

THE WOODHOUSE
day spa

ready,
set,
glow!

SKINCARE MARKETING
PLANNER AUGUST-SEPTEMBER

2016

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Campaign Timeline

Week of August 15: Campaign begins.
August 24: Email Event Invitation and Hang Event Poster
August 29: Publish Campaign Facebook Post with Offer
August 30: Send Email with Offer #1
August 31: Re-send Event Email Invitation
Week of September 5th: Event (6th - 8th)
September 12: Facebook Contest #1 Begins
September 13: Send Email with Offer #2
September 16: Facebook Contest #1 Ends
September 20: Send Email with Offer #3
September 26: Facebook Contest #2 Begins
September 30: Facebook Contest #2 and Campaign Ends

Ready, Set, GLOW!

Between UV rays, harsh chemicals in pools and repellants and overexposure to the elements, a long season of fun in the sun certainly takes its toll on the skin. It’s our job to make sure the only things our guests keep from this summer are lasting memories of vacation and relaxation – not damaged skin!

August – September 2016 Skincare Campaign Offer:

\$30 Retail Voucher for Premium Facials

To help our guests put their best face forward for fall and to extend the revitalizing effects from their trip to the spa, we are offering them a \$30 retail voucher (pictured below) upon receiving one of The Woodhouse’s premium facials!

Guests will receive one of three versions of these \$30 retail vouchers: One may be used when purchasing SkinCeuticals products, one for Voya products and one for Lifeline products. If the premium facial a guest receives uses a product by SkinCeuticals, Voya or Lifeline, the \$30 voucher they receive can be used to purchase a product from that specific brand. For example, if Karen receives The Woodhouse Minkyti, which uses a Voya serum, she will receive the \$30 Voya retail voucher to purchase any Voya product of her choosing from The Woodhouse’s selection. Karen will love being able to take home her own piece of The Woodhouse and enjoy the same regenerative effects from her Minkyti Facial long after she leaves the spa!

Vouchers will be rewarded at checkout after the completion of a premium facial and must be redeemed in store by September 30, 2016. One voucher may be used per transaction and must be presented at the time of purchase.



List of Premium Facials

SKINCEUTICALS FACIAL:

- The Woodhouse Hydrafacial
- The Pure Hydrafacial
- The Express Hydrafacial
- Timeless Anti-Aging Facial
- Illuminating Facial
- Calming Rosacea Facial
- Refining Acne Facial

VOYA FACIALS:

- The Woodhouse Minkyti
- The Skin Fitness Assessment Facial
- Restore and Firm Microderm

LIFELINE FACIAL:

- Restorative Stem Cell Facial

Excluded Facials

Guests will not receive a \$30 voucher for purchasing the following facials:

- The Organic Discovery Facial
- Gentleman's Hot Towel Facial

Payment

Participating spas will need to use the payment types SkinCeuticals2016, Voya2016 and Lifeline2016 for the purposes of processing and tracking the coupons. These payment types will be pushed down to each location by August 5th. These payment types will be deactivated by Home Office on October 17th, 2016. The Home Office will run the reports and submit voucher totals to the vendors.

Redeeming Skincare Vouchers in Millennium

Guests are eligible to receive a voucher if they just experienced one of our new SkinCeuticals, Lifeline or Voya facials (excluding The Organic Discovery Facial & Gentlemen’s Hot Towel Facial)

In Millennium:

- Ring up guest service and product as you normally would. Do not apply discounts.
- On your payment screen, you should have the voucher payment types (SkinCeuticals2016, Lifeline2016 and Voya2016).
- You will then apply the \$30 to the appropriate payment type.
- Guest will then pay the difference.

Remember, vouchers can only be used once. If you begin to run low, please reach out to the Home Office. We will have a limited supply in back stock.



Poster



Campaign Poster (16x20)

Web Graphics



Campaign Slideshow

Email

THE WOODHOUSE
day spa*

ready,
set,
glow!

Healthy skin
is the best accessory!

With The Woodhouse's wide selection
of Premium Facials and top-of-the-line
skincare products, you can feel revitalized and
rejuvenated—even after you leave the spa.

- Reverse summer damage
- Protect your skin from harmful elements
- Moisturize dry, cracked skin
- Maintain a healthy, radiant complexion all year long!

Turn back time and undo the harmful effects of
summer fun in the sun at The Woodhouse!

BOOK NOW »

VOYA | organic beauty
from the sea

LIFELINE
STEM CELL SKIN CARE
ProPlus

SKINCEUTICALS
ADVANCED SKINCARE BACKED BY SCIENCE

THE WOODHOUSE
day spa*

609 WHEELER ST. | VICTORIA, TX 77901
VICTORIA.WOODHOUSESPAS.COM | 361.572.8488

THE WOODHOUSE
day spa*

ready,
set,
glow!

Limited Time Offer:
Receive a \$30 Retail Voucher
with any Premium Facial*

Healthy skin is the best accessory!
Extend the revitalizing effects of your
facial and enjoy special savings when
you take home The Woodhouse's
top-of-the-line skincare products.

BOOK NOW »

VOYA | organic beauty
from the sea

LIFELINE
STEM CELL SKIN CARE
ProPlus

SKINCEUTICALS
ADVANCED SKINCARE BACKED BY SCIENCE

*Offer valid through September 30, 2016 while supplies last. The Organic Discovery Facial and Gentlemen's Hot Towel Facial are excluded.

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Email

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ready,
set,
glow!

Receive a \$30 Retail Voucher
with Any Premium Facial*

Reverse summer damage and feel the
same revitalization from your facial
long after you leave the spa with special
savings on The Woodhouse's selection
of premium skincare products!

