



CIRCADIA®

dream

ADVANCED E-LEARNING

WHAT YOU WILL LEARN

GET TO KNOW DREAM

The Science Behind Dream

Heroes

Discover Key Ingredients and Benefits

5 Reasons To Believe

DREAM GUESTS

Guest Demographics

Contra-indications

UNDERSTANDING SLEEP

Signs of Fatigued Skin

How to Differentiate Symptoms

Recommended Take home

DREAM CONSULTATION

Key Points

Consultation and Intake Forms and Tools

THE DREAM PROTOCOL

Step by Step Protocol

BUSINESS BUILDING

Retailing

Guest Retention

Social Media

The background of the image is a close-up, high-angle shot of water with numerous ripples and reflections, creating a textured, shimmering effect. The colors range from light turquoise to deep, dark blues.

GET TO KNOW CIRCADIA *dream*

The ***Dream facial*** is the next frontier of skin health, going back to our roots and the importance of sleep by combining science-driven products with sensory experiences to restore mind, body and skin. Experience unparalleled rejuvenation by providing the benefits of a full nights rest into one treatment.

Powerful and intuitive ingredients address the root cause and symptoms of fatigued and dull skin while optimizing the skin's natural circadian functions.

Indulge in the transformative power of the ***Pre & Post Biotic Nourishing Mask*** designed to instantly lift, tighten and sculpt. Through an orchestration of potent peptides and amino acids, collagen is stimulated and elasticity is enhanced for a youthful and resilient complexion.

Experience the groundbreaking ingredients in our ***Circadian Time Balancing Mask with Malachite***. Revitalizes skin deprived of restful sleep and counteracts the visible effects of sleep deprivation while re-synching skin's Circadian Rhythm with **B-Circadin™**. **Malachite** that is rich in **antioxidants** detoxifies tired and dull skin to restore vitality for a more luminous and energized complexion.

This hero offers an unparalleled solution for tired, stressed skin, ensuring it remains rejuvenated and luminous even in the absence of restful sleep.

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EMBRACING OUR ROOTS

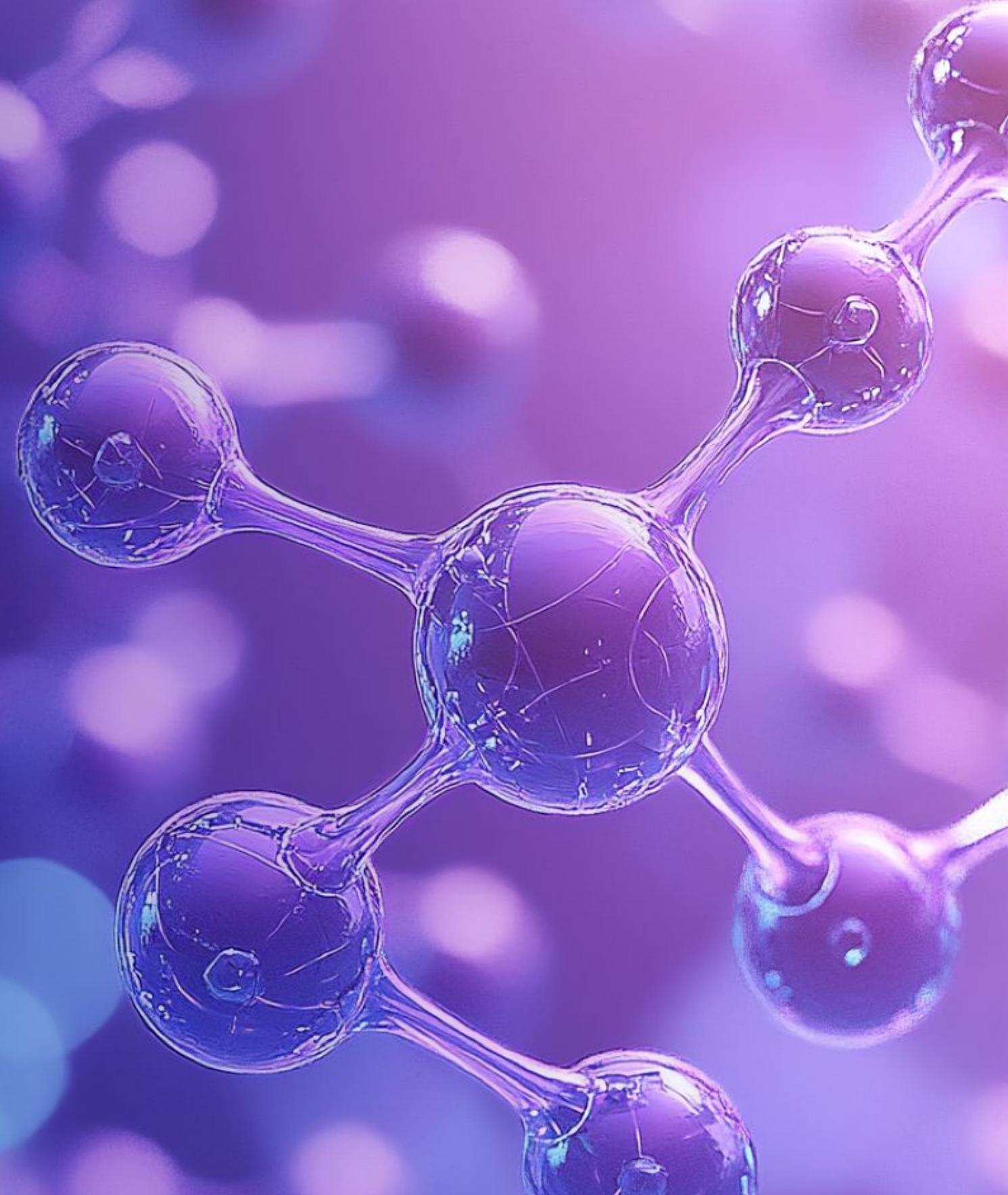
Sleep is the skin's most vital restorative process, allowing it to repair, regenerate, and restore balance. It ensures a radiant, youthful complexion by morning and fortifies its resilience against the stressors of daily life.

