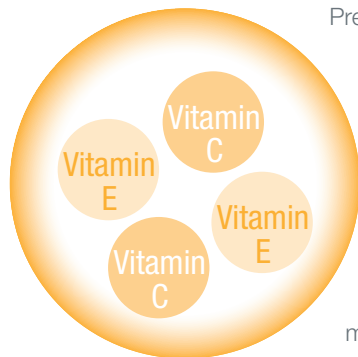


to eat or to apply:

is one better than the other?



Everyone knows to take their vitamins. They help nourish our insides and have beneficial effects on our hair, nails and skin. But does ingesting our vitamins benefit our bodies more than applying them directly to our skin?



Previously believed to be a marketing scheme, findings by dermatologists are demonstrating that topically-applied vitamins are more powerful than what was once believed. Case in point – vitamins C and E.

Recent studies indicate that when Vitamins C and E (antioxidants) are formulated with sunscreen agents, protection against both UV-induced sunburn and free radicals is enhanced. However, the antioxidants must be properly stabilized in order to optimize their effect on skin.

Topically-applied Vitamin C also helps protect skin from the telltale signs of premature aging, such as wrinkles. And Vitamin E helps soften and smooth skin, meaning these ingredients not only boost your sun protection, but help improve the condition of skin!

This, of course, doesn't mean you can start loading up on topically-applied vitamins and ditch the sun protection! Instead, look for products that provide sun protection in conjunction with these powerful antioxidants that are stabilized to provide protection when you need it most – when you're out in the daylight!

You can find stabilized concentrations of vitamins C and E in Dermalogica's new line of Solar Defense products that feature *UV Smart Booster Technology*. See the back page for information on what products are right for you!



the product pool

Check out how After Sun Repair and PreCleanse are great not only for their intended use, but for summer skin situations!



With antioxidant and anti-skin mutagen complexes like Japanese Alder, After Sun Repair is perfect for:

- Squelching the sting and size of insect bites.
- Heat rash.
- A hair masque after a drying day at the beach (rinse it out with Dermalogica Shine Therapy Shampoo).
- A great cooling foot masque! Place After Sun Repair in the fridge for an hour prior to applying to feet. Leave on for 10 minutes and remove with The Ultimate Buffing Cloth.

Have a little wax left behind on your skin after your session? A few drops of PreCleanse will cut right through that left-over wax for easy, painless removal.



get ready, get set, exfoliate!



Skin exfoliation is critical to the improvement and maintenance of all skin conditions. And even with the technological advances in skin care, alpha hydroxy acids (AHA) are still some of the most requested, most in-demand professional exfoliation treatments in the treatment room.

Alpha hydroxy acids are the best known treatment for skin rejuvenation, as they reveal softer, smoother and more even-looking skin. AHAs are also known to stimulate collagen production, which helps reduce the appearance of fine lines.

Regardless of what exfoliation treatment you receive, make sure it is followed with sunscreen. Sunscreen is so important that the FDA has even stated it must be applied after the use of AHAs. And it must be continually used, as it can take up to seven days for skin to recover from exfoliation. Equip yourself with a sunscreen to ensure that your freshly exfoliated skin not only looks good, but is continually protected!



your cleanest skin ever!

Since PreCleanse landed on retail shelves, it's received an astounding amount of press, and is really changing the way the world cleanses!

PreCleanse acts as a magnet to oils and oil-based debris that build up on skin throughout the day, quickly and efficiently removing them from skin, allowing your second cleanse with your recommended Dermalogica Cleanser to penetrate even further than before. The Dermalogica Double Cleanse that begins with PreCleanse ensures your cleanest skin ever – which equals your healthiest skin ever!

Want to come clean? Speak with your skin therapist and learn how to implement PreCleanse and the Dermalogica Double Cleanse into your healthy skin care regimen.

the more the better?

It seems that we'll always be trained to think higher is better: this goes for sun protection, too. Many consumers select an SPF50 before an SPF20 or even an SPF30, because they believe that the higher an SPF rating is, the better the protection!

While it may seem that a product with an SPF higher than 30 would offer a dramatically increased protection rate from UVB rays, it is mostly comprised of an increased level of sunscreen chemicals, which cause a higher rate of irritation in skin, and provide little increase in the amount of UVB protection. And, the SPF of a sunscreen begins to level off as the number goes higher. For example, an SPF15 blocks 93.3% of UVB rays, while an SPF30 blocks 96.6%.

So what's your best bet? Stick with an SPF level that you know will not only protect your skin effectively, but won't contribute to unnecessary skin irritation. Speak to your skin therapist to find the Solar Defense product best suited to your skin's condition. And shift your sun protection perception: just because the number is higher, doesn't mean it's better!

solar defense system for triple skin defense

Dermalogica is proud to introduce our new high-performance Solar Defense System containing *UV Smart Booster Technology* for triple skin defense! Our new products combine the latest in sunscreen technology with sophisticated ingredients to provide maximum daylight exposure protection while treating each skin's specific condition.

Check out our new line up of products that are completely customized for your skin condition!

new! oil free matte block spf20*
Skin prone to excess oil production or breakouts.

new! super sensitive faceblock spf30*
Sensitized skin.

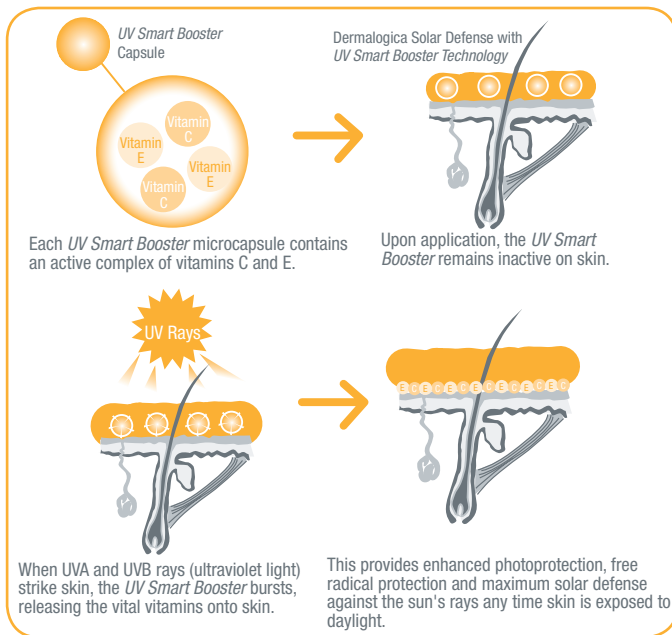
new! extra rich faceblock spf30*
Chronically dry and prematurely-aging skin.

new! multivitamin bodyblock spf20*
All skin conditions, especially prematurely-aging skin.

new! waterblock solar spray spf30
All skin conditions.

*Features *UV Smart Booster Technology*.

Ask your skin therapist for your free Face MappingSM skin analysis to find out which **Solar Defense System** product is right for your skin!



how uv smart booster technology works

dermalogica[®]
a skin care system researched and developed by The International Dermal Institute
dermalogica.com



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