



STAR PRODUCTS FOR SUMMER

AUGUST PROMOTION


While sun protection is the primary skincare objective in summer, clients also want products that will solve other warm weather ailments: oiliness, dullness and environmental stress. Here are some great vitamin-packed products to promote to clients:

PCA pHaze 15+ C-Quench Antioxidant Serum: a vitamin C-charged serum that strengthens and helps repair environmentally-damaged skin.

PCA pHaze 16 C-Strength 15% with 5% Vitamin E: A vitamin C and E topical that strengthens, brightens and renews skin.

PCA pHaze 23 A&C Synergy Serum: a formula that brightens skin while controlling oil production and fighting bacteria.

PCA pHaze 24 Rejuvenating Serum: a serum containing InVitrolon to add vitamins and amino acids to keep skin firmer, smoother and healthier.

PCA pHaze 25 ExLinea Peptide Smoothing Serum: a serum full of anti-aging ingredients that reduces the depth of existing wrinkles in 30 days. 

Receive 1 retail size A&C Synergy Serum free (orig. \$65.50) with the purchase of any 10 PCA Vitamin C Topicals or Specialty Serums.

did you know?

80% OF WOMEN

REPORT HAVING

DRY SKIN, YET ONLY

42% MOISTURIZE ON A

DAILY BASIS.

SUMMER MARKETING TIPS

Many clients opt out of chemical peels during the hotter months, so summer is a great time to promote some gentler treatments that still yield great results. Two to try:

1 INTENSIVE FREE RADICAL QUENCHING TREATMENT

Appropriate for all skin types and conditions, this treatment is ideal for parched skin that has been overexposed to harsh environmental elements. (Do not use on pregnant and lactating women).

Protocol:

1) Cleanse the skin thoroughly with pHaze 1 Facial Wash for Oily/Problem Skin. Rinse.

2) Prep (degrease) the skin with pHaze 5 Nutrient Toner. Dry skin by fanning.

3) Infuse the skin with vitamins, enzymes and amino acids by applying Steps 1&3 BETA-C Nutritioner (from the Pumpkin Peel BETA-C Mask Treatment set).

4) Continue the treatment with a full face application of pHaze 23 A & C Synergy Serum.

5) Apply pHaze 15+ C-Quench Antioxidant Serum mixed with pHaze 16 C-Strength 15% in a full face and neck application.

6) Allow the previous serums to penetrate, then apply a thin layer of Step 4 BETA-C Gel (also from the Pumpkin Peel BETA-C Mask Treatment set).

7) Follow with an application of Step 5 BETA-C Balm (from the Pumpkin Peel BETA-C Mask Treatment set) mixed

with pHaze 24 Rejuvenating Serum.

8) Complete the treatment with a combination of pHaze 17 ReBalance and pHaze 6+ Hydrator Plus SPF 25 to calm, hydrate and protect the skin from UV exposure.

2 PURIFYING/HEALING PROTOCOL

Appropriate for all patients who want detoxification and healing for environmentally-stressed skin. This treatment will improve skin texture and clarity and may be applied weekly.

Protocol:

1) Cleanse the skin thoroughly with pHaze 1 Facial Wash for Oily/Problem Skin. Rinse.

2) Prep (degrease) the skin with pHaze 5 Nutrient Toner. Dry skin by fanning.

3) Before using, gently agitate Detox Gel. Dispense four to five pumps of the gel into your peel dish. Using your small fan brush, apply the Detox Gel onto the areas of treatment, concentrating on areas of impaction. Using gloved hands, gently massage the product into the skin for approximately three to five minutes.

4) Gauge patient sensitivity using a scale of one to ten, ten being most active. The skin will have a slightly flushed appearance.

5) If necessary, you may now perform gentle extractions.

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TECHNIQUE QUESTIONS

1. WHAT'S THE DIFFERENCE BETWEEN YOUR PRODUCTS AND PRODUCTS SOLD AT SHOPPERS DRUG MART? (ESPECIALLY ACNE PRODUCTS WITH BENZOYL PEROXIDE, SALICYLIC ACID, SULFUR AND SUN-SCREEN PRODUCTS).

