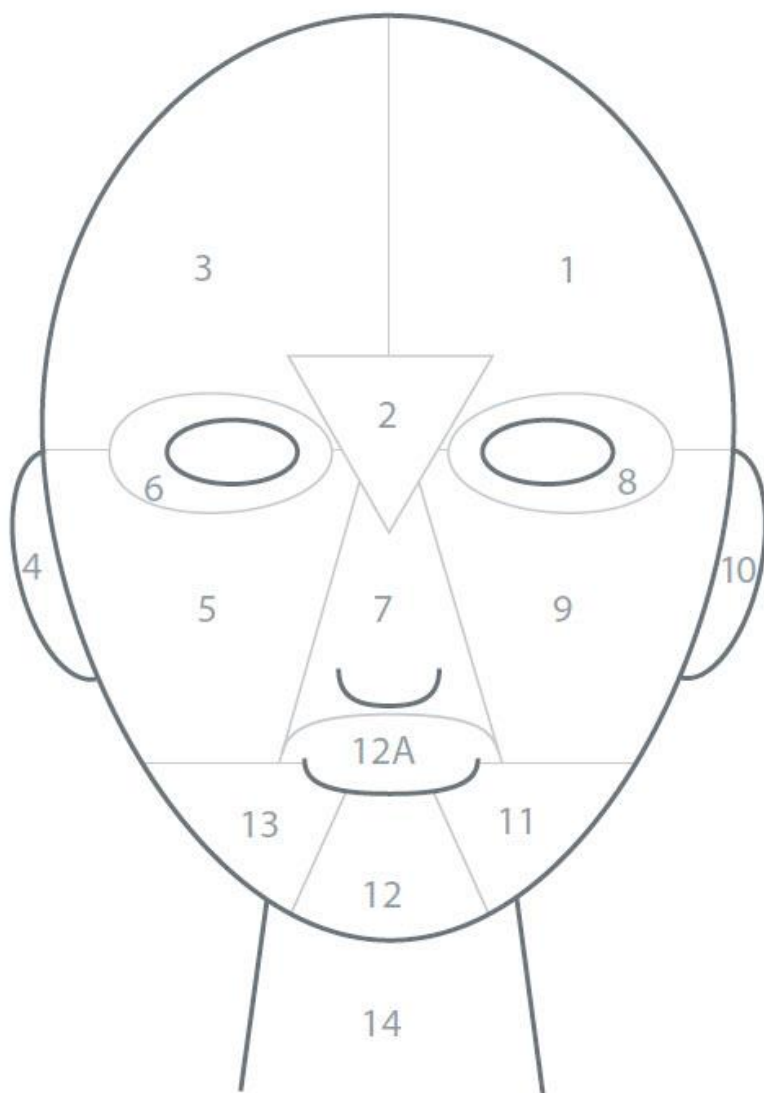


great skin with face mapping®

student workbook



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meet dermalogica

For more than 30 years, we have redefined professional excellence in the skin care industry. Instead of teaching "beauty school" to "beauticians," we teach skin health to skin therapists, offering the most challenging and rewarding postgraduate skin and body therapy curriculum in the world.

We believe in skin health, not beauty.

Dermalogica launched in 1986, a time when neon reigned, hair was big and beauty was more important than skin health. While snazzy, frilly products acted more as trendy accessories than tools for skin health, Dermalogica delivered innovation through real research, real ingredients and real results.

Today, Dermalogica still turns heads for innovative products and treatments that work, and our customers turn heads for skin health that goes farther than skin deep.

We believe professional skin care is not a luxury.

To us, skin care is part of daily health — like brushing your teeth! That's why we believe so much in the power of professional skin therapists to change how people value and care for their skin.

Since Jane Wurwand — herself a professional skin therapist — founded Dermalogica, our mission has been to bring respect and success to professional skin therapists through excellent education, innovative products and outstanding customer service. Everything we do is done to help *you* be the best, most successful and most influential skin therapist you can be.

We believe in setting the standard.

Dermalogica is the #1 choice of skin care professionals worldwide. To date, we have won more than 300 awards for our revolutionary products and treatments, all researched and developed by The International Dermal Institute (IDI). As a student, you're not only working with these products and treatments, you're learning the best, from the best, with access to more than 40 IDI classes and industry-leading experts!

Along with IDI, Dermalogica is the driving force behind more than 90 training centers, including our unique Immersive Learning Centers at select locations.



dermalogica face mapping® skin analysis

What IS Face Mapping skin analysis?

- Revolutionary approach to skin analysis
- Comprehensive technique
- Key to accurate prescription for home care and professional treatment
- Hands-on method
- Divide the face, neck and chest area into 14 distinct zones
- Inch-by-inch methodical analysis of the entire facial landscape
- Continual dialogue between you and your client
- Clients will understand causes for their skin concerns



Face Mapping skin analysis will impact my business?

- Will it increase retail sales for my business?
- Will it increase service bookings for my business?
- Will it gain new clients for my business?
- Will clients return to my business?
- Will it add value to their experience?

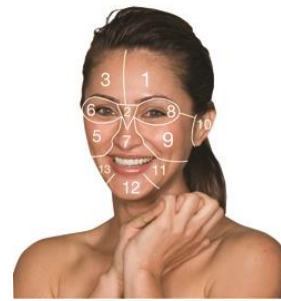
What are my opportunities to perform Face Mapping skin analysis?

