

nutrimetics

# Skincare Masterclass

*"Because a woman's skin should be her number one accessory."*

# Welcome to the Skincare Masterclass

You are embarking on a journey into the heart of your skin. In this Skincare Masterclass, you will learn about the skin, skincare and how to best look after and maintain a healthy glowing complexion for yourself and your customers. We will take you through the ways you can effectively analyse your skin as well as your customers.



## Face the Facts

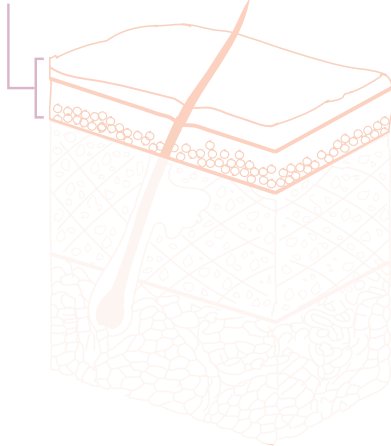
The skin is the largest organ in the body. It weighs approximately three kilos and covers the entire body. It is the thickest on the palms of the hands and the soles of the feet, and is thinnest on the eyelids. The skin is essential to the health and the life of the body, yet is also vulnerable as it is constantly exposed to the environment. The skin works 24 hours a day and performs important functions such as:

- Protecting the body from the environment
- Regulating body temperature
- Eliminating waste materials
- Helping to retain vital moisture and elements
- Giving us our individual beauty



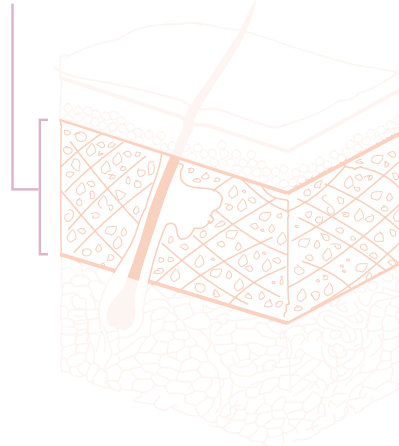
# Skin Structure – Let's explore the 3 layers

## Epidermis – top layer



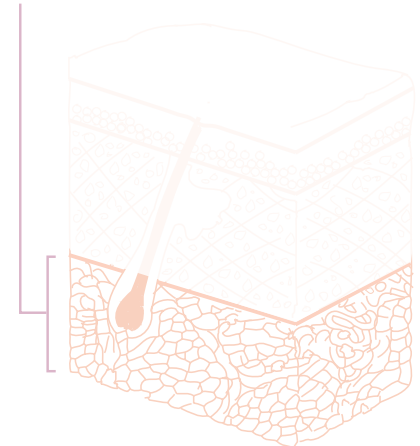
- Made up of millions of living cells and Cell Renewal takes place
- This is the outer layer of the skin and is responsible for the protection and control of water loss that regulates skin hydration

## Dermis – middle layer



- This layer is the skin's 'foundation'
- Consists of Collagen and Elastin which provides skin's form, shape and elasticity

## Hypodermis – bottom layer



- Cushions and supports the top 2 layers
- Supportive layer of the skin that provides smoothness and contour to the skin and body

## Collagen

Collagen is the main structural component of connective tissue found in tendons and ligaments. The middle layer of the skin (dermis) is also mostly made up of collagen. Collagen molecules cluster throughout the dermis and are responsible for the skin's firmness and resilience. Cellular proteins change shape as we age. These changes stop the proteins from doing their job properly, resulting in a loss of collagen and firmness of body tissue, resulting in wrinkles. To prevent the ageing process, reduce wrinkles and improve the skin's texture, it is important to reduce collagen breakdown and increase supply by stimulating the cells.

