

# Hydra Experience *Consultant* Guide

## What is a “Hydrafacial”?

A Hydrafacial is a magical treatment that tackles everything from dehydration to discoloration, aging to acne, and uneven skin texture. It is a combination of acids— glycolic, beta, lactic, salicylic and hyaluronic.

**IMPORTANT** - the term HydraFacial is the only hydra-dermabrasion procedure that uses patented technology to cleanse, extract, and hydrate. HydraFacial is a branded experience and currently Spas have to be registered and licensed to market themselves as offering HydraFacials. So be careful not to use the actual term “Hydrafacial” with your clients. Instead we are saying “Hydra Experience”. You can share with them that the benefits of this Experience mimic results of a Hydrafacial.

## What is the difference between a “Hydrafacial” & a “Hydra Experience”?

A Hydrafacial uses equipment for the exfoliation and the extraction process. At our Hydra Experience, we are able to provide remarkably similar results using the ingredients in our treatments and serums. Our Experience follows a similar format and provides the same key ingredients as a Hydrafacial, but at a more cost effective option.

## Benefits of a Hydra Experience:

Hydra Experience takes its name from the root word hydrate—this ability to moisturize the skin separates the Hydra Experience from all other skin resurfacing procedures. The Experience is soothing, refreshing, non-irritating, requires no down time and is immediately effective.

60-minute treatment that is divided into three key parts:

### Cleanse + Exfoliate + Peel

The Hydra Experience uncovers a new layer of skin with gentle exfoliation and relaxing resurfacing. The Microdermabrasion Refine removes dead skin cells to reveal healthy skin and the Revealing Radiance Peel, a mixture of glycolic acid and botanical extracts, delivers the benefits of a peel without post-peel scaling.

### Detox + Hydrate

The Hydra Experience removes debris from pores with painless detoxification and nourishes with intense moisturizers that quench skin. Activated Charcoal painlessly cleans out pores, pulling out impurities, while Kaolin, Bentonite Clay, Honeysuckle and Navy Bean Extracts nourish and protects the skin. Skin is then hydrated with antioxidants, peptides, and hyaluronic acid to continue to protect the new fresh skin and help it retain moisture.

### Fuse + Protect

A Hydra Experience saturates the skin’s surface with antioxidants and peptides to maximize your glow. Targeted, proprietary skin solutions are delivered to address specific skin concerns. Clients are able to maintain results at home with daily essentials featuring the same ingredients used in the treatments.

## Why book Hydra Experiences?

Booking Hydra Sessions will allow you to expand more products to your customers. This experience will be exciting for both new and current customers. You are offering a \$250+ experience for your Clients for free! “When we see value and its attractive, we make time for it. No one is too busy for a beauty experience - they just need to see the value, the irresistibility and the attraction to it.” -NSD Leah Lauchlan

## Experience Preparations:

### Items to have for each guest:

- Cup for Water
- 2 Cleansing Cloths
- 2 Cotton Pads
- Mask Applicator {optional}

### Products to demo:

- 3D Miracle Set
- 3D Day Cream {you can use the Day Cream instead of the Night cream if the session takes place earlier in the day}
- 3D Eye Cream
- Repair Set
- Volu-Firm Day Cream
- Volu-Firm Renewal Eye Cream
- Microdermabrasion Refine
- Satin Lip Scrub
- Satin Lip Balm
- Hydrogel Eye Patches
- Revealing Radiance Facial Peel
- Replenishing Serum+C
- Pore Minimizer Serum
- Nourishing Oil
- Moisture Renewing Gel Mask
- 4-in-1 Cleanser
- 3D Night Cream
- Volu-Firm Cleanser
- Volu-Firm Lifting Serum
- Volu-Firm Night Cream
- Oil-Free Eye Makeup Remover
- Pore Minimizer
- Charcoal Mask



Pre-profile your customers and ask them questions about what they are currently using on their skin.