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Healthy skin is the best accessory! Until
September 30th, save on The Woodhouse's
top-of-the-line skincare products and extend
the revitalizing effects of your facial long
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Campaign Theme Email

Subject Line: Extend the Life of Your Summer Glow with The Woodhouse!

Campaign Offer Email (version 1)

Subject Line: Receive a \$30 Retail Voucher with Any Premium Facial!

Campaign Offer Email (version 2)

Subject Line: You Can Still Earn Limited Time Savings with The Woodhouse!

Campaign Offer Email (version 3)

Subject Line: Last Chance to Receive a \$30 Retail Voucher with any Premium Facial!

Social Media

Engage your Facebook audience with a contest!



Contests

Tag a Friend Contest:

The best compliment you can receive is a referral, so inspire your loyal customers to spread the word about The Woodhouse’s incredible service and vast range of offerings with a Tag a Friend Contest! In this contest, fans of your page will be asked to tag a friend they would most like to share a spa day with, and they will both be entered to win a \$50 gift card to The Woodhouse! Hosting this contest will expose people who may not have heard of The Woodhouse to the brand and encourage not one, but TWO guests to schedule a spa day with their \$50 gift card prize!

Comment Contest:

To coincide with the promotion of our SkinCeuticals, Voya and Lifeline vouchers during this campaign, host a Comment Contest on Facebook! Ask fans of your page to comment with their favorite product is from one of the three brands, and they will have the chance to win a \$50 Woodhouse gift card. This will give you valuable insight into which products are favorites among your guests and remind them how much they love using the top-of-the-line products from these brands.

Example Post Copy: What is your favorite part of visiting us here at The Woodhouse-Austin? Comment, Like and Share to find out what your friends like about our spa and you could win a \$50 Gift Card! Winner will be chose on 9/30!

Facebook Graphics



Facebook Graphic

Facebook Post #1:

Extend the revitalizing effects from your trip to the spa! Until Sept. 30th, receive a \$30 Retail Voucher with any Premium Facial at The Woodhouse – book your appointment today!

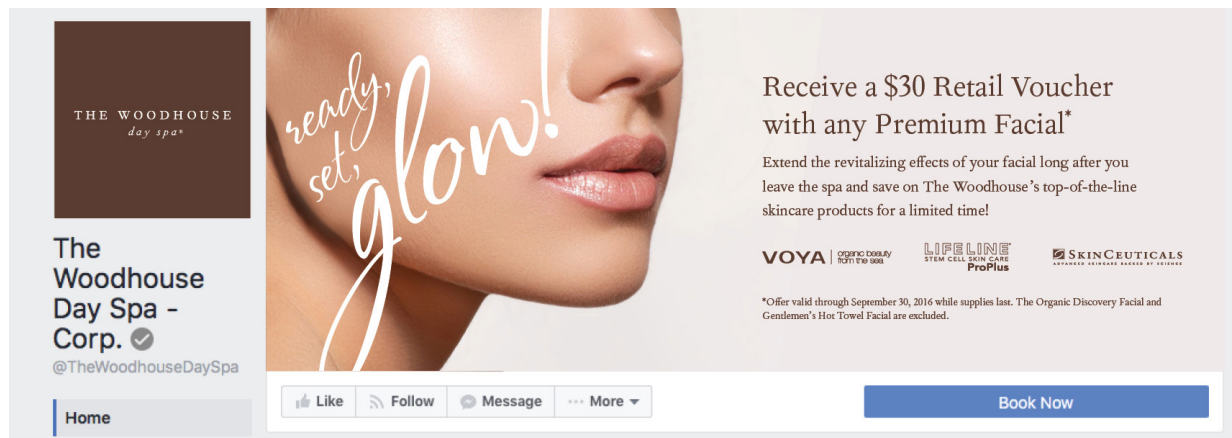
Facebook Post #2:

Healthy skin is the best accessory! For a limited time, save on The Woodhouse’s top-of-the-line skincare products and extend the life of your facial. Book today!

Labor Day Post:

Labor Day isn’t for laboring – it’s for relaxing. We at The Woodhouse wish you and your family a happy and safe holiday!

Facebook Timeline



Changes

You may have noticed either on your personal or business account that Facebook has begun rolling out a new layout, which affects how your Facebook profile pictures and cover photos will appear. Please note the differences between the old and new Facebook page layouts pictured above and be on the lookout for when your business page switches to the new layout if it has not already.

Facebook Ad



Publish

An effective way to reach new users who are not already connected to The Woodhouse is to publish a Facebook ad! Facebook ads allow you to target any specific demographic of your choosing, like people within a certain geographic region, friends of people who “like” The Woodhouse, people with a specific interest and more. The number of people your ad

can reach depends on your daily budget and how long you decide to run your ad. After publishing your Facebook ad, you will soon start to see new page “likes” and a higher rate of engagement with your posts!

Example ad copy: Come see why we are America’s Favorite Day Spa. Book today!

Campaign Steps to Success

- Review contents of 2016 Skincare Campaign Marketing Planner
- Customize and print all marketing deliverables
- Display in-store signage
- Determine/schedule promotional e-blasts
- Schedule social media posts
- Schedule and conduct team meeting to review 2016 Skincare Campaign Marketing Planner
- Meeting scheduled for _____.
- Contact SkinCeuticals, Voya or Lifeline brand representative for event
- Send invitations for skincare event
- Purchase ingredients for beverages and light snacks for event

Team Meeting Questions

- What were some of your favorite memories from this summer?
- What summertime factors play a role in skin damage?
- What is your favorite type of facial The Woodhouse offers? Why?
- What are your personal favorite SkinCeuticals, Voya and Lifeline products? For what reasons would you recommend them to a guest?
- What would be some of the benefits of a guest owning their own SkinCeuticals, Voya and Lifeline products?