## Elastin

Elastin, along with collagen, is a protein connective tissue and is a key structural component of bones, cartilage, tendons, the skin, lung tissue and blood vessels. Think of your sofa...if collagen provides structure and firmness to body tissue (the foam cushions in your sofa), then elastin provides flexibility to those same tissues (the springs). Elastin allows tissue in the body to return to its shape after stretching or contracting. If you think about this in relation to the skin, elastin acts as a foundation and assists skin to resume its original position after being padded or pinched.

### **BEAUTY TIP – The pinch test**

You can test the elastin level in your skin by pinching the back of your hand and watching how quickly it snaps back into position when you release it. The faster it springs back, the better your elastin.



# What is your Skin Type?



## Oily skin

- Overall shine to the face
- Coarse, uneven, thick texture
- Enlarged, highly visible pores
- Prone to breakouts, blemishes and blackheads



## Dry skin

- Lack of oil, causing a tight and uncomfortable feel
- Pores are almost invisible
- Fine and dry appearance
- Tends to be sensitive



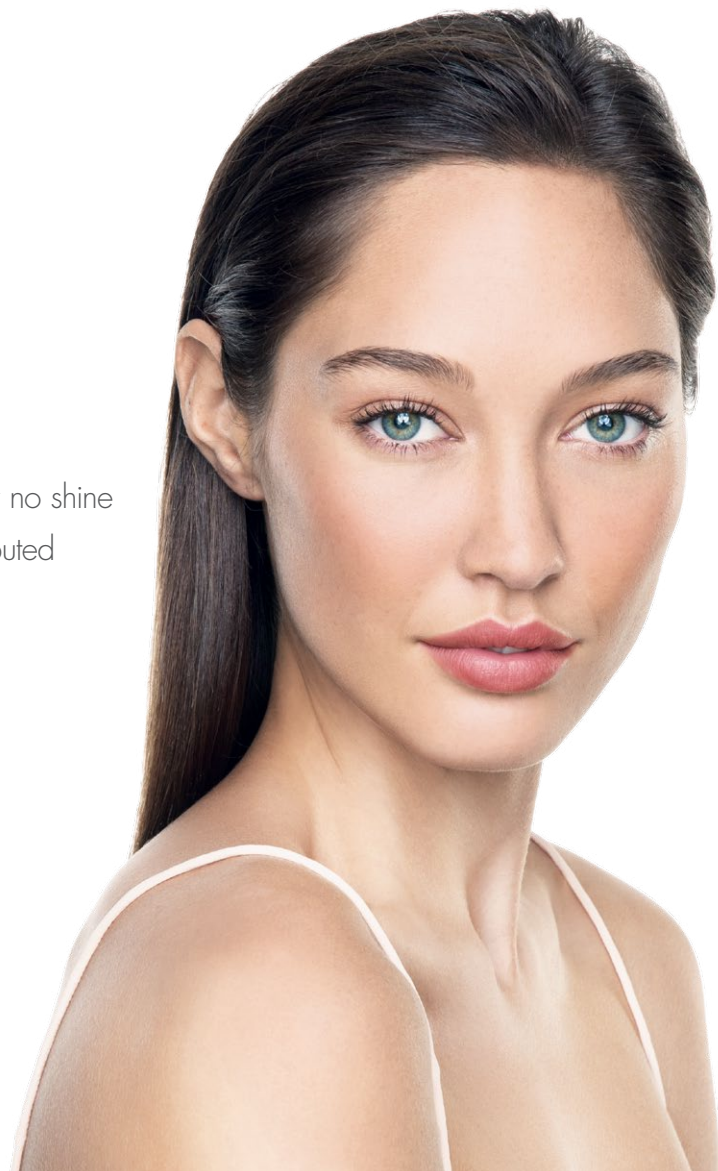
## Combination skin

- Shine on T-Zone
- Cheeks are slightly dry or normal
- Prone to breakouts and blemishes
- Pores in T-Zone area are enlarged
- Most common skin type



## Normal skin

- Skin is clear, smooth texture with little or no shine
- Pores are normal size and evenly distributed
- Skin is neither oily or dry



