

dermalogica[®]

“Your skin is our business. It’s what we do.
And we love to say it is the only thing we do.”

- Jane Wurwand, founder, skin therapist



The world holds multi-taskers in high esteem – especially the world of beauty. After all, most brands juggle skin care, make-up, haircare, nail care, fragrance... all in an appearance of having you covered.

But, Dermalogica isn't beauty. We're not pretty or pampering or luxury, for that matter. So, while it may seem Dermalogica is resting on its laurels by focusing solely on the health of your skin, we know your skin does a lot for you day in and day out, and believe it deserves our complete attention.

We also believe great-looking skin starts with skin health, which is why Dermalogica has your skin covered.

los angeles may be all about looks, but dermalogica is all about credentials.

In 1983, Jane Wurwand, a native of Britain and a skin therapist her entire professional career, brought her training, passion and experience to Los Angeles.

She started The International Dermal Institute: a postgraduate, professional skin care training school that gave skin therapists their first chance at advanced education beyond licensing. Little did she know she would use it to redefine the U.S. professional skin industry, one licensed student at a time.

Now, The International Dermal Institute is more than thirty training facilities strong, recognized worldwide as the gold standard in education from Brisbane to Belfast to Boston to Berlin.

The International Dermal Institute researches and develops the Dermalogica products you trust for your best skin. Created by those who know for those who care.





The International Dermal Institute is founded



Dermalogica is founded



Dermalogica launches in the United Kingdom



Dermalogica launches in Canada



Trade advertising campaign in support of professional skin therapists launches



Dermalogica launches in Australia



Daily Microfoliant® launches (today, it is our number one selling product)



Dermalogica launches in Germany



Dermalogica on Montana opens in Santa Monica



AGE Smart® segment launches



Solar Defense segment launches



MediBac Clearing® segment launches



Shave system launches



ChromaWhite TRx® segment launches



Dermalogica launches joinFITE (Financial Independence Through Entrepreneurship), the initiative to help 25,000 women entrepreneurs start or grow a business



Dermalogica in SoHo opens in Manhattan



Clean Start™, Dermalogica's system for young adults, launches



Jane attends Clinton Global Initiative and meets President Bill Clinton to pledge Dermalogica's commitment to women through joinFITE



The world's first Dermalogica Academy opens in Chelsea, Manhattan

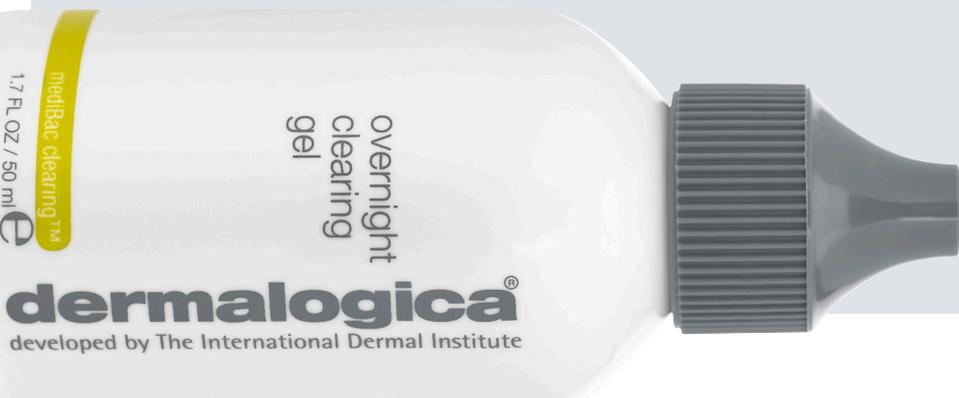


UltraCalming™ segment launches

products that **redefine** skin health.

Real results have nothing to do with luxury or pampering. On the heels of The International Dermal Institute, Jane realized no skin care brand could deliver the level of product to match the kind of training she provided.

