

precleanse training manual



featuring the dermalogica double cleanse
for your cleanest skin ever.

contents:

introduction	2
how does skin get so dirty?	2
what happens when skin is cleansed?	3
introducing precleanse and the dermalogica double cleanse	4
precleanse ingredients and usage	5-7
questions and answers	8

dermalogica[®]

a skin care system researched and developed by The International Dermal Institute

dermalogica.com

introduction

Clean skin. Professional skin therapists recognize the fact that clean skin is the foundation for a healthy, great-looking complexion. Yet the average consumer really only has their skin thoroughly cleansed when they visit a skin therapist. A survey conducted by The International Dermal Institute indicated that the average female consumer spends less than 20 seconds actually cleansing her face each day, while male consumers are spending even less time! It's no wonder that we hear complaints about dull-looking skin, breakouts, bumps under the surface and skin that does not reflect optimum health. We also know from analyzing skin in the professional treatment room that age also influences the cleansing routine. Clients under twenty-five years of age tend to over-cleanse and under-moisturize – obviously, this tendency is precipitated by the need to remove excess oil from the skin's surface. As you might expect, individuals over twenty-five tend to under-cleanse and over-moisturize. What does all of this mean? Very simply, the vast majority of people have dirty skin!

how does skin get so dirty?

As the protective layer that shields our internal organs from the environment, skin also helps contribute to the debris and waste products that sit on the surface. Cells from the outer epidermis and appendages situated in the dermis contribute to this surface debris on the skin. Embedded in the deeper dermis are sebaceous follicles and hair follicles. Both have an associated sebaceous gland that secretes sebum, which is a mixture of fat and waxes. Combine this with environmental pollution in the form of dust, chemicals and soot, then mix in make-up, waterproof sunscreen and the like, and you have the makings for some very dirty skin! This accumulation of debris will not come clean from an abrupt, inefficient, twenty second cleansing routine! An effective **double cleanse** routine with an **oil-based cleanser** is needed for the complete removal of debris and a thorough cleanse.



what happens when skin is cleansed?

When we apply a cleanser, we generally use a gel-based, sudsy or milky cleanser. All contain surface active agents (or surfactants) that provide the primary cleansing action. During the initial cleansing process, surfactants emulsify the fat or lipid debris such as sebum, make-up, environmental hydrocarbons and sunscreens, allowing them to be solubilized in the rinse water. Meanwhile, the water-based portion of the cleanser solubilizes the water-soluble debris, namely sweat and some of the environmental pollutants. Considering the amount of material that potentially collects on skin, one might expect that the initial cleansing will only remove superficial debris and is certainly not adequate for a thorough cleansing. For this reason, The International Dermal Institute always recommends a second cleansing, or **double cleanse**, to thoroughly remove oils, dirt and grime from skin.

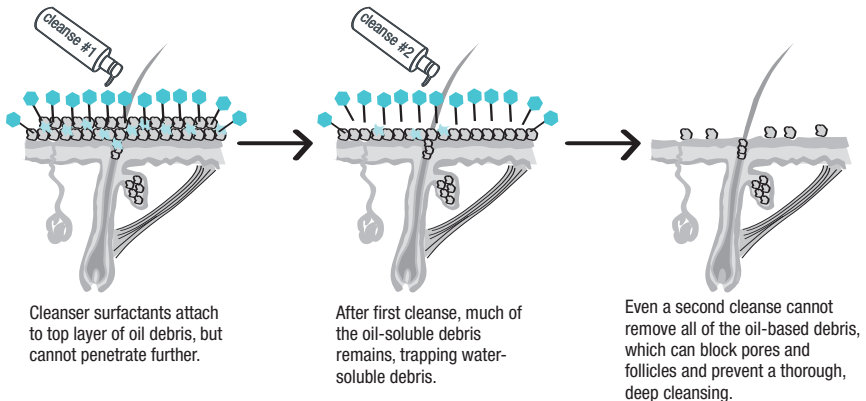
However, our studies have shown that even if one performs a **double cleanse** with a water-soluble cleanser, there still may be some oil-soluble substances left behind – particularly when cleansing an oily skin.