# Do you suffer from any Skin Conditions?

## Sensitive skin

- Hot/warm to touch
- Thin and fine textured
- Prone to becoming red and blotchy
- Broken capillaries
- Easily irritated by products and ingredients
- Easily associated with a dry skin

## Dehydrated skin

- Fine, criss-crossed lines, especially around the cheek area
- Has a tight feeling, particularly around the eye and mouth area
- Crepey appearance
- Fine papery lines around cheek, lip and eye area

## Problem blemished skin

- Prone to pimples and blackheads
- Most common in oily skin
- Heavy shine or oily in T-Zone area
- Congestion in the T-Zone area
- Enlarged pores
- Coarse complexion

## Sun damaged / pigmented / uneven skin

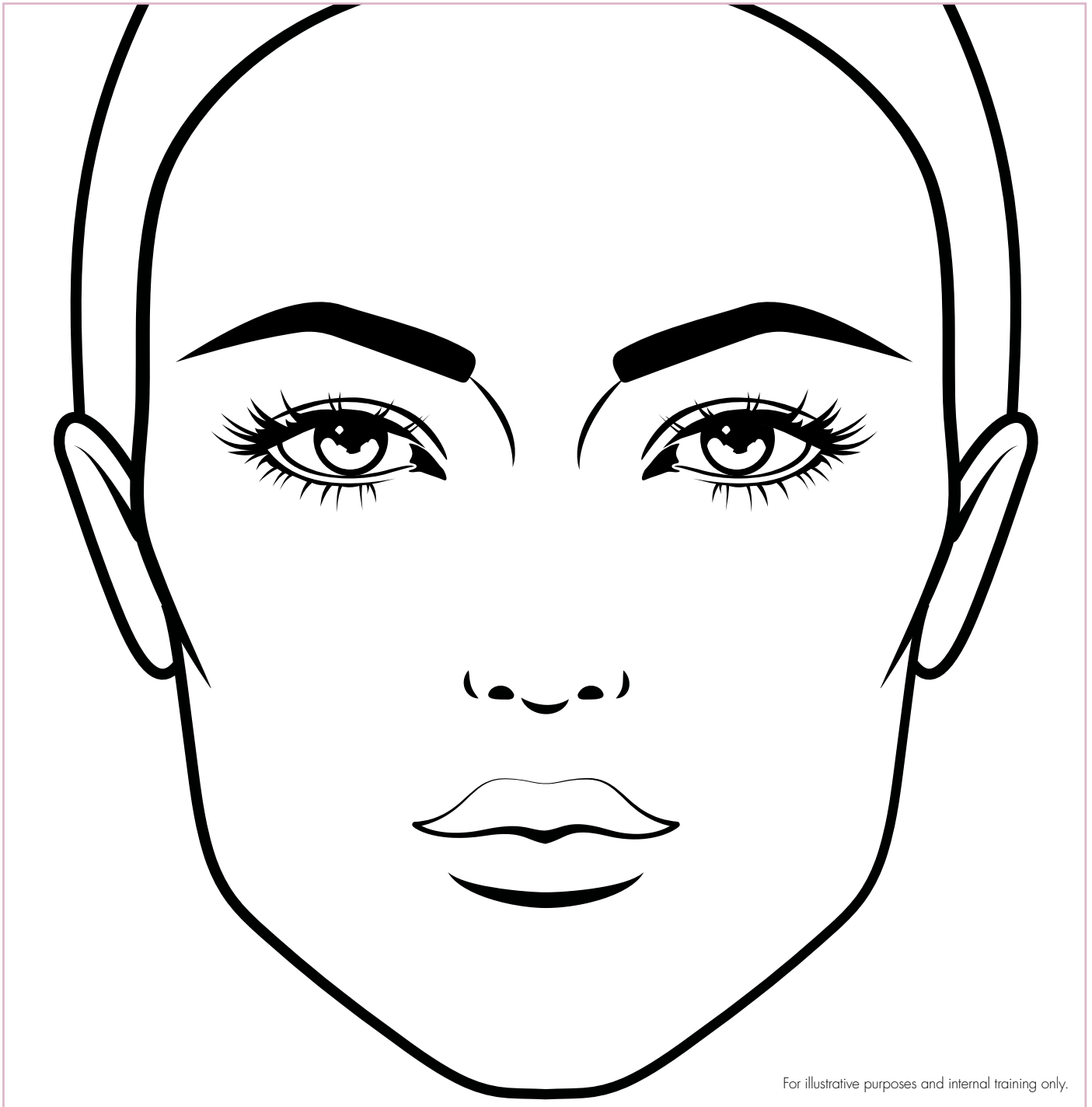
- Dark or uneven pigmentation
- Loss of elasticity and lack of firmness
- Premature ageing – lines and wrinkles more visible
- Leathery appearance

