with both breakouts and signs of aging, this is your go-to serum—it does the work of two products in one lightweight, daily formula.”



close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

— “Start using it today! It treats breakouts now but also helps fade post-breakout marks and supports skin barrier—so skin looks clearer, smoother, and more even over time.”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, Dynamic Skin Recovery SPF 50

Active Clearing: Clearing Skin Wash, Acne Biotic Moisturizer

how key ingredients support the skin:



helps reduce breakouts
to clear skin

Salicylic Acid

works with skin’s natural
microbiome for clearer, brighter
skin

AGE Bright™ Complex

deliver a brighter more even
skin tone

Niacinamide + White
Shiitake Mushroom

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

circular hydration serum

1.0 fl oz / 30 ml / 120 est. uses — 2.0 fl oz / 59 ml / 236 est. uses

0.34 oz / 10 ml / 22 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Kick-start skin's hydration cycle: long-lasting serum immediately floods skin with hydration, replenishes from within, and helps prevent future hydration evaporation.

how to describe the texture:

Lightweight, fast-absorbing fluid-like serum

this product is for a customer looking to address:

All skin types — Dehydration and dryness.

key benefits- how this product will help the customer's skin:

- Immediately hydrates to quench dehydrated skin
- Delivers long-lasting hydration to help prevent future dehydration
- Replenishes skin from within

key ingredients- why this product is different than others:

- **Hyaluronic Acid + organic Silicium** penetrate skin's surface for deep hydration and more resilient and hydrated skin.
- **Algae Extract-infused moisturizing matrix** delivers quick and long-lasting hydration.
- **Polyglutamic Acid** from fermented Soy replenishes skin's hydration reserves from within.
- **Plant-derived sugars + a blend of amino acids** similar to those naturally present in the skin, trap water on skin's surface to help prevent future hydration evaporation.
- **Lactobacillus Ferment + Avena Extract** help to balance skin's microbiome.
- **Hydrolyzed Rice Protein** strengthen skin barrier for prolonged hydration.

how to use it:

Smooth over cleansed face and neck morning and night after toning and before moisturizing. Can be layered under your other Dermalogica serums.

routine builder: double cleanse → exfoliate → toner → **circular hydration serum** → moisturizer → SPF

selling tips



grab their attention:

— “Quench your skin's thirst! designed to deliver immediate and long-lasting hydration from within. Let me show you our best-selling **Circular Hydration Serum.**”

did you know:

— “Dehydration can be deceptively hard to treat! **Circular Hydration Serum** uses an enhanced forms of Hyaluronic Acid and Polyglutamic Acid to penetrate skin's surface for deeper hydration + lock in moisture and prevent future dehydration.”



dermalogica

deeply hydrates
skin for
10+ hours
and increases
hydration levels
over time*



*independent clinical test, 30 subjects, 2 applications/day, 28 days. Hydration measurements taken via corneometer before application and 20 minutes, 2 hours, and 10 hours.

-training purposes only

selling tips- circular hydration serum



customer conversation → ask open-ended questions that link to this serum:

— “Does your skin feel dry or tight even after moisturizing? What are you currently using on your skin to lock in hydration?”



link conversation to a make-up customer:

— “If your skin is dehydrated it can cause your make-up to not sit quite right or cling unevenly to dry patches. Layering Circular Hydration Serum underneath adds hydration deep within to keep the skin looking smooth and plump.”

why it is unique:

Dehydration can be deceptively hard to treat: for many of my customers, it just keeps coming back! This serum changes that. It **actually kick-starts skin's hydration cycle** – helping it hold on to water and prevent future dehydration.

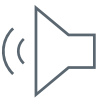


TRY IT - present the bottle to the customer showing them the dropper and how little you need to get results. Encourage them to try it on the back of their hand and notice how quickly it absorbs!

— “Let's apply a drop—feel how instantly cooling and fluid it is? It absorbs quickly but keeps delivering hydration for hours, thanks to a moisture matrix and long-lasting hyaluronic acid.”

tie back to how this helps their skin:

— “If your skin constantly feels thirsty, this is your go-to. It's a lightweight serum that delivers deep, long-lasting hydration—no heavy layers needed.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “Easy to add into any routine! It deeply hydrates, strengthens the moisture barrier, and helps skin hold onto hydration longer—so skin feels quenched, plumper, and more hydrated over time.”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: PreCleanse, Special Cleansing Gel, Dynamic Skin Recovery SPF 50

Daily Skin Health: Magnetic[+] Afterglow Cleanser, Skin Smoothing Cream

how key ingredients support the skin:

penetrates skin's surface for deep hydration

Hyaluronic Acid

delivers quick + long-lasting hydration

Algae Extract-infused Moisturizing Matrix

replenishes skin's hydration reserves from within

Polyglutamic Acid



If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

pro-collagen banking serum

1.0 fl oz / 30 ml / 120 est. uses — 2.0 fl oz / 59 ml / 236 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Powerful serum helps promote, protect, and preserve skin's collagen today, so you have more for tomorrow – supporting visibly plumper, more luminous skin and hydrating to help reduce the look of fine lines into the future.