To be most effective in removing all oil, one should use a similar substrate. In chemistry it is said that like attracts like. Fatty, oily substances are best solubilized in lipid solutions. An example of this is the capability of mineral oil (or baby oil) to readily dissolve all make-up and oil from the skin. The problem with using mineral oil is that it cannot be rinsed away with water. To remove the oil, an alcohol-based toner is required – but alcohol is not recommended for skin and is certainly not recommended for the eye area.

Think back to when cold creams were first developed to remove heavier oil-based make-up. They had to be tissueed off, and then alcohol toners were applied to remove the oily residue. Eventually, water-soluble cleansers were developed and the need for alcohol toners subsided. One of the problems that we find at The International Dermal Institute is consumers are using heavier oil-based moisturizers and more water-resistant make-up and sunscreens that are not adequately removed with water-based cleansers. Combine this with how quickly the average individual cleanses and you'll find the recipe for dirty skin!

double cleansing with a regular cleanser

oil and oil-soluble debris water-soluble debris surfactant cleanser precleanse emulsifier



dermalogica introduces **precleanse** and the **dermalogica double cleanse**

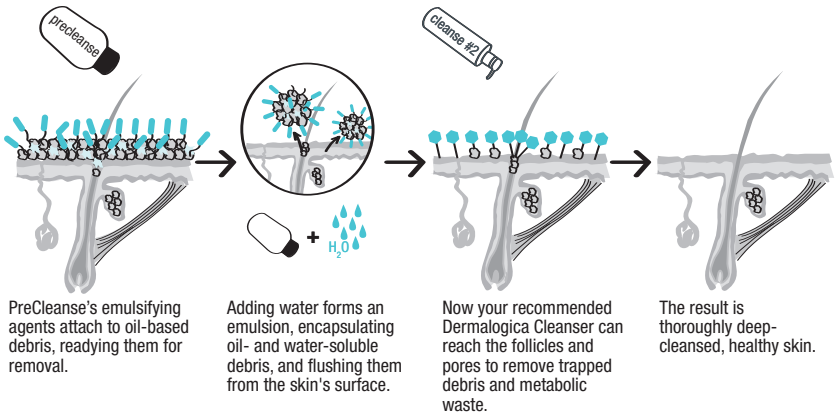
As a result of this research, The International Dermal Institute has developed Dermalogica's newest product that will revolutionize the **double cleanse** regimen: **PreCleanse**. This light, plant-based cleansing oil effectively liquifies sebum, oil-based make-up (including eye make-up, as it is gentle enough for use around the eyes), waterproof sunscreens and hydrocarbons from environmental pollutants without disturbing the natural barrier lipids.

Only **PreCleanse** is formulated with plant-based oils that can melt the layers of oil-based debris on your skin as the oil molecules bond to each other, unlike the water molecules in your usual cleanser. These oils then emulsify when you add water to encapsulate and remove the trapped debris, allowing the recommended Dermalogica Cleanser to penetrate even further than before.

The unique **Dermalogica Double Cleanse** is the technique-based regimen taught to and performed exclusively by skin care professionals – and it is their secret to healthy, ultra clean skin. While double cleansing with your traditional cleanser may partially remove oil-based debris, only the **Dermalogica Double Cleanse** that starts with **PreCleanse** can adequately penetrate layers of oily debris for complete removal, ensuring a more intense, more professional and more thorough level of clean.

PreCleanse is recommended for all skin conditions, and is ideal even for oily and acne prone skin conditions. In fact, oilier skin conditions greatly benefit from **PreCleanse**, as it melts through sebum easily and without the use of surfactants that can strip the protective barrier or cause irritation. **PreCleanse** is gently massaged onto dry skin to dissolve oily substrates. Water is applied to form a milky emulsion, solubilizing the oil into the water. This hydrophilic (water-loving) oil is then rinsed from skin, leaving no residue. This means **PreCleanse** cannot clog pores or follicles. After **PreCleanse**, skin is now ready and prepped to be thoroughly cleansed with the recommended Dermalogica Cleanser.

double cleansing with precleanse followed by a dermalogica cleanser



precleanse ingredients and usage



skin conditions

All skin conditions (even oily conditions!).



description

A lightweight Olive and Apricot Kernel-based cleansing oil, fortified with Kukui Nut, Borage Seed and Rice Bran oils, that gently liquefies sebum and oil-based debris from the skin's surface. The hydrophilic (water-loving) formula enables **PreCleanse** and oil-based debris to be readily rinsed away without leaving behind any greasy residue. Follow with recommended Dermalogica Cleanser for a thorough double cleansing.



benefits

- Dissolves oil-based make-up, sebum, sunscreens and environmental pollutants from skin's surface, enabling skin to be thoroughly cleansed.
- Removes oils without compromising skin's natural barrier lipids or clogging pores.
- Fortified with conditioning essential fatty acids to help smooth, calm and nourish skin.



professional
step-by-step

The professional **Dermalogica Double Cleanse** routine with **PreCleanse** is designed to address congestion, paying special attention to areas where undersurface congestion is common and where make-up and sunscreen products are not effectively removed. The hands-on techniques help carry **PreCleanse** into the follicle where the ingredients help to dissolve sebum and surface debris.

1. Remove eye and lip make-up with Soothing Eye Make-Up Remover. Or, for more stubborn eye make-up, use **PreCleanse** on damp cotton.
2. Shake an ample amount of **PreCleanse** into dry cupped hands and spread evenly between both palms.
3. Apply **PreCleanse** to the sternum and spread up and out across the chest to the shoulders. Apply to face by spreading up and out across the neck, out across the jaw, over the cheeks, down the nose and across the forehead, coming off at the temples.
4. Follow with the Dermalogica **PreCleanse** routine taught in Dermalogica's Trademark Techniques class.
5. Position the steamer and wet hands in warm water customized with selected Botanical Mixer.
6. Emulsify **PreCleanse** with wet hands and warm steam and repeat the **PreCleanse** step-by-step routine.
7. Remove with damp sponges and warm water.
8. Commence second cleanse with the Dermalogica Cleanser recommended for the client's skin condition.

ingredients and usage continued



key
ingredients

Olive Oil: Olive Oil is one of the lipids considered to be most compatible with skin. It is rich in Squalane, a natural agent found in sebum that, when topically applied, acts as a rich emollient that smoothes and softens skin. Because of its molecular size, Squalane is easily absorbed into skin, where it can help dissolve sebum and oily substances while enforcing the skin's natural lipid barrier. Olive Oil is also a great source of polyphenol antioxidants such as Oleuropein and Hydroxytyrosol, which have been shown to be the most powerful, naturally-found free radical scavengers. Oleuropein has also demonstrated antibacterial properties.

Apricot Kernel Oil: Derived from Apricot kernels, this oil is an excellent source of fatty acids (i.e. Oleic and Linoleic acids) that help reinforce the skin's barrier lipids while liquefying oily substances on the surface of skin. A great source of Vitamin A and Linoleic Acid, Apricot Kernel Oil helps soothe irritation, nourish and moisturize. Recommended for mature, dry and acne prone conditions.

Safflower Oil (*Carthamus tinctorius*): Derived from the seeds of the thistle-like Safflower plant, this oil is a rich source of Linoleic Acid (often referred to as Vitamin F11), tocopherols and plant sterols. It is one of the most polyunsaturated oils available and is sought after for food products and cosmetic formulations.

Kukui Nut Oil (*Aleurites moluccana*): Obtained from the Hawaiian Kukui Tree, Kukui Nut Oil has been used by Hawaiians for centuries to protect skin. This polyunsaturated oil does not leave behind a greasy, oily residue, as it is readily absorbed into skin. It is also a rich source of vitamins A, C and E plus omega-3 fatty acids that help reinforce the barrier lipids of the *Stratum corneum*. Used to treat skin disorders, dry skin, acne and irritation.