## Mature / ageing skin

- Skin becomes thinner
- Lines and wrinkles develop
- Age spots develop
- Loss of firmness and elasticity



Let's take a look at the face chart below and analyse your skin.



What is your skin type? \_\_\_\_\_

Do you suffer from any skin conditions? \_\_\_\_\_



# How does the Skin age?

Let's take a look at a decade by decade skin guide.



## 20's

- Skin cells regenerate at top speed
- Smooth and radiant complexion
- Firm and plentiful collagen and elastin



## 30's

- Ageing, stress of a career or pregnancy can lead to changes
- Few fine lines around the eyes and mouth
- Some loss of skin tone



## 40's

- Deeper wrinkles and less elasticity
- Decline in oestrogen hormone
- No ability to retain moisture



## 50's+

- Underlying skin cells flatten, causing thinner skin
- Lower levels of collagen and elastin can cause sagging of skin
- Increasingly drier skin

# How should I care for my Skin?



Since your skin will be with you for your entire life, it's important that you take care of it. Obviously it's easier to maintain your skin than it is to repair damaged skin, but never assume it's too late! Nutrimetics has many products available to help you care for your skin, regardless of your age.

## Daily Skin Maintenance (AM & PM)

|   |   |   |   |  |
|---|---|---|---|--|
| <b>STEP 1</b><br><b>CLEANSER</b><br>Cleansing removes impurities and make-up. | <b>STEP 2</b><br><b>TONER</b><br>Toners purify the skin and prepare the skin for the next step. | <b>STEP 3</b><br><b>SERUM</b><br>Serums are concentrated formulas with a higher percentage of active ingredients to target specific concerns. | <b>STEP 4</b><br><b>MOISTURISER</b><br>Moisturisers replenish the moisture in the skin and prevent moisture loss. | <b>STEP 5</b><br><b>EYE CREAM</b><br>The eye area is the thinnest area of the skin, therefore it is important to treat this area delicately. This area tends to be dry and lines and wrinkles become more visible. |
|---|---|---|---|--|

## Weekly Skin Maintenance



### EXFOLIATION

Exfoliators are designed to remove dry, dead skin cells on the surface of the skin. If the dead skin cells are not removed, the skin's surface can become thicker, pores become clogged and products do not effectively work on the skin.



### FACIAL MASQUE

Masques are designed to act on a deeper level, they help to purify, hydrate or firm the skin. You can use a face masque 1-2 times per week.



# How to recommend products

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## Ask questions:

- The ' 4 W's ' (see below)
- Do you experience oil throughout the day?
- Do you experience discomfort like tightness, dryness or flakiness?
- Do you often get breakouts?
- What products are you currently using?
- What is your current skincare regime?

## What are the 4 W's?

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What are your priorities with your skin?



Where on your skin would you like to notice improvements?



Why those areas?



When would you like to see results by?

