

**dermalogica**

# tribe benefits 2020



Jane  
Wurwand

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Professional Skin Therapist,  
Founder & Chief Visionary

since 1986

## a letter from jane

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 Face Mapping to our 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 2020 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'.



## your exclusive account benefits

- Ongoing product savings
  - Save 5% on orders of 6 or more of the same retail products
  - Get half off one professional-use-only product when ordering two of the same
- Earn free product samples and business support materials
- Exclusive monthly promotions
- 24/7 online ordering
- Access to free Dermalogica education
- 15% reward bonus when your clients purchase on [dermalogica.com](https://www.dermalogica.com)

invest in the growth of  
your business



derm dollars  
dermalogica circle  
growth partnership

## derm dollars

For every \$50 you spend on Dermalogica product, we contribute 1 Derm Dollar to your personal marketing fund – which can be used to help grow your business. Use your Derm Dollars to purchase support materials, International Dermal Institute classes, and customized marketing resources.

*Derm Dollars must be redeemed quarterly.*

## dermalogica circle

The Dermalogica Circle program rewards accounts who constantly strive for the highest level of achievement in retail and service.

Reach the following tiers to receive special perks:

### Dermalogica Circle

Purchase \$24,000 per year to receive:

- a recognition package
- a customized tester refill set
- product launch sneak peeks
- exclusive Derm Dollar promotions
- optional event funds (up to \$200)
- a dermalogica.com store locator icon
- online recognition banners

### Dermalogica VIP

Purchase \$50,000 per year to receive all the Dermalogica Circle perks plus 2,000 bonus Derm Dollars and a custom promotional-sized product bundle.

### Dermalogica Ambassador

Purchase \$100,000 per year to receive all the VIP perks plus an additional 2,000 bonus Derm Dollars and a custom window display update.

*See details on all programs in the appendix.*

## growth partnership

The Dermalogica Growth Partnership Program rewards continued growth for Dermalogica accounts who have purchased at least \$12,000 in 2019.

Earn the greater of level 1 or level 2 based on growth performance.

### Level 1

Grow your 2020 purchases by 20% versus 2019 and receive 5% back on all 2020 purchases in the form of a Product Credit Voucher.

### Level 2

Grow 20% in the first half of 2020 (January 1–June 30) AND grow 20% versus 2019 overall, and receive 7.5% back on all 2020 purchases in the form of a Product Credit Voucher.

Product Credit Vouchers (PCVs) can be used to purchase any Dermalogica retail products, professional products or support materials.

