



2018 Tribe Benefits

dermalogica[®]
professional-grade skin care by The International Dermal Institute

letter from Jane

Dear Tribe,

The foundation of Dermalogica's unparalleled success since 1986 rests on our amazing Professional Skin Therapists. Our global Tribe of highly skilled and expertly trained skin therapists has ensured that the Dermalogica Difference is not just our great products; but equally importantly, it is about the human touch and connection given during every interaction with their clients.

From FaceMapping® to Skin Bar® to our new ProSkin 30 and ProSkin 60 treatments, the partnership between Dermalogica's education and products—with a skin therapist's expert touch and human empathy—means your clients' optimum skin health can be achieved. And that builds incredible businesses and entrepreneurs! I think that 2018 is the "Year of the Professional Skin Therapist," and I have never been more excited to be part of our amazing Tribe!



Jane Wurwand
Professional Skin Therapist,
Founder and Chief Visionary





more than just great products

Here's an overview of the exclusive benefits and incentives you are automatically eligible for as a Dermalogica account!

Ongoing Product Savings

Retail Products: Save 5% on the purchase of six of the same retail products.

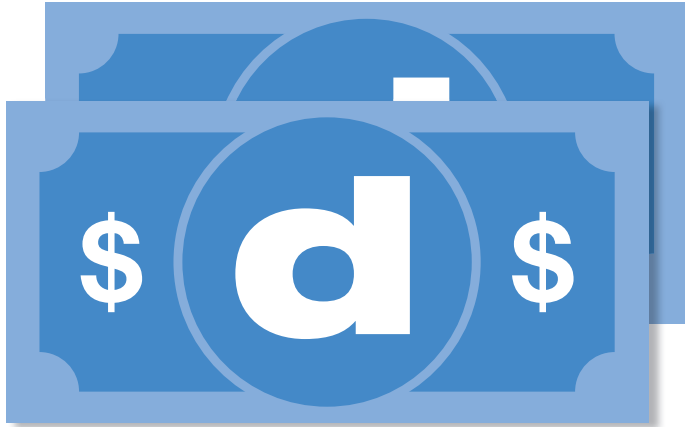
Exclusive Professional Products: Stock up on specific professional-use-only-products – get one at half price when you order two of the same.

Free Samples and Collateral: Receive free samples for every \$300* Dermalogica order, plus Dermalogica collateral** (i.e. consultation cards, Skin Fitness Evaluation forms, and retail bags).

* For every \$300 Dermalogica order, receive 12 foil samples and for every additional \$100, receive 4 foil samples.

**For every \$300, receive 1 free collateral item.

invest in the growth of your business



Derm Dollars

Dermalogica isn't just the world's leading professional product line – it's a complete system for success. That's why for every \$50.00 you spend on Dermalogica product, we contribute 1 Derm Dollar to your personal marketing fund, which can then be used to help grow your business. Derm Dollars may be applied towards support materials, education and customized marketing.

Derm Dollars must be redeemed quarterly; they must be used within 15 days into the new quarter or they will permanently expire. If the 15th of the month falls on a Saturday or Sunday, Derm Dollars will expire the first Monday following the 15th.

*1 Derm Dollar = \$1.00

Derm Dollars Earning Period	Expiration Date
January 1-December 31 (2017 only)	January 15, 2018
January 1, 2018-March 31, 2018	April 16, 2018
April 1, 2018 – June 30, 2018	July 16, 2018
July 1, 2018 – September 30, 2018	October 15, 2018
October 1, 2018 – December 31, 2018	January 15, 2019

Contact your Business Consultant or Customer Service agent for the Support Materials order form, which includes all Derm Dollar eligible items.



dermalogica^{circle}
recognized for defining excellence

high-level perks. priority experiences!

Dermalogica Circle Tiers for Success

Each new tier provides greater rewards and benefits!

Dermalogica Circle:

Purchase \$24,000 per year of Dermalogica product and achieve Dermalogica Circle status, gaining access to all the benefits listed to the right and a 1,000 Derm Dollar bonus.

Dermalogica VIP:

Purchase \$50,000 per year of Dermalogica product and achieve VIP status, receiving an additional 1,000 Derm Dollar bonus and a bonus promotional sized product bundle.