When sleep-deprived, the skin's natural repair mechanisms falter, leading to increased inflammation, diminished hydration, and a lackluster complexion, leaving it more vulnerable to signs of aging and environmental stress.

Skin needs intelligent ingredients catered to the circadian rhythm to reduce the visible signs of sleep deprivation and fatigue while including preventative measures to increase resiliency and function.

Dream's innovation addresses guests' needs with a professional-first multi-sensorial treatment.

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THE HEROES OF DREAM

Pre & Post Biotic Nourishing Mask

This creamy and luxurious mask supports the skin's microbiome by restoring balance to its protective barrier, enhancing its resilience against environmental stressors and inflammation.

By replenishing beneficial probiotics and strengthening the skin's natural defenses, it helps repair sleep-deprived skin, boosting hydration, soothing irritation, and promoting a more luminous and even-toned complexion.

Circadian Time-Balancing Mask with Malachite

This refreshing treatment works by synchronizing the skin's circadian rhythm, enhancing nocturnal repair processes and optimizing cellular regeneration.

Formulated with powerful antioxidant properties, it combats oxidative stress, reduces inflammation, and restores hydration, making it an ideal treatment for skin compromised by sleep deprivation, promoting a more balanced, radiant, and rejuvenated complexion.

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THE MAGIC OF DREAM

Royal Tea

Sleep deprivation shows as oxidative stress on the skin. This curated bioactive compounded blend of purple potato, purple rice, and purple tea helps to reduce inflammation, enhance skin barrier function, and promote cellular regeneration. Skin tone and hydration is improved while restoring a more radiant, youthful appearance to fatigued and dull skin.

B-Circadin™

An un-synchronized Circadian Rhythm disrupts the skin's natural repair process. Dehydration, decreased barrier function and inflammation show up as the skin cannot regenerate and repair. B-Circadin™ enhances the skin's barrier function, reduces inflammation, and promotes collagen synthesis, leading to improved hydration, reduced signs of fatigue, and a more luminous, resilient complexion.



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KEY INGREDIENTS & FUNCTIONS

Snow Algae

Stimulates the body to increase its cellular defense and energy system, improving skin structure while increasing collagen production

Aloe Vera Gel

Antioxidant to defend skin from environmental stressors and a hydrating humectant

KEY INGREDIENTS & FUNCTIONS

Mala'kite complex

Active mineral extract rich in trace elements and copper, which detox and boost skins defense system

NeoDermyl with Copper Lysinate

"Needle free" collagen and elastin filler that revitalizes aged fibroblasts and works as a pure source of energy to re-charge skin's beauty

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KEY INGREDIENTS & FUNCTIONS

Micro Algae Extract

Immediately tightens skin with a long lasting effect that stimulates the formation of collagen and acts as a protective shield against oxidative stress

Haloxyl

Duo - peptides that work together to improve firmness and tone of the eye area while activating the elimination of blood originated pigments that cause dark circles and inflammation

5 REASONS TO BELIEVE

Industry Leading Technology

Miracle cocktail of results-driven formulas to target the symptoms and root cause

Multi-Benefit Targeted Symptoms

From pigmentation to sagging, Dream targets the many symptoms of sleep deprived skin



Created by Experts

Intuitive formulas curated into one transformative professional-first treatment

Large Consumer Audience

Formulated and tested on all skin types for any guest for the fastest growing wellness concern

Results and Experience Driven

Instant transformative results with elevated and multi-sensorial service

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UNDERSTANDING
SLEEP'S IMPACT ON SKIN

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DECODING SKIN'S TIMEKEEPER

The **circadian rhythm** is the body's internal clock that regulates the sleep-wake cycle and other processes, including skin function. Driven by internal mechanisms and influenced by light, it creates a daily cycle that affects skin behavior. By understanding how these rhythms interact with skincare, we can **optimize skin health and appearance**.

If the skin's circadian rhythm becomes disrupted due to factors like poor sleep, jet lag, stress, or environmental damage, it can lead to skin issues such as inflammation, dryness, premature aging, and even breakouts.