EVENTS

Good to Glow Skincare Event

3 days of fun and facials!

To drum up even more excitement about August and September’s skincare specials and inform our guests about the benefits of The Woodhouse’s facials and skincare products, we will be hosting a 3-day event!

Because so many guests will be booking facials at this event, you will want to schedule it as early in the campaign period as possible to give them plenty of time to redeem their \$30 Retail Vouchers before the end of the campaign in September. We suggest hosting the event Tuesday, September 6th – Thursday, September 8th.

3 Days of \$50 Premium Express Facials

Give your guests the opportunity to experience mini versions of The Woodhouse’s services by offering them Premium Express Facials! These Premium Express Facials are 25-minute services for \$50 each and can include an Express Hydrafacial (at participating locations) or any 25-minute SkinCeuticals, Voya or LifeLine facial using the Premium Express Facial Protocol included in this planner (page 34-37). Offering these abbreviated services will encourage guests to book an appointment for the full version at a later date and in turn receive a \$30 Retail Voucher! Encourage guests to also sign up to receive a complimentary SkinScope analysis during this 3-day event to receive an assessment of their personal skincare needs (diagnostic worksheet and protocol located on pages 28-37 of this planner). Advertise this on Facebook and by email and your schedule will fill up quickly – a great recommendation by Alla Shapiro, Montclair/Red Bank!

For locations that do not offer Hydrafacials, simply delete the Hydrafacial information on the event marketing materials.

Relaxed Payment Plan

Not only are these Premium Express Facials a great way to encourage guests to pre-book a future Premium Facial (and receive Rewards Dollars!), they also give you the opportunity to recommend purchasing a facial series! Hand them a Relaxed Payment Plan Card (located on page 24 of this planner) and explain that this allows them to save by purchasing a series and pay at their leisure – this will help them see they really can afford to buy a series and get started today!

Good to Glow Skincare Event

This 3-day event will serve as a warm-up to the Girls Night Out event, which will be held Thursday evening. During these 3 days, decorate your location with flowers and festive décor and provide light bites and refreshments (suggestions included on pages 26 and 27). Be sure to have plenty of \$30 Retail Vouchers on hand and allow guests to sign up for time slots any time during these three days for \$50 Premium Express Facials. Welcome guests with a special “Welcome to The Woodhouse’s Good to Glow Skincare Event!” Also be sure that each guest who visits during these three days is invited to the Girls Night Out Event on Thursday evening for more fun and skincare benefits. Hand them a Save the Date card (located on page 22) as you say goodbye to serve as a reminder.

Day 3: Girls Night Out

Your Girls Night Out event is the perfect occasion to offer your guests a fun getaway evening to enjoy abbreviated services, receive complimentary SkinCeuticals SkinScope analysis and consultations, gain new insight into benefits of our facials and preview demonstrations of our retail products. This will also be an opportunity to highlight our \$30 Retail Voucher with Premium Facial offer, Series Sales and Gift Card and Retail Promotions! Before this event, you may need to refresh your flowers and decorations and purchase more light snacks and drink supplies. Also be sure to pick out a lively music playlist, set up your registration tables with décor and have ample \$30 Retail Vouchers on hand. You may consider offering bonus Rewards Points to your guests for showing up to your event!

Turn up the lights and the music! Get your team excited and in position as you open the doors to welcome your special guests!

Demonstrations & Retail Promotions

Contact representatives from any of the following vendors that you would like to include in your event to offer demonstrations and answer guest questions. You might also ask your vendor representatives to supply a full-size product to be one of the prizes offered during Girls Night Out. Be sure to reach out to these vendors as early as possible so they have enough time to make arrangements to attend this event!

- SkinCeuticals
- Voya
- LifeLine
- NuFace
- Clarisonic
- And more!

Suggested Party Favors

- Woodhouse bag
- Tissue paper
- Menu of services
- Info: Relaxed Payment Plan example card, product brochures, business cards, etc.
- Samples provided by retail vendors (Contact your representatives!)
- Chocolates (everyone loves chocolate!)

Training for the Event

- Train on offering \$30 Retail Voucher and proper use
- Train on Series Sales with Relaxed Payment Plan (with example card)
- Train hospitality team for registration/information tables
- Train team members to provide abbreviated services and Premium Express Facials
- Meet with team to discuss responsibilities and goals

Event Steps to Success

- Plan to hold your event in late August.
- Schedule your event on a Tuesday, Wednesday and Thursday.
- Plan to hold a 2 or 3 hour “open house” style event on Day 3.
- Reach out to vendor representatives immediately to schedule them to attend and demo, plus provide samples and prizes.
- Create all marketing materials from Marketing Website Editor.
- Email and call your top guests (especially facial guests) at least a week prior.
- Plan your event to determine staffing, marketing, refreshments, parking, security, etc.
- Contact local vendors to provide refreshments, or make a list of what you will need to purchase and serve.
- Have a team meeting to plan and discuss each person’s role for a successful event.
- Train each person for their role. Create scripts if necessary and rehearse for those at information stations.
- Set a team goal for bookings, series and retail sales for your event.

Event Poster

THE WOODHOUSE
day spa®

join us
at The Woodhouse
for 3 days of fun and festivities!

