

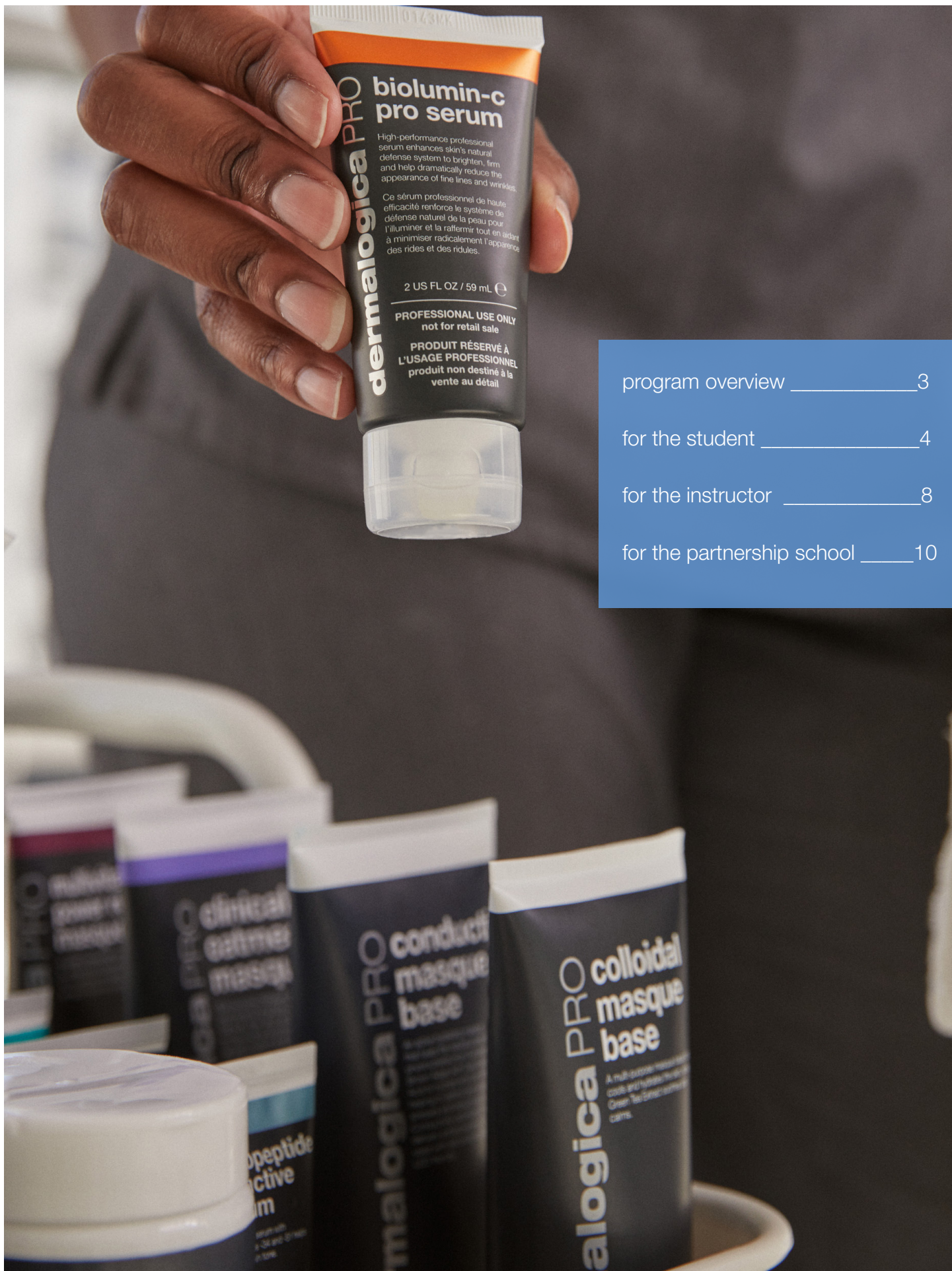
dermalogica

professional-grade skin care by The International Dermal Institute

partnership school

support booklet





program overview _____3

for the student _____4

for the instructor _____8

for the partnership school _____10



Dermalogica has been supporting Canadian undergraduate schools for over 20 years with award-winning retail and professional products as well as excellent education from our world renowned training centres.

No other company is more focused on educating future skin care professionals to succeed than Dermalogica. When your students succeed, you succeed.

As the number one professional skin care brand, Dermalogica offers a three-tiered approach, by providing support for the students, the instructors and faculty, and to the business.