how to describe the texture:

Lightweight and silky gel-to-serum consistency, this product easily glides across skin from an easy-to-use pump

this product is for a customer looking to address:

All skin types — prematurely aging skin, fine lines + wrinkles, dryness, dehydration.

key benefits- how this product will help the customer's skin:

- Helps preserve collagen
- Plumps and hydrates for a firmer appearance
- Helps minimize the look of fine lines and wrinkles

key ingredients- why this product is different than others:

- **Pro-Collagen Preservation Complex with Collagen Amino Acids + Carnosine Dipeptide and antioxidants** helps save collagen by defending against collagen-degrading free radicals.
- **Jobaba Ester and Polyglutamic Acid** nourish + plump for a firmer appearance.
- **Wild Indigo Extract and Arginine PCA** help restore skin's radiance.
- **Pink Carnation Flower Extract** helps improve skin's softness and resilience.

how to use it:

Apply 2-3 pumps to clean, dry skin. Use once or twice daily, followed by moisturizer. Keep out of eyes.

routine builder: double cleanse → exfoliate → toner → **pro-collagen banking serum** → moisturizer → SPF

selling tips



grab their attention:

— “Save your collagen and protect it so you have more for tomorrow!! Let me show you **Pro-Collagen Banking Serum**, a powerful formula designed to support plumper, more luminous skin into the future.”

did you know:

— “Did you know your skin naturally starts losing collagen year after year? Start preserving your collagen for the future! **Pro-Collagen Banking Serum** helps save collagen and defend against collagen-degrading free radicals.”



clinical proof

cheeks and jawline
look firmer
within 7 days*



*results after 7 days. Obtained during independent clinical testing of 63 people, 2 applications/day for 12 weeks.

dermalogica

-training purposes only

selling tips- pro-collagen banking serum



customer conversation → ask open-ended questions that link to this serum:

— “You don’t notice any concerns right now, but how are you protecting and preserving your skin for the future?”



link conversation to a make-up customer:

— “Looking for that plump luminous finish when foundation is applied? Apply Pro-Collagen Banking Serum to help plump and hydrate skin, helping prep skin before make-up.”

why it is unique:

As we age, our bodies produce less and less collagen every year. Environment and pollution can accelerate collagen degradation – leading to visible signs of skin aging like sagging skin, rough skin texture, and fine lines and wrinkles. **Pro-Collagen Banking Serum** helps save your skin’s collagen today, so you have more for tomorrow – along with **firmer, plumper, more luminous skin**



TRY IT - present the bottle to the customer showing them how little you need to get results.

Encourage them to try it on the back of their hand and notice how nice it feels and quickly it absorbs!

— “Let’s try a pump on the back of your hand — feel that silky gel-to-serum texture? It’s lightweight but cushiony, and immediately gives the skin a more supple, hydrated feel.”

tie back to how this helps their skin:

— “It helps defend against collagen loss, hydrates deeply, and visibly firms — so skin looks plumper, smoother, and more radiant over time.”



close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

— “If you want to stay ahead of visible aging, this is a smart addition to your routine—it protects your collagen and strengthens skin before signs of aging show.”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: PreCleanse, Special Cleansing Gel, Dynamic Skin Recovery SPF 50

Daily Skin Health: Magnetic[+] Afterglow Cleanser, Skin Smoothing Cream

how key ingredients support the skin:



defends skin against collagen-degrading free radicals

Pro-Collagen Preservation Complex

hydrates and plumps the skin

Polyglutamic Acid

helps restore skin’s radiance

Wild Indigo

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

phyto nature firming serum

1.3 fl oz / 40 ml / 62 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

dual-phase serum firms and lifts skin to reduce visible signs of skin aging and help defend against the appearance of future damage. Nature's powerful botanicals work with biomimetic technology to visibly give years back.

how to describe the texture:

Dual-chamber formula keeps oil- and water-based ingredients separate until application for greater potency.

this product is for a customer looking to address:

All skin types —mature/premature signs of skin aging, fine lines and wrinkles, loss of firmness and elasticity

key benefits- how this product will help the customer's skin:

- **Flash-firms** to minimize the appearance of fine lines after just 1 application
- **Lifts** to reduce visible wrinkles in just 4 weeks
- **Revitalizes**, doubling skin's luminosity after just 1 application

key ingredients- why this product is different than others:

- **Sapphire-bound biomimetic peptides** mimic and signal natural skin processes to help firm and reinforce skin defenses.
- **Potent Plant-Derived Bio-extracts** including adaptogenic Astragalus, visibly tighten skin.
- **Amazonian Camu Camu** sourced sustainably from Peru, helps prolong radiance.
- **Moroccan Rockrose Extract** helps neutralize skin-damaging free radicals.
- Caffeic Acid from **Madagascar Green Coffee Bean** works with skin's microbiome to help revitalize skin and decrease the appearance of fine lines and wrinkles.
- **Next-generation Hyaluronic Acid** delivers the look of a filler effect.