GOOD TO GLOW SHOW
Tuesday, Sept. 6th – Thursday, Sept. 8th All day long!
Extend your summer glow! Enjoy refreshing drinks and light bites and receive a 25-minute Express Premium Facial or Hydrafacial for just \$50! (Time slots are limited, so schedule yours early!)

GIRLS NIGHT OUT
Thursday, Sept. 8th | 5 p.m. – 8 p.m.
Grab your friends for an evening of fun and festivities! As you enjoy delicious light bites and refreshments, receive complimentary abbreviated services and SkinCeuticals SkinScope analysis and consultation, sample The Woodhouse’s premium skincare products, take home giveaway items and enter for the chance to win our grand prize raffle!

GET YOUR *glow* ON WITH YOUR GIRLS AT THE WOODHOUSE!

Campaign Poster (16x20)

Event Emails & Save The Date



Save the Date

Email Invitation

Subject Line: You’re Invited to Get Your Glow on with The Woodhouse!

Event Agenda



Relaxed Payment Planner Card

RELAXED PAYMENT PLAN
NOW AVAILABLE WITH ANY

Woodhouse Facial Series Purchase

Premium Skincare just got easier with The Woodhouse’s Relaxed Payment Plan. Now you can have the facials you need and pay them out with your choice of payments.

EXAMPLE: Purchase a Pure Hydrafacial Series
(Six Services for the Price of Five)

COST OF SERIES IS: \$xxx.xxx

DOWN PAYMENT IS: \$xxx.xxx (one third down)

MONTHLY PAYMENT: \$xxx.xxx (3 months)

MONTHLY PAYMENT: \$xx.xxx (6 months)

MONTHLY PAYMENT: \$xx.xxx (12 months)

YOUR SKINCARE, YOUR WAY!

Enjoy the Relaxing benefits of The Woodhouse Day Spa

THE WOODHOUSE

day spa®

Relaxed Payment Card Example

Each location will need to update the Relaxed Payment Plan card with their own pricing. Once this is complete, take the digital file to your local printer, Kinkos, UPS store, etc. and have print 100 copies of this 5x7 inch card for use in the spa and at the 3-day event.

Hello Woodhouse Family!

The sun-filled days of summer are waning and our guest’s will be looking toward repairing the sun and wind damage from their summer vacations and relaxing after the bustle of getting their young people off to school. We are very excited to present The Woodhouse READY, SET, GLOW campaign to assist our guest’s toward their goals in wellness and beauty moving from summer into fall. This campaign will be offered from August 15 through September 30, 2016. After speaking with Franchise Partners across our system, we are confident the offerings from our vendors and the event recommendation during this time will be extremely attractive and bottom-line beneficial to you.

Our core vendor partners, SkinCeuticals, Voya and Lifeline, are offering the highly successful coupon program, as outlined on the documents and collateral to follow.

The Event

Featuring events during campaigns have been highly successful throughout the history of The Woodhouse. An example of an event can also be seen during the HydraFacial training and event when some Franchise Partners have been able to pay for that equipment. We can make our events so powerful, that the benefits will continue for an extended period of time. By adding your style and flair as the expert in your demographic, the events can be profoundly memorable for your guests, as well as for your team.

GOOD TO GLOW is just such an event. It consists of three days available for your guest’s to come in to experience one of our Express Premium Facials and have one of your Professional Estheticians available to assess your guest’s skins and recommend product featuring the use of LED skin scope technology. On the third evening event the skin scope will also be available, along with a gala atmosphere, refreshments, mini services and product demos, etc. Your Esthetics Team will be able to assist in creating a dynamic event.

I know, you say we have done the skin scope thing in the past, however, please be open to the next chapter in this technology. By personal testimonial from days gone by, I had the opportunity to sit behind a scope, read a similar assessment chart and recommend product for an event. The event was to end at 8:30 pm and there was still a line for the scope at 9:30 pm. At the end of the day, we had sold out of retail skin care products and had a plethora of pre-bookings. Your guests want to be educated on their skin in this way and they are able to see the same thing that you are seeing through the scope. It is a win-win and will also be an attribute for use with the Skin Fitness facial.

SkinCeuticals and our wonderful Lydia Mellina-Leroi, has gone above and beyond for this campaign by making their new LED Skin Scope available to each one of you for your event. Your representative has been instructed to drop off their new demo model to your location for the entire three day event, so reach out and let them know your dates. If you choose to purchase the scope, it will be at an attractive price. Ask your representative. Another incredible offer is available to all SkinCeuticals customers to receive a free scope with a \$7,500.00 RETAIL order. For The Woodhouse Family only, you are able to COMBINE your retail and back bar orders for this offer.

Following are materials needed for your successful campaign, including a comprehensive assessment, a laminated copy of the LED Indications and Diagnostic pages (on pages 28-33) and recommendation form from SkinCeuticals for your Esthetics Team to utilize. This assessment form can also be applied for use with our other incredible core vendors, Voya and LifeLine.

Wishing you an enjoyable and heart-felt campaign, event and a fabulous fall!

Warmest Regards,
Lynda – VP of Wellness

24

August- September Planner

August- September Planner

25

Suggested beverage & light snacks

Summertime Strawberry Rosé Sangria

Ingredients

- 1 bottle (750mL) rosé wine
- 1 cup strawberry vodka
- 2 1/2 cups lemon-lime soda
- 1/4 cup sugar (optional)
- 8-10 large strawberries, sliced

Instructions:

1. In a large pitcher, combine rosé, vodka and half of the strawberries. Taste for sweetness, add sweetener if necessary and stir.
2. Refrigerate for 2-6 hours.
3. Just before serving, add soda and remainder of strawberries and gently stir.
4. Serve over ice with strawberry garnish

Hummus & Cucumber Cups

Ingredients

- 2 lb. tub of hummus
- 2 English cucumbers
- Sprig of chopped parsley
- Paprika

Instructions:

1. Cut cucumbers into 1/2 inch thick slices and scoop out seeds with small spoon or melon baller, leaving bottom in tack to form a cup.
2. Fill each cup with hummus and garnish with a pinch of paprika and parsley. Optional: garnish with feta and quartered cherry tomato. Enjoy!