-
-
-

face mapping skin analysis at skin bar®

- Face-to-face with your client
- Provide client with tools needed to achieve great skin
- Focus on getting client to play, learn and experience products on their own skin
- Our goal is to educate clients on all aspects of their skin
- First step to identifying what conditions the clients have and which products are suitable for home care
- Each product is tried while you provide the product education
- Focus is to educate client on proper home care regimen, importance of non-comedogenic products and regular professional treatments
- Only 3-5 minutes

dermalogica face mapping® skin analysis



What are my opportunities to perform Face Mapping skin analysis?

At an event

- Best way to promote your business and boost retail and service revenue
- Not limited to the confines of a skin center
- Cements your role as the professional in the eyes of the client
- Provides basis for successful retailing
- Gives you the opportunity to have a conversation
- Only 3-5 minutes

In the treatment room

- After cleansing at the beginning of the treatment
- Allows us to target key concerns and design a customized treatment
- Need to maintain a conversation – communicate findings
- May take up to 10 minutes for a new client
- Helps build lasting relationships of trust and commitment

How long does it take?

A new client (10 minutes max)

- It's important to focus on each individual zone
- Only touch one zone at a time and communicate what you are seeing and feeling
- Continual dialogue is essential
- Needs to be more detailed for a new client

An existing client (3-5 minutes)

- Focus on skin concerns or zones client is wanting to improve
- If you see a new concern, discuss with your client
- Need to discuss previous results and new adjustments to their skin care regimen if necessary

3 steps to great skin



understanding the skin

In order to consult and communicate, we need a thorough understanding of the skin regarding types and conditions.

- A **skin type** is determined genetically and can be measured by the amount of oil secretion in the skin.
- Factors that contribute to a **skin condition** can be surgery, medication, stress and illness along with your environment

Skin Types	Skin Conditions
•	•
•	•
•	•
•	•
•	•

skin types

Type: Normal

Appearance:	Healthy glow and color, no open follicles, wrinkles or fine lines, little wrinkling
Feel:	Soft, moist and plump, fine smooth texture
Cause:	Genetic

Type: Dry

Appearance:	Visible dryness, tight follicles, prone to wrinkles, poor skin tone
Feel:	Tightness, rough in areas
Cause:	Genetic

Type: Oily

Appearance:	Shiny, open follicles, little wrinkling. Possible comedones, breakouts
Feel:	Coarser skin texture, oily surface
Cause:	Genetic

Type/Disease: Acne

Appearance:	Shiny, open follicles, little wrinkling. Possible comedones, breakouts
Feel:	Coarser skin texture, oily surface
Cause:	Genetic

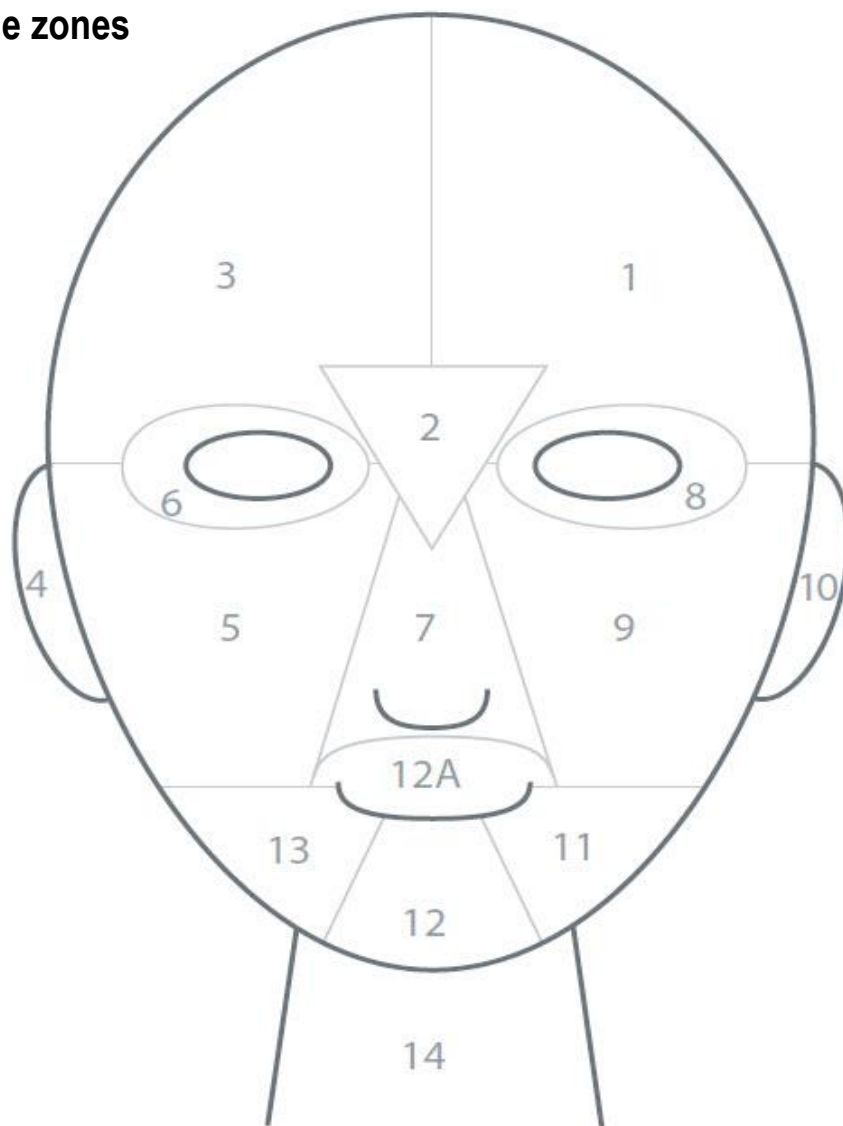
Type: Sensitive

Appearance:	Thinner, more delicate skin with impaired barrier function, more reactive capillaries, fairer skins
Feel:	Uneven texture, possible hot spots
Cause:	Genetic