how to use it:

Dispense 1-2 pumps into the palm of your hand. Blend the two serums and smooth over cleansed face and neck. Can be used morning and/or evening. Follow with your moisturizer.

routine builder: double cleanse → exfoliate → toner → **phyto nature firming serum** → moisturizer → SPF

selling tips



grab their attention:

—“How can you give 4 years back to your skin?! Transform the look of your skin with our revolutionary serum, designed to visibly lift and firm. Let me show you our best-selling **Phyto Nature Firming Serum**.”

did you know:

—“Your environment and lifestyle (exposome) can cause premature signs of skin aging! **Phyto Nature Firming Serum** uses a blend of potent botanicals to help firm and lift skin helping reduce visible signs of skin aging!”



clinically proven
**to give 4
years back***



dermalogica

*by reducing the appearance of premature wrinkles.

-training purposes only

selling tips- phyto nature firming serum



customer conversation → ask open-ended questions that link to this serum:

— “How do you feel your skin is changing over time- are you noticing things like fine lines, dullness, or lack of firmness?”



link conversation to a make-up customer:

— “Do you ever feel like your make-up settles into lines or just doesn't look as fresh throughout the day?” Skin with reduced firmness or hydration often shows these signs. This serum helps restore bounce, smoothness, and luminosity- creating a more youthful canvas.”



TRY IT – present the bottle to the customer showing them how little you need to get results. Dispense one pump and mix gently between your fingers before applying to the back of the customer's hand.

— “This is a dual-phase serum- part biomimetic peptides, part powerful botanical actives. You'll notice how silky and hydrating it feels right away. Over time, it works to lift, firm, and reduce visible signs of skin aging.”

tie back to how this helps their skin:

— “This serum helps give years back - smoother texture, improved tone and more bounce. With continued use, it helps minimize fine lines and visibly firms the skin, which can reduce the need for heavier coverage make-up.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “This is a great choice if you're seeing the signs of aging and want a high-performance serum that delivers both immediate smoothing and long-term results. Try this today as part of your routine.”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, Dynamic Skin Recovery SPF 50

Phyto Nature: Phyto Nature Lifting Eye Cream, Phyto Nature Oxygen Cream

how key ingredients support the skin:



help firm skin + reinforce skin defense

Sapphire-bound
Biomimetic Peptides

helps prolong radiance

Camu Camu

neutralizes damaging free radicals

Moroccan Rockrose
Extract

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

active moist

5.1 fl oz / 150 ml / 120 est. uses — 3.4 fl oz / 100 ml / 80 est. uses
1.7 fl oz / 50 ml / 40 est. uses — 0.5 fl oz / 15 ml / 12 est. uses



gluten-free



vegan

no artificial fragrance
or color

paraben-free



cruelty-free

what is this product:

Oil-free prebiotic moisturizer hydrates combination and oily skin.

how to describe the texture:

Sheer, easy-to-apply formula provides oil-free hydration without greasy feel.

this product is for a customer looking to address:

Combination to oily skin types

key benefits- how this product will help the customer's skin:

- Provides effective, oil-free hydration without a greasy feel.
- Smooths and helps improve skin texture.
- Sheer formula goes on quickly.

key ingredients- why this product is different than others:

- **Prebiotic Moisture Complex** with hydrating, barrier boosting **Saccharide Isomerate** + an active blend of plant extracts help to improve skin texture and combat surface dehydration.
- Botanical blend of **Lemon Extract**, antioxidant-rich **Cucumber Extract** + skin soothing **Burdock Root** known to have skin-refreshing properties.

how to use it:

After cleansing and toning, apply over face and neck in light, upward strokes. Use twice daily, morning and night.

routine builder: double cleanse → exfoliate → toner → serum → **active moist** → SPF

selling tips



grab their attention:

— “Oily skin needs to hydrate in order to balance the oiliness. Hydrate your skin without the shine. Let me show you our best-selling **Active Moist**.”

did you know:

— “Oily skin is often dehydrated, which can contribute to excess oil production. **Active Moist** uses a prebiotic moisture complex, balancing your skin's microbiome while leaving it refreshed with no oily residue.”



-training purposes only

selling tips- active moist

customer conversation → ask open-ended questions that link to this moisturizer:

— “How does your skin feel a few hours after you’ve applied your moisturizer- are you feeling hydrated, oily or dryness by midday?”

link conversation to a make-up customer:

— “Do you ever notice your make-up sliding or breaking up during the day, especially around your T-zone? Oily skin can produce more oil, and make-up ends up looking patchy or uneven. This moisturizer will help balance that oil and hydrate without feeling greasy.”

why it is unique:

Active Moist stands out because it addresses the unique needs of oily and combination skin. Unlike many oil-free moisturizers that just sit on the skin, Active Moist works to **hydrate and balance, keeping your skin healthy and shine-free at the same time.**

*popular with male customers

TRY IT – present the bottle to the customer showing them how little you need to get results. Apply a small amount to the back of their hand. Let them feel the finish: smooth, soft, and matte- not greasy or heavy.