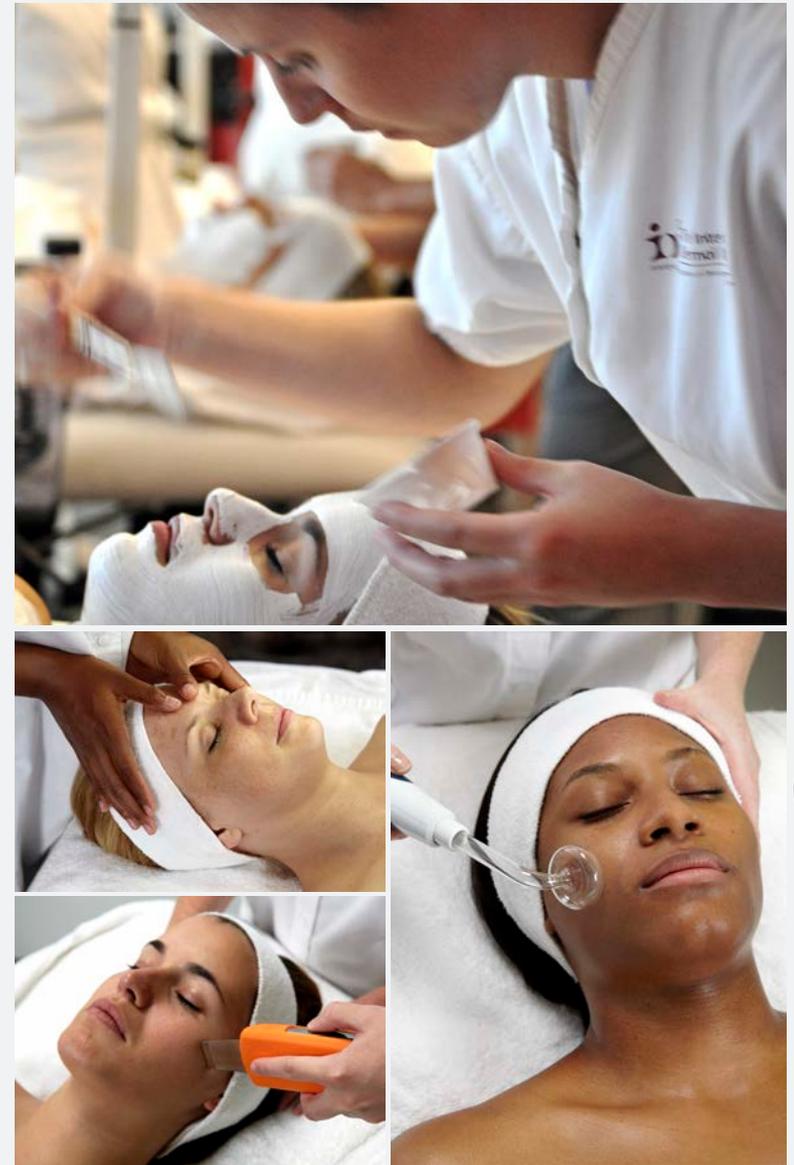
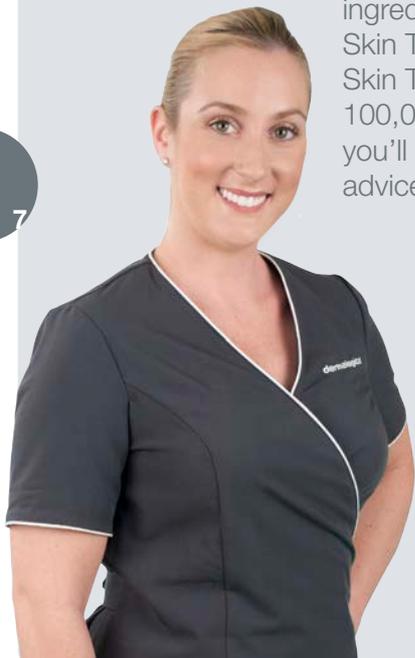
And so Dermalogica was born in 1986. Dressed in sleek, spare and simple packaging, Dermalogica turned heads: our formulas were free of accepted ingredients (such as lanolin, S.D. alcohol, mineral oil, and artificial fragrances and colors) known to cause skin sensitization. We believed in professional analysis, client education and product prescription. We said skin care was as important as brushing one's teeth, and understood people wanted skin that looked better because it was healthy.



the dermalogica skin therapist: no one knows skin better.

