

Introducing:
Dermalogica's
Precleanse Balm
The Step Zero Skin
Care Cleanser

Jersey
BEAUTY CO.



Are you ready to commit?

Want to know the truth? Research conducted at The International Dermal Institute shows that most women only spend about 20 seconds washing their face! If you've been feeling frustrated by dry, sensitive or oily skin, it could be that you are not cleansing properly.

Simply put, 20 seconds is not long enough to get clean skin.



And it's at this point we need to be honest with you. The thing is: people like you and I like the idea of change, but we struggle when it comes to implementing, lasting change.

So, here it is: if you want to get remarkable skin that is plump, healthy, happy and problem-free – you must commit to double cleansing.

Double cleansing involves cleaning your skin twice in the morning and twice in the evening. It's a tall order, I know. But, hey. It's not only possible. It's 100% worth it!

Listen: we don't want to sell you the dream of healthy skin. We actually want you to have healthy skin. And, you've heard it before, healthy skin starts with healthy habits.

This guide will explain the benefits of double cleansing using Dermalogica's new Precleanse Balm. Yet, it starts with a challenge... are you ready to commit to double cleansing? If you nail this one skin habit, you will be on a roll. But, wait – if you are not prepared to double cleanse your way to healthy, glowing skin... put this guide down! The benefits that follow are not for the faint, 20-second-cleansing type...

Precleanse Balm: What is it?



Precleanse Balm is the first step in Dermalogica’s version of the infamous “Double Cleanse” process.

The cleansing balm is designed to melt through layers of long-stay and waterproof make up, excess oils, sunscreens and pollutants. It’s a balm-to-oil cleanser, which gently dissolves into your skin, removing all traces of product build-up, without disturbing your skin’s natural, protective barrier.

Simply put, Precleanse Balm leaves behind zero make up or residue with zero irritation.



Why Should You Cleanse with Oil?

Cleansing skin with a plant-based oil or balm is like using a magnet, as the oils in the cleanser bind to oil soluble debris on the skin. When you then add water, the cleansers turn milky as they emulsify, encapsulating the trapped debris and rinsing clean away.

Looking for a Sensitive Skin Cleanser? Look no Further!

If you frequently find yourself with dry, flaky skin or a red, reactive complexion, this section of the guide is for you.

You might already know this but, at Jersey Beauty Co, we're not very good at sticking to beauty marketing rules... or readily accepting industry hype.

Already, we've told you that if you are a quick, cleanse-and-go gal, you might not get your desired results with Dermalogica's Precleanse Balm. This product is for people ready to commit to healthy skin habits.

Here's the deal my friend: you and I also need to really get to grips with sensitive and dry skin, if we desire to treat these skin concerns correctly.



1. Genetically sensitive or dry skin.

2. Environmentally sensitive (or sensitized) skin.

How are they different? It's all about cause and effect.

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Firstly, genetically sensitive or dry skin will come about due to allergies, eczema, psoriasis, rosacea or dermatitis. If you have asthma in the family, this is likely to be the case for you. The thing is: most people think they have allergies or certain ingredient reactions... but in reality, it's only about 1-3% of the population.

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Then there is environmentally sensitive skin. Dermalogica call this sensitized skin. Rather than a result of genetics, sensitized skin is a reflection of your environment, lifestyle and physiology. Pollution, stress, hormonal fluctuations, smoking, alcohol, poor diet, medical procedures and even over-processed or exfoliated skin can all lead to sensitization.

If you are in the 1-3% of people that have genetically sensitive skin, the best thing to do is to see a dermatologist or a doctor and work out what it is you are allergic or reactive to. Then you will know to simply avoid certain ingredients.

But... for the majority of us, sensitive or dry skin comes about due to a build up of make-up, pollutants and debris, over time. And that's where Dermalogica's Precleanse Balm comes in.

What can you do to calm sensitized skin?

Here's 3 reasons to take back control of your environmentally sensitized skin, using Dermalogica's New Precleanse Balm:

1. Remove All Make-Up

Sometimes, customers call our Jersey Beauty Co team and comment that they have had a reaction, or flare up, using a product.

Chris Smith (scientist and beauty product formulator) explains that most reactions happen because products are reacting with one another. For instance, your make-up could easily react with your cleansing gel or milk.

Make-up doesn't react with oil – in fact, it melts away with oil. This is why Dermalogica suggest those prone to reaction use Precleanse Balm as their step zero cleanse.



2. Get to Grips With Oil Soluble Cleansing

When we apply a cleanser, we generally use a gel-based, sudsy, or milky cleanser. All contain surface, active ingredients (or surfactants) that provide primary cleansing action.

During the initial cleansing process, surfactants emulsify fat or lipid debris, such as sebum, make-up, environmental hydrocarbons and sunscreen, allowing them to dissolve in the rinse water.