A Dream facial can act as a "**power nap**" for the skin, providing a restorative boost by helping to reset its natural rhythms and encourage optimal function.

Each phase of the circadian rhythm requires **tailored high-performing ingredients** to help re-sync, and understanding each phase in its entirety can deliver not only an **optimal experience**, but a **results driven treatment**.

A client saying "I was up from 12-2am" can direct you on understanding what may be the core cause and what symptoms may be displaying on the skin.



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MORNING

(6:00 - 9:00AM)

Key Skin Activities:

- **Increased Skin Barrier Function:** The skin's barrier starts to strengthen as the body prepares to face external stressors (UV exposure, pollution).
- **Increased Oil Production:** Sebum production rises, as the skin prepares for the day.
- **UV Defense:** The skin's natural antioxidant defense (e.g., Vitamin C levels) begins to work against environmental damage.

Impact of Sleep Deprivation:

- **Decreased skin barrier integrity and higher sensitivity,** leading to potential irritation or acne flare-ups.

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LATE MORNING

(9:00AM - 12:00PM)

Key Skin Activities:

- **Increased Collagen Breakdown:** Collagen is naturally broken down during the day, especially under environmental stressors like UV exposure.
- **Increased Metabolism:** Skin cell turnover speeds up, but the skin's ability to repair damage from overnight is slower due to waking hours.

Impact of Sleep Deprivation:

- Higher rates of collagen breakdown and delayed skin regeneration due to insufficient recovery from the night's sleep.

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AFTERNOON

(12:00 - 3:00PM)

Key Skin Activities:

- **Peak UV Damage and Oxidative Stress:** The skin is exposed to the most UV radiation, leading to potential DNA damage and free radical production.
- **Increased Free Radical Production:** Oxidative stress peaks, contributing to aging and pigmentation.

Impact of Sleep Deprivation:

- Skin is less efficient at repairing UV-induced damage, leading to an accumulation of free radicals and sun spots.

LATE AFTERNOON

(3:00 - 6:00PM)

Key Skin Activities:

- Skin Cooling and Cellular Repair: The skin's metabolic rate begins to slow down slightly, and the body prepares for rest and repair.
- Reduced Inflammation: Inflammatory cytokine levels begin to lower, contributing to less redness and swelling.

Impact of Sleep Deprivation:

- Delayed DNA repair processes, especially those affected by UV exposure earlier in the day.

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EVENING

(6:00 - 9:00PM)

Key Skin Activities:

- Collagen Synthesis and Skin Repair: The skin enters repair mode, synthesizing collagen and repairing damage from the day.
- Reduced Inflammation: Anti-inflammatory processes reach their peak.
- Increased Melatonin Production: Skin cells are more active in regeneration due to melatonin's anti-inflammatory effects.

Impact of Sleep Deprivation:

- Reduced collagen synthesis and slower skin regeneration.

NIGHT

(9:00 - 12:00AM)

Key Skin Activities:

- Peak Collagen Production: Skin's deep repair processes are at their highest, especially during deep sleep.
- DNA Repair: The skin's ability to repair UV damage and internal DNA damage peaks.
- Increased Hyaluronic Acid Production: Skin retains moisture and plumps up.

Impact of Sleep Deprivation:

- Growth hormone release decreases, resulting in reduced collagen production and delayed repair.
- Impaired DNA repair processes, leading to an increased risk of aging and hyperpigmentation.

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EARLY MORNING

(12:00 - 6:00AM)

Key Skin Activities:

- Skin Continues to Repair and Rejuvenate: During deep sleep, the skin is actively repairing DNA, producing collagen, and restoring hydration.
- Enhanced Barrier Function: The skin's lipid production increases to repair the barrier and prevent water loss.

Impact of Sleep Deprivation:

- Without sufficient sleep, the skin's repair processes are impaired, leading to long-term consequences like dryness, sagging, and increased fine lines.

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THERE'S A REASON IT'S CALLED **BEAUTY SLEEP**

60%

of consumers struggle with getting enough sleep, and it's showing up as dull, dehydrated and tired skin.

Are you offering a solution?

The global sleep market is projected to reach 130 billion U.S. dollars by 2027- which means upcoming consumers are more aware and vigilant about the importance of sleep for their health.

We are all living busy and hectic lives, and our skin is the most visible indicator of our health. Circadia's Dream facial elevates the science behind the importance of the circadian rhythm in skincare to help build stronger, more resilient skin that truly reflects the restorative power of restful sleep.

Understanding how sleep affects the skin in relation to the body's circadian rhythm is key to understanding why and how issues arise.

So what DOES happen to skin if it is sleep deprived and how do we address it?

- 1 Increased Inflammation
- 2 Accelerated Skin Aging
- 3 Impaired DNA Repair & Increased UV Damage
- 4 Dehydration and Reduced Skin Barrier Function

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INCREASED INFLAMMATION

WHAT HAPPENS

Sleep deprivation elevates **pro-inflammatory cytokines** in the body, leading to increased skin inflammation. This makes the skin more reactive, irritated and puffy and prone to conditions like acne, rosacea and eczema. The body is in a more pro-inflammatory state as cortisol levels are naturally low- which is a natural anti-inflammatory.