— “As you feel this, notice how light and quick-absorbing it is. It hydrates using a **Prebiotic Moisture Complex**- which helps give hydration without leaving any oily residue.”

tie back to how this helps their skin:

— “This helps hydrate and smooth your skin without adding excess oil, so your skin stays balanced throughout the day. That means you’re not blotting or powdering by lunch. Plus, the prebiotics help balance the skin’s microbiome- supporting healthier skin over time.”

close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

— “This is the ideal daily moisturizer if your skin gets shiny but still needs hydration- especially under make-up or SPF”

boost the basket with 2 more best-selling Dermalogica products:

Core Heros: PreCleanse, Special Cleansing Gel, Daily Microfoliant

Daily Skin Health: Magnetic [+] Afterglow Cleanser, Circular Hydration Serum

how key ingredients support the skin:

improves skin texture + combats dehydration

Prebiotic Moisture Complex

help refine skin’s texture

Lemon Extract + Burdock Root

refreshes the senses

Cucumber Extract

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

skin smoothing cream

5.1 fl oz / 150 ml / 120 est. uses — 3.4 fl oz / 100 ml / 80 est. uses

1.7 fl oz / 50 ml / 40 est. uses — 0.5 fl oz / 15 ml / 12 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Next-generation moisturizer with Active HydraMesh Technology infuses skin with 48 hours of continuous hydration and helps protect against environmental stress.

how to describe the texture:

Smooth, lightweight texture that absorbs quickly, leaving the skin feeling soft, hydrated, and perfectly balanced.

this product is for a customer looking to address:

Normal, dry, and combination skin, dryness, and dehydration

key benefits- how this product will help the customer's skin:

- Smooths fine lines and promotes elasticity.
- Shields against dehydration and pollution.
- Antioxidants help fight skin-aging free radicals.

key ingredients- why this product is different than others:

- **Active HydraMesh Technology™** delivers 48 hours of continuous hydration and helps shield the skin's natural microbiome against environmental stress.
- **Hyaluronic Acid Complex with Mallow, Cucumber, and Arnica** helps to lock in moisture for lasting hydration.
- **Grape Seed Extract, Vitamin C, and Vitamin E** delivers antioxidant benefits.

how to use it:

After cleansing and toning, apply over the face and neck in light, upward strokes. Use twice daily, morning and night.

routine builder: double cleanse → exfoliate → toner → serum → **skin smoothing cream** → SPF

selling tips



grab their attention:

— “Quench your skin with hydration that lasts 48 hours! Let me show you our best-selling **Skin Smoothing Cream**.”

did you know:

— “Your skin loses moisture throughout the day, even if you drink water! **Skin Smoothing Cream** uses Active HydraMesh Technology to deliver continuous moisture and protect your skin's microbiome from environmental stress, locking in hydration.”



delivers
48 hours
of continuous
hydration*



dermalogica

*independent clinical study, 12 subjects, measurement after 48 hours after one application.

-training purposes only

selling tips- skin smoothing cream



customer conversation → ask open-ended questions that link to this moisturizer:

— “How does your skin typically feel by the end of the day- tight, dry, shiny, or something else?”

why it is unique:

Skin Smoothing Cream is more than just a daily hydrator. This best-selling moisturizer features a state-of-the-art complex that works on a molecular level to **help reduce Trans-Epidermal Water Loss (TEWL)** and **infuse skin with 48 hours of vital moisture**. This advanced technology also helps **shield skin's natural microbiome from environmental stress**.



link conversation to a make-up customer:

— “Do you ever find that your make-up doesn't sit quite right- like it separates, clings to dry patches, or fades too quickly? Dehydrated skin is a common cause of make-up breakdown. Skin Smoothing Cream helps lock in moisture for a smoother, more balanced canvas.”



TRY IT – present the bottle to the customer showing them how little you need to get results. Apply a small amount to the back of their hand. Encourage them to feel the texture and note the balance between comfort and lightness.

— “This is our best-selling moisturizer that provides 48 hours of continuous hydration. It uses Active HydraMesh technology, which works like a net across the skin to trap moisture in and protect against environmental dehydration.”

tie back to how this helps their skin:

— “When your skin is consistently hydrated, it feels smoother and looks more radiant throughout the day. That means better glow, and less of that dry, tight feeling mid-day. This formula also keeps your skin more balanced over time without feeling heavy.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “This is the perfect moisturizer hydrates deeply without feeling heavy. It partners easily into any evening routine and you can easily layer your favorite SPF on top in the daytime.”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: PreCleanse, Special Cleansing Gel, Daily Microfoliant

