



**dermalogica**<sup>®</sup> | 2019 Tribe Benefits



# letter from Jane

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## Dear Tribe,

The foundation of Dermalogica's unparalleled success since 1986 rests on our amazing Professional Skin Therapists. Every year we train over 100,000 therapists in 82 countries. 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 important, it is about the human touch and connection given during every interaction with our clients.

From FaceMapping® to our new Pro Power Peel Collection, the partnership between Dermalogica's education and products – with a skin therapist's expert touch and human empathy – means your client's optimum skin health can be achieved. And that builds incredible businesses and entrepreneurs! I know that 2019 will be a year of growth and innovation for you and the whole Dermalogica Tribe, and I thank you for being a part of it all.

Your trust and support of everything we do together means a great deal to both me and the rest of our amazing Tribe – thanks!

A handwritten signature in black ink, appearing to read 'Jane Wurwand', written in a cursive style.

Jane Wurwand  
Professional Skin Therapist,  
Founder and Chief Visionary





# more than just great products

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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 or more of the same retail products.

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

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

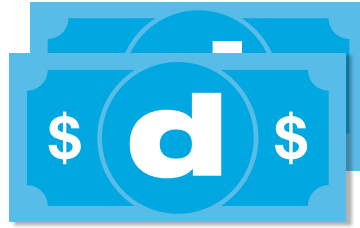
**Monthly Promotions:** Check back each month to see what exciting promotion is available.

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

\*\*For every \$300 spent, 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 15<sup>th</sup> of the month falls on a Saturday or Sunday, Derm Dollars will expire the first Monday following the 15<sup>th</sup>.

\*1 Derm Dollar = \$1.00

Derm Dollars Earning Period	Expiration Date
January 1, 2019-March 31, 2019	April 15, 2019
April 1, 2019 – June 30, 2019	July 15, 2019
July 1, 2019 – September 30, 2019	October 15, 2019
October 1, 2019 – December 31, 2019	January 15, 2020

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



# high-level perks, priority experiences!

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## 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
- **One customized tester refill set\***  
\$1,000 value
- **Product Launch Sneak Peeks**
- **Exclusive Derm Dollar promotions**  
Special GWP's and promotions available only to you!
- **Optional event funds**  
Up to \$200 value (limited to twice a year)
- **Dermalogica.com store locator icon**  
Designating Derm Circle status
- **Online recognition banners**  
Display your Derm Circle status on your website

\*Rewarded Annually in January 2020.



## 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 at the left and a 1,000 Derm Dollar bonus.

### Dermalogica VIP:

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

### Dermalogica Ambassador:

Purchase \$100,000 per year of Dermalogica product and achieve Ambassador status, receiving all Dermalogica VIP benefits, plus an additional 1,000 Derm Dollar bonus 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](https://business.dermalogica.com) – Your Account – Derm Circle

# growth partnership program

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

## Eligibility Requirements

Must have purchased at least \$12,000 with Dermalogica in 2018\*.

### Level 1

Grow your overall 2019 purchase history by 20% over 2018 and receive a 5% Product Credit Voucher (PCV).

### Level 2

Grow 20% in the first half of 2019 (January 1<sup>st</sup>-June 30<sup>th</sup>) AND grow 20% versus 2018 overall, and receive a 7.5% PCV.

Accounts will earn the greater of Level 1 or Level 2 rewards based on growth performance.

Maximum credit per calendar year is \$4,000.

PCVs to be credited in January 2020 based on 2019 growth.\*\*

\*Accounts must have been opened prior to December 31, 2017. Accounts that sell exclusively over the internet are excluded.

\*\*PCVs expire July 31, 2020.





### tier 1: become dermalogica certified!

Upon completion of the following classes, receive a Dermalogica Certified certificate and pin.

		date	completed
	Dermalogica D.N.A.: Discovering Top Sellers and Dermalogica D.N.A.: Navigating Targeted Systems		
	D.N.A. Online		

### tier 2: become a dermalogica specialist!

Upon completion of the following classes, receive a Dermalogica Specialist certificate, pin and icon next to your name on our store locator page at [dermalogica.com](http://dermalogica.com).

		date	completed
Attend in any order	Service Innovation Workshop		
	H.A.P.P.Y. Retailing		
	Power Up! Resurfacing		
	Dermalogica D.N.A.: Achieving Professional Results		
	1 Touch Therapy Class		

### tier 3: become a dermalogica expert!

Upon completion of the following classes, receive a Dermalogica Expert Certificate, pin, Dermalogica Expert T-shirt and icon next to your name on our store locator page at [dermalogica.com](http://dermalogica.com)

		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		

# become a dermalogica expert

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 to drive potential clients to you\*
- Exclusive invites to Expert-only classes that will 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 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 around the US.