Disease: Rosacea

Appearance:	Constant erythema and flushing, swelling, sebaceous glands can become enlarged. Pustule-type breakouts
Feel:	Sensitivity, itching, burning, hot on cheek area
Cause:	Genetic

understanding the zones



Skin condition

b = breakout activity (inflamed, swollen or pus-filled breakouts)

c = comedones (blackheads, clogged pores)

d = dilated capillaries (tiny or fine veins or blood vessels)

dh = dehydration (lacking moisture or water)

m = milia (whitehead, generally not swollen and common under or around the eyes)

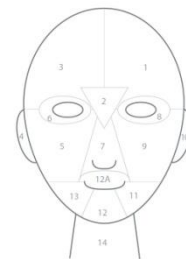
p = pigmentation (includes dark (hyper) pigmentation like sun-damage or white (hypopigmentation)

fl = fine lines (crows feet, first signs of aging)

dl = deep lines (long term UV exposure, sun damage)

s = sensitivity (redness, flushing/blushing, rash, razor burn, thin skin, over exfoliation)

understanding the zones



ZONE 1: left side of forehead

Look and feel for congestion and dehydration.

Pay particular attention along the hairline and eyebrows. You are feeling for congestion that can occur from not cleansing thoroughly in these areas, especially if client wears eyebrow make-up and heavier foundation or is not removing their cleanser effectively.

ZONE 2: between the eyebrows

Look and feel for congestion, areas of excess oil production and ingrown hairs.

There may be excess oil production in this area causing congestion. This could also be due to poor hygiene when removing eyebrow hair. Also check for vertical lines indicating dehydration to the area.

ZONE 3: right side of forehead

Same as Zone 1.

ZONE 4: ear

Look for comedones and congestion.

Tell the client you are checking behind and inside the ear. Explain that it is common to see comedones in the ears, because product and shampoo collects in the ear well. If the client uses a telephone headset or cellular telephone (especially hands-free) regularly, you may also notice comedones behind the ear. Hot ears may indicate kidney stress – ask about excessive caffeine and red meat consumption. May also see sensitivity on the ear lobes due to nickel allergies when client wears earrings that contain this.

ZONE 5: right cheek

Look for dilated capillaries, and subsurface congestion.

If you find dilated capillaries or congestion, ask your client if he/she smokes, lives with a smoker, has allergies, suffers from sinus problems or is getting over a chest infection (i.e. a cough or bronchitis). If there are milia and congestion in the cheek area, this could have been caused by a cosmetic blush or foundation that contains comedogenic ingredients. Sporadic breakouts in the lower area can relate to improper telephone hygiene. If there are breakouts along the jawbone near the ear, check client's stress levels and ask the client if they are having problems with their back teeth (wisdom), or have had recent dental surgery.

ZONE 6: right eye

Look for Milia, fine lines and dark circles.

Milia in the eye area can be caused by make-up that contains comedogenic ingredients, such as synthetic colors and eye shadows that glitter or have a high shine. What are they removing eye make-up with? Mineral oil or petroleum jelly are occlusive ingredients which can exacerbate the problem.

They may also wear eyeglasses, which rub on their eye orbit. If there are a lot of lines around their eyes then ask about the size of their sunglasses – do they cover the whole eye orbit? The eye area is delicate and needs greater protection from the elements, and large sunglasses will protect this delicate tissue, thereby reducing sun damage and aging. Dark circles or congestion under the surface of the eye orbit are often hereditary, but are worsened by poor elimination and lack of sleep. Eyelid irritation can be caused by allergies.

understanding the zones

ZONE 7: nose and upper lip (between the nose and lip)

Look and feel for congestion and dilated capillaries.

Zone 7 tends to have the most congestion of all the Zones due to the excess of sebum production in this area. Also, look for dilated capillaries around the nostrils, a sure indication of poor extraction technique either by the client or another skin therapist. Comedones along the lip line will indicate the use of lip balm, lipstick or lip liners with comedogenic ingredients (i.e. artificial color, are being used by your client).

ZONE 8: left eye

Same as Zone 6.

ZONE 9: left cheek

Same as Zone 5.

ZONE 10: left ear

Same as Zone 4.

ZONE 11: left side of jaw

Look and feel for under surface congestion and breakouts.

Under-surface congestion can be due to insufficient cleansing all the way down to the jaw-line, and leaving make-up and cleanser residue. Be aware of shaving irritation or ingrown hairs on male clients.

ZONE 12: chin

Look and feel for under surface congestion and breakouts.

Under-surface congestion can be due to improper cleansing technique, comedogenic ingredients in make-up, or leaning head on hands. Be aware of shaving irritation or ingrown hairs on male clients.

ZONE 12a: upper lip

Look for pigmentation or breakouts

Pigmentation in this zone on female clients can be caused by estrogen based contraceptive pills or pregnancy. Breakouts are common due to hormonal fluctuations. Be aware of shaving irritation or ingrown hairs on male clients.

ZONE 13: right side of jaw

Same as Zone 11.

ZONE 14: neck and chest

Look for breakout activity, pigmentation and signs of aging.

Pigmentation may reveal photosensitivity to fragrances over a long period of time, or insufficient application of sun care products to the neck and chest area. This area is commonly exposed to the sun, and should always be protected because it is the first zone to really show signs of aging on a woman. Be aware of shaving irritation or ingrown hairs on male clients.