Here are some key benefits of being a Dermalogica Partnership School at a glance:

for the student

- In-person, interactive livestreaming, or on-demand/self led workshops (based on location and availability)
- Undergraduate Student Events – in-person at our training centers or livestreaming
- Graduation certificates and awards for top student and top retailer
- The Dermalogica Expert Program: free postgraduate education with Dermalogica
- Assistance with landing the job of their dreams at one of over 1,200 authorized Dermalogica skin centers including Sephora, or partnering with Dermalogica

for the instructor

- Invitations to exclusive Dermalogica events such as product launches, masterclasses, certification workshops, and industry expert guest speakers
- Access to online tools including but not limited to training manuals, treatment protocols, training videos, and curriculum support, where available
- The Dermalogica Expert Program: free education to support your knowledge of Dermalogica products, PRO services, and core concepts

for the partnership school

- Access to the Dermalogica retail and professional line, including innovations
- Product launch deals
- Branding, marketing and tools to support events
- Student kits that allow students to practice within their program
- Retail on consignment with opening order, 20% off professional products

for the student

select and stack student training modules

This program features 5 workshops to introduce your students to Dermalogica's retail and professional products, PRO services, and core concepts.

Each are 75-minutes in-person (where available) or 60 minutes livestreaming and may be taken in the order that works for your curriculum.

ProSkin Treatments

Discover the professional products and impactful hands-on techniques that make this 60-minute Dermalogica skin treatment the most popular and profitable service in any business. From consultation to home care, we guide you through our unique modular approach and how to maximize the client experience and skin results.

Retailing Daily Regimens

Great communication skills and product knowledge help to build loyal customer relationships and increase retail sales. Learn our approach to discovering each client's key skin concerns and use skin fitness planning to recommend core products and effective daily regimens.





Face Mapping Skin Analysis

Dermalogica's Face Mapping® is the service tool to help you understand how to read skin. This in-depth analysis technique provides the essential knowledge required to steer our professional services and product prescriptions.

Confident Consultations

Client interactions always start with consultation. Learn how to discover more about who is inside the skin and how lifestyle impacts the most common skin concerns. An informative session to include consultation activities, skin care and product strategies.

Pro Power Peel (available to Medical Esthetics programs only)

Discover Pro Power Peel, Dermalogica's strongest and fastest peel yet that enables you to professionally tailor each treatment to your client's skin concerns, helping them to achieve their healthiest-looking skin ever.

For more information or to secure your preferred dates, contact your Business Consultant.

for the student

undergraduate student events

Your students are the future of our industry!

Help us support them by registering for our Undergraduate Student Events, offered either at our training centres or via livestreaming. These complimentary workshops expose undergraduate students to the industry knowledge that employers look for and clients crave.

Event topics include:

Keep Calm and Stay Strong – All About Sensitized Skin

The Skin Therapist in the MediSpa Environment

#BlurtheLines – All About Aging Skin

Fresh Face Forward: Be a Glow Pro!

Retailing Through Skin Analysis

Money Making Techniques

Behind the Breakout

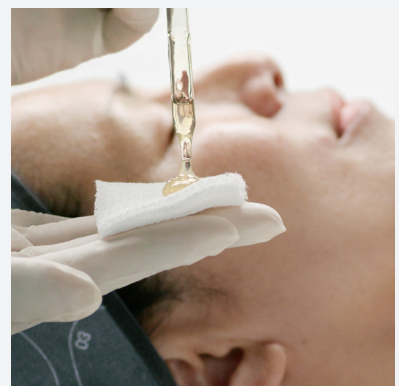
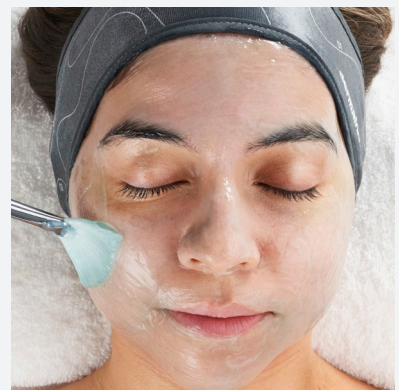
By attending these workshops, your students will get an edge on the competition by having experienced how to prescribe Dermalogica in today's ever changing retail landscape by expanding their skill sets and Dermalogica knowledge.

Reach out to your Business Consultant for dates, times and topics available this year.

future focus

A presentation for final year students that discusses employment opportunities, provides practical advice on making vital first steps in the industry and connects them with an experience professional.

Reach out to your Business Consultant to schedule this session.



graduation and beyond

Dermalogica is a proud partner of your student's journey, and this does not end at graduation! Once your students have completed any two of our Select and Stack Student Training modules, they are eligible to receive Dermalogica's Certificate of Achievement at their graduation.

Each calendar year, you can offer two fantastic awards to two top students on behalf of Dermalogica at the time of graduation.

- **Dermalogica Student of the Year** is an award to commemorate and celebrate one student per calendar year in your esthetics program who has stood out from their peers.
- **Dermalogica Retail Sales Award** is to congratulate one student per calendar year in your esthetics program who is the leader in Dermalogica product sales at your school's spa, clinic or during events.