SKINCEUTICALS DIAGNOSTIC WORKSHEET

NAME: SKINCEUTICALS ADVISOR: DATE:

AGE: <20 20-25 26-35 36-45 46-55 56-65 >65

YOUR PROFESSIONAL SKIN DIAGNOSTIC

HEALTH AND LIFESTYLE

1. Do you smoke? Yes No
2. Do you spend time outdoors in the sun? Yes No
3. Do you live in an urban area exposed to pollution? Yes No
4. Do you exercise regularly? Yes No
5. Do you follow a healthy diet? Yes No
6. Do you sleep regularly? Yes No

SKINCARE AND PROCEDURE HISTORY

1. What skincare products are you currently using?
- Cleanser/toner Antioxidant Moisturizer Masque
- Exfoliating agents Retinol Eye products Sunscreen Others
2. Please describe your daily skincare routine:
- AM Routine: PM Routine:
3. In the past year, have you consulted with a physician for any skin or aging concerns? Yes No
4. In the past, have you had any chemical peels, laser procedures, phototherapy, microdermabrasion, injections, or other aesthetic procedures? Yes No
5. Do you use Tretinoin, Hydroquinone, Benzoyl Peroxide, or any topical pharmaceuticals? Yes No
6. Have you used oral isotretinoin in the past 6 months? Yes No
7. Have you ever experienced the following on your skin?
- Flakiness Tightness Dryness Oiliness Acne or breakouts
- Redness Skin dullness Skin laxity Fine lines and wrinkles Hyperpigmentation
8. Do you use an antioxidant daily? Yes No
9. Do you wear sunscreen daily? Yes No
10. If yes, what level of SPF protection do you use? On your face and neck: On your body:

EXPECTATIONS AND GOALS

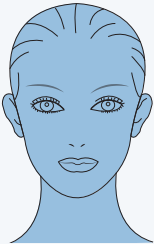
11. What are your top 3 skincare concerns?
12. What are your specific skincare goals?

If using the SkinScope LED, please circle and note the diagnostic observations in Daylight and LED-UV mode below:

- Pigmentation
- Flushing/blotchy skin
- Visible oiliness
- Visible dryness
- Wrinkles/fine lines
- Papules/pustules



DAYLIGHT



LED-UV

- Pale Blue: Normal and healthy skin
- White: Dead skin cells
- Dark Blue: Thinner, dehydrated skin
- Brown: Pigmentation and dark spots
- Yellow: Oily areas of the face*
- Dark Pink or Orange: Congested pores and comedones*

*Yellow, orange, or dark pink will often show as small dots (or pinpricks of light) on the face

NOTES:

PREVENT

AM

- C E Ferulic®
- Phloretin CF®
- Phloretin CF® Gel

AM

- AOX+ Eye Gel
- C + AHA
- Serum 20 AOX+

AM PM

- Serum 15 AOX+
- Serum 10 AOX+
- Resveratrol B E

CORRECT

AM PM

- A.G.E. Interrupter
- A.G.E. Eye Complex
- Face Cream
- Eye Balm
- Skin Firming Cream
- Eye Cream

AM PM

- Blemish + Age Defense
- Retexturing Activator
- Advanced Pigment Corrector
- Redness Neutralizer
- Phyto +
- Phyto Corrective Gel

AM PM

- Clarifying Clay Masque
- Antioxidant Lip Repair
- Epidermal Repair
- Retinol 0.5
- Retinol 1.0

PROTECT

AM

- Physical Eye UV Defense SPF 50
- Physical Fusion UV Defense SPF 50

AM

- Sheer Physical UV Defense SPF 50
- Physical UV Defense SPF 30

AM

- Daily Sun Defense SPF 20
- Sport UV Defense SPF 50

BODY CORRECT

AM PM

- Body Tightening Concentrate

AM PM

- Body Retexturing Treatment

AM PM

- Neck, Chest & Hand Repair

MOISTURIZE

AM PM

- Hydrating B5 Masque
- Hydrating B5 Gel
- Emollience

AM PM

- Daily Moisture
- Hydra Balm

PM

- Renew Overnight Dry
- Renew Overnight Oily

CLEANSE & TONE

AM PM

- LHA Cleansing Gel
- Clarifying Cleanser
- Micro-Exfoliating Scrub
- Simply Clean

AM PM

- Purifying Cleanser
- Foaming Cleanser
- Gentle Cleanser

AM PM

- LHA Solution
- Conditioning Solution
- Equalizing Toner

FOLLOW-UP

NEXT SKINCEUTICALS DIAGNOSTIC APPOINTMENT

RECOMMENDED TREATMENT PLAN

PHYSICIAN REFERRAL FOR PROCEDURES

NOTES

SKINSCOPE LED

Introducing the next generation of portable, full-face diagnostics. The SkinScope LED builds on the tradition of the wood’s lamp science, while incorporating a new, more precise UV-light visibility. Sturdy, solid-state UV-emitters are more durable than fragile wood’s lamp bulbs while the modern, professional aesthetic features brushed white aluminum.