Notes:

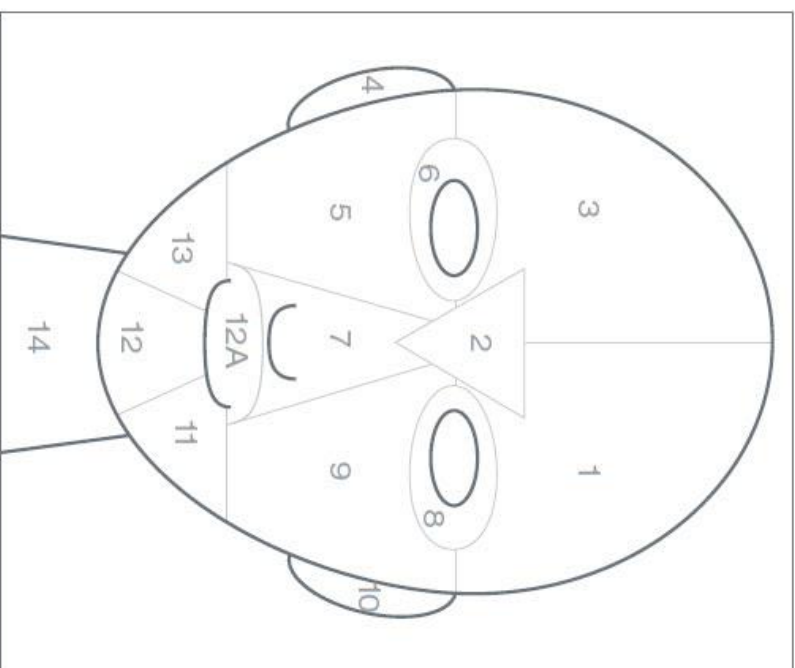
face mapping® skin analysis

The results of your Face Mapping® skin analysis reveal your skin condition, as well as the products most effective at delivering all-over skin health. To assess your progress and accuracy of your product regimen, receive a Face Mapping® every 4-6 weeks.

date: _____

prescribed by: _____

prescribed for: _____



key:

b = breakout activity
c = comedones
d = dilated capillaries
dh = dehydration
m = milia
p = pigmentation
fl = fine lines
dl = deep lines
s = sensitivity/redness

dermalogica

cleanse

Cleansing is where skin health begins! In fact, it's so critical to skin health, Dermalogica developed the Double Cleanse routine to ensure your healthiest, cleanest skin ever.

double cleanse: part 1

- ☐ PreCleanse
- ☐ Soothing Eye Make-Up Remover

double cleanse: part 2

- ☐ Clearing Skin Wash
- ☐ Dermal Clay Cleanser
- ☐ Special Cleansing Gel
- ☐ UltraCalm™ Cleanser
- ☐ Essential Cleansing Solution
- ☐ Skin Resurfacing Cleanser

- | | |
|-----------------------------|-----------------------------|
| <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> am | <input type="checkbox"/> pm |

tone

An essential step to help hydrate, even porosity and prep for moisturizer application.

- ☐ Skin Purifying Wipes
- ☐ Multi-Active Toner
- ☐ UltraCalm™ Mist
- ☐ Antioxidant Hydrant

- | | |
|-------------|------------------------------|
| zones _____ | all <input type="checkbox"/> |
| zones _____ | all <input type="checkbox"/> |
| zones _____ | all <input type="checkbox"/> |
| zones _____ | all <input type="checkbox"/> |

target & treat

Your skin has specific needs that may change daily. Address specific issues for faster results.

- | | | |
|--|-------------|------------------------------|
| <input type="checkbox"/> Special Clearing Booster | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Concealing Spot Treatment | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Clearing Mattifier | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Overnight Clearing Gel | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Skin Hydrating Booster | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Gentle Soothing Booster | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> UltraCalm™ Serum | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Concentrate | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Extra Firming Booster | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Skin Renewal Booster | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> MultiVitamin Power Serum | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> MAP-15 Regenerator® | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Overnight Repair Serum | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> C-12 Pure Bright Serum | zones _____ | all <input type="checkbox"/> |

moisturize

From dry to oily, every skin requires a moisturizer to smooth, and shield against moisture loss and assault.

- | | | |
|---|-----------------------------|-----------------------------|
| <input type="checkbox"/> Oil Control Lotion | <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> Active Moist | <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> Skin Smoothing Cream | <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> Intensive Moisture Balance | <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> Barrier Repair | <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> Super Rich Repair | <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> Power Rich™ | <input type="checkbox"/> am | <input type="checkbox"/> pm |
| <input type="checkbox"/> Pure Night | <input type="checkbox"/> am | <input type="checkbox"/> pm |

moisturize, protect and prime

Dual-action, sophisticated formulas deliver elegant coverage and Broad Spectrum defense against UV rays.

- ☐ Solar Defense Booster SPF50
- ☐ Oil Free Matte SPF30
- ☐ Super Sensitive Shield SPF30
- ☐ Ultra Sensitive Tint SPF30
- ☐ Redness Relief Primer SPF20
- ☐ Dynamic Skin Recovery SPF50
- ☐ SkinPerfect Primer SPF30
- ☐ Pure Light SPF50
- ☐ Renewal Lip Complex

eye treatments

Strengthen, nourish and protect this delicate area from damage, dehydration, fine lines and dark circles.

- ☐ Total Eye Care with SPF15
- ☐ Intensive Eye Repair
- ☐ UltraSmoothing Eye Serum
- ☐ Age Reversal Eye Complex
- ☐ MultiVitamin Power Firm

exfoliation

Exfoliation brightens, stimulates renewal, and relieves clogged pores to improve all skin conditions.