Daily Skin Health: Magnetic [+] Afterglow Cleanser, Pro-Collagen Banking Serum

how key ingredients support the skin:

delivers 48 hours of continuous hydration

Active HydraMesh Technology

locks in moisture for lasting hydration

Hyaluronic Acid Complex with Mallow, Cucumber, + Arnica

delivers antioxidant benefits

Grape Seed Extract



If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

intensive moisture balance

5.1 fl oz / 150 ml / 120 est. uses — 3.4 fl oz / 100 ml / 80 est. uses

1.7 fl oz / 50 ml / 40 est. uses — 0.5 fl oz / 15 ml / 12 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

An ultra-nourishing moisturizer that restores dry skin and nourishes 10 layers deep.

how to describe the texture:

Rich, ultra-nourishing moisturizer restores lipid balance to dry depleted skin for optimum barrier performance.

this product is for a customer looking to address:

Dry to very dry, dehydrated

key benefits- how this product will help the customer's skin:

- Strengthens the skin's lipid barrier
- Helps rebalance the skin's microbiome
- Intensely moisturizes dry, depleted skin

key ingredients- why this product is different than others:

- **BioReplenish Complex™** delivers a proven combination of key barrier lipids to help enhance the skin's natural resilience and support barrier recovery.
- **Prebiotic Chlorella Algae complex** featuring **Chlorella Vulgaris Extract** helps rebalance the skin's natural microbiome for healthy looking skin.
- **Hyaluronic Acid** locks in hydration to help enhance the skin's moisture content.
- **Echinacea, Centella Asiatica, and Aloe Vera** known for their skin-hydrating properties.

how to use it:

After cleansing and toning, apply over face with light, upward strokes. Use twice daily, morning and night.

routine builder: double cleanse → exfoliate → toner → serum → **intensive moisture balance** → SPF

selling tips

grab their attention:

— “Struggling with super dry skin?! **Intensive Moisture Balance** nourishes 10 layers deep, helping to restore your skin's natural moisture barrier.”

did you know:

— “Dry skin deserves more than just moisture- it needs deep replenishment with lipids. Let me show you our best-selling **Intensive Moisture Balance**.”



nourishes
10 layers
deep*



dermalogica

*independent clinical results with 35 volunteers in a 4 week test

-training purposes only

selling tips- intensive moisture balance



customer conversation → ask open-ended questions that link to this moisturizer:

— “Tell me how your skin feels throughout the day. Do you ever notice tightness, flaking or areas that look dull or feel rough?”



link conversation to a make-up customer:

— “Do you ever feel like your make-up clings to dry patches or looks uneven by the end of the day? Make-up often highlights skin dehydration. Intensive Moisture Balance replenishes hydration and strengthens the barrier, creating a smoother, more even canvas for make-up.”

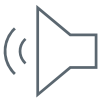


TRY IT – present the bottle to the customer showing them how little you need to get results. Apply a small amount to the back of their hand and encourage them to feel the texture.

— “This rich formula nourishes dry skin 10 layers deep with our BioReplenish Complex. You’ll feel the instant comfort, but what makes it powerful is what it does long-term- strengthening your skin’s barrier and locking in hydration.”

tie back to how this helps their skin:

— “When your skin is properly moisturized, your barrier is stronger- so it holds onto hydration longer, looks healthier, and feels more resilient. That’s what this moisturizer is designed to do. It goes beyond surface-level moisture to rebalance the skin’s microbiome and help restore what dry, depleted skin is missing.”



close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

— “This is the perfect moisturizer for your skin that is feeling dry, tight or rough. Start using it tonight and feel the difference it makes with the rest of your skin care routine.”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: PreCleanse, Daily Microfoliant, BioLumin-C Serum

Daily Skin Health: Intensive Moisture Cleanser, Multi-Active Toner

how key ingredients support the skin:



nourishes the skin’s barrier

BioReplenish Complex™

locks in hydration and enhances skin’s moisture content

Hyaluronic Acid

helps rebalance the skin’s microbiome

Prebiotic Chlorella Algae Complex

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

stabilizing repair cream

3.4 fl oz / 100 ml / 80 est. uses — 1.7 fl oz / 50 ml / 40 est. uses

0.5 fl oz / 15 ml / 12 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Ultra-soothing actives that calm on contact – helping to break the pattern of sensitive skin as they immediately comfort and help skin become more resilient over time.

how to describe the texture:

Balmy-cream formula melts into skin to quickly alleviate redness and help prevent future irritation.

this product is for a customer looking to address:

Sensitive or reactive skin— dehydration, redness, and impaired skin barrier

key benefits- how this product will help the customer's skin:

- Soothes on contact
- Repairs skin's lipid barrier
- Strengthens skin to help keep signs of sensitivity at bay

key ingredients- why this product is different than others:

- **Proprietary Ceramide-Building Complex** provides nourishing lipids, strengthening skin's barrier to lock in moisture and help keep signs of sensitivity at bay.
- Soothing **Cica** helps to balance skin's moisture content.
- **Lactobacillus Ferment** helps skin hold on to hydration.
- **Resurrection Plant** moisturizes, hydrates, and strengthens skin's barrier.
- **Tasmania Lanceolata Extract** soothes skin and helps reduce the appearance of redness.
- **Boerhavia Diffusa Root Extract** helps reduce the appearance of redness, soothes, and comforts skin.