CIRCADIAN RHYTHM & SCIENTIFIC REASONING

The **circadian rhythm** plays a crucial role in regulating immune function, including the production of **cytokines**, which are immune molecules that mediate inflammation. During sleep, particularly during the deeper stages (e.g., slow-wave sleep), the body's **inflammatory response** is actively suppressed. However, when sleep is disrupted, this suppression is impaired, leading to an **overproduction of pro-inflammatory cytokines** like **IL-6, TNF-alpha, and C-reactive protein (CRP)**.

During sleep, the body's circadian rhythm promotes the release of anti-inflammatory cytokines. The nighttime spike in melatonin (the sleep hormone) helps reduce the secretion of pro-inflammatory cytokines, ensuring that inflammatory responses are kept in check. Lack of sleep impairs this process, leading to chronic low-grade inflammation in the skin.

CIRCADIAN PHASE AFFECTED

Evening/Night (Sleep Onset) like late evening and early morning hours

REDUCED **COLLAGEN** PRODUCTION & ACCELERATED **SKIN AGING**

WHAT HAPPENS

Sleep deprivation leads to a **decrease in collagen synthesis**, accelerating the breakdown of collagen fibers, which makes the skin appear **saggy, wrinkled, and dull**.

CIRCADIAN RHYTHM & SCIENTIFIC REASONING

The circadian rhythm not only regulates **sleep-wake cycles** but also plays a key role in skin repair and regeneration. The **growth hormone (GH)**, which is vital for **collagen production**, is predominantly secreted during deep sleep (specifically during slow-wave sleep, the deepest phase of sleep). When sleep is insufficient, the release of growth hormone decreases, leading to reduced **collagen synthesis** and **poor skin repair**.

Collagen synthesis, which contributes to the skin's elasticity and strength, is closely tied to circadian rhythms. In fact, collagen production follows a circadian pattern, peaking during nighttime sleep. Sleep disruption disrupts this rhythm and can contribute to the appearance of fine lines, wrinkles, and loss of skin firmness.

CIRCADIAN PHASE AFFECTED

During the first few hours Late Night (Deep Sleep)

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IMPAIRED DNA REPAIR & INCREASED UV DAMAGE

WHAT HAPPENS

Sleep deprivation impairs the skin's ability to repair UV-induced DNA damage, leading to hyperpigmentation, uneven skin tone, age spots, and a loss of radiance. UV-induced DNA damage triggers a cascade of repair processes that are regulated by the circadian clock. Sleep loss slows down this repair process, leaving skin vulnerable to mutations and pigmentation changes.

CIRCADIAN RHYTHM & SCIENTIFIC REASONING

The circadian rhythm is directly involved in the repair of DNA damage caused by UV radiation. During the night, the body's DNA repair systems are most active, especially in the skin. These repair mechanisms are driven by the body's natural circadian rhythm, which orchestrates the release of key enzymes that fix sun-induced DNA damage. When sleep is deprived, these repair systems are less effective, leading to an accumulation of DNA damage.

The body's circadian clock genes influence the expression of DNA repair proteins like XRCC1 and poly(ADP-ribose) polymerase (PARP). These proteins are responsible for fixing DNA damage from UV exposure. Studies show that when circadian rhythms are disrupted (due to poor sleep), the expression of these genes is reduced, impairing the skin's ability to heal and repair UV damage.

CIRCADIAN PHASE AFFECTED

Late Night to Early Morning

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DEHYDRATION & REDUCED SKIN BARRIER FUNCTION

WHAT HAPPENS

Sleep deprivation compromises the skin's barrier function, leading to increased trans-epidermal water loss (TEWL) and skin dehydration. This can cause the skin to appear dry, flaky, and irritated, and it also makes the skin more sensitive and prone to irritation.

CIRCADIAN RHYTHM & SCIENTIFIC REASONING

The circadian rhythm governs skin hydration and the integrity of the skin barrier through various mechanisms, including the lipid production in the epidermis, which helps retain moisture. At night, the skin's lipid barrier becomes more active, protecting the skin against dehydration and external irritants. However, during sleep deprivation, this process is disrupted, leading to impaired barrier function and increased TEWL.

The circadian rhythm regulates the activity of enzymes that are involved in lipid synthesis, which helps the skin maintain its protective barrier. During sleep, melatonin and growth hormone promote these processes, but when sleep is disturbed, these mechanisms are less effective, leading to increased dehydration and a weakened skin barrier.

CIRCADIAN PHASE AFFECTED

Night (Late evening to Early Morning)

KEY POINTS TO REMEMBER

Do not ignore inflammatory factor

keep anti-inflammatory in treatment plan regardless of guest

Prioritize sun protection

The vast majority of damage to skin is done by the sun

Always keep the skin barrier in mind

dry skin can look older than it is

Do not underestimate the power of
re-synchronizing skin's circadian rhythm

SCAN TO WATCH

Dream Protocol



SCAN TO WATCH

Circadian Rhythms



A serene, monochromatic blue spa treatment room. The room features a central massage table covered in white linens, with a small tray of white towels and a bottle of product on it. The walls are a soft, light blue, and the ceiling is a slightly darker shade. Large, arched openings in the walls are illuminated from within, creating a glowing effect. On either side of the table, there are vanity areas with white sinks and mirrors, and a vertical light strip on the wall. The floor is a light, reflective surface. The overall atmosphere is clean, modern, and relaxing.