- | | |
|---|--------------------------------|
| <input type="checkbox"/> Daily Microfoliant® | <input type="checkbox"/> daily |
| <input type="checkbox"/> Daily Resurfacer | <input type="checkbox"/> daily |
| <input type="checkbox"/> Skin Prep Scrub | _____ weekly |
| <input type="checkbox"/> Gentle Cream Exfoliant | _____ weekly |
| <input type="checkbox"/> MultiVitamin Therafoliant® | _____ weekly |

masques

Use one to three times per week for a dramatic skin health boost!

- | | | |
|--|-------------|------------------------------|
| <input type="checkbox"/> Sebum Clearing Masque | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Skin Refining Masque | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> Skin Hydrating Masque | zones _____ | all <input type="checkbox"/> |
| <input type="checkbox"/> MultiVitamin Power Recovery® Masque | zones _____ | all <input type="checkbox"/> |

additional advice:

(Include Sheer Tints, Cover Tints, Daylight Defense and Body Therapy)

treatment suggestions:

For more information, visit dermalogica.com 3814E rev. 09.14

step 1 – consult and communicate

Verbal consultation

When we have a walk in customer wanting to buy product or experience Skin Bar® we would perform a verbal consultation, we would ask key questions to gain information to aid with correct product choice.

Examples of key questions:

- What brought you into our business today?
- Have you ever had your skin professionally analyzed before?
- What is your current skincare routine?
- What are your skin concerns and where are they?
- Have you ever used Dermalogica products before?

step 2 – face mapping® / prescribe

Prescribe

Retail Environment: For a walk-in customer the face mapping® prescription sheet can be completed after assessing the skin.

Present and advise

- The perfect opportunity for open conversation about their skin concerns and the solutions
- Serves to develop a mutual understanding regarding their need to utilize your advice and recommendations
- Education will lead to long term loyalty
- Part of the education we provide the client
- This is a great tool to help with product recommendations
- Allows us to recommend specific products to deliver targeted results
- For the client, this is where the consultation and the Face Mapping skin analysis comes together

Notes:

step 3 – educate/retail

what do you say?

- Clarify what information was gained during the consultation and their skin concerns
- With each product recommendation, reiterate skin conditions along with features and benefits
- Our aim is to offer solutions to problems
- We also need to educate on use of products

face mapping® skin analysis at an event

When running an event, you want to educate every attendee about their skin so make sure you are concise and focused in your discussions. Ask key questions prior to the Face mapping skin analysis. Especially check on any medication the client might be taking and any specific allergies to be aware of.

“Hello, my name is.... and I am a professional skin therapist. Today I am offering free Face Mapping skin analysis. Would you like me to have a look at your skin today and give you some advice - it will only take 5 minutes!”

1. During your consultation with your client, identify the most important concerns for them at that point in time. This will help give you a basis for discussion during Face Mapping skin analysis.
2. Dermalogica Face Mapping skin analysis: Introduce the concept of Face Mapping skin analysis and explain that we work methodically to cover all 14 zones inch-by-inch, touching and feeling the skin.
3. Still wear your headset to ensure a thorough Face Mapping skin analysis. This will also make you look professional and help attract attention from the crowd.
4. Dermalogica Face Mapping skin analysis is also performed face-to-face with your client and therefore ensure when you start in zone 1 you are in fact looking at your client's left side of their forehead.
5. Work through all zones in order, but you may wish to overview certain zones in order to keep the conversation focused on their key concerns you discussed during the consultation. Educate them on the reasons why things may be happening and what they can do in order to improve or solve their skin concerns. When mentioning specific solutions focus more on the benefits of ingredients in certain products vs. the product name.
6. Once you have completed your Face Mapping skin analysis, map your findings on the Dermalogica Face Mapping skin analysis prescription sheet while you explain your findings at the same time. In this way you can explain what you are recording and the codes you are using.
7. Identify the key products you want to recommend for the client to target their main concerns.
8. At an event you may want to focus on two or three key products if you only allow 5 minutes for every Face Mapping skin analysis.
9. Talk the client through the key products you have selected. If you have a tester unit with you, let the client feel the product on their hand while you highlight the benefits of the product and how this will help with the specific concerns they had.
10. It is always a good idea to have samples with you when you do events, so that you can include some key samples in a sample envelope with the client's copy of their Dermalogica Face Mapping skin analysis prescription sheet.
11. If you are not retailing products at the event, think of offering your clients/attendees a special promotion on the day to ensure that it draws them back into your business for them to purchase their products with you or even secure treatment bookings.
12. Issue your treatment menu and staple your business card to their Dermalogica Face Mapping skin analysis prescription sheet if you are off site.

face mapping® skin analysis at skin bar®

Verbal consultation at Skin Bar or an event:

- When we have a walk in customer wanting to buy product or experience Skin Bar® we would perform a verbal consultation, we would ask key questions to gain information to aid with correct product choice.