Meanwhile, the water-based portion of the cleanser dissolves water-soluble debris, namely sweat and some environmental pollutants. For sensitive types, using Dermalogica's UltraCalming Cleanser will help here. It's important to get both oil soluble and water-soluble debris away from dry or sensitive skin, in order to reduce flakiness and reactions.

3. Keep Skin's pH in Check

Dermalogica's Precleanse Balm is pH balanced and so will not strip your skin of natural moisture. Our skin has a thin, protective layer on its surface, known as the "acid mantle" or "hydro lipid film." If this is destroyed, skin becomes hypersensitive – really reactive to environment and irritation. Skin's pH should be balanced at slightly acidic to keep your acid mantle in tact. This is why Precleanse Balm is great for skin sensitivity. Plus, it's 100% safe to use around the eye area.

Psst... the ingredients are sensitive-friendly too, take a peek

The Products That Makes All Other Products Worthwhile

There's a skin product for just about every small or large skin concern you will ever experience, these days. That's a great thing.

Great, because it means that you can keep your skin healthy.

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did you know that if you are not cleansing properly, none of the products you use will be effective?

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When your looking to improve your skin's health, you're looking to get brilliant, fast results.

So let's talk about how to make SURE your skin products will do just that: get results.



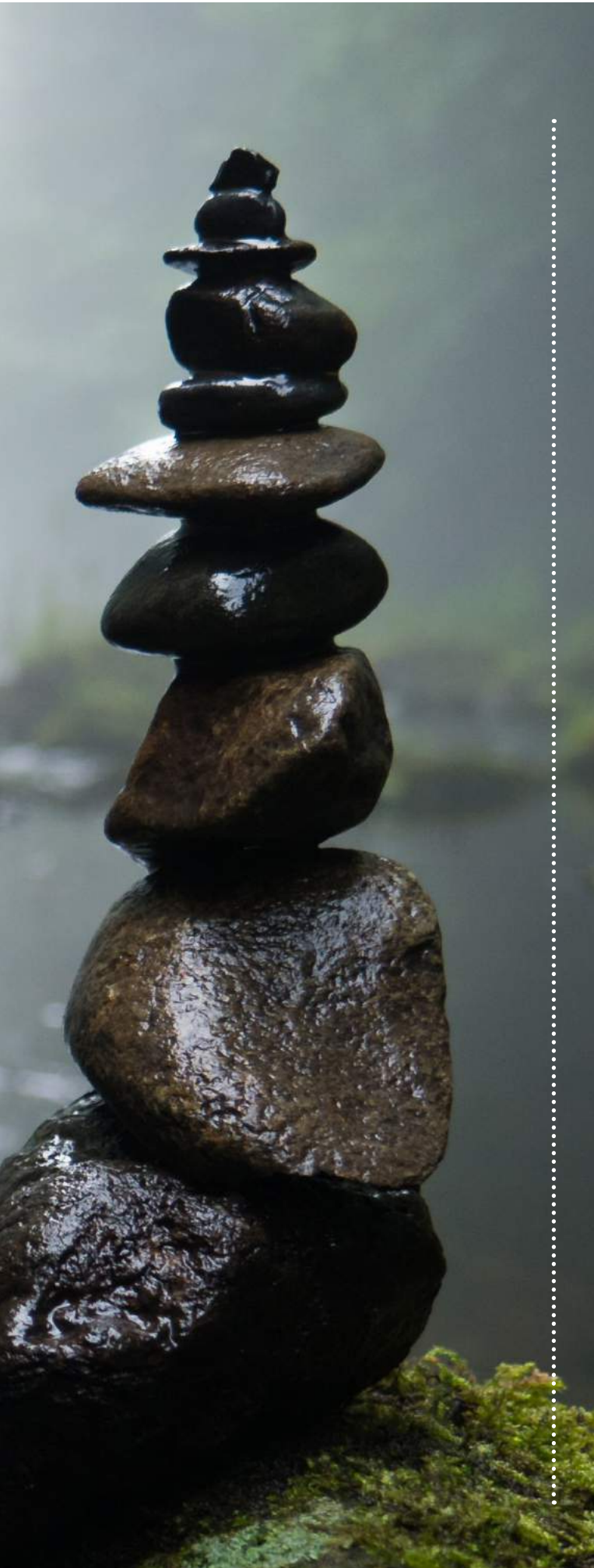
Dull Skin and Fine Lines = Dehydration

When you are in your 20's, skin will feel plump, bouncy and have few fine lines or wrinkles

Gradually, as you get older, skin's collagen levels will decline and your plump skin may show loss of elasticity. On top of this, your skin finds it increasingly hard to retain moisture levels, especially as you approach menopause.

Dermalogica's New Precleanse Balm looks to do 2 important things for dull skin, with fine lines and wrinkles.