Dermalogica Professional Skin Therapists are among the best trained in the industry, and have postgraduate certification from The International Dermal Institute. No one knows Dermalogica products better: in the hands of a professional, Dermalogica products transform into powerful weapons against your biggest skin concerns!

So, whether you have a question about ingredients, or are interested in professional Skin Treatments, a Dermalogica Professional Skin Therapist is ready to help. With over 100,000 highly-trained therapists worldwide, you'll never be far from the professional advice that delivers your best skin.



skin health without compromise. that is the dermalogica promise.

In an industry of “me too” brands, Dermalogica remains distinctly interested in real product innovation and real results.

Dermalogica products are researched and developed by The International Dermal Institute (IDI), and no Dermalogica product reaches the public without meeting IDI’s exacting standards of ingredient formulation and product development.

This exhaustive process is how we continue to raise the bar on formulation and ingredient standards, and is why more industry professionals and beauty editors consistently vote Dermalogica the number one product for skin health results.



one award says
 a lot about a product.
 hundreds
 of awards say
 a lot about a company.

Beauty editors and professionals worldwide continually name Dermalogica the best professional skin care product system available.

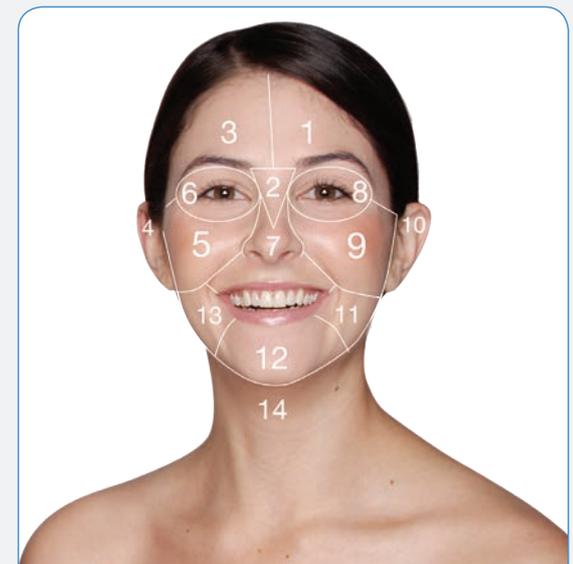
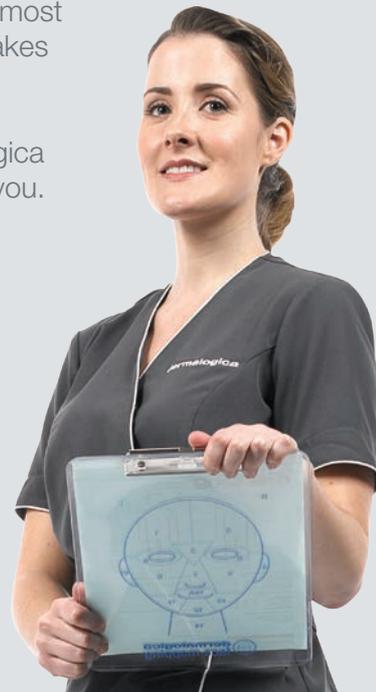


what does your skin reveal about you?

Our skin therapists can't wait to give you a free **Face Mapping®** skin analysis! This Dermalogica exclusive, based on Chinese diagnosis, has put hundreds of thousands of people on the road to healthy, beautiful skin.

Through sight and touch, we will examine your facial landscape zone-by-zone (did you know you have **14 zones** on your face?), identifying issues and their underlying causes. We will then outline the products that will deliver your most customized home care regimen ever. It takes just minutes, and doesn't cost a thing!