Examples of key questions:

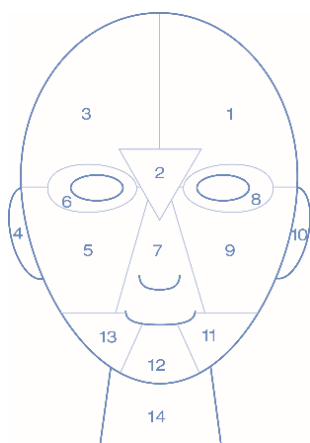
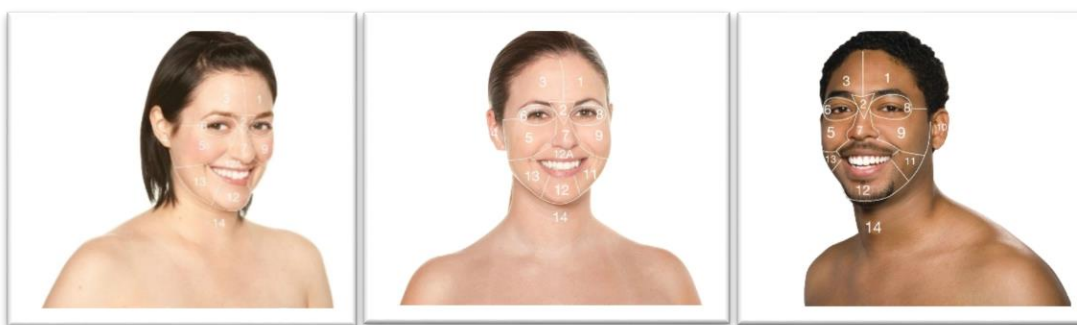
- Is this your first introduction to Dermalogica?
- Have you ever used professional grade skin care products before?
- Are you currently under a physician's care?
- Are you using any medically prescribed or administered exfoliants?
- What are your current skin concerns?
- Is there anything you would like to change or improve about your skin?
- What is your current skincare routine?
- Do you experience an oily shine? And if so when and where?

Start by performing a verbal consultation by asking key questions that provide specific information to aid in designing a Dermalogica Skin Bar experience and home care routine.

1. Seat your client at the Skin Bar introduce and explain the procedure.
2. Ask key questions to gain information on customers skin concerns, current skin care routine and health..
3. Dermalogica Face Mapping skin analysis: Introduce the concept of Face Mapping skin analysis and explain that we work methodically to cover all 14 zones inch-by-inch, touching and feeling the skin. At Skin Bar, it should take about 3-5 minutes.
4. Always use a magnifying headset. It frees your hands so you are able to touch each inch of the skin. Additionally this allows a magnified view for a more professional and detailed analysis.
5. Dermalogica Face Mapping skin analysis at Skin Bar is performed face-to-face with your client and therefore ensure when you start in Zone 1 you are looking at your client's left side of their forehead.
6. Work through all zones in order, discussing with the client what you see and feel in each zone, but keep the conversation focused on their key concerns which you discussed during the consultation. Educate them on the reasons why things may be happening and what they can do in order to improve or solve their skin concerns.
7. Proceed with the Skin Bar experience. Direct the customer how to use each product explain the features and benefits when discussing solutions.
8. Complete the product section on the Face Mapping skin analysis prescription sheet as each product is discussed.
9. It is important to gain constant feedback from the client on the feel, smell and general use of the product.
10. Once your client has completed their Skin Bar experience, use the Dermalogica Face Mapping skin analysis prescription sheet to summarise what they have done today, again highlighting how the various products have addressed their concerns.
11. Ask the client if they have any questions and close the sale.

5 steps to great skin in the treatment room

- Consultation
- **Face Mapping®** skin analysis
- Prescription Sheet
- Present your findings and Skin Bar®
- Close the sale




Dermalogica's **5 Steps to Great Skin** will achieve results every time. By progressing methodically through these steps, we can be certain that we gather enough of the correct information about the individual client that helps us make the right product selections and recommendations for them.


dermalogica face mapping® skin analysis consultation card

- **consultation card procedure**
- Invite client to arrive 15 minutes prior to skin treatment to complete
- Introduce consultation card to client
- Once completed, discuss with client to determine skin concerns and needs
- Maintain card to chart your clients' progress
- Make mental notes regarding what to look for in the **Face Mapping® skin analysis**

client name		therapist	
last	first		
client address		apt/unit	
city		state	zip
email			
phone		home ()	cell ()
birthday		<input type="checkbox"/> under 21 <input type="checkbox"/> 21-30 <input type="checkbox"/> 31- 40 <input type="checkbox"/> 41- 50 <input type="checkbox"/> 51- 60 <input type="checkbox"/> 60+	
month	day		
how did you hear about us?			

dermalogica
consultation card

 dermalogica
face mapping

 dermalogica
body mapping

Introduction:

"Hello Mrs. Smith, my name is, and I am your skin therapist today. Can I offer you a beverage? We have herbal tea, fruit juice or water? What would you prefer?"

"Mrs. Smith this is your Dermalogica Face Mapping skin analysis Consultation Card. I would like you to take few minutes to fill this out for me so I can learn more about your skin and design the perfect treatment/skin regime for you today."

the dermalogica face mapping skin analysis consultation card is divided into the following key sections:

your health

This portion gives you valuable insight into your client's general health, including any medical issues that might contraindicate a particular service or product as well as general lifestyle habits that might prove useful in troubleshooting skin problems. The numbers below correspond to the questions on the Dermalogica Face Mapping skin analysis Consultation Card.