Developed for skincare professionals to educate their clients on the importance of proper skincare, the SkinScope LED includes two light modes: Daylight, and LED-UV, and allows for the use of any smartphone to document the consultation with a universal smartphone visor.

FEATURES AND BENEFITS

- Offers multiple diagnostic options with purer light capabilities by removing the purple ‘haze’ of visible light emitted by wood’s lamp bulbs
- Reveals visible and underlying skin imperfections including accumulated sun damage (lentigines), oily skin and congested pores, dehydrated and thinner skin areas, uneven texture, and poor desquamation
- Enables follow-up engagement by facilitating smartphone photography of diagnostic sessions
- Allows the skincare professional to recommend regimens and products to the client based on diagnostic results
- Helps the skincare professional convey progress to clients after visits and treatments over time
- Incorporates timer settings for each light mode for controlled consultation sessions
- Easy to use, light, and portable

DIAGNOSTIC MODES

While some skin concerns and imperfections are visible in everyday light, some will only be visible under UV light which highlights damage beneath the skin’s surface by detecting skin’s fluorescence. The SkinScope LED has two light modes: simulated Daylight mode for reviewing visible skin conditions and concerns, and a LED-UV light mode for reviewing skin fluorescence (emitted at 320-365nm). Both lights are produced by solid-state UV emitters dispersed by six polished chrome mirrors.



1. DAYLIGHT

The simulated Daylight mode allows for the clear illumination of ‘visible’ concerns to the patient and skincare professional. The diagnostic advisor can pinpoint what concerns the patient has and can highlight areas of redness, irritation, visible dryness, oiliness, wrinkles, and pigmentation.



2. LED-UV 320-365nm

The LED-UV mode illuminates sub-surface imperfections visualized by the fluorescence of the skin. This brings to life concerns that may be faintly visible in daylight but are acutely emphasized under UV light. While healthy skin reflects back UV light creating a blue glow, melanin in the skin absorbs the light showing as dark spots on the surface of the face. Similarly, congested pores give off pink or orange fluorescence, oily skin is visible in a yellow color, and dry flaky skin shines as bright white fluorescence. Large patches of darker blue indicate areas of thinner, dehydrated skin.



DIMENSIONS

Height: 630 mm (24.8")

Base Diameter: 320 mm (12.6")

COLOR GUIDE

	Pale Blue: Normal and healthy skin		Brown: Pigmentation and dark spots
	White: Dead skin cells		Yellow: Oily areas of the face*
	Dark Blue: Thinner, dehydrated skin		Dark Pink or Orange: Congested pores and comedones*

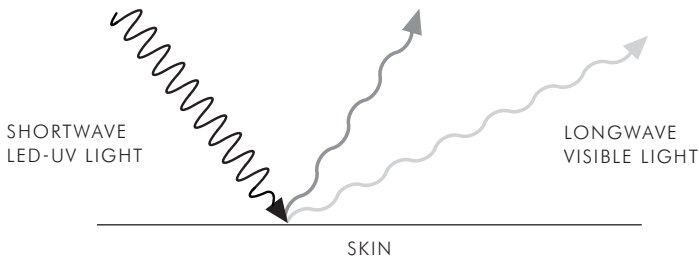
* Yellow, orange, or dark pink will often show as small dots (or pinpricks of light) on the face

THE SCIENCE OF FLUORESCENCE TECHNOLOGY

Fluorescence is caused when one radiation wavelength is absorbed by a compound which is reflected back at a different wavelength. Certain compounds excite electrons in molecules that change the wavelength energy such that it converts from shortwave UV light to longer wave visible light.

When a very specific range of UV light (320-365nm) illuminates skin it reacts in different ways based on what it comes in contact with. Melanin absorbs the light showing as an absence of color, but other compounds ‘excite’ follicular fluorescence in the skin, changing the wavelength to colors visible to the human eye. Based on the visible shades that are reflected back from the skin, characteristic diagnoses can be made. Propionibacterium acnes, for example, are a bacterium implicated in acne causation which always glow an orange/pink color. Drier skin flakes from poor desquamation will fluoresce a bright white color. Healthy skin will fluoresce a homogenous light blue, while lipid deficient or thinner skin areas will be indicated by darker shades of blue.

COMPOUNDS IN SKIN CONVERT SHORTWAVE LIGHT INTO LONGWAVE VISIBLE LIGHT



CONSIDERATIONS

- Fitzpatrick skin types 4-6 may be more difficult to assess in the SkinScope LED as a baseline of endogenous melanin exists. You will be able to assess blocked comedones and p-acnes by following the color guide.
- Some deodorants, soaps and lint can fluoresce under LED-UV light.
- Diagnostic assessment can be skewed if the patient is wearing makeup or sunscreen. Ideal conditions call for a clean, makeup and sunscreen-free face and neck.
- Washing the face right before diagnosis can create a false-negative result.

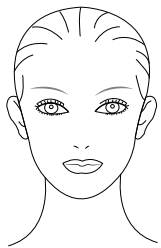
DIAGNOSTIC SUPPORT

- Diagnostic color chart for Daylight and LED-UV with a SkinCeuticals diagnostic step-by-step guide
- SkinCeuticals Diagnostic Worksheet

SKINSCOPE LED INDICATIONS

1. DAYLIGHT

Simulated Daylight provides the perfect starter setting for identifying visible skin concerns and conditions before transitioning to the LED-UV mode.