Are they used to exfoliation treatments?

Do they have sensitivities to specific ingredients or food?

These answers will help you determine which exfoliation treatments they may be able to use on their face during the Hydra Experience.

\*If a customer is not used to exfoliation treatments or has sensitivities, letting them experience the product on the back of their hands is a great option.

## *Step One:*

### **OIL-FREE EYE MAKEUP REMOVER**

Remove eye makeup from lashes, eyelids and brows. Gently remove all types of eye makeup, without leaving skin feeling greasy.

## *Step Two:*

Cleanse face with a pea-sized amount of 4-in-1 Cleanser or Volu-Firm Cleanser and warm water. Rinse with warm water.

### **TIMEWISE 3D 4-IN-1 CLEANSER**

This multitasking cleanser removes complexion-dulling impurities and leaves skin feeling clean, exfoliated and looking brighter. It enhances a natural, youthful appearance and prepares skin for the benefits of your next skin care step.

### **VOLU-FIRM CLEANSER**

Repair Volu-Firm Cleanser gently sweeps away complexion-dulling impurities as it leaves skin feeling revitalized and hydrated. After one week+, a majority of women agreed that it brightens skin, feels ultra-rich and gentle, and perfectly prepares skin for the next step.

## *Step Three:*

This is the first layer of exfoliation you are going to experience today. First of 3. This is removing the dead skin from the surface. Cleanse your face with a ½ pea-sized amount of 4-in-1 Cleanser or Volu-Firm Cleanser & pea-sized amount of Microdermabrasion Refine, mixed together. This will allow you to get the benefits of the Microderm in a gentle manner. We want to gently exfoliate because we are going to be working with 3 different exfoliators in this session. Our goal is to get a deep exfoliation that is gentle and effective, and also hydrate your skin and allow the serums we are using to be absorbed at a deeper level. The cleanser is removing the dirt, grime, the day away while the Microderm is exfoliating on a surface level. Massage into your skin for 30 seconds to 1 minute. Rinse really well with water. Pat skin dry.

### **MICRODERM REFINE**

Microdermabrasion Refine contains Aluminum-oxide crystals that roll over the skin like little marbles and remove dead skin cells that are ready to be sloughed off.

## *Step Four:*

### **CHARCOAL MASK**

Apply a very thin layer of Charcoal Mask to your entire face. Do not apply to your eyelids or lips. Let the product sit until it dries completely. Notice the light and dark areas. The dark areas are the impurities being pulled from your pores. You will notice that since we have pre-exfoliated and prepped the skin, the Mask will start to detox your skin faster and rapidly work to unclog pores and pull out the toxins. Charcoal Mask detoxifies the skin and acts like a magnet to unclog pores by utilizing activated charcoal. Kaolin and Bentonite Clays are used to absorb excess oil and reduce shine. While Honeysuckle and Navy Bean Extracts target the appearance of skin discoloration and also helps soothe skin.

## SATIN LIP SCRUB

Apply Satin Lip Scrub massage into your lips. Keep the Scrub on to provide deeper moisturizing and masking benefits. Gently exfoliates to soften and smooth, polishing lips to perfection. Sucrose/Sugar naturally exfoliates and moisturizes lips, and Shea Butter provides deep hydration and healing.

TIME: Leave the Charcoal Mask & Lips Scrub on for 5 minutes. {It will not take long for the mask to start working, since the skin has already been exfoliated and prepped.}

Play a Referral Game while the Mask & Scrub sit. While guests are writing referrals, use this time to change out the water in each person's cup.

Remove Mask & Scrub with a wet cloth.

*Step Five:*

## HYDROGEL EYE PATCHES

Apply Hydrogel Eye Patches under your eyes. Pointed end will be applied toward the inside corner of your eye. These eye patches instantly cool and soothe your skin and immediately boost skin hydration while also diminishing the look of puffiness and dullness. They draw on the moisturizing power of Glycerin, a powerful humectant known to moisturize the skin and help with water loss. You will immediately notice fine lines being filled in and skin looking firmed and lifted.