how to use it:

Rub cream between hands then apply to face and neck with light, upward strokes. Use once or twice daily. Keep out of eyes.

routine builder: double cleanse → exfoliate → toner → serum → **stabilizing repair cream** → SPF

selling tips



grab their attention:

— “Sensitive skin doesn’t have to stay that way. Let me show you our best-selling **Stabilizing Repair Cream.**”

did you know:

— “**Stabilizing Repair Cream** calms skin on contact and helps build long-term resilience with a proprietary Ceramide-Building Complex.”



clinically
proven to
**help stop
sensitive
skin** within
1 week*



dermalogica

*see a reduction in redness, irritation, and itchiness within 1 week. Independent clinical test, 31 subjects, 2 applications/day for 8 weeks.

-training purposes only

selling tips- stabilizing repair cream



customer conversation → ask open-ended questions that link to this moisturizer:

—“Can you share with me what your sensitivity sensations feel like? What does it look like? Let me show you a moisturizer that can help stop that sensitivity in 1 week!”



link conversation to a make-up customer:

—“Covering up redness with long-wearing foundations + removing long wearing makeup with things like make-up wipes can sensitize the skin barrier. Let me show you how to prep your skin under make-up to keep your barrier stronger and reduce that redness and sensitivity.”

why it is unique:

Stabilizing Repair Cream stands out because it's more than a barrier cream- it's a treatment moisturizer that **works with your skin to prevent future irritation**. Unlike many moisturizers for sensitive skin that simply coat or hydrate, this one **actively helps rebuild the barrier and trains the skin to be less reactive over time**.



TRY IT – present the bottle to the customer showing them how little you need to get results. Apply a small amount to the back of their hand and encourage them to feel the balmy texture.

—“This balmy-cream formula melts into skin to quickly alleviate redness. Notice how it instantly soothes- it's designed to reduce visible redness and help stop sensitivity in 1 week!”

tie back to how this helps their skin:

—“When your skin barrier is strong and healthy, it's more resilient- not only does it feel better, but it doesn't trigger the same reactions. This moisturizer works with your skin to actually prevent future sensitivity, not just mask it!”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

—“This is ideal as your daily moisturizer, especially after active treatments/serums. If your skin has ever reacted to new products or felt tight and dry, this can be your go-to!”



boost the basket with 2 more best-selling Dermalogica products:

Daily Skin Health : PreCleanse, Daily Milkfoliant, Circular Hydration Serum

UltraCalming: UltraCalming Cleanser, UltraCalming Mist

how key ingredients support the skin:

provides restorative nourishing lipids to strengthen skin's barrier

Ceramide-building Complex

helps to balance skin's moisture content

Lavender Extract

helps reduce the appearance of redness

Boerhavia Diffusa Root



If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

phyto nature oxygen cream

1.7 fl oz / 50 ml / 109 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Reawakening daily liquid moisturizer firms, lifts and revitalizes with premium hydrating and oxygen-optimizing phytoactives. — breathing new life into aging skin.

how to describe the texture:

Lightweight firming + lifting liquid cream moisturizer

this product is for a customer looking to address:

Dryness, dehydration, fine lines and wrinkles, firming and lifting

key benefits- how this product will help the customer's skin:

- **Firms and lifts** to reduce the appearance of skin aging
- **Revitalizes** with oxygen-optimizing phytoactives for brighter, more radiant skin
- **Plumps and hydrates** for ultra-smooth skin

key ingredients- why this product is different than others:

- **Ligustrum Lucidum seed, Glycogen and Nasturtium Flower** help oxygenate skin's surface by hydrating its upper layers for a smooth energized appearance.
- **Squalane + Luffa Root** visibly firm, minimizing the appearance of fine lines and wrinkles.
- Adaptogenic **Astragalus and Electric Daisy Flower** smooths and tightens for a lifted look.
- **Antioxidant-rich Rose of Winter** soothes and boost skin's resilience.

how to use it:

After cleansing and toning, apply over face and neck in light, upward strokes. Use twice daily, morning and night. Shake bottle before each use. Keep out of eyes.

routine builder: double cleanse → exfoliate → toner → serum → **phyto nature oxygen cream** → SPF

selling tips



grab their attention:

— “Let your skin breathe- and look more lifted every day. Let me show you our best-selling moisturizer, **Phyto Nature Oxygen Cream.**”

did you know:

— “As we age our skin takes up less oxygen, leading to dullness and loss of firmness. **Phyto Nature Oxygen Cream** helps revitalize skin by delivering oxygen-optimizing botanicals that help reawaken skin's natural radiance.”



CLINICALLY
PROVEN
**TO GIVE 4
YEARS BACK***

skin looks
firmer
+
more lifted
after 1 week**



dermalogica

*by reducing the appearance of premature wrinkles.