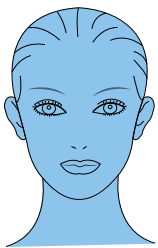


In this mode, a skincare advisor can pinpoint visible surface-level indications of:

- Visible lentigenes, brown spots, and natural pigmentation such as freckling
- Redness/blotchiness/flushing (indications of rosacea or sensitive skin)
- Oily/acneic skin
- Dry/flaking skin
- Wrinkling, creping, and other indications of skin laxity and loss of firmness

2. LED-UV

LED-UV light detects fluorescence in skin for clearer visibility of skin concerns and conditions not visible in everyday light. Following the color code provided will help with identifying the potential existence of unwanted pigmentation, poor desquamation, dehydration, congested pores, and skin oiliness.



Pale Blue: Normal and healthy skin

White: Dead skin cells

Dark Blue: Thinner, dehydrated skin

Brown: Pigmentation and dark spots

Yellow: Oily areas of the face*

Dark Pink or Orange: Congested pores and comedones*

*Yellow, orange, or dark pink will often show as small dots (or pinpricks of light) on the face

SKINCEUTICALS DIAGNOSTIC STEP-BY-STEP

1. Prior to starting the diagnosis with the Skinscope LED device, review the patient's skin concerns, conditions, and dermatological history with the guidance of the SkinCeuticals Diagnostic Worksheet.
2. *NOTE* Diagnostics can be skewed if the patient is wearing makeup or sunscreen. Ideal diagnostic conditions call for a clean, makeup and sunscreen-free face and neck.
3. Explain to the patient the function of the two sides of the device, where to position the patient's face once the light shade is applied, and where the patient mirror is located.
4. Explain to the patient the ability to capture the diagnosis with a smartphone using the universal smartphone visor. Ask permission to use the patient's smartphone to take pictures.
5. Apply the light shade and guide the patient's head into the light shade. Make sure the light shade covers the client's head and neck and is secured with clips under the patient's chin (if they are comfortable).
6. Start the diagnostic session on the Daylight mode. Take note of visible skin concerns and conditions.
7. Once the Daylight mode diagnostic phase is complete, explain to the patient that there will be a transition to the LED-UV light mode. Take note of visible fluorescence on skin using the color guide provided.
8. Conclude the consultation by applying the smartphone visor, inserting the patient's smartphone into the visor and then asking them to remain still as pictures are taken in both modes: Daylight and LED-UV. Also, take the time to take pictures with a professional device, such as an iPad, so that diagnostic information can be stored in a patient database.
9. At the end of the consultation, walk the patient through the diagnosis discussion using the smartphone pictures as a reference.
10. The SkinCeuticals Diagnostic Worksheet should be used for retail product recommendations and suggested skin protocols and procedures.
11. Be sure to turn off the SkinScope LED when not in use.

VOYA

(Promotes The Woodhouse Signature Minkyti Facial)
25 minute event facial

PURPOSE: <ul style="list-style-type: none">A revolutionary seaweed facial that uses handcrafted massage techniques for the ultimate in firming and toning the skinRemineralizes and hydrates for optimum pH balance and tone PREPARATION: <ul style="list-style-type: none">Prepare eye pad by dampening a 4 x 4 lint free cotton pad with water and unfolding to 4” x 8”, twisting in the center.Add 3 drops Serene to hot water and soak 1 facial cloth in water. Wring out and place in towel warmer.Add 1 drop of Voya Essence to cleansing water and bowl of water used to rehydrate seaweed.				
	PRODUCT	PRODUCT QUANTITY	TIME	EXPERIENCE
01	Serene	1 drop	2 min	The Woodhouse Calming Ritual
02	Cleanse and Mend	Nickle Size	2 mins	Perform cleansing of the face. Remove with cotton rounds or lint-free 4 x4’s
03	Deep Cleansing Mixture:		3 mins	Mix the two ingredients together and perform a deep cleansing. Remove with a warm facial cloth or warm, damp 4 x 5 lint free cotton
	Bladder Wracker Powder	1/2 tsp (quarter size)		
	Totally Balmy	1/4 tsp (dime size)		
04	Ritzy Spritzzy	2 sprays	30 secs	Gently mist the face
05	Angelica Serratus	Nickle size	7 mins*	Perform acupressure, followed by connective tissue Massage. 4* mins acupressure, 3 mins Connective Tissue Massage
06	Mermaids Purse	1 tsp.	5 mins	Apply mixture of the face, entire eye area including the lids and under eye above the orbital bone, using the soft facial mask brush. Cover the eyes with a cool, damp eye compress and the face with a warm facial cloth. Remove the mask with the facial cloth.
	Warm water	2-3 tsp to make a thick paste		
	Voya Essence	1 drop		
07	Facial Seaweed Leaves	2.5 leaves (see prep)	3 mins	Apply leaves and place a room temperature facial cloth over the leaves to hold. Allow to rest for 3 minutes. Remove leaves.
	Voya Essence			
08	Me Time	Dime size	30 secs	Apply Me Time to maintain hydration, if needed
09	Fusion SPF50	Dime size	30 secs	Apply to face.
10	Serene	1 drop	1 min	The Woodhouse Awakening Ritual

LIFELINE[®]