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THE *dream* GUEST

A POWER NAP FOR THE SKIN

The Dream facial was developed to provide a transformative experience for your guests who not only need a rejuvenating experience for their mind and body but also need a renewing and nourishing experience for sleep deprived and stressed skin.

Tired & fatigued skin can be present in any guest at any time, and these symptoms can present in the skin in various ways.

The following guidance helps you as you determine:

- 1** Visible signs and symptoms indicating they are a good candidate
- 2** Internal and external factors that may be triggering their symptoms
- 3** Product and ingredient technology that addresses the root cause of their symptoms

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INCREASED INFLAMMATION

WHAT

Redness, puffiness, increased acne breakouts, rosacea flare-ups, and overall sensitive skin.

WHY

Sleep deprivation elevates pro-inflammatory cytokines in the body, leading to increased skin inflammation. This makes the skin more reactive, irritated, and prone to conditions like acne, rosacea, and eczema.

HOW

Tackling inflammation in skin with an unregulated circadian rhythm is essential for restoring skin health, as inflammation drives dysfunction like dullness, redness, and accelerated aging. Disrupted rhythms impair skin repair, increasing oxidative stress and reducing collagen production, which can lead to fine lines and dehydration. Anti-inflammatory ingredients like green tea help regulate inflammation, restore skin integrity, and enhance hydration. By reducing inflammation, the skin can regenerate more effectively, resulting in a smoother, more even, and radiant complexion.

DREAM PRODUCTS & INGREDIENTS



Aloe + Calendula Calming Mist *Aloe Vera*

- **How It Works:** Aloe vera has natural soothing and anti-inflammatory properties. It calms irritated skin and reduces the appearance of redness, providing quick relief for inflamed skin.
- **Scientific Reasoning:** Aloe vera contains glycoproteins, which help reduce inflammation and promote healing. Studies show that it also accelerates wound healing and can reduce the signs of skin irritation.

Pre & Post Biotic Nourishing Mask *CM-Glucan Forte*

- **How It Works:** Effective at reducing inflammation, a hallmark of fatigued and stressed skin. It works by modulating the skin's immune response, specifically by stimulating the production of anti-inflammatory cytokines and inhibiting the pro-inflammatory pathways that lead to irritation and redness. This can be especially beneficial for skin affected by poor sleep or external stressors, where inflammation is often elevated.
- **Scientific Reasoning:** Studies have shown that beta-glucan derivatives like CM-Glucan have significant anti-inflammatory effects, reducing the production of pro-inflammatory mediators. This helps calm irritated or inflamed skin, which is common in tired skin suffering from disrupted circadian rhythms.



Full Circle Eye Day or Night *Haloxyl*

- **How It Works:** Haloxyl contains a peptide complex that helps to reduce the production of pro-inflammatory cytokines and modulates the skin's inflammatory response. This is crucial for skin that is inflamed and irritated due to disrupted sleep, environmental factors, or general stress. By controlling this inflammation, Haloxyl helps calm the skin, reducing redness, puffiness, and discomfort.
- **Scientific Reasoning:** Studies have shown that Haloxyl works by targeting inflammatory mediators and helping to normalize the skin's response to stress and fatigue.

REDUCED **COLLAGEN** PRODUCTION & ACCELERATED **SKIN AGING**

WHAT

Fine lines, wrinkles, sagging skin, dullness, and loss of skin elasticity.

WHY

During sleep, the body produces collagen, a protein that keeps skin firm and elastic. Sleep deprivation decreases collagen production, leading to an accelerated breakdown of collagen fibers, which causes visible aging.

HOW

An unbalanced circadian rhythm interferes with vital skin functions, such as collagen production and repair, resulting in decreased elasticity, higher oxidative stress, and premature aging. During sleep, the skin naturally repairs itself, including synthesizing collagen, but when sleep is disrupted, these processes are hindered, causing the skin to become thinner and its barrier function weakened. This contributes to the formation of fine lines, wrinkles, and a lackluster complexion, driven by inflammation and oxidative damage. The ingredients in the Dream Facial work to restore skin's elasticity, moisture, and luminosity, helping to reverse the visible effects of circadian rhythm disruption.