1. If your client has been under a dermatologist or a physician's care in the past year, you should pay particular attention to questions #2 through #3. It is important to ascertain whether or not the underlying medical reason will affect your treatment choice. Should the client answer "yes" to being under a dermatologist's care in the past year, it is advisable to contact the doctor if you are at all unsure of the suitability of your treatment. Areas of recent surgery should not be massaged for at least three months (facial area) or six months (body), possibly more if very invasive surgery was performed. Gentle lymph drainage can assist in recovery over scarred areas, but only if the site is completely healed. For clients that may have compromised lymph nodes, they will need modifications to their treatment to avoid moving lymph to sites that are unable to process the waste.
2. If your client has experienced any of the following health problems in the past or present, your treatment should be modified in the following manner:
 - Cancer** – In order to understand the contraindications, and be able to provide the required service modification, professional skin therapists working with clients in treatment or with cancer treatment histories need to complete advanced/specialized training. If the client has skin cancer, have them check with their physician prior to treating the affected area.
 - Diabetes** – Diabetics have poor healing and lack of skin sensation. Avoid waxing or extractions.
 - Epilepsy** – Do not use electrical current, as it may provoke a seizure. Avoid wrapping the client tightly.
 - Heart Problems** – Avoid body massage, electrical current, hot or very detoxifying wraps as they can all increase heart rate.
 - Hormone Imbalance** – Watch for acne breakouts, very dry skin, excess hair growth and dramatic weight fluctuations.
 - Spinal Injury** – Don't manipulate the neck and avoid scalp massage.
 - Hysterectomy** – May experience skin breakouts and/or dryness.
 - Thyroid Condition** – An overactive thyroid usually results in oily skin and under-active in dry skin.
 - Varicose Veins** – Do not massage over the area to reduce the risk of dislodging a blood clot.
 - Systemic Disease** – May make the client more prone to bruising and increase healing time. You should wear gloves during the treatment, if the disease is communicable.

dermalogica face mapping® skin analysis consultation card

3. Your client's medications and vitamins can also have a dramatic effect on their skin.
Note: For detailed information on skin reactions to medications, refer to the *Consumers Guide to Prescription and Non-Prescription Drugs* by H. Winter Griffith M.D., Published by HP Books.
4. Smoking depletes Vitamin C in the body and restricts oxygen to the skin. It impairs healing, and also causes a yellow, sallow look to the skin. May cause comedones and fine wrinkles.
5. Regular exercise usually improves skin condition by assisting in stress reduction, as well as the stimulation of circulation and elimination. Lack of exercise calls for a more detoxifying, stimulating course of treatment.
6. If a client is on a highly-restricted diet or fasting, breakouts can occur as part of the detoxification process. Extremely low-fat diets can result in dry skin. Long-term fasting can stimulate breakout activity, hormonal imbalance and body hair growth.
7. Use extreme caution around the eye area of people wearing contact lenses. Do not apply pressure on or around the eyelid, or ask if they would prefer to remove them prior to the treatment.
8. Metal implants and pacemakers contraindicate the use of electrical current in any form. Use caution when using electrical current around areas of piercing.
9. Rating stress levels on a scale of 1 to 5 (1=low stress, 5=high stress) gives the skin therapist an improved understanding of the degree of stress impact.
10. Allergic reactions are more prevalent in the general population today, therefore checking with your client prior to treatment to help prevent an allergic response is essential. Knowing their allergies will enable you to screen your product ingredients and treatment protocols to ensure a safe and effective treatment. Check the client's history of allergies which indicates their potential to be easily sensitized. Always implement the "Less Rule" in the treatment and when prescribing home care. If in doubt as to client's suitability for treatments, especially advanced exfoliation, we recommend doing a patch test on the inside arm with the specific products, especially the exfoliating product, you were planning to use.
11. Have you ever had an allergic reaction to Aspirin? This is a crucial question when using high levels or percentages of Salicylic Acid. This specifically refers to Dermalogica's advanced exfoliation BioActive Peel.
12. Do you sunbathe or use tanning beds? Recommend higher SPFs to sunbathing clients.
13. Do you drink more than four caffeinated beverages daily? High levels of caffeine can increase skin sensitivity and blood circulation, reduce skin moisture levels and make the client anxious during prolonged treatments. The client may also have a lower pain threshold.
14. Have you experienced claustrophobia? Clients who experience claustrophobia should never be wrapped tightly or have their arms wrapped. Never leave claustrophobic clients unattended during a treatment.

dermalogica face mapping® skin analysis consultation card

your skin

This is where you'll learn about your client's level of skin care sophistication, as well as what he/she perceives as his/her general skin condition. You'll be able to use this information to customize your treatments and prescription approach, based on needs and level of knowledge.

15. What are your specific concerns or challenges with your skin? Give your client an opportunity to discuss skin and body concerns. This is a basis for discussion, and will tell you whether his/her perception is accurate.
16. What skin care products are you currently using? Your clients general level of skin care sophistication is indicated by the diversity of the home care regimen. For example, a soap user will not likely advance to a six-step daily regimen, so you should slowly introduce basic steps first. More advanced users will be open to adding targeted products.
17. Have you had a chemical peel, microdermabrasion, laser or light therapy, an injectable or other cosmetic procedure in the last month? All full understanding of your client's exfoliation history is vital to performing safe and effective treatments. With the number of invasive exfoliation techniques (chemical peels, laser resurfacing, light therapies and microdermabrasion), you must ensure your client's skin has returned to normal health and thickness before recommending your own professional exfoliation. Directly after any of these types of treatments, the skin can be dramatically thinned. Follow the "less" rule, avoiding any steps that may over-stimulate the skin. Perform extractions very carefully, avoid all exfoliation, and ensure that the client has sun protection on at all times during the healing process.
18. Have you waxed within the last 72 hours? This question is specific if performing chemical peels on the skin. Waxing is a form of exfoliation and if a chemical peel is performed within 72 hours depending on the depth of peeling this could cause additional burning and sensitivities to the skin.
19. Do you use Retin-A, Renova, Adapalene or any other prescription skin products? Do not exfoliate or wax the area treated by any prescription or topical acne treatment product for at least three months after the client has stopped using it. Use of prescription acne medications, including those mentioned previously in the "Your Health" section, may contraindicate waxing, exfoliation, the use of Benzoyl Peroxide, heat and/or firm massage over the affected areas.
20. Have you taken Isotretinoin (Accutane) within the last 6-12 months? Any form of exfoliation or peeling is dependent on healing or regeneration of the skin, known as re-epithilization. This process takes place from the sebaceous glands and hair follicles. The use of Isotretinoin (Accutane) disrupts this process and prevents this process from occurring. It is suggested to wait a minimum of 6 months from last date of usage.