## REVEALING RADIANCE FACIAL PEEL

Apply Revealing Radiance Facial Peel to the face around the eye patches on nose, cheeks, chin and forehead. Leave on for 10 minutes. You may experience some tingling.

This mask will help skin look brighter, significantly improve skin texture, reduce fine lines and wrinkles, help skin tone look more even and provides immediate benefits of more radiant skin that feels smoother and tighter. This product utilizes Glycolic Acid and goes to work immediately, removing dead skin cells from skin's top layer. It also works on the remaining surface layers, breaking apart the bonds connecting thousands of other dead cells, so they can be released and plumper, fresher cells can take their place.

The glycolic acid is paired with an exclusive blend of calming botanical extracts to ensure it is gentle enough to use twice a week. And the formula also contains a marine extract which has been shown to have hydrating benefits. \*\*You may experience a tingling sensation.

Glycolic Acid actually goes 3 layers deep into your skin. You have dead skin cells and healthy skin cells and the Glycolic Acid goes in and starts breaking the bonds on a cellular level, by breaking off the dead skin cells and leaving the healthy ones. It is releasing and removing all of the dead skin cells that are trapped 3 layers deep under the skin. We are exfoliating on a deep level, so that we can reveal the youngest most radiant skin that is hidden underneath.

## SHEA BUTTER LIP BALM

Apply Satin Lip Balm and massage into your lips. Shea Butter provides deep hydration and healing while Sunflower Oil nourishes and protects the lips.

TIME: Leave on Eye Patched and Peel for 10 min. Share the Business Opportunity during this time.

After 10 minutes remove Hydrogel Eye Patches and discard. Use warm water to wash away Revealing Radiance Facial Peel and then dry skin with a towel.

## *Step Six:*

Now that we have exfoliated and detoxed, we want to nourish your skin. Your skin has just done a work out, and just like working your body out, you want to nourish your body and hydrate it afterwards. So now that we have worked out your skin, these next serums are going to replenish it.

Vitamin boosts the collagen in your skin. Vitamin C sends a signal to your skin that says produce more collagen. We know that vitamin C is nourishing all around protecting our immune system, and topically it nourishes and protects our skin. It is important that vitamin C is always the first thing that goes on your skin after it has been cleansed.

### REPLENISHING SERUM C

Enriched with a potent blend of multiple botanical sources, known for their high levels of Vitamin-C, that help guard against the damaging effects of free radicals. Includes extract of acerola cherry, rich in Vitamin C and A and extract of Kakadu Plum, which contains the highest level of vitamin C of any fruit. Camu Camu Fruit Extract has a high antioxidant capacity that helps with brightening and firming the skin. Argan Seed Extract helps with the firmness and elasticity of the skin.

### PORE MINIMIZING SERUM

Did you know it's estimated there are an average 20,000 pores on a person's face? Pores can appear big or lose their shape due to aging or other factors. Because loss of skin elasticity is a cause of pores looking enlarged, targeting skin elasticity helps improve their appearance. Persian silk tree bark extract and soy bean extract are shown to support factors important to skin, which help tighten the look of skin overall and around pores. Sea whip extract and evodia fruit extract provide calming and comforting benefits to the surface of the skin. The Pore Minimizer significantly reduces the visible number of pores. After using Pore Minimizer twice a day for three weeks, 8 out of 10 women said they're happier with the look of their pores, even close-up.

If guests are demoing the Repair line, they can mix the Volu-Firm Lifting Serum in with the Pore Minimizer.