*See details on all programs in the appendix.*

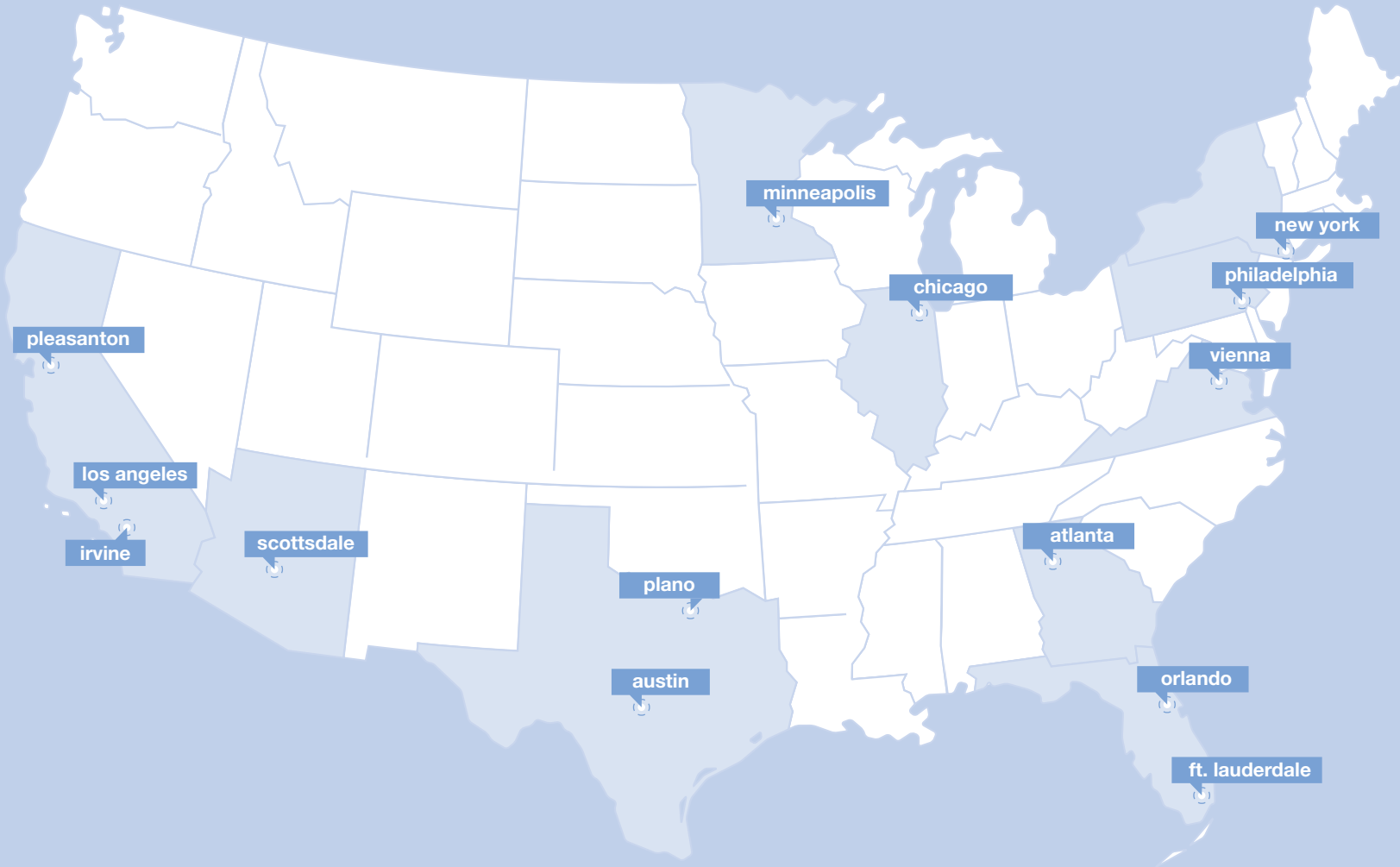


# committed to education

Access Dermalogica's award-winning theory and practical classes from any of our 14 Dermalogica Learnings Lofts or from the comfort of your own home, thanks to our interactive streaming options.



D Streaming is available from all campuses.





## become a dermatologica expert

Build your business with expert skills gained through the **Dermalogica Expert program**. Our 3-tiered pathway will help you achieve greater knowledge, greater profits and greater recognition!

Dermalogica Experts earn the following perks:

- ✔ **new** product launch sneak peeks
- ✔ **expert** listing on our store locator
- ✔ **exclusive** invites to expert-only classes + events

Learn more about eligibility at [education.dermatologica.com](https://www.dermatologica.com/education)

# power up your professional treatments

Our goal at Dermalogica is to give you an unparalleled advantage in the skin care industry. 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.

From Dermaplaning and Microneedling to IPL treatments, Dermalogica products will help you deliver the kind of results that keep clients coming back for more.

Visit [education.dermalogica.com](http://education.dermalogica.com) to learn more.



dermalogica PRO



# get facemappingPRO

FaceMappingPRO is an online platform inspired by our Skin Fitness Plan – designed to continue helping you build relationships with your clients.



## use FaceMappingPRO to:

- Organize all of your client information in one place so it's easily accessible
- Update and store client skin concerns and progress photos for returning clients
- Quickly make product recommendations and track your client's purchase history
- Enhance your Face Mapping skin analysis with NEW Smart Technology
- Grow your business with NEW Customer Relationship Management (CRM) tools

## get started in 3 easy steps:

1. **Visit** [facemappingpro.com](https://facemappingpro.com) on your web browser.
2. **Set up** an account for your business or log in if you already have an account.
3. **Follow** the on-screen prompts to get started.

# come together as a tribe

Be part of an inclusive community of Professional Skin Therapists (PSTs) and connect with like-minded individuals at our Dermalogica events. We want to empower our PSTs with opportunities to connect and learn from one another and we have a full calendar of events throughout the year to foster this connectivity.



## feel the love at our PST ProTreat events

“ Dermalogica, you are an exceptional brand with an exceptional tribe and I am blessed beyond what I deserve to be part of this AMAZING tribe. My heart overflows with love, joy and gratitude. Thank you for PROTreat, tribe, education, laughs, tears, great food, and all the best swag a girl could dream of. ”

– Rebecca Browne  
Hand and Stone, AZ

“ Dermalogica stands true to their mission of bringing respect to the professional skin therapist! I have met some of the most wonderful, dedicated estheticians and feel SO privileged to have been in their presence. I've made the best lifelong connections! This is why I love what I do, and I can't wait to spread the love with you all. ”

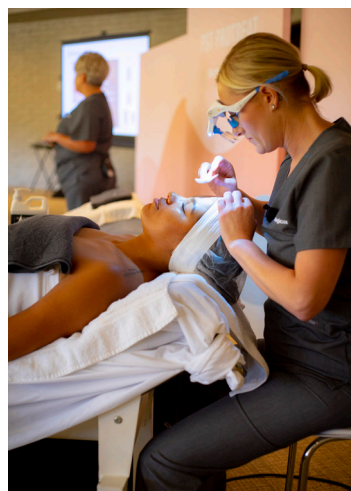
– Nefertiti Herbert  
Ultra, FL

“ I am so grateful to have attended this year's Dermalogica PROTREAT! This trip was life changing! I got to meet so many wonderful, amazing woman and the experiences they created for us - I will never forget! We cried and laughed and shared and learned. I will forever remember these moments! ”