Face Mapping® is available at a Dermalogica skin treatment center, salon or spa near you.



say good-bye to cookie-cutter treatments!

Dermalogica skin treatments are 100% customized to your skin's needs. Every treatment begins with a thorough, zone-by-zone Face Mapping® skin analysis, making it one treatment that's different every time!

Dermalogica Skin Treatments include the signature Double Cleanse routine, electrical modalities, and professional products applied by highly-trained professionals so you can face the day with your healthiest skin ever. Only have 20 minutes? Get a MicroZone® treatment: the quick fix for troubled skin that's cost-effective, and doesn't require changing into a robe! Choose from Eye Rescue, Rapid Spot Clearing, Flash Exfoliation and more.

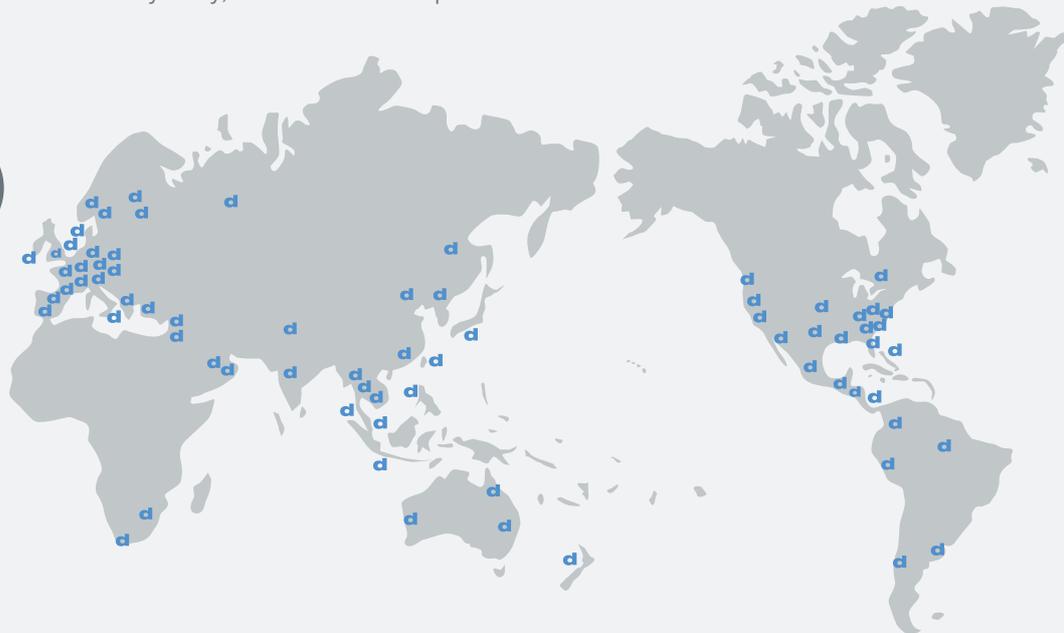
Think of it as your personal routine, created specifically for your needs, right on the spot.



your best skin ever. available in over 80 countries worldwide.

Since our founding, Dermalogica has been the leader in the professional skin care industry, and has helped more than 100,000 women around the world become successful entrepreneurs as skin therapists and salon owners. You can meet any of our skin care professionals and products at a skin treatment center, salon or spa near you – simply go to **dermalogica.com** and click on store locator. It's the ultimate way to jumpstart your skin health!

For jet-setters who need their Dermalogica products to go, or want to visit a familiar face for some skin health knowledge, stop by one of our worldwide concept spaces! You'll find these interactive centers for skin health in Los Angeles, New York, Dubai, Berlin, Auckland, Mumbai, Sydney, London and Cape Town.



Los Angeles



Berlin



New York City



Auckland



Dubai



Cape Town



Mumbai



London

dermalogica is the number one choice of celebrities...

professional make-up artists...