# Skincare ranges menu

The answers to these questions should give you enough clues to recommend ranges and treatments below. Use this table to identify your customer's skin concerns and recommend them the correct skincare regimes.

| PROBLEM  | SOLUTION   | STAR INGREDIENT  | BENEFITS  |
|--|--|--|---|
| <b>DRY SKIN</b>                                      |  <p><b>NUTRI-RICH</b><br/>All skin types /<br/>Normal to dry skin</p>     |  <p><b>Apricot Kernel Oil</b></p>            | <ul style="list-style-type: none"> <li>✓ Multi-tasking for skin, body, hair and nails</li> <li>✓ Instantly soothes dry stressed skin</li> <li>✓ Helps skin retain moisture</li> </ul> |
| <b>NORMAL SKIN</b>                                   |  <p><b>NUTRIMETICS</b><br/>All skin types /<br/>Normal to dry skin</p>    |  <p><b>Wild Pansy Extract</b></p>            | <ul style="list-style-type: none"> <li>✓ Powered by 40 botanical extracts</li> <li>✓ Deeply nourishes with Apricot Kernel Oil</li> <li>✓ Promotes younger, healthier skin</li> </ul>  |
| <b>LINES AND WRINKLES</b>                            |  <p><b>RESTORE</b><br/>All skin types</p>                                |  <p><b>Grape Stem Cell Technology</b></p>   | <ul style="list-style-type: none"> <li>✓ Refines and firms skin</li> <li>✓ Reduces depth of wrinkles</li> <li>✓ Protects from premature ageing</li> </ul>                             |
| <b>SENSITIVE SKIN, REDNESS</b>                       |  <p><b>COMFORT PLUS</b><br/>All skin types experiencing sensitivity</p> |  <p><b>Camellia Extract</b></p>            | <ul style="list-style-type: none"> <li>✓ Fights sensitivity and ageing</li> <li>✓ Calms irritation and redness</li> <li>✓ Vegan friendly, fragrance free</li> </ul>                   |
| <b>DARK SPOTS, AGE SPOTS, DULLNESS, PIGMENTATION</b> |  <p><b>WHITE-AGE</b><br/>All skin types</p>                             |  <p><b>Peony Flower Extract</b></p>        | <ul style="list-style-type: none"> <li>✓ Targets dullness and sun damage</li> <li>✓ Reduces dark spots and discolouration</li> <li>✓ Protects against premature ageing</li> </ul>     |
| <b>BLEMISHES, BREAKOUTS, TEENAGE SKIN</b>            |  <p><b>CLEAR</b><br/>Combination to oily &amp; problem prone skin</p>   |  <p><b>Phyto-Active Ginger Complex</b></p> | <ul style="list-style-type: none"> <li>✓ Minimises pores and breakouts</li> <li>✓ Reduces sebum production</li> <li>✓ Purifies skin without drying</li> </ul>                         |
| <b>MEN'S SKIN</b>                                    |  <p><b>NUTRIMETICS MAN</b><br/>All skin types</p>                       |  <p><b>Kakadu Plum</b></p>                 | <ul style="list-style-type: none"> <li>✓ Effective anti-ageing range for men's skin</li> <li>✓ Hydrates and smooths the skin</li> <li>✓ Prevents irritation</li> </ul>                |

# Skincare treatment menu

For targeted and specific skincare solutions, recommend these advanced treatments.










| PROBLEM   | SOLUTION  | STAR INGREDIENT   | BENEFITS  |
|---|---|---|---|
| <b>LINES AND WRINKLES, SAGGING, LOSS OF FIRMNESS</b>      |  <p><b>ULTRA CARE+ PLATINUM</b><br/>All skin types</p> |  <p><b>Award winning Peptides</b></p> | <ul style="list-style-type: none"> <li>✓ Our No.1 Premium Anti-Ageing range*</li> <li>✓ Instant results and long term effects</li> <li>✓ For all skin types and ages</li> </ul>       |
| <b>LINES AND WRINKLES, PORES, SUN DAMAGE, DEHYDRATION</b> |  <p><b>ULTRA CARE+</b><br/>All skin types</p>          |  <p><b>Hyaluronic Acid</b></p>        | <ul style="list-style-type: none"> <li>✓ Extensive clinical testing</li> <li>✓ Targets individual concerns</li> <li>✓ Fights enlarged pores, sagging, uneven tone and more</li> </ul> |

\*Based on Nutrimetics Sales Data 2018.