### VOLU-FIRM LIFTING SERUM {Only for guests demoing the Repair line}

Clinically shown to visibly lift skin and reduce the look of deep lines and wrinkles. Improves skin elasticity and firmness. Tightens the appearance of sagging skin and gives facial contours a firmer look. Helps cheeks, jawline and neck appear firmer and more lifted. Includes Volu-Firm Complex, plus Elastin and Hyaluronic Acid which support skin's natural collagen production. Hyaluronic Acid retains water to keep tissues lubricated and moist, providing healthy and more supple skin.

## *Step Seven:*

Apply a pea-sized amount of Night Cream 3D or Volu-Firm Night Cream with one drop of Nourishing Oil. Night Cream is going to hydrate and defend your skin while you are sleeping and speed up the renewal process. It is repairing your skin while you sleep. Hydration is super important after doing a deep exfoliation process like this.

### 3D NIGHT CREAM

Re-energize skins youthful glow. Reduce the look of fine lines and wrinkles. Helps skin look firmer. Includes Japanese Apricot Extract to support skin's natural collagen.



Or **VOLU-FIRM NIGHT CREAM** {Only for guests demoing the Repair line}

Restores skin's firmness and evens out complexion. Contains plant stem cells and specialized peptides that provide a catalyst for skin renewal. Noticeably smoothes the neck area. Immediate triple skin hydration and moisture for 12 hours. Accelerate Cell turnover to reveal radiant-looking skin.

### **NOURISHING OIL**

This oil is a triple blend antibacterial oil that will heal and protect your new healthy layer of fresh skin. It absorbs quickly and feels lightweight. Leaves skin hydrated and nourished. Blend of sweet almond oil, olive oil and sesame oil, which are natural emollients. Squalane, derived from plants, is an excellent moisturizer that supports the skin barrier. Vitamin E provides protective antioxidant benefits  
Light vanilla scent.

*Step Eight:*

Apply a pea-sized amount of Eye Cream under the eye, to the outside corner of the eye and on top of eyelid with ring finger. Gently pat product into skin.

### **3D EYE CREAM**

Improves multiple signs of aging and fatigue. Skin looks firmer. Brightens the eye area. Immediately moisturizes and maintains moisture for 12 hours. Absorbs quickly. Encapsulated Resveratrol, dual-benefit vitamin B3 (brightener) and age-defying peptide supports skin's natural collagen and elastin for a resilient look. Algae Extract helps diminish dark circles and puffiness.

**RENEWAL EYE CREAM** {Only for guests demoing the Repair line}

Firms and tones sagging skin. Plant stem cells and specialized peptides that help provide the catalyst for skin renewal. Minimizes the appearance for deep wrinkles. Restores youthful lift. Immediately doubles skin hydration and increases skin moisture for 12 hours. Stimulates microcirculation and helps diminish puffiness.

*Step Nine:*

Seal in moisture by applying a pea-sized amount of Moisture Renewing Gel Mask to the entire face.

### **MOISTURE RENEWING GEL MASK**

This high-performing gel mask contains a number of important ingredients that work synergistically to deliver skin-renewing benefits. Formulated to attract and maintain moisture. This advanced formula contains sodium hyaluronate, which is a powerful humectant that acts like a sponge on your skin — helping to attract vital moisture so your skin can use it more effectively. Formulated to help balance moisture levels. This is one of the main ingredients used in fillers, that are injected into the skin. The plant-derived glycerin in this formula also acts as a humectant, attracting moisture to the skin. Formulated to help firm and calm skin and strengthen skin barrier function. The formula contains chestnut seed extract which impacts factors that help calm skin. It also contains vitamin B3, and is scientifically known to fortify the skin's barrier. Formulated with an antioxidant superpower. Fresh acai berries have been reported to neutralize free radicals at a potency rate of more than 80 times that of Green Tea.

For best results allow at least an hour before applying makeup for maximum absorption of serums and treatments into skin. They will want to wash off the Gel Mask before applying any makeup.

Schedule their follow up Color Bar/Glamour appointment during their individual consultation, so they can try a customized look just for them.