\*Must meet store locator requirements.



**d streaming** is available at [education.dermalogica.com](http://education.dermalogica.com)

# power up your professional treatments

Our goal at Dermalogica is to give you an unparalleled advantage in the skin care industry. We partner with the experts at The International Dermal Institute to develop technologically advanced products and treatments that give you and your clients real results.

Since every client's skin is different, we want to equip you with the tools necessary to create custom and effective treatments. Our professional-use-only formulas are designed to help you effectively target your client's skin

concerns and create a personalized treatment to help them achieve their best skin ever.

Our innovative back bar product range includes our **NEW Pro Power Peel** collection, our strongest and fastest peel yet. This peel collection provides you with a full suite of products and the flexibility to create bespoke peels that are perfectly suited to each client's needs.



Visit our Education Center at [education.dermalogica.com](https://www.education.dermalogica.com) to learn more about our professional-use-only products and treatments.





# Face Mapping® tools

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

 Visit [PST.facemapping.com](https://PST.facemapping.com) to get started today!

# go digital

[PST.facemapping.com](https://PST.facemapping.com)

## key benefits

- Easy to use
- Keeps client records all in one place
- Records client's treatment and purchase history automatically
- Provides product recommendations based on Face Mapping® results
- Emails Face Mapping® results to client
- Can print the results at client's request

## get set up

Create your account with **3 easy steps**:

# 1

Add your store name, email and create a password

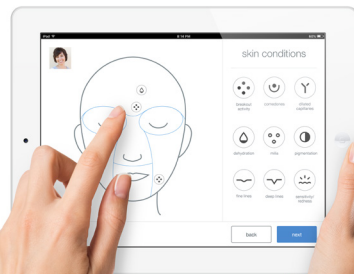
# 2

Add your name, address and phone number

# 3

Add your professional skin therapists' name(s)

After that, you're on your way!





# coming together as a tribe

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The power of our Dermalogica Tribe is our amazing network of Professional Skin Therapists across the globe. We want to empower our PSTs to spend time connecting with and learning from other PSTs, and we have a full calendar of events throughout the year to foster this connectivity.

At our events, you'll get the opportunity to:

- Meet and network with other PSTs
- Engage with Dermalogica instructors and staff
- Take home professional tips and tricks that you can try out in your treatment rooms

Be part of an inclusive community of PSTs and connect with like-minded individuals at any of our events this year!



Join our Dermalogica US Professionals Facebook Group for more info on events near you!

# stay connected with the Tribe

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Our Dermalogica US Professionals Facebook group is an online community for those like-minded professionals who are passionate about skin health.

The group is a platform for our PSTs:

- To network and learn with other PSTs
- Share industry knowledge
- Learn about the latest product, business support and education from Dermalogica

Stay connected with your fellow PSTs and join the group today!



Stay connected with your fellow PSTs and join the group today! [www.facebook.com/groups/DermProUS](https://www.facebook.com/groups/DermProUS)



**Keep in touch, follow us on social!**

<https://www.facebook.com/dermalogica>



@dermalogica



@dermalogica



[www.youtube.com/dermalogica](https://www.youtube.com/dermalogica)



# resources

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**The International Dermal Institute:**

[www.dermalinstitute.com](http://www.dermalinstitute.com)

**Education:** [www.education.dermalogica.com](http://www.education.dermalogica.com)

**Business Center:** [www.business.dermalogica.com](http://www.business.dermalogica.com)

**Online Ordering:** [www.buy.dermalogica.com](http://www.buy.dermalogica.com)

**Dermalogica US Professionals Facebook Group:**

[www.facebook.com/groups/DermProUS/](http://www.facebook.com/groups/DermProUS/)

**Profit Flash:** [www.profitflash.dermalogica.com](http://www.profitflash.dermalogica.com)

**Living Skin Podcast:** listen and subscribe

**New! Dermalogica Education Online Booking:**

[booking.dermalogicaeducation.com](http://booking.dermalogicaeducation.com)

**Nearest Dermalogica Learning Loft:**

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**My Business Consultant:**

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**Phone:**

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**Email:**

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© Dermalogica, LLC  
1535 Beachey Place  
Carson, CA 90746  
1-800-831-5150

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