# Ultra Care+ Treatment Solutions

The Ultra Care+ range offers expert tailored beauty solutions, each formulated to target specific anti-ageing concerns. When used in conjunction with your daily skincare routine, not only will you enhance the benefits of your existing skincare range, but you will also see dramatic improvements in skin firmness and lift, fine lines and wrinkles, pigmentation and age spots, texture and tone, hydration and more.

| CONCERN         | SOLUTION   | PRODUCT   |
|-----------------|--|---|
| DEHYDRATED SKIN | <p><b>Moisturising System</b> 30ml</p> <p><b>Clinically proven to retain skin moisture 39% longer.</b></p> <p>A light, oil-free serum designed to bind continuous hydration to the skin. Hyaluronic Acid helps to prevent any moisture loss throughout the day, whilst smoothing the skin to keep the complexion looking fresh and soft.</p>   |  <p>All skin types</p>  <p>(10906)</p>  |
| MOISTURE BOOST  | <p><b>Aqua Supply Booster</b> 25ml</p> <p><b>100% more hydrated skin in 1 week!</b></p> <p>A silky, velvet gel that gives the skin an intense hydration boost. Amino Acids stimulate the skin's production of collagen and elastin to firm the skin and reduce visibility of fine lines and wrinkles. The Hydrating Complex shields skin to retain and absorb the skin's natural moisture, while Crambe Seed Oil provides protective film to prevent water loss and dehydration.</p> |  <p>All skin types</p>  <p>(10907)</p>   |
| SKIN TEXTURE    | <p><b>AHA-Complex Refining Solution</b> 100ml</p> <p><b>77% of people agree skin texture looks more refined.*</b></p> <p>This Alpha Hydroxy Acid complex synergistically sloughs away dead skin cells, revealing healthy skin beneath, providing a deeper exfoliation to improve skin radiance, firmness and texture. The solution works over time to help fight blemishes for an even skin tone, tighten skin and soften fine lines, refine pores and clarify skin.</p>             |  <p>All skin types. Patch test dry/sensitive skin.</p> <p>Use every other night in place of toner</p>  <p>(10728)</p> |
| SMOOTHNESS      | <p><b>Micro-Dermabrasion Kit</b> 1 x 60ml + 1 x 25ml</p> <p><b>8/10 prefer it to an In-Clinic Micro-Dermabrasion Treatment*</b></p> <p>At-home dermabrasion system designed to give you instantly smoother skin in two steps. Scandinavian Mineral Polish resurfaces to stimulate cell renewal, improving overall texture while reducing wrinkle appearance.</p>   |  <p>All skin types</p>  <p>Use twice a week</p> <p>(10724)</p>  |
| SKIN DETOX      | <p><b>Clarifying Clay Treatment</b> 60ml</p> <p><b>Get smooth, fresh, clarified looking skin in 10 minutes</b></p> <p>This mineral-charged express treatment uses the power of natural clays to magnetically draw out congestion. Feel the tingle after 60 seconds as the treatment instantly draws impurities from your pores. With Natural Volcanic Clays and Black Rice Powder to clarify and hydrate skin in under 10 minutes.</p>   |  <p>All skin types. Patch test sensitive skin.</p>  <p>Use once or twice a week</p> <p>(10723)</p>                    |
| SPF PROTECTION  | <p><b>Smart Shield Protection Crème SPF 50+</b> 50ml</p> <p><b>Skin feels guarded against skin aggressors, 89% agree*</b></p> <p>Smart Shield's Multi-Defence Complex guards against pollution damage. Advanced Sunscreen Technology protects against ageing UV rays. Rare Swiss Edelweiss Extract evens tone while preventing skin sensitivity before and after sun exposure.</p>   |  <p>All skin types</p>  <p>(10908)</p>  |

<sup>†</sup>Based on independent clinical testing.

<sup>\*</sup>Based on consumer self-evaluation.