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DREAM PRODUCTS & INGREDIENTS

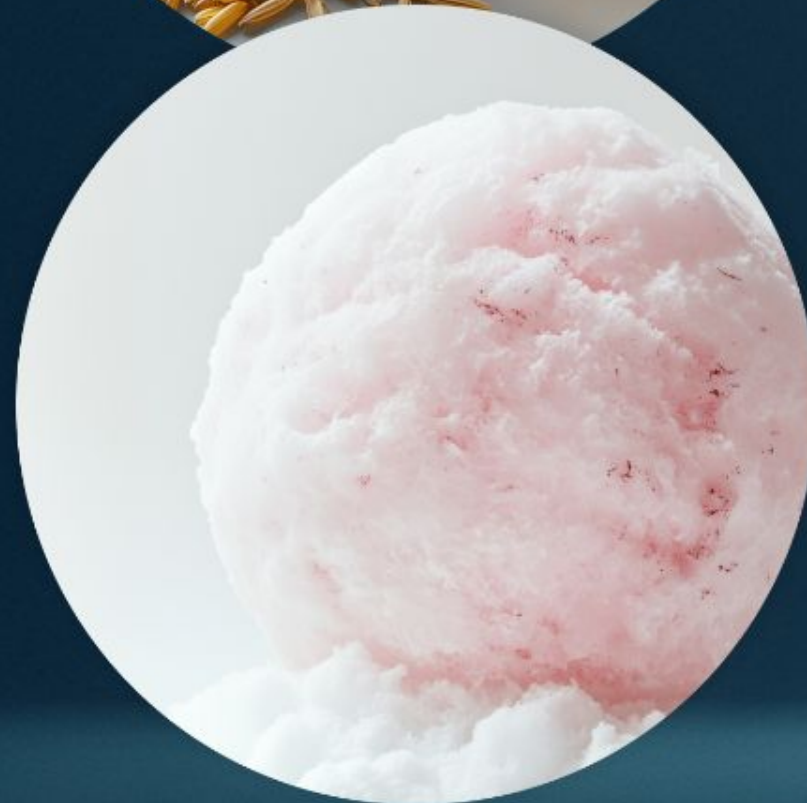


Hydralox *Rice Bran Oil*

- **How It Works:** Rice bran oil contains gamma-oryzanol and phytosterols, which have been shown to stimulate the synthesis of collagen and elastin. These compounds activate the fibroblasts in the dermis, the cells responsible for producing collagen and elastin, which are critical for skin structure and elasticity.
- **Scientific Reasoning:** Studies have demonstrated that gamma-oryzanol, a potent antioxidant found in rice bran oil, can reduce the activity of matrix metalloproteinases (MMPs), enzymes that break down collagen and elastin. By inhibiting MMPs, rice bran oil helps preserve the integrity of the skin's extracellular matrix (Yuan et al., 2017). This results in firmer, more elastic skin, counteracting the effects of sleep deprivation that cause collagen degradation.

Snow Algae and Spirulina Cooling Mask *Snow Algae*

- **How It Works:** Snow algae stimulates dermal fibroblasts, the skin cells responsible for collagen and elastin production. These proteins are essential for skin structure, elasticity, and firmness. Sleep deprivation can hinder collagen synthesis, resulting in thinner, less elastic skin.
- **Scientific Reasoning:** Snow algae extract significantly increases the synthesis of collagen and elastin in skin cells, helping restore the skin's structural integrity. This can counteract the loss of these vital proteins that occurs with disrupted circadian rhythms and aging, contributing to smoother, firmer, and more youthful-looking skin.



Vitamin C Reversal Serum *Vitamin C*

- **How It Works:** Vitamin C is essential for the synthesis of collagen and acts as a powerful antioxidant, protecting skin from oxidative damage that accelerates aging.
- **Scientific Reasoning:** Vitamin C stimulates procollagen (the precursor to collagen) production and neutralizes free radicals that cause collagen degradation. It also helps lighten hyperpigmentation and brightens the skin, giving a more youthful appearance.

IMPAIRED DNA REPAIR & INCREASED UV DAMAGE

WHAT

Hyperpigmentation, uneven skin tone, age spots, sun damage (despite using sunscreen), and overall loss of radiance.

WHY

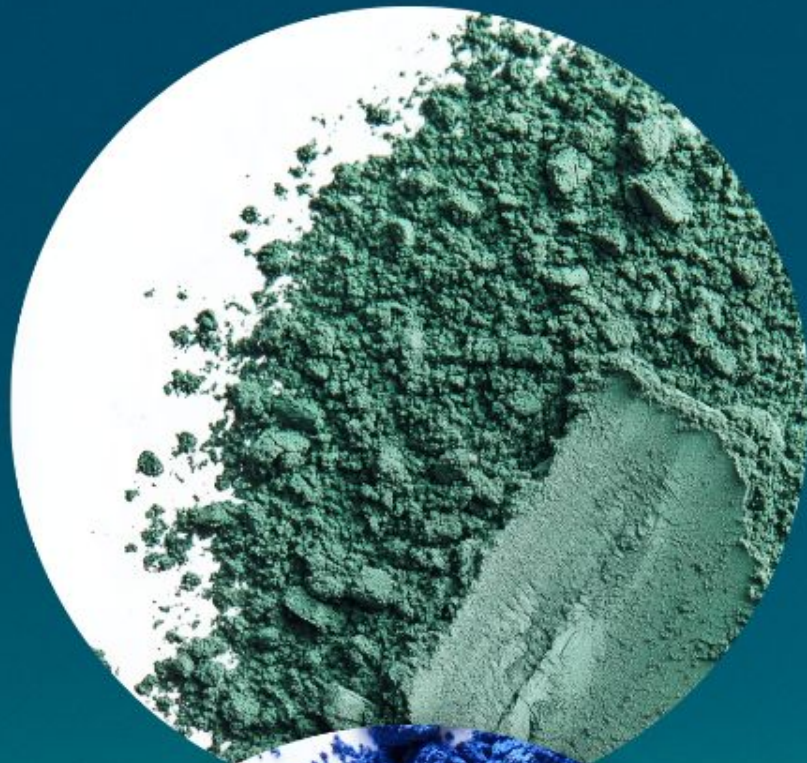
Sleep plays a vital role in DNA repair. Lack of sleep impairs the skin's ability to recover from UV damage and environmental stressors, leading to cellular damage and an increased risk of skin aging and pigmentation.