**Independent clinical results in 31 volunteers in reducing the appearance of premature wrinkles and visible improvement in lifting, firmness, and luminosity.

-training purposes only

selling tips- phyto nature oxygen cream



customer conversation → ask open-ended questions that link to this moisturizer:

— “How does your skin feel throughout the day- energized and hydrated, or more dull and tired? Are you using anything that focuses on firming or lifting?”

why it is unique:

Phyto Nature Oxygen Cream is unique because it **energizes aging skin with oxygen-optimizing phytoactives that boost hydration and radiance**. Unlike moisturizers that only hydrate, it also firms, lifts and smooths with plant-powered ingredients- while remaining lightweight enough to layer under make-up or SPF.



link conversation to a make-up customer:

— “Are you looking for a dewy “glass skin” finish in your make-up routine? This moisturizer is the perfect last step of your skincare routine with it's unique liquid-cream texture; it layers well under make-up while still delivering that radiant glow.”



TRY IT – present the bottle to the customer showing them how little you need to get results. Pump a small amount to the back of their hand and encourage them to feel the liquid-cream texture!

— “Try this daily lightweight liquid cream moisturizer, that helps firm, lift and revitalize the skin with oxygen-optimizing phytoactives. Notice how quickly it absorbs leaving the skin energized!”

tie back to how this helps their skin:

— “If your skin is starting to look tired, dull, or less firm, *Phyto Nature Oxygen Cream* helps breathe new life by energizing the skin for a visibly lifted, smoother, and more radiant look.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “This moisturizer is the product you are looking for that gives hydration, visible lift, and a healthy glow, *Phyto Nature Oxygen Cream* really delivers all three in one easy step.”



boost the basket with 2 more best-selling dermalogica products:

Core Heros: Daily Microfoliant, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Phyto Nature: Phyto Nature Lifting Eye Cream, Phyto Nature Firming Serum

how key ingredients support the skin:



optimizes skin's oxygenation process to firm and energize

Ligustrum Lucidum Seed,
Glycogen + Nasturtium
Flower

smooth, tighten + lift

Adaptogenic Astragalus +
Electric Daisy Flower

visibly firm skin + minimize fine lines + wrinkles

Squalane + Luffa Root

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

super rich repair

1.7 fl oz / 50 ml / 40 est. uses — 3.4 fl oz / 100 ml / 80 est. uses

0.5 fl oz / 15 ml / 12 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Deeply nourishing, age-defending cream for dry, dehydrated skin. Ultra-rich cream works to help soothe, hydrate, and replenish skin while acting as a protective salve to fight extreme cold and dry environmental conditions.

how to describe the texture: Heavyweight cream helps replenish skin's natural moisture levels to defend against environmental assaults.

this product is for a customer looking to address:

Chronically dry, dehydrated skin — mature/prematurely-aging skin

key benefits- how this product will help the customer's skin:

- Smooths the look of fine dryness lines and help visibly restore elasticity
- Replenishes barrier lipids while moisturizing skin
- Soothes and helps insulate skin from extreme environmental elements

key ingredients- why this product is different than others:

- **Arginine/Lysine Polypeptide** is a potent antioxidant that helps neutralize free radicals.
- **Shea Butter and Oil of Evening Primrose, Borage Seed, Jojoba Seed, Coconut, and Vitamin E** help reduce trans-epidermal water loss and help to improve skin barrier function.
- **Colloidal Oatmeal and Avena Sativa (Oat) Kernel Extract** soothe and calm the skin.
- **Palmitoyl Tetrapeptide-5** helps to increase the look of firmness and reduce the appearance of skin roughness.

how to use it:

Apply to face and neck with light, upward strokes. Wait for the cream to absorb before applying additional products. Use once or twice daily. Store at room temperature.

routine builder: double cleanse → exfoliate → toner → serum → **super rich repair** → SPF

selling tips



grab their attention:

— “Chronically dry skin that never feels hydrated?! When your skin needs serious repair, reach for serious nourishment. Let me show you our best-selling **Super Rich Repair**.”

did you know:

— “Extreme environments can weaken the skin barrier causing very dry skin. **Super Rich Repair** helps works to help soothe, hydrate, and replenish skin while acting as a protective salve.”



-training purposes only

selling tips- super rich repair



customer conversation → ask open-ended questions that link to this moisturizer:

— “Does your skin get exposed to the elements a lot? The seasons are changing; have you noticed your skin starting to feel different? Maybe some tightness or feeling very dry and flakey? ”



link conversation to a make-up customer:

— “If your makeup looks dry or textured, your skin might just need more moisture. Super Rich Repair deeply hydrates and soothes, creating a smooth base before foundation.”

why it is unique:

Super Rich Repair is a ultra-rich cream that works to help **soothe, hydrate, and replenish skin while acting as a protective salve to fight extreme cold and dry environmental conditions.** A highly active peptide blend, Shea Butter and Oil of Evening Primrose help replenish and hydrate, while antioxidants help defend against free radical damage.