# Lifestyle recommendations – FAQ

If your customers tell you any of these specific concerns, recommend them the products below.

## I have young skin and I'm not sure what to use?

Try Nutrimetics and Clear ranges to protect and hydrate



## I live in a busy city?

Try Smart Shield SPF50 and Moisturising System with anti-pollution guard



## I travel a lot and I'm a frequent flyer?

Try Aqua Supply Booster and Platinum Tight Firm & Fill Face Serum packed with Hyaluronic Acid



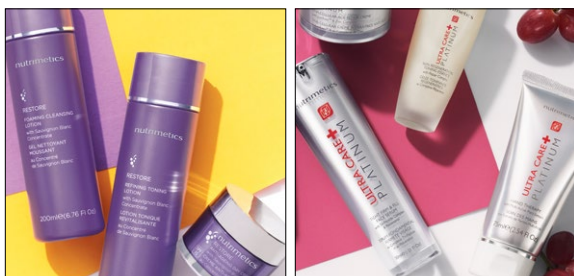
## I'm outdoorsy and I spend a lot of time in nature?

Sun Days range and Smart Shield SPF50 protect against the elements



## I smoke or I used to smoke?

Try Restore and Platinum ranges to target lines and wrinkles formed from smoking



## I drink alcohol regularly?

Try Platinum to boost collagen and White-Age as drinking alcohol causes dullness





# Lifestyle recommendations – FAQ

If your customers tell you any of these specific concerns, recommend them the products below.

## I'm not a great sleeper?

Try any night crème plus Platinum to regenerate sleep deprived skin.



## My skin is sensitive?

Try Comfort Plus and Platinum DNA Cellular Age Repair Crème to soothe irritation and fade redness.



## I'm stressed?

Try Ultra Care+ Treatments and Comfort Plus to calm and refresh.



## I want results but I don't want injectables or surgery?

Try Platinum Intense Skincare Programme – it's an 8 week boot camp for skin and offers our most transformative results.





STRESS LESS, GLOW MORE  
96% natural, cruelty free  
vegan beauty

I R Y N A

[eye-REE-nah] • (n.) peace / paix

### STEP 1



## meet your 'matcha'

### Coconut & Matcha Cleansing Mousse

150ml (19520)

Just add water to this zesty foaming blend of Coconut Oil & Coconut Water, Antioxidant packed Matcha Tea with Vit C, for worry-free glow, every day. It's the only mousse you'll love more than chocolate.

### STEP 2



## rosé all day

### Rose Antioxidant Elixir

30ml (19522)

This dreamy light serum feels as good for your soul as it does for your skin, packed with Organic Rose Water to fight redness, Rosehip Oil to even tone, plus powerful Marula Oil to boost firmness. The pretty teal green colour comes from crystallised Malachite Minerals. It's post-yoga glow, bottled.

### STEP 3



## 'whip it' real good

### Apricot Sorbet Moisture Creme

50ml (19521)

This lightly-whipped sorbet will satisfy your cravings for dewy, vibrant skin. Omega-powered Apricot Butter hydrates and boosts elasticity, whilst Aussie Desert Peach nourishes and protects. Quince Leaf keeps pores tight and calms skin.

## Good vibes only 🧡

### IRYNA is Nutrimeitics sister brand.

IRYNA means peace – and that's because we bring, calm, joy and happiness to your complexion and your life. Pretty on the outside and pure on the inside, this thoughtfully made three-step regime uses natural, superfood ingredients.



**96% natural ingredients** simple, mindful beauty



**Clean beauty** no synthetic colours or fragrances



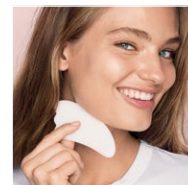
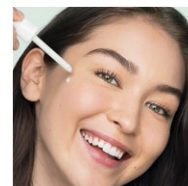
**Purely Australian** made and developed down under



**Vegan friendly** plant powered and Peta approved



**Cruelty free** tested on IRYNA girls, not puppies













# nutrimetics



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