HOW

When the circadian rhythm is disrupted, the skin's ability to repair DNA is compromised, particularly during sleep when DNA repair processes are most active. This disruption prevents the proper activation of key repair proteins, such as p53 and DNA polymerase, leading to an accumulation of DNA damage. As a result, the skin becomes more vulnerable to UV-induced damage, like thymine dimers and other lesions, which typically would be repaired overnight. However, with misaligned circadian rhythms, this damage builds up, accelerating signs of aging such as fine lines, wrinkles, uneven pigmentation, and loss of elasticity. Over time, this impaired repair function contributes to the development of age spots, sun damage, and sagging skin. Additionally, the inability to efficiently repair UV damage increases the risk of developing skin cancer.

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DREAM PRODUCTS & INGREDIENTS



Circadian Time Balancing Mask with Malachite *B-Circadin™*

- How It Works: B-Circadin™ boosts the skin's DNA repair by activating melatonin derivatives, which stimulate repair enzymes and proteins like XPA, essential for fixing UV-induced DNA damage. These ingredients enhance the skin's ability to recover from environmental stressors, especially when circadian rhythms are disrupted.
- Scientific Reasoning: Melatonin is a powerful antioxidant and anti-inflammatory that neutralizes free radicals and reduces oxidative stress in the skin. It also lowers inflammation, which can impair DNA repair, helping the skin recover and reduce visible signs of aging.

Light Day Sunscreen Broad Spectrum SPF 37 Lipchroman 6

- How It Works: Lipochroman-6 is an antioxidant derived from lipoic acid that scavenges free radicals caused by UV radiation and pollution. It helps protect the skin from oxidative stress and supports its natural regeneration, especially when circadian rhythms are disrupted.
- Scientific Reasoning: Can reduce UV-induced oxidative stress, protecting skin from DNA damage and aging. By neutralizing reactive oxygen species, it helps maintain skin integrity, supports collagen, and enhances the skin's ability to recover from environmental damage.



Serum 71 NeoDermyl®

- How It Works: NeoDermyl® enhances DNA repair by activating the skin's natural repair mechanisms, improving its ability to address UV-induced DNA damage and oxidative stress. It stimulates the production of collagen and elastin, which improves the skin's firmness, elasticity, and overall texture. It also supports skin regeneration by increasing mitochondrial activity and energy production, which aids in the rejuvenation of skin cells, enhancing their ability to regenerate and repair over time.
- Scientific Reasoning: Copper and Manganese in NeoDermyl® play essential roles in skin repair by activating enzymes that support DNA repair, collagen production, and cellular regeneration. These minerals help protect against oxidative stress, improve skin structure, and reduce fine lines, wrinkles, and sagging, leading to firmer, more resilient skin.

DEHYDRATION & REDUCED SKIN BARRIER FUNCTION

WHAT

Dryness, flakiness, tightness, rough texture, more pronounced fine lines, and increased sensitivity.

WHY

The skin's ability to retain moisture and protect against external irritants is compromised when sleep-deprived. The skin's lipid barrier weakens, leading to increased trans-epidermal water loss (TEWL) and dehydration.

HOW

An unregulated circadian rhythm impairs the skin's natural repair processes, leading to dehydration and a compromised skin barrier. During sleep, the skin typically replenishes moisture and strengthens its barrier, but disruption of this rhythm prevents proper hydration and lipid synthesis, causing the skin to become dry, inflamed, and more vulnerable to damage. The skin's barrier, made up of lipids like ceramides, plays a critical role in moisture retention and protection against external irritants. By improving hydration and strengthening the barrier, you restore the skin's ability to retain moisture, reduce inflammation, and protect against oxidative stress, resulting in smoother, more resilient skin with an instant glow.

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DREAM PRODUCTS & INGREDIENTS



Pre & Post Biotic Nourishing Mask PreBIULIN and BIOLIN/P

- **How It Works:** PreBIULIN and BIOLIN/P enhance skin hydration and barrier function by boosting the skin's natural moisturizing factors (NMFs) and promoting ceramide production. They strengthen the skin's barrier, improve moisture retention, and reduce inflammation, leading to healthier, more resilient skin.
- **Scientific Reasoning:** Sleep deprivation impairs the skin's hydration and weakens its barrier, making it more vulnerable to dehydration and irritation. PreBIULIN and BIOLIN/P support NMFs and stimulate ceramide production, reinforcing the barrier and preventing moisture loss while enhancing the skin's immune function and reducing inflammation.