The products at a department store or drugstore are diluted and manufactured for general concerns. PCA products combine a variety of medically based ingredients-AHAs, BHAs, antioxidants, vitamins, peptides and aloe vera. The concentrations are much higher and are synergistically combined to treat a variety of skin conditions including rosacea, acne, dry skin, hyperpigmentation and aging skin.

2. AM I GOING TO BE PEELING LIKE THE GIRL IN THAT "SEX AND THE CITY" EPISODE?

No. Clients sometimes expect to peel throughout the complete area that has been treated, but the peeling someone can experience post-peel is similar to that of someone who has exposed their skin to the sun. In some cases, exfoliation will occur on a cellular level and is not apparent to the naked eye. Therefore, the exfoliation a client will experience will be different every time.

3. WHY ARE THE GLYCOLIC PEELS I WAS GETTING ELSEWHERE SO MUCH CHEAPER THAN PCA PEELS?

PCA uses lactic and citric acid in their formulations and prefers them over glycolic treatments. They are well received by the body and are moisturizing. PCA also believes the best results are achieved when several acids are combined synergistically to compliment one another. With glycolic peels you have one AHA and it is less expensive to produce. PCA peels offer a variety of ingredients to target specific concerns. You have the ability of providing your clients customized treatments to address their specific concerns. ➡

BUSINESS PROFILE

Lorette at Lasair Spa in Aurora, ON, is a fan of PCA peels and products. "The results are phenomenal," she says. "The skin is glowing afterwards." Lorette shares some of her skincare knowledge and tips below:



EDUCATION

Lorette keeps a chart on hand to help educate her clients on their skin. "I try and really make them understand how the skin works, for example, why pigment happens and how sun damage affects their skin," she says.



Before a client has a peel, she lets them know exactly what to expect and uses the word "discomfort" instead of "pain" to make them feel more at ease.

ACCOMODATION

Lorette maintains that accommodating a client's social life and skin condition is essential. "You have to vary treatment," she says. "If a client buys a package (of peels), it doesn't necessarily mean it will be the same treatment every time."

SUMMER TIPS

Lorette says postponing more aggressive treatments in the summer often works to her advantage because a client is more likely to go in the sun after treatment and experience adverse effects. She adds that clients who drive a lot have to be very careful of glare from the sun. If a client does choose to have a peel in the summer-or any time for that matter-Lorette makes sure they know what to avoid following their treatment. "Don't pick! I make them repeat that to me three times," she says. ➡

*1 Free Peptide Lip Therapy per order.

PRODUCT PICKS



Formulated with BMX Complex, proven to reduce TEWL (transepidermal water loss) by 17% and increase skin hydration by 40% after two weeks.

Palmitoyle Oligopeptide stimulates collagen synthesis to strengthen lips and diminish fine lines.

After 30 days, studies on this peptide confirm a 29% reduction in lip lines and over a 40% increase in lip hydration, softness and fullness. Powerful antioxidants shield lips from damaging free radicals. ➡

During July, receive one .3 oz Peptide Lip Therapy with every purchase over \$500.00.*

...SUMMER MARKETING TIPS CON'D

6) If performing extractions, use a cotton pad to swipe the areas post-extraction with Steps 1 & 3 BETA-C Nutritioner (from the Pumpkin Peel BETA-C Mask Treatment set).

7) Soothe the skin with a thin application of Step 5 BETA-C Balm (from the Pumpkin Peel BETA-C Mask Treatment set).

8) Continue the treatment by applying two pumps of pHaze 24 Rejuvenating Serum mixed with a small amount of pHaze 16 C-Strength 15% all over the area of treatment.

9) Complete the treatment with a combination of pHaze 17 ReBalance and pHaze 6+ Hydrator Plus SPF 25 to calm, hydrate and protect skin from UV exposure. ➡

SUBMITTING ORDERS To improve ordering efficiency, we're encouraging customers to send their orders by fax or e-mail. If you fax or e-mail your next order, we'll put you in a draw to win a **BEST BUY** gift certificate!

F 416-665-8395

E amy@sigmacon.com