Each award comes with a framed certificate and a gift basket with select Dermalogica innovations and retail products.

The Dermalogica Expert Program

This an unparalleled education program offered only to Professional Skin Therapists who work with authorized Dermalogica retailers across the country.

We have extended this free program to recent graduates of our partnership schools, enabling your students to seamlessly transition from your program to ours within 6 months of the completion of their program.

Enrolling in this program is easy! Upon completing their esthetics program, have your students submit an official transcript that confirms the following to bookings.ca@dermalogica.com:

- Their name
- Name of the school
- Skin care/ esthetics/ facial classes completed
- Clinic hours completed
- Date of completion

Take advantage of this unique offer, not available from any other skin care brand and have your graduates work towards becoming a Dermalogica Expert.

Once your graduates enter our program, they will continue to be members of the Dermalogica Tribe where career opportunities are endless. Many of our partnership school graduates have gone on to become successful business owners or Professional Skin Therapists with top Dermalogica accounts across Canada. It is our pleasure to assist your graduates who are enrolled in The Dermalogica Expert Program land the job of their dreams.

Contact your Business Consultant for more details.

partnership school instructor support

Our goal is to keep you, the Partnership School Instructor, up to date with Dermalogica. Your dedicated Business Consultant will visit you on a regular basis to support your school in a variety of areas including:

- Making the most of your budget with exclusive partnership school pricing
- Receiving branding and merchandising materials for eventing (where applicable)
- Getting valuable advice on profitability with your retail spaces and clinic
- Receiving the latest information on what is happening at Dermalogica including product and service innovations.
- Getting setup on our exclusive dermalogicaPRO education portal.

The Dermalogica Expert Program

The Dermalogica Expert program is designed with you, the professional skin therapist, in mind. This 3-tier program rewards your hard work and knowledge by recognizing your professional skills. As you complete more workshops with Dermalogica you will progress higher up the ladder - culminating in the achievement of the ultimate mark of professionalism, Dermalogica Expert status.

Access to our education portal gives you access to registering for these workshops offered via livestreaming, at our three training centers, or at our pop-up On Tour locations.





Online tools to support you and your students

You will find many valuable resources including training manuals and brochures, treatment protocols, training videos, articles and more at your fingertips on our professional business portal.

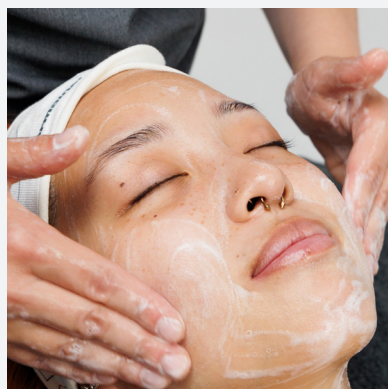
Guest Speaker Events, Product Launches and more!

Your training and education with Dermalogica does not stop at workshops. Stay on top of the industry latest trends, topics, technology, and services.



Be one of the first to experience our product and services innovations by joining our launch events hosted throughout the year.

We also feature select Guest Speaker Events at our education training centers that showcase a variety of experts in our industry. Want to learn how to increase profitability? Is conflict resolution a needed solution at your workplace? How about more information on how stress affects the skin? We've got a topic and industry expert for you!



Reach out to your Business Consult for our quarterly calendar of events, launches and more.



for the partnership school

Dermalogica is committed to delivering well rounded and dedicated support to our partnership schools. Support includes:

Retail and Professional Product.

Retail opening order on consignment. Stock up orders available at professional cost. Professional products at 20% off. Complementary support may include collateral, merchandizing materials, samples, and testers to position your school for success.

Student kits available for esthetics, cosmetics, and cosmetology programs.

Access to Dermalogica Business center and PRO support that offers retail and marketing pieces to enhance school advertising such as customizable eblasts, display sheets, banner graphics, logos and more.

Marketing and Events

Make an impact at your events – whether they be for the clients at your spa or for open houses to attract new students. Dermalogica has you covered with customizable eventing and support materials to suit your needs and budget.

Consumer Product Replacement program – 100% guaranteed.

Additional savings include:

- Promotional offers throughout the year
- New product launch deals and support
- Gift with purchase offers to stimulate retail sales or clinic service bookings
- Free shipping with minimum purchase of \$550





stay connected

Our program and offerings are updated annually to best meet the evolving needs of our industry. For more information on any of the benefits outlined in this booklet, please contact your Business Consultant. You can also reach out to our education team at **bookings.ca@dermalogica.com** or call **1.866.618.1116**.



DermalogicaCanada / DermalogicaCanadaPRO



Dermalogica Canada Professionals



DermalogicaCanada

[dermalogica.ca](https://www.dermalogica.ca)

#learnderm #dermalogicatrained

dermalogica
professional-grade skin care by The International Dermal Institute