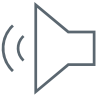


TRY IT – present the bottle to the customer showing them how little you need to get results. Pump a small amount to the back of their hand and encourage them to feel the heavyweight texture!

— “This is one of our richest moisturizers- it melts into dry skin and immediately hydrates and softens the texture. Feel how it creates a cushion to protect and nourish the skin’s barrier.”

tie back to how this helps their skin:

— “This formula is designed for chronically dry, dehydrated or aging skin. It helps strengthen the skin’s barrier, smooth fine lines, and defend against environmental stress like cold weather or dry indoor air.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results

— “If your skin often feels dry, tight, or sensitized, Super Rich Repair is one of the most effective ways to replenish moisture and support barrier health. Start using it tonight and you'll feel the difference. ”



boost the basket with 2 more best-selling dermalogica products:

Core Heros: Daily Microfoliant, BioLumin-C Serum, Dynamic Skin Recovery SPF 50

Dynamic Skin: Antioxidant HydraMist, Dynamic Skin Strengthening Serum

how key ingredients support the skin:



support skin resilience and firmness

Peptides

help replenish and hydrate

Shea Butter +
Oil of Evening Primrose

help defend against free radical damage

Antioxidants

If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica

skinperfect primer spf 30

0.75 fl oz / 22 ml / 63 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Smoothing + illuminating tinted primer that smooths the appearance of fine lines, visibly brightens and primes the skin for a flawless make-up application.

how to describe the texture: Velvety-feeling formula helps even out skin texture, creating a smoother surface and prep for make-up application.

this product is for a customer looking to address:

All skin types— fine lines and wrinkles, uneven texture, loss of firmness and elasticity

key benefits- how this product will help the customer's skin:

- A make-up primer, sunscreen and treatment for skin aging in one
- Has a silky feel and provides a smooth surface for a "soft focus" effect
- Protects against skin-aging UV rays

key ingredients- why this product is different than others:

- **Natural Iron Oxides** provide a neutral tint to even the appearance of skin tone while visibly boosting luminosity.
- Moisturizing blend of **Argan Oil, Vitamin E and Bisabolol** delivers antioxidant benefits.
- **Silica** smooths texture and absorbs oil helping make-up last longer.
- **Arginine/Lysine Polypeptide, Green Tea Leaf Extract and Hydrolyzed Soy Protein** protect skin from free radical damage that can cause premature skin aging.
- **Palmitoyl Dipeptide-5** Conditioning peptides that help to reduce the appearance of wrinkles, improve skin firmness and skin tone.
- **Broad Spectrum SPF** helps shield against UVA and UVB damage.

how to use it:

After moisturizing, smooth over entire face and neck. Can be worn alone or underneath make-up to extend wear. Slide on the included tube dispenser to help get the most product out of the tube.

routine builder: double cleanse → exfoliate → toner → serum → moisturizer → **skinperfect primer SPF 30**

selling tips



grab their attention:

— "Now Make-up is optional! This primer is a treatment, sunscreen and silky primer that gives skin a "soft focus" effect leaving the skin luminous. Let me show you our best-selling **SkinPerfect Primer SPF 30.**"

did you know:

— "Most primers just do one thing, **SkinPerfect Primer SPF 30** is multi-benefited helping to visibly smooth fine lines, boost skin luminosity, and defend against UV damage-making it ideal for daily wear under make-up or on its own."



-training purposes only

selling tips- skinperfect primer SPF 30



customer conversation → ask open-ended questions that link to this SPF primer:

— “What’s your current routine for daily sun protection? Are you using something that also helps with skin tone? Let me show you SkinPerfect Primer SPF 30.”



link conversation to a make-up customer:

— “Don’t just use any primer, try a primer that also has skin care benefits. SkinPerfect Primer SPF 30 gives you a luminous finish and makes make-up apply smoother and last longer- but also has antioxidants to help protect the skin.”



TRY IT – present the bottle to the customer showing them how little you need to get results. Apply a pea-sized amount to the back of the customer’s hand and let them see and feel the transformation on how it visibly fills in fine lines and texture!

— “Feel how silky this is- it smooths texture and instantly evens tone. And see that soft tint? It boosts radiance without feeling heavy or looking like make-up.”

tie back to how this helps their skin:

— “What makes this more than just a primer is how it actively supports skin health by using physical SPF to defend against UV damage, which is one of the biggest causes of premature aging.”



close the sale: don’t forget to grab the product and place it in the customer’s basket for them + add on additional products to maximize results

— “If you’re looking for something that simplifies your morning- SPF, skincare and make-up prep in one- this is a great fit!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: Special Cleansing Gel, Daily Microfoliant, BioLumin-C Serum

Daily Skin Health : PreCleanse, Circular Hydration Serum, Skin Smoothing Cream

how key ingredients support the skin:



provide a neutral tint

Natural Iron Oxides

deliver antioxidant benefits

Argan Oil, Vitamin E,
+ Bisabolol

helps shield against UVA/UVB damage

Broad Spectrum SPF

If you can’t remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica