



### **the dermalogica skin system**

The mid-80's introduction of Dermalogica, America's first professionally developed skin therapy system, provided a wakeup call for the skin care industry. Informed by her work and research as founder of The International Dermal Institute, the world's leading post-graduate skin therapy training centre, Jane Wurwand realised there wasn't a single skin therapy system consistent with her vision for healthy skin to recommend to her students. She was inspired to create Dermalogica – simple, modern and infused with the best ingredients science and nature can provide and without the overblown claims and glamorous trappings often associated with skin products. Jane's common sense approach and strong commitment to banning all known irritants from the products resulted in a skin therapy revolution. Dermalogica is now the number one professional-use-only product in the United States and the most requested in the world.

#### **advanced knowledge**

All Dermalogica products are researched and developed by The International Dermal Institute, meaning they are unique and effective, incorporating treatments, techniques, formulations and ingredients derived from a worldwide network of research and training. "Because we have satellite training centres around the world, we are in a unique position to recognise and incorporate new trends in skin therapy, such as the influence of Eastern healing philosophies or environmentally-caused hypersensitivity conditions," says Wurwand. The International Dermal Institute has elevated the quality of education available to professional skin therapists to an unprecedented level, and has also created a unique forum for skin professionals to share experiences and ideas. Working in tandem, The International Dermal Institute and skin professionals have established a true "tribe," in which knowledge, training and passion encourage a thriving skin therapy industry.

#### **healthy ingredients**

Dermalogica products reflect a modern synthesis of the latest scientific advances and time-honoured ingredients and philosophies. Proud of their exceptional ingredients, Dermalogica was the first skin company to list ingredients on professional-use products. The products immediately became as famous for what *wasn't* included as what was: no residue-forming mineral oil or allergenic lanolin; no comedogenic artificial colours; no irritating, artificial fragrances; no drying S.D. Alcohol or formaldehyde. Also, consistent with Dermalogica's appreciation for the power of nature, the products are environmentally friendly. Ingredients come from eco-safe sources, are packaged in recyclable, contamination-deterrent containers, are never tested on animals and contain no animal ingredients.

### **modern approach**

At the core of the Dermalogica philosophy is the belief that skin evolves throughout a lifetime. A trained and licensed skin therapist is needed to read skin's changing conditions and recommend a professional skin system to accommodate them. "Dermalogica is not based on old-fashioned skin typing, but on allowing the skin therapist to design a personalised system for each client, considering skin's daily condition and individual concerns. We don't believe that skin is either dry, oily or normal," explains Wurwand. "Skin conditions are constantly changing due to a variety of factors, namely age, environment, hormones, and ethnicity. So it is out of date to label a skin dry for the rest of its life or even the rest of the month!"

### **wellness, not glamour**

The skin therapy industry is saturated with glamorous spas, fluffy robes, catchy product names and distracting packaging. These diversions fail to promote healthy, glowing skin. What does? Innovative formulations and treatments that work. To this end, Dermalogica encourages a holistic approach towards skin therapy, which incorporates regular visits to a skin therapist, daily at-home treatment with smart, modern products and a balanced outlook towards life – a no-nonsense philosophy that appeals to both men and women.

**The Dermalogica system offers a comprehensive selection of skin products, including Cleansers, Conditioners, Moisturisers, Masques, Concentrated Boosters, Specialities, Solar Defence, Daily Groomers, Spa Body Therapy and Treatment Foundations.**