



Retail Guidelines

	DRY	NORMAL	COMBINATION	OILY	DEHYDRATED	AGEING	PIGMENTATION	ACNE	BREAK-OUT-PRONE	SENSITIVE	ROSACEA	POD	REACTIVE	DETOX	SCARS / STRECHMARKS
Gel Cleanser			x	x					x					x	
Cream Cleanser	x	x	x		x	x	x								x
Refining Cleanser		x	x	x			x		x					x	
Make-up Remover	x	x	x	x	x	x	x	x			x	x	x		
Sensitive Cleanser	x	x	x	x	x	x		x		x	x	x	x		
Clarifying Cleanser								x	x						
Hydrating Mist	x	x	x	x	x		x	x				x		x	
Biome Mist	x	x	x	x	x	x	x	x	x			x			x
Sensitive Mist	x	x	x	x	x	x		x	x	x	x	x	x		
Light Moisturiser			x	x	x			x	x					x	
Deep Moisturiser		x	x	x	x			x	x			x			
Rich Moisturiser	x	x			x	x									
Ultra Moisturiser	x		x		x	x									
Sensitive Hydro Moisturiser		x	x	x	x			x	x	x	x	x	x	x	
Sensitive Nourish Moisturiser	x	x			x	x		x		x	x		x		
Omega Light Moisturiser			x	x	x		x	x	x			x		x	
Omega Deep Moisturiser		x	x	x	x		x	x	x			x			
Omega Rich Moisturiser	x	x			x		x								
Defence Moisturiser		x	x		x	x	x								
Restorative Moisturiser	x	x			x	x	x								
Eye & Lip Cream	x	x	x	x	x	x	x								
Sensitive Eye Cream	x	x	x	x	x		x	x	x	x	x		x		
Eye Contour Cream	x					x	x								
Lip Conditioner	x	x	x	x	x	x	x	x		x	x		x		
Repair Oil	x	x	x	x	x	x	x	x							
Protect Oil	x	x	x	x	x	x				x	x	x	x		
Clarifying Oil								x	x						
Hyaluronic Serum	x	x	x	x	x	x		x				x		x	
Bakuchiol Serum		x	x	x	x	x	x	x	x	x				x	
Pro-Sun D Serum	x	x	x	x	x	x		x	x	x	x	x	x	x	
Sensitive Serum	x	x	x	x				x		x	x	x	x		
Resurrect Serum		x	x			x	x		x	x					
Clarifying Serum								x	x						
Probiotic Serum	x	x	x	x	x	x	x			x	x		x		
Ageless Serum					x	x	x								
Intensity Serum					x	x									
Clarifying Spot Treatment								x	x					x	
Microderm Exfoliator	x	x	x	x	x	x	x	x	x	x				x	x
Cocoa Exfoliator		x	x	x			x							x	x
Cream Mask	x	x	x		x	x	x			x					
Clay Mask		x	x	x			x	x	x			x			
Rich Body Moisturiser	x	x	x	x	x	x									
Body Oil	x	x			x	x	x								x
Hand Cream					x	x	x								

It is important to determine the primary skin concerns in relation to the skin type e.g. if Oily skin is dehydrated, it is important to find out the reason or possible cause contributing to dehydration (overcleansing, incorrect products usage, lifestyle etc). Based on that evaluation make the recommendations for both home care and salon care. Sometimes it will require a go low go slow approach that will take months to correct e.g. reactivity before you can address secondary concerns like e.g. pigmentation. That is why continuous consultation and client follow up is of utmost importance.

KEY	
	POSSIBLE SOLUTION
	BEST SOLUTION