– Kristina Sandoval  
Massage Heights, CA

“ I've spent this week in Arizona with my #dermalogicatribe and it has been more than incredible. I'm so grateful for this experience to learn about new technology & product, and connect deeply with not only the strong women around me but also myself. ”

– Cameron Curran  
Hand and Stone, IL



stay connected



@dermalogica  
@dermalogicaPRO



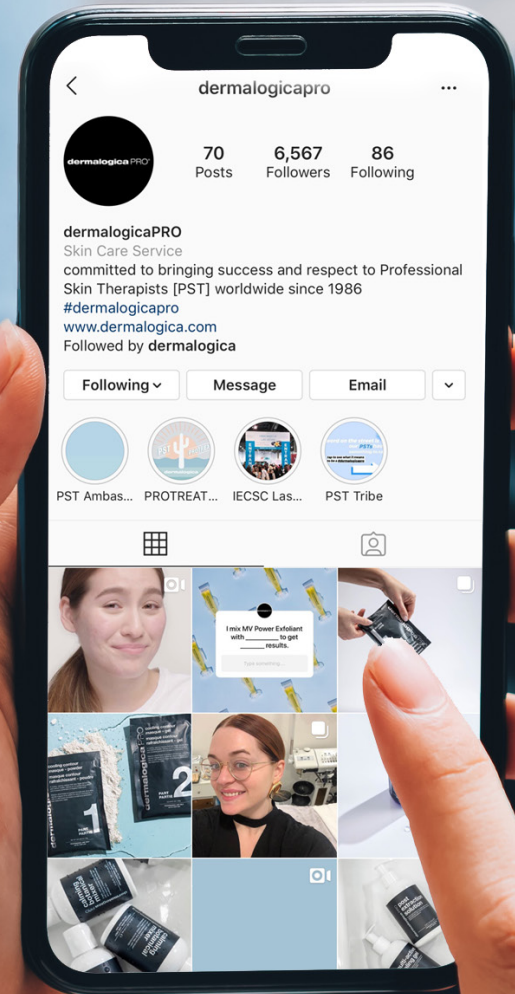
facebook.com/dermalogica  
facebook.com/groups/dermPROUS



youtube.com/dermalogica



@dermalogica



# appendix

## SAMPLES & BUSINESS SUPPORT MATERIALS

Receive free samples for every \$300\* Dermalogica order, plus free Business Support Materials\*\* (i.e. consultation cards, Skin Fitness Evaluation forms, retail bags).

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

\*\*For every \$300 spent, receive 1 free Business Support Material item.

## WEB PARTNERSHIP PROGRAM

Receive a 15% reward bonus for your client's dermalogica.com online purchases.\*

Rewards in the form of a Product Credit Voucher will be credited to your account quarterly.

\*Account must be identified as "Mail and Web Referral" or "Web Referral Only" and meet our store locator requirements.

## DERM DOLLARS

1 Derm Dollar = \$1.00

### derm dollar expiration dates

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>.

Derm Dollars Earning Period	Expiration Date
January 1, 2020 – March 31, 2020	April 15, 2020
April 1, 2020 – June 30, 2020	July 15, 2020
July 1, 2020 – September 30, 2020	October 15, 2020
October 1, 2020 – December 31, 2020	January 15, 2021

## DERMALOGICA CIRCLE

Recognition packages will be rewarded annually in January 2021.

Dermalogica Ambassador window display update is sent upon request only, maximum value of \$1,000.

## GROWTH PARTNERSHIP PROGRAM

### eligibility requirements:

Maximum credit per calendar year is \$4,000. PCVs will be credited in January 2021 based on 2020 growth.

Must have purchased at least \$12,000 with Dermalogica in 2019.

Accounts must have been opened prior to December 31, 2018.\*

\*Accounts that sell exclusively over the internet are excluded.

Product Credit Vouchers will expire July 31, 2021.

## WEB RESOURCES

### dermalogica business center

[business.dermalogica.com](https://business.dermalogica.com)

Access business marketing tools and brand resources such as merchandising best practices, logos and product information.

### profit flash

[profitflash.dermalogica.com](https://profitflash.dermalogica.com)

Learn all about our current monthly promotions and product launches.

### online ordering

[buy.dermalogica.com](https://buy.dermalogica.com)

Order products anytime day or night.

### the international dermal institute

[dermalinstitute.com](https://dermalinstitute.com)

The gold standard in postgraduate skin care education.

A home for all licensed skin therapists to gain skills and knowledge critical to being competitive in the industry.

### dermalogica education

[education.dermalogica.com](https://education.dermalogica.com)

Our state-of-the-art Education Center – includes expert videos, articles and many more educational resources.

### dermalogica education online booking

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

Schedule an in-person or D Streaming Class at any of our 14 Learning Loft locations.

### living skin podcast

available on apple podcast & google play music

Brings advice from top skin health experts directly to you.

We discuss skin technologies and business strategies to help you get real results in and out of the treatment room.