



## We are going to cover


- Skin basics
- Importance of cleaning
- Which product line to pick
- Brightening Multi Vitamin Treatment
- What to start clients off with
- How to hand demo

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## Let's Talk Skin

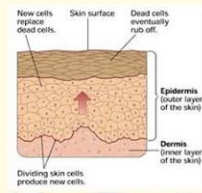
- Mid to late 20's first signs of ageing appear
- 30's cellular generation is slowing down, fine lines and wrinkles appear
- 40's fat loss may begin, excess skin causes sagging
- 50's postmenopausal epidermal cell generation slows down by almost 50%, less collagen and elastin in the skin and now less able to repair damage or retain its critical moisture level

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## Skin Structure


**Epidermis**- Purely cellular layer of the skin. Thinnest but strongest layer. Contains cells that protect us from ultraviolet radiation and cells that produce the pigment melanin



The diagram shows a cross-section of the skin. At the top is the 'Skin surface'. Below it is the 'Epidermis (outer layer of the skin)', which contains 'New cells replace dead cells' and 'Dead cells eventually rub off.'. At the bottom of the epidermis is the 'Dermis (inner layer of the skin)', which contains 'Dividing skin cells produce new cells'.

**Dermis**- 90% of the skin's thickness. Most affected by the ageing process. Collagen and elastin in the skin's "support system" is housed here

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## 3-in-1 Cleansers

Cleansing should ALWAYS be your first step in your routine both morning and night. Morning cleansing is important as your skin regenerates overnight, it will produce toxins, dead skin cells, sweat and excess oil. Your evening cleanse will remove excess makeup, dirt, bacteria, pollution, dead skin cells and sweat that accumulates and sticks to the surface of the skin throughout the day



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## 3-in-1 Cleansers

Cleanse, tone and exfoliate in one easy step

- A little goes a long way!
- Rinse off well
- Dual ended molecule (also in SeneDerm Body Wash)

But which to choose?

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*Dry    Normal to Dry    Normal to oily*

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## Exfoliation

Exfoliation is the removal of dry/dead skin cells and is one of the **most important** aspects of your skin care routine, 2-3 times a week. It also stimulates cellular turnover which then stimulates collagen production to slow down the ageing process

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## Brightening Multi Vitamin Treatment

- High level of two forms of stabilized Vitamin C to support collagen synthesis and skin brightening
- Vitamin A for firmness and lightening
- Vitamin B3 to reduce redness and uneven skin tone
- Vitamin E for moisture and free radical protection
- CoEnzyme Q10 and Sodium Hyaluronate provide even more anti-ageing protection and hydration

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## Brightening Multi-Vitamin Treatment contains ingredients that are clinically proven to offer the following benefits:

After 3 days of use (2 daily applications):

- A highly stabilized form of Vitamin C in the formula, Tetrahexyldecyl Ascorbate, increases Tyrosinase inhibition by 72%. Tyrosinase is an enzyme that contains copper; inhibition of it slows down darkening of skin.

After 16 days of use (2 daily applications):

- Stabilized Ascorbic Acid (pure Vitamin C) in the formula will decrease melanin production by 42.66%.

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## After 8 weeks of use (2 daily applications):

Stabilized Ascorbic Acid (pure Vitamin C) in the formula:

- decreases skin roughness by 15.94%
- increases skin firmness by 67.97%
- increases skin moisturisation by 29.66%

Palmitoyl Tripeptide-1 and 7 in the formula will:

- decrease wrinkle density by 32.9%.
- decrease wrinkle depth by 19.9%.
- decrease wrinkle volume by 23.2%.
- improve skin tone by 15.5%
- improve skin elasticity by 5.5%.

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## What to start my customers off with?

Questions to ask

- What do they currently use?
- What is their main concern?
- How would they describe their skin?
- What would they like to achieve?
- Any allergies?



*Skin concerns*

- Dehydrated
- Ageing
- Acne
- Dryness
- Rosacea
- Sun damage
- Scarring
- Combination

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*Hand Demo*

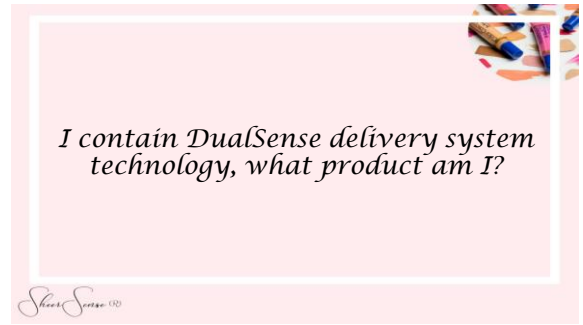
- Only do on one hand
- Use non dominant hand
- Talk about the importance of layering our products
- Show them products that would benefit them
- Use the beauty book as a guide
- Can show foundation / CCTM

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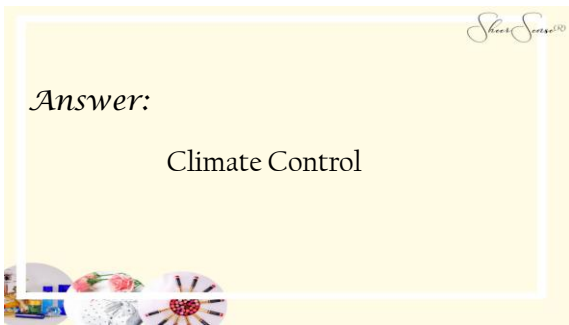
*Quiz Time*

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*I contain DualSense delivery system technology, what product am I?*

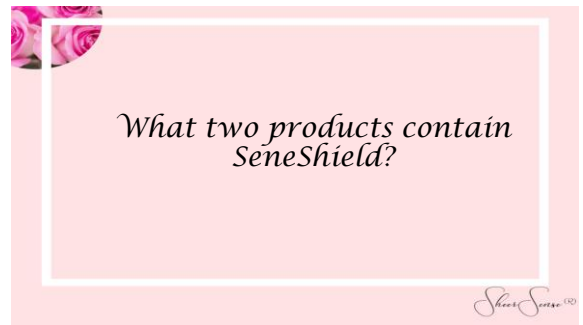
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*Answer:*

Climate Control

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*What two products contain SeneShield?*

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*SeneSerum*<sup>TM</sup>

*Answer:*

SeneSerum -C & MakeSense  
Advanced Anti-Aging Foundation



*I contain a variety of molecule weights, what am I?*

*SeneSerum*<sup>TM</sup>

*SeneSerum*<sup>TM</sup>

*Answer:*

SeneDerm EyeCreme



*I contain a 100% natural marine collagen what am I?*

*SeneSerum*<sup>TM</sup>

*SeneSerum*<sup>TM</sup>

*Answer:*

SeneDerm Collagen Night Pak

