

press release

Dermalogica
develops new
robust Global
Service Safety
Standards
and Certification
Program



dermalogica®





01

More than six weeks after the Coronavirus forced business shutdowns around the world, the professional skin care industry in South Africa has reopened, but has followed government Level 4 lockdown restrictions and therefore cannot yet perform skin care treatments. Dermalogica, which advanced the industry in 1983 by providing post-graduate education to licensed Skin Therapists, has taken the lead today, boldly announcing new measures to help salon owners and professional Skin Therapists reopen their businesses with retail sales in line with government legislation where possible, since 1 May 2020.

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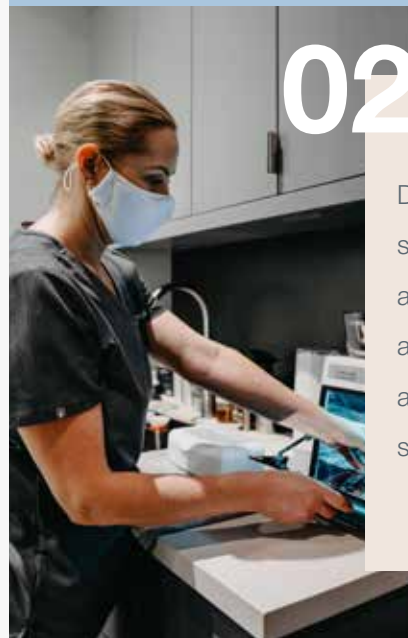
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Developed in accordance with Dermalogica's professional-grade standards, and with the safety of staff and consumers as top priority, the new measures include the following steps once government allows skin centers to open for treatments:



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Dermalogica Principles for Enhanced Service Safety, a set of directives such as maintaining physical distancing by staggering appointments and limiting entrance; wearing masks in common areas and masks and face shields during treatments; hand sanitization, handwashing, and sterilization; as well as requirements for laundering and retail testers.



02

Detailed safety protocols that address specific touchpoints such as pre-appointment screening; client arrival and departure; retail and common-area floor services; treatment room sanitation; protective wear, and more.

03

Clean Touch Certification, awarded to Skin Therapists who complete free online training on the key principles and enhanced protocols. Upon completion, Skin Therapists will earn a certificate recognising them as Clean Touch Certified, which they can display in their skin center, treatment room, or website. These certificates will also be displayed in Dermalogica concept stores.

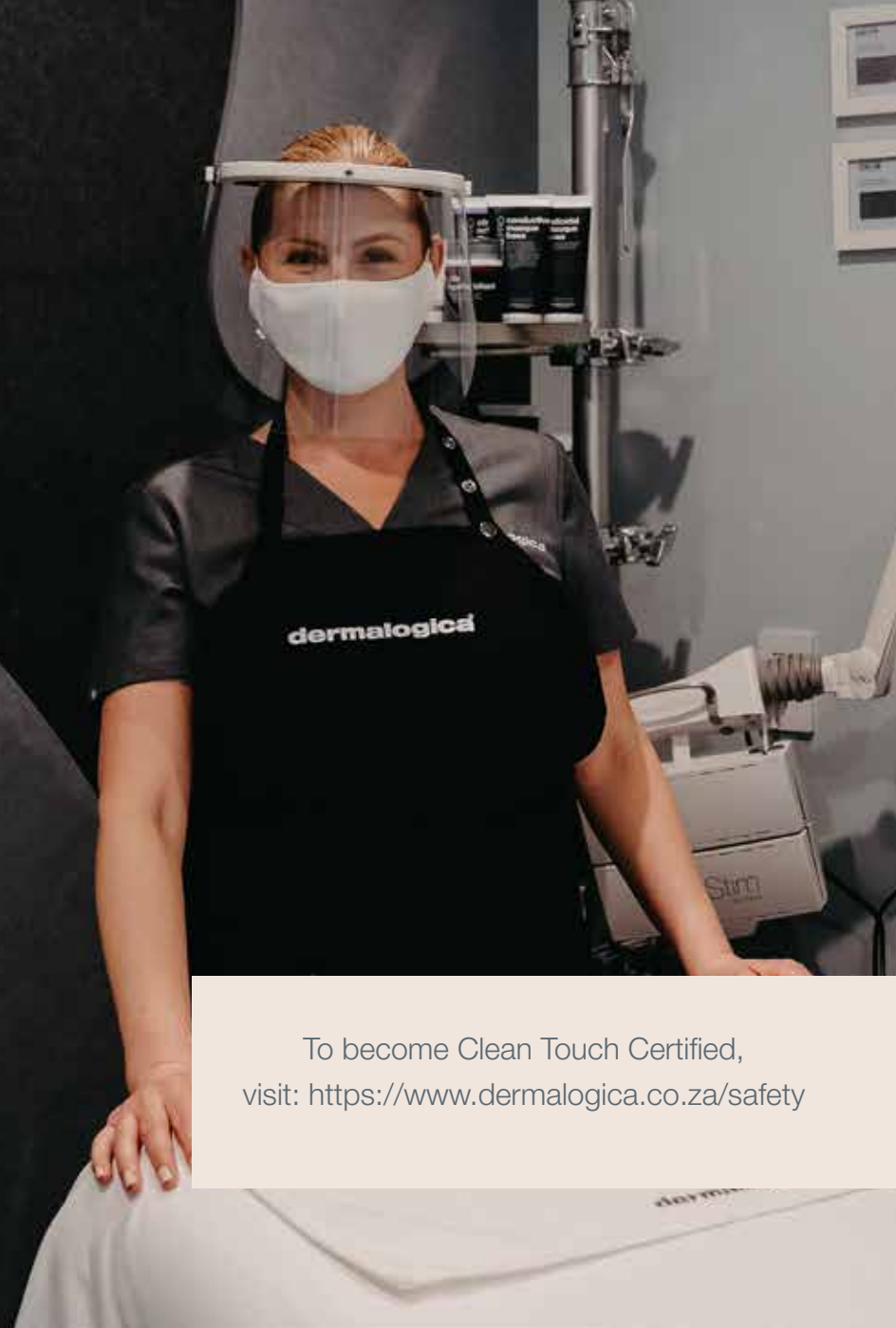


“As science progresses, we will surely need to loosen or tighten the safety precautions,” states Dermalogica

Global CEO Aurelian Lis.

“What counts is that we have defined the most appropriate steps now so that the industry can embark on the changes necessary to make facial skin care services a reality.

With big business focused on digital or sitting it out, Skin Therapists are not willing to give up on the important industry of human touch and connection.”



To become Clean Touch Certified,
visit: <https://www.dermalogica.co.za/safety>

about dermalogica

Dermalogica revolutionised the skin care industry when it emerged into the marketplace in 1986 with innovative formulations, which excluded common irritants, including SD alcohol, lanolin, mineral oil and artificial colours and fragrances. Jane Wurwand developed the products to better support the advanced curriculum she had developed a few years earlier for The International Dermal Institute, which she also founded. Wurwand led the company's growth from an idea to the world's most-requested professional skin care brand.

Dermalogica today is sold in more than 80 countries worldwide.

Dermalogica products are available in select skin treatment centers on the recommendation of a qualified professional Skin Therapist, in addition to the brand's concept stores located around the world and online at dermalogica.co.za. Dermalogica is made in the USA, with its global operations based in Carson, just south of Los Angeles. To learn more about Dermalogica, please visit dermalogica.co.za

We are equally concerned with the impact of our product ingredients on your skin and the environment. As such, we are pleased to share the following with you:



Our products are vegan friendly, cruelty-free, gluten-free, and formulated without artificial fragrances or colours.



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