Dermalogica Ambassador:

Purchase \$100,000 per year of Dermalogica product and achieve Ambassador status, receiving an additional 1,000 Derm Dollar bonus, an additional bonus promotional sized product bundle and a window display update**.

**Upon request, limits may apply, maximum value of \$1,000.

Find out more on the Business Center
business.dermalogica.com – Your Account – Derm Circle

Dermalogica Circle

The Dermalogica Circle program is designed to reward Dermalogica accounts who constantly strive for the highest level of achievement in retail and service! This rewards program helps inspire you and your staff to aim high, reach new goals and maximize your potential as a Dermalogica account.

Benefits:

- **Recognition Package***
 - Receive a plaque and a window decal each year
- **One customized tester refill set***
 - \$1,000 professional value
- **Product Launch Sneak Peaks**
- **Exclusive Derm Dollar promotions**
 - Special GWP's, trial and travel sizes available only to you
- **Optional event funds**
 - Up to \$200 value
- **Dermalogica.com store locator icon designating Derm Circle status**
- **Online recognition banners**
 - Display your Derm Circle status on your website

*Rewarded Annually in January 2019.

growth partnership program

The Dermalogica Growth Partnership Program rewards continued growth for our Dermalogica accounts who promote retail and service experience.*

- Must have purchased at least \$12,000 with Dermalogica in 2017.
- Grow your 2018 purchase history by 20% over 2017 and receive a 5% Product Credit Voucher (PCV).

OR

- Grow 20% in the first half of 2018 (January 1st- June 30th) AND grow 20% versus 2017 overall, and receive a 7.5% PCV.
- PCVs to be credited in January 2019 based on 2018 growth.**
- Maximum credit per calendar year is \$4,000.

**Accounts must have been opened prior to December 31, 2016. Accounts that sell over the internet are excluded.

**PCVs expire July 31, 2019.





becoming a dermalogica expert

dermalogica[®] certified

		date	completed
Attend in any order	Dermalogica D.N.A.: Discovering Top Sellers and Dermalogica D.N.A.: Navigating Targeted Systems		
	or Derm Live online		

dermalogica[®] specialist

		date	completed
Attend in any order	Great Skin with Face Mapping*		
	Service Innovation Workshop		
	H.A.P.P.Y Retailing		
	The Dermalogica Exfoliation Workshop		
	Dermalogica D.N.A.: Achieving Professional Results		
Attend last	1 Touch Therapy class		

dermalogica[®] expert

		date	completed
Attend in any order	Treatment Essentials: Aging		
	Treatment Essentials: Oily and Acne		
	Treatment Essentials: Sensitive		
	Dermalogica with Professional Technology		
Attend last	The hands-on assessment		

Follow our 3-tiered pathway to achieve Expert status, and earn the rewards of greater knowledge, greater profits and greater recognition! Plus, get these special perks: new products before they are launched, expert listing on our store locator, driving potential clients to you* and exclusive invites to Expert-only classes to keep you at the top of your game!

Access Dermalogica's award-winning theory and practical classes from anywhere, thanks to our interactive streaming options. **D Streaming** is now available from all campuses, so you can connect with your local instructors and fellow skin therapists or attend a class with any one of our instructors from in the US.

*must meet store locator requirements



d streaming is available at education.dermalogica.com



New ProSkin 30 and ProSkin 60 service innovations are a guide to help you tailor to your client's skin – because there's no such thing as one-size-fits-all skin care.

As a Professional Skin Therapist, it is up to you to design and build the perfect ProSkin treatment for your client. To help you, we've developed modules that serve as your "building blocks" for each treatment.

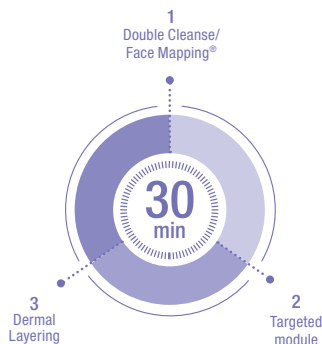
Think of each module as a 10-minute phase (or step) of the treatment. You can mix and match modules according to your client's needs, and further customize them with a variety of modalities and products.