dermalogica face mapping® skin analysis consultation card

21. Are you currently using any of the products that contain the following ingredients (see card)? One of the most prevalent problems experienced by clients is over-exfoliation, which can result in dry, over-sensitized skin and in premature aging. Carefully check their existing exfoliation regimen, and recommend that they discontinue these products before beginning a Dermalogica exfoliation regimen.
22. Do you experience flakiness, tightness, or obvious dryness? Clients should increase their water intake, adjust to a richer moisturizer and use a moisturizing masque at least three times a week if they suffer with these issues.
23. What SPF sunscreen do you use on your face? All clients should use an SPF15 sunscreen over the face daily to prevent incidental sun damage. A sunscreen should be applied to the body if sun exposure is anticipated and the hands should always be protected by an SPF15 or higher if they are exposed while driving in daylight.
- 24-27 Do you burn easily in moderate sunlight? Have you had any direct sun exposure within the last 48 hours? Do you have a tendency to redness? Do you suffer from sinus problems? Both your client's answers and your own analysis of capillary activity can indicate skin sensitivity and/or environmentally sensitized skin and in severe cases possible early stages of rosacea. If a client answers "yes" to any of the questions, chances are good that the skin is very easily sensitized, and should be treated with care.
28. Are you prone to cold sores or fever blisters? Chemical peels can trigger an outbreak of cold sores or fever blisters.
29. Are you currently experiencing a breakout? Alternatively if someone is currently experiencing an outbreak of cold sores or fever blisters, do not treat as infection could spread.
30. Do you experience a burning, itching or stinging sensations on your If the client experiences these reactions, you should be very concerned about cosmetic allergies. We recommend doing a patch test on the inside of the arm prior to the treatment to check for the skin's response

Female Clients Only

31. Are you taking oral contraception? Oral contraceptives can cause uneven skin pigmentation, and depending on the medication, skin breakouts or dryness.
32. Are you pregnant or trying to become pregnant? If the client is pregnant, or trying to become pregnant, avoid essential oils, electrical current, high-temperature and detoxifying treatments.
33. Are you lactating? Be aware of additional breast sensitivity if the client is lactating. Do not use essential oils, and ensure that client comfort is addressed at all times. Do not wrap tightly during a spa treatment.
34. Are you currently having or due for your menstrual period? Menstruation increases skin sensitivity, so the client should be asked at every visit.

Male Clients Only

35. Do you have any shaving challenges? Asking male clients about their shaving regimen in addition to their skin condition will help identify the cause of any shaving irritation and ingrown hairs, bumps, redness, nicks and cuts. (Have clients complete the Shave Mapping consultation card, then use the other side of the card to outline a Pre-Shave, Shave and Post-Shave regimen.)

Questions to discuss every visit

36. Have you started any new medications since your last visit? The addition of new medications means that you should have the returning client check over their previous entries on their consultation card to alert you of any new contraindications.
37. What are your expectations with this treatment? By asking this question, it can help gauge if the client's expectations of treatment are realistic or not.

Have the client re-sign the card at every visit to ensure that they have not forgotten information that might affect the outcome of his/her treatment. Each time the client comes in for a treatment, the Dermalogica Face Mapping skin analysis Consultation Card is checked and signed to ensure that their information is still correct and up to date.

step 2

face mapping® skin analysis during a skin treatment

in the treatment room: 10 minutes

- It is performed after double cleansing and prior to exfoliation
- Use headset or magnifying lamp to aid review of skin
- Cover each inch of the skin through all 14 zones
- Communicate continuously
- Educate the client about their skin and inform them of various treatment techniques and products available

Notes:



step 3

completing the face mapping prescription sheet

- While your client is changing, finalize your notes on the Face Mapping skin analysis prescription sheet
- In the prescription or consultation area of your skin treatment center, select the appropriate Dermalogica treatment products for the client's skin. Note next to each product the zones in which the product should be used. Be sure to note if the product should be used in the a.m./p.m. or both by checking the appropriate boxes. Use your Dermalogica tester unit to allow clients to feel each product.

step 4

skin bar prescribed dermalogica products

- Discuss your findings with your client, explaining why you've made certain product recommendations and what problems they'll help solve in each zone. Help the client understand by referring to your notes on the Face Mapping skin analysis prescription sheet as well as allowing them to use a hand mirror so they can see their own skin.

for example:

"How did you enjoy your treatment? Your skin looks great. I would just like to take some time with you to go over the concerns we were discussing during your Face Mapping skin analysis and how we can help to solve them. I have a mirror here for you, so that you are able to take a good look at your skin as we go through your prescription."

Step 5

Close the Sale

- Handle objections
- Lastly, circle whether your client either purchased or took samples of the products in your prescription. This will not only help your client to remember what samples were tried, it will also facilitate your prescription process during the next visit.
- Give the client the top copy of the Face Mapping skin analysis prescription sheet and samples folded into a Dermalogica sample envelope, along with the retail purchase.
- Fold your carbon copy into the Dermalogica Face Mapping skin analysis consultation card and file it. Always keep the very first copy as well as the most recent prescription.
- Book the next appointment.

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