"I love Dermalogica because I have sensitive skin. I've been using it for six years."
– **Maria Menounos**, *Allure Beauty Diaries*, September, 2011



"I love Dermalogica, I'm a devotee of your sun block and salicylic face wash for years now..."
– **Celebrity Make-Up Artist Kate Lee**

"My skin is sensitive so I don't mix products. I use all Dermalogica."
– **Jennifer Hudson**, *InStyle*, June, 2011

"Love the products... it's the only regime that keeps my skin nice while I'm shooting a movie and my skin is going through the ringer with all the make-up! Thank you a million times!"
– **Krysten Ritter**

"Active Moist is my favorite!"
– **Celebrity Make-Up Artist Kate Biscoe**

"I use Active Moist practically every day on my clients... and let it sink in before applying foundation."
– **Celebrity Make-Up Artist Robin Black**

"On set... we use a lot Dermalogica products... I love **Daily Microfoliant**!" – **Ashley Greene**, *Examiner.com*, 2009

"I apply Dermalogica sunscreen every day."
– **Christina Hendricks**, *Elle.com*, June, 2011

"I am 32-years-old and I saw a friend from high school the other day, and she said I hadn't aged at all. Good genes or Dermalogica? I say it's a combo."
– **Celebrity Make-Up Artist Anthony Merante**

"I always exfoliate with **Daily Microfoliant**. It's a fine powder you mix in your hands with water, and polish away – it's wonderful." – **Liv Tyler**, *The New York Times Style Magazine*, June, 2011

"Dermalogica **Active Moist** never gives me breakouts. The make-up team on *Up In The Air* got me hooked."
– **Anna Kendrick**, *Glamour*, April, 2011

"Dermalogica has been a key product for use on shows... The products help maintain and protect the actors' skin during long days of filming... a must have in my make-up kit!" – **Emmy-nominated Make-Up Artist Patricia Murray**



... and consumers worldwide!

daily microfoliant®

"At 50 years old, this product changed my face. It has made my skin brighter, texture smoother, and with no drying or irritation. I actually can go without make-up now because my skin looks so great."

– thereddane



antioxidant hydramist

"...the best product I have purchased for my skin."

– luvmyskin

multivitamin power firm

"It feels absolutely amazing and really helps to plump out those fine lines and banish those dark circles." – Jordan



AGE smart®

"My aging and sun-damaged skin is loving your AGE Smart® range. I can unreservedly recommend this product to everyone. Thank you Dermalogica."

– goldenhairst

[View more consumer reviews at dermalogica.com](http://dermalogica.com)

dermalogica FITEs for women worldwide

Since our founding, Dermalogica has helped skin therapists achieve financial success through our shared passion for skin care.

Financial Independence Through Entrepreneurship (FITE) is an unprecedented partnership between Dermalogica and Kiva.org to provide women entrepreneurs access to small loans that will help them start or grow a business.

what are we FITEing for?

The World Bank hails investing in women as “smart economics.” Lending to women is one of the greatest drivers of sustainable change in the developing world, improving health, education and welfare for the community as a whole.

And yet, investments in women are not being made. Although women produce 66% of the world’s food, women are more likely to be denied a loan by a bank, and often face high levels of financial discrimination. More than 70% of people who live below the poverty line are women.

joinFITE aims to change that.

Dermalogica is working to make direct investments in women entrepreneurs, helping them start or grow a sustainable business. The result? Reductions in poverty, homelessness and hunger – and a place of respect for women entrepreneurs in communities everywhere.

joinFITE!

Get involved by telling us what type of business, and part of the world, you’d like us to fund loans in.



*name: Mukaramakhon
location: Tursunzade, Tajikistan
loan helps: buy seasonal fabrics*



Jane with Kiva president, Premal Shah

our joinFITE entrepreneurs!



*name: Pamela
location: Kisumu, Kenya
loan helps: buy more clothing inventory to sell*



*name: Denisse
location: San Pedro de Lloc - Pacasmayo - La Libertad, Peru
loan helps: buy more merchandise*