Order your ProSkin 30 and ProSkin 60 Module Cards today!
Item code: 5726

ProSkin 30 treatment

For the ProSkin 30 treatment you'll need three modules
(3 x 10 = 30 minutes)

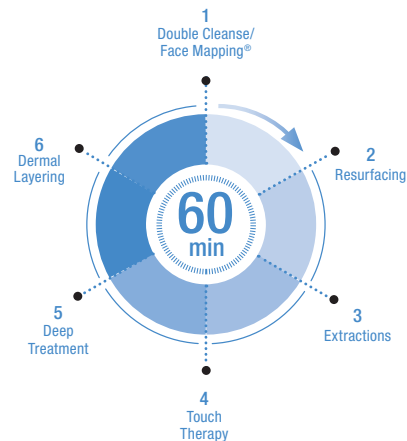
1 module = 10 minutes



ProSkin 60 treatment

For the ProSkin 60 treatment you'll need six modules
(6 x 10 = 60 minutes)

1 module = 10 minutes



new Face Mapping® tools



We're making it easier than ever to face map your clients! Our new Face Mapping digital platform keeps all of your client's records in one place and makes product recommendations a breeze.

Visit PST.facemapping.com to get started today!

more innovation to come!

Be on the lookout for more professional power-up innovations and expert tools for professionals and consumers in 2018!

get the knowledge and network

Join us for exclusive events around the country that will inspire, motivate and transform your services.

Dermalogica education is **complimentary** to accounts, and can be attended at one of our fifteen Dermalogica Learning Lofts or via d Streaming.

Network with your fellow professional skin therapists, learn a new service or listen to an industry leader. These jam-packed sessions will elevate your knowledge.

Get to class. Get the knowledge. Accelerate your treatments today!

Find events near you at:

www.education.dermalogica.com or speak with a Registration Specialist at **888.29.CLASS (25277)**



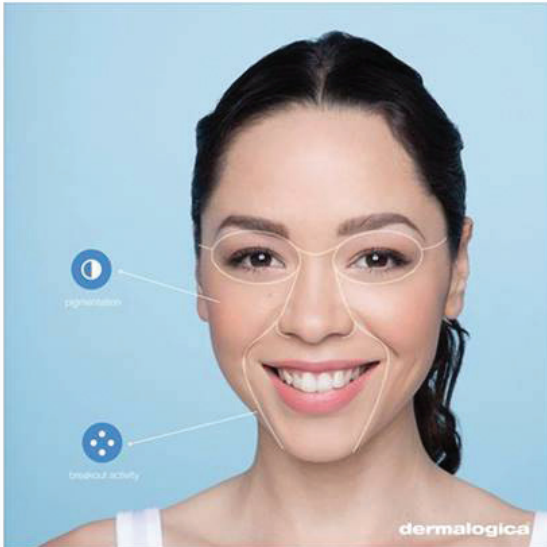
dermalogica US professionals facebook group

 **Diane Dermalogica** Admin · November 20 at 8:12am

Happy Monday Tribe! Now that you've met our ProSkin modules, we've got a little exercise for you.

Meet test client A. Below are key details from her consultation card and facemapping skin analysis. Let us know in the comments which ProSkin module you would use to craft a customized ProSkin 30 treatment.

★ Remember every ProSkin treatment starts with double cleanse and ends with dermal layering! ... See More



Our US Professionals Facebook Group is a social environment for like-minded professionals who are passionate about skin health. It is a platform for Dermalogica US Professionals to network, share industry knowledge and learn about the latest day-to-day business support and education from Dermalogica.

Join the conversation today!

www.facebook.com/groups/DermProUS/



resources

The International Dermal Institute:

www.dermalinstitute.com

Education: www.education.dermalogica.com

Business Center: www.business.dermalogica.com

Online Ordering: www.buy.dermalogica.com

Dermalogica US Professionals Facebook Group:

www.facebook.com/groups/DermProUS/

Profit Flash: www.profitflash.dermalogica.com

New! Living Skin Podcast: listen and subscribe



Nearest Dermalogica Learning Loft:

My Business Consultant:

Phone:

Email:

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