Borage (*Borago officinalis*) Seed Oil: Also known as Starflower Oil, Borage Oil is derived from the seeds of the Borage plant. Borage Oil contains Gamma Linoleic Acid (GLA), a fatty acid that has been widely used for treating inflammation, eczema, dehydration and scaliness. Borage Seed Oil is the richest source of GLA in the plant kingdom.

Oryza (Rice Bran) Oil: Extracted from Rice Bran, this oil is rich in Oryzanol, B vitamins, Phytic Acid, antioxidants and phytosterols that help inhibit oxidative skin damage, soften skin and facilitate skin repair.

Tocopherol (Vitamin E) Oil: This rich antioxidant vitamin helps minimize lipid peroxidation in the skin and improves skin smoothness and softness. Helps reduce transepidermal moisture loss and helps maintain integrity of other oils used in the formula.

Caprylic/Capric Triglyceride: An emulsifying agent that is activated by the addition of water to release the bonded oils from the skin's surface.



at-home
application

Dermalogica Double Cleanse At Home

1. Remove eye and lip make-up by dispensing **PreCleanse** onto damp cotton.
2. Shake a generous amount of **PreCleanse** into *dry* hands and spread between the palms.
3. Stroke **PreCleanse** onto neck, cheeks and then forehead. Begin the step-by-step Dermalogica Professional Cleansing Technique listed below.
 - a. Starting at the neck, spread **PreCleanse** across the face by using light, upward circles with fingertips.
 - b. Continue by circling chin and cheeks, paying special attention to areas of congestion.
 - c. Use one fingertip on both sides of the nostril, then circle around the side and top of the nose.
 - d. Come between the eyebrows and continue circles over forehead, making sure to include the hairline.
 - e. Wet hands and massage over **PreCleanse** to create a light, milky emulsion.
4. Remove **PreCleanse** by rinsing thoroughly with warm water.
5. Commence second cleanse with recommended Dermalogica Cleanser.



step a



step b



step c



step d



step e

questions and answers



questions and
answers

q. What is PreCleanse?

a. **PreCleanse** is a cleansing oil that is the first step of the **Dermalogica Double Cleanse** regimen. Lightweight **PreCleanse** oils thoroughly melt excess sebum (oil), sunscreen, waterproof make-up and environmental pollutants that build up during the day, readying skin for a second, more complete cleanse with your recommended Dermalogica Cleanser.

q. Why do I need to cleanse twice?

a. Studies conducted by The International Dermal Institute indicate that consumers typically spend only 20 seconds a day (or less) cleansing their skin. This twenty second routine is not thorough enough to remove the heavy, oil-based moisturizers, water-resistant make-up and sunscreen products that so many consumers are using. Cleansing twice, or the **Dermalogica Double Cleanse** routine, guarantees removal of surface debris with the first cleanse, and allows the second cleanse to penetrate further for an ultra-clean, healthier and brighter surface.

q. Why is **PreCleanse** a more effective “first cleanse” than my regular cleanser?

a. Because oil is resistant to water, even a **double cleanse** with a water-based cleanser cannot completely remove oil-based products. Oil is most efficient at attracting and dissolving oil, making **PreCleanse** the most effective first cleanser for complete removal of daily build-up.

q. Is **PreCleanse** safe for use around the eyes?

a. Yes, **PreCleanse** can be used around the eye area to remove make-up (even waterproof!) and other surface oil that may have built up during the day.

q. When should I use **PreCleanse**?

a. **PreCleanse** can be used at every cleansing, but is ideal for your nighttime regimen – most surface oil builds up during the day and mix with sunscreen, make-up and environmental pollutants, making skin dirtier at night.

q. Can **PreCleanse** be used on oily or acne prone skin conditions?

a. Absolutely! **PreCleanse** is ideal for all skin conditions and is especially effective on oily and acne prone conditions, as it melts through excess sebum (oil) without stripping protective barrier lipids or causing irritation. Following with your regular Dermalogica Cleanser will ensure the removal of any residue oil from skin.

dermalogica®

a skin care system researched and developed by The International Dermal Institute

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