STEM CELL SKIN CARE

ProPlus

(Promotes the Restorative Stem Cell Facial)
25 minute event facial

PURPOSE: <ul style="list-style-type: none">Refines and re-texturizes the skin, assisting with hyperpigmentation.Firms and tones by replacing collagen and reinforcing elastin fibers PREPARATION: <ul style="list-style-type: none">Prepare eye pad by dampening a 4 x 4 lint free cotton pad with water and unfolding to 4” x 8”, twisting in the center.Add 3 drops Serene to hot water and soak 1 facial cloth in water. Wring out and place in towel warmer.Add 1 drop of Voya Essence to cleansing water.				
	PRODUCT	PRODUCT QUANTITY	TIME	EXPERIENCE
01	Serene	1 drop	2 min	The Woodhouse Calming Ritual
02	Brightening Cleanser	Dime size	2 mins	Perform cleansing of the face. Remove with cotton rounds or lint-free 4 x 4’s
03	Dual Action Exfoliator	Dime Size	3 min	Exfoliate using gentle circular movements. Remove with a warm facial cloth or warm, damp 4 x 4 lint free cotton and warm water to ensure that the exfoliating particulate is removed
04	Recovery Night Moisture Serum	Pearl size	5 mins	Perform Connective Tissue Massage
05	NuFace Basic Gel Primer as conductive medium for NuFace device	Quarter size	10 mins	Apply conductive gel evenly to the face. Perform lifting technique using your NuFace device, with more time and attention spent on areas with more collagen breakdown
06	Eye Firming Complex	½ Pearl size	30 secs	Apply Eye Firming Complex right above cheekbone and below the brow. Tap until absorbed
07	Daily Defense Complex	Pearl size/.25 ml (1 pump)	30 secs	Apply Daily Defense Complex to the face.
08	Fusion SPF50 (SkinCeuticals)	Dime size	30 mins	Apply SkinCeuticals Fusion SPF50 to face.
09	Serene	1 drop	1 min	The Woodhouse Awakening Ritual

(Promotes The Illuminating Facial)

25 minute event facial

PURPOSE: <ul style="list-style-type: none">Helps reverse the effects of premature aging caused by sun damageLightens HyperpigmentationAids in clearing acneGives skin that perfect glow for special evenings out PREPARATION: <ul style="list-style-type: none">Prepare eye pad by dampening a 4 x 4 lint free cotton pad with water and unfolding to 4” x 8” , twisting in the center.Add 3 drops Serene to hot water and soak 1 facial cloth in water. Wring out and place in towel warmer.Add 1 drop of Voya Essence to cleansing water.				
	PRODUCT	PRODUCT QUANTITY	TIME	EXPERIENCE
01	Serene	1 drop	2 min	The Woodhouse Calming Ritual
02	Simply Clean Equalizing Toner	Quarter size 5 sprays	4 mins	Cleanse and tone. Remove with cotton rounds or lint-free 4 x 4’s
03	Gentle Cleanser Micropolish	Nickel size each	4 min	Combine the Gentle Cleanser and Micropolish. Gently exfoliate. Remove with a warm facial cloth, damp sponges or 4x4 lint-free cotton and water to ensure all micro-crystals are removed from the skin
04	Conditioning Solution	5 sprays	2 mins	Apply with 4 x 4 lint-free cotton
05	Hydrabalm	Nickel size	1 min	Apply Hydrabalm to outer and inner canthus of eyes, in nasolabial folds, around nostrils, on the lips beginning at the vermillion border and any visibly irritated areas.
06	Gel Peel GL	Pipette (3 ml)	5 mins (3 mins on the skin)	Apply an even layer of Gel Peel GL. Leave for 3 minutes. Remove with copious amounts of cool water.
07	Phyto Corrective Gel	Dime size (4 drops)	2 mins	Calm the skin with Gel. If the skin is still inflamed, apply a cool compress.
08	Triple Lipid Restore	Dime size	2 mins	Apply to face and neck.
09	Fusion SPF50	Dime size	30 secs	Apply to face and neck.
10	Serene	1 drop	1 min	The Woodhouse Awakening Ritual

The Express HydraFacial

(SkinCeuticals will be used prior to and after the HydraFacial 4-step process)

25 minute event facial

PURPOSE: <ul style="list-style-type: none">Refines and re-texturizes the skin, assisting with hyperpigmentationFirms and tones by replacing collagen and reinforcing elastin fibers PREPARATION: <ul style="list-style-type: none">Prepare eye pad by dampening a 4 x 4 lint free cotton pad with water and unfolding to 4” x 8” , twisting in the center.Add 3 drops Serene to hot water and soak 1 facial cloth in water. Wring out and place in towel warmer.Add 1 drop of Voya Essence to cleansing water.				
	PRODUCT	PRODUCT QUANTITY	TIME	EXPERIENCE
01	Serene	1 drop	2 min	The Woodhouse Calming Ritual
02	Gentle Cleanser	Pearl size	1 mins	Cleanse eyes & lips to remove make-up. Remove with cotton rounds
03	Gentle Cleanser	Quarter size	1 mins	Pre-cleanse face and neck. Gently remove with warm facial cloth
04	HydraFacial – proceed with basic four steps according to HydraFacial training guidelines to face and neck.		15 mins	Cleanse with Activ 4 (2 passes) Exfoliate with GlySal (Remove with sponges before proceeding to Vortex Extractions) Vortex Extractions with Beta HD Hydrate/soothe with Antiox 6 (2 passes)
05	Eye Cream	½ Pearl size	30 sec	Gently apply Eye Cream
06	Epidermal Repair	Dime size	30 secs	Apply to face and neck
07	Fusion SPF50	Dime size	30 sec	Apply to face and neck
08	Serene	1 drop	1 min	The Woodhouse Awakening Ritual

Team Meeting Questions

- What 3 products do you love to use most in your skincare regimen?
- What is your favorite type of facial that The Woodhouse offers? Why?
- What are your personal favorite SkinCeuticals, VOYA, or LifeLine products?
- For what reason would you recommend these to a guest?
- Give examples of how to encourage a guest to prebook so that we double the number of prebooks during this campaign.
- How many friends can you invite to our skincare event?