Simply put: **in your 30's and beyond you'll want to plump collagen levels and boost your skin's hydration, in order to maintain a healthy complexion.**



1. Locks hydration into your complexion.

Precleanse Balm is a water-activated balm-to-oil version of Dermalogica's top selling oil cleanser Precleanse. The Natural Biolipid Complex locks in hydration and reinforces the skin's barrier, while Apricot Kernel Oil helps nourish skin leaving it feeling soft and smooth. An invigorating combination of essential oils also refreshes the senses.

2. Prepares the way for other skin ingredients.

If you have leftover oil, sunscreen and debris on your skin and you then use a really expensive product – chances are, the product will not work as it should do. Hey, it's an upsetting reality, but most cleansers do not effectively prepare your skin to absorb collagen-boosting ingredients. In fact, many skin care products do not penetrate the dermis (your deepest layer of skin.) If you have oil and debris on the skin's surface, your expensive ingredients may not even reach the epidermis (outermost layer of skin.) That is something you simply can't afford to risk, right?

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Pre cleanse Balm has been designed for use with a cleansing mitt (which comes with the product!) When you apply Pre cleanse Balm, using the mitt, in circular motions, you are boosting circulation and exfoliation – buffing dead skin cells away from your beautiful glow so that any further products really will generate results!

What ingredients does this product contain?

Precleanse Balm contains 3 key ingredients selected for their capacity to break down make-up, dirt, pollutants and suncream. as well as for their superior skin conditioning properties.

Apricot Kernel Oil

Nourishing, lightweight, rich in fatty acids (i.e. Linoleic Acid) tones, firms and enables skin to maintain its moisture balance. Doesn't leave behind a greasy residue, skin feels smooth and comfortable.

Natural Biolipid Complex

combination of phospholipids and glycolipids that helps reinforce the skins' barrier function while decreasing Trans-Epidermal Water Loss (TEWL) to preserve skin hydration.

Invigorating Essential Oils

Combination of Lavender, Bitter Orange, Grapefruit, Mandarin Orange, Lemongrass. Refreshes the senses and helps deliver the state of clean that is traditionally experienced in the professional treatment room.





How to use: Apply, work dry, emulsify!

- *Dispense product directly to dry hands or onto the cleansing mitt*
- *Massage product into dry skin using circular motions*
- *Add water to emulsify*
- *Rinse and follow your recommended Dermalogica cleanser to complete the Dermalogica Double Cleanse*

What is Pre cleanse Balm?

Pre cleanse Balm is the very first step of the Dermalogica “Double Cleanse” treatment. It is a balm-to- oil version of bestseller Dermalogica PreCleanse oil.

Why double cleanse?

Skins are really dirty, layers of sunscreens, make-up, natural oils and skin cells, dirt, debris and pollutants from the day. Standard cleanser (water-based) doesn't remove effectively. Most of this build up is oil soluble – oil attracts oil to melt through and lift off.

What skin types can use this?

All skins, especially normal to dry. Oiler skin may prefer original PreCleanse formula. Up to client on texture preference but PCBalm is more nourishing. PCBalm is also a great travel companion to PC as being solid in the tube it doesn't leak.

Is this suitable for pregnancy?

Yes.

I have acne, will this product help?

Yes, however you may prefer the lighter texture of PreCleanse. The double cleansing step daily is most important to keeping skin clear and healthy. PreCleanse followed by Dermal Clay Cleanser or Clearing Skin Wash is ideal for oily/breakout prone skins.

Will this help with clogged pores?

Yes! As it lifts everything off the skin allowing your 2nd cleanser to really treat the skin, cleaning deeper into the pores.

I have sensitive skin, will this product help?

Yes, the nourishing balm texture with the barrier reinforcing fatty acids will ensure thorough cleansing without stripping or sensitising. Follow with UltraCalming Cleanser.

I have been told that my skin is dehydrated, will this product help?

Yes, the Apricot Kernel Oil and Natural Biolipid Complex is designed to help with TEWL (moisture loss) which is essentially dehydration.

I have dry skin with fine lines and wrinkles, will this product help?

Yes, great for dry skin with the nourishing balm texture. Follow with AGE Smart cleanser, Skin Resurfacing Cleanser to regenerate and smooth to assist with fine lines. Paves the way for optimum absorption of actives such as serums and treatment oils etc.

What are the benefits of Precleanse Balm as oppose to Precleanse?

PCB is more nourishing so great for normal to drier skins, also great for travelling as PC oil inevitably leaks.

When do I use the product?

Think of Precleanse Balm as “step zero” of your at-home regimen. Use AM and PM followed by your skin specific cleanser. Double cleanse every day for your healthiest skin yet!

Order Your Precleanse Balm Now

- Gently removes oil, sun cream and debris, without destroying your skin's protective barrier.
- Ensures that your other products will be 100% effective and gain the results you want.
- Locks in hydration and nourishes the skin, giving it an even tone and healthy glow.

BUY NOW