Aquaporin Hydrating Cream Diffuporine

- **How It Works:** Diffuporin boosts skin hydration and strengthens the barrier by improving water transport and stimulating ceramide production. This reduces dehydration, inflammation, and enhances skin resilience against external stressors.
- **Scientific Reasoning:** Diffuporin optimizes tight junctions in the stratum corneum, reducing water loss and improving barrier integrity. It enhances ceramide and lipid production, restoring moisture retention and protecting the skin from irritants.



Snow Algae and Spirulina Cooling Mask Spirulina Extract

- **How It Works:** Spirulina Extract helps hydrate and strengthen the skin by promoting moisture retention and improving the skin's barrier function. It aids in the synthesis of ceramides and other lipids essential for maintaining a strong, cohesive barrier, which prevents dehydration and water loss.
- **Scientific Reasoning:** Spirulina Extract, rich in gamma-linolenic acid (GLA), supports ceramide production to strengthen the skin's barrier and reduce water loss. Its antioxidants, including phycocyanin and beta-carotene, help neutralize free radicals, reduce inflammation, and improve skin hydration and repair.

ROOT CAUSE

SYMPTOM

INGREDIENT

PRODUCT

INFLAMMATION

Redness, puffiness, increased acne breakouts, rosacea flare-ups, and overall sensitive skin.

Aloe Vera
CM- Glucan Forte
Haloxyl

Aloe + Calendula Calming Mist
Pre & Post Biotic Nourishing Mask
Full Circle Eye Day or Night

REDUCED COLLAGEN
PRODUCTION & ACCELERATED
SKIN AGING

Fine lines, wrinkles, sagging skin, dullness, and loss of skin elasticity.

Rice Bran Oil
Snow Algae
Vitamin C

Hydralox
Snow Algae and Spirulina Cooling Mask
Vitamin C Reversal Serum

IMPAIRED DNA REPAIR &
INCREASED UV DAMAGE

Hyperpigmentation, uneven skin tone, age spots, sun damage (despite using sunscreen), and overall loss of radiance.

B - Circadin™
Lipochroman 6
NeoDermyl®

Circadian Time Balancing Mask with Malachite
Light Day Sunscreen Broad Spectrum SPF 37
Serum 71

DEHYDRATION &
REDUCED SKIN BARRIER FUNCTION

Dryness, flakiness, tightness, rough texture, more pronounced fine lines, and increased sensitivity.

PreBIULIN and BIOLIN P
Diffuporine
Spirulina Extract

Pre & Post Biotic Nourishing Mask
Aquaporin Hydrating Cream
Snow Algae and Spirulina Cooling Mask

DREAM
CONSULTATION



CREATING CONSISTENT SERVICE BEHAVIORS

The most **important** part of the service is the consultation.

This is time to build and sustain a deeper and more meaningful connection with your clients.

Any client when treated correctly will be a **lifetime client**.

A Dream Facial opens up a wide demographic for clientele.

Approaching your consultation with a **simple and effective action plan** can help your clients reach their desired results

With this approach, you can create a clear professional and home care treatment plan.

Educating your clients about the benefits of the products and treatments chosen for them builds their trust, confidence, and treatment compliance with optimized results.

ASKING THE RIGHT QUESTIONS WITH PROFESSIONAL AUTHORITY

An effective consultation will include targeted questions that help assess the client's lifestyle factors and skin conditions to determine if this facial is right for them.

This will allow you to determine whether they're a good candidate for this treatment while also positioning yourself as an expert who understands both skin physiology and the holistic connection between overall health and skin vitality. Here's how to approach the consultation to find out if your client needs a power nap for their skin:

- 1 Assess Sleep Habits and Circadian Disruption**
- 2 Evaluate Inflammation and Skin Sensitivity**
- 3 Assess the Skin's Hydration and Barrier Function**
- 4 Check for Signs of Reduced Collagen and Elasticity**
- 5 Consider Lifestyle and Stress Factors**

ASSESS SLEEP HABITS & CIRCADIAN DISRUPTION

Question to ask: "How would you describe your current sleep quality and routine? Are you getting at least 7-8 hours of uninterrupted sleep most nights?"

Why this matters: Sleep is crucial for skin regeneration, especially in the G1 phase of the cell cycle when DNA repair mechanisms peak. Sleep deprivation leads to reduced collagen production, impaired DNA repair, and slower skin regeneration, resulting in a dull, tired appearance. This question helps you gauge how much circadian misalignment might be affecting their skin's health.

Follow-up question: "Do you experience difficulty falling asleep, or do you wake up often during the night?"

Why this matters: Interrupted sleep, even if the total hours seem sufficient, can still disrupt the skin's repair processes, exacerbating dehydration, inflammation, and the loss of firmness and elasticity.

EVALUATE INFLAMMATION & SKIN SENSITIVITY

Question to ask: "Have you noticed any redness, irritation, or sensitivity in your skin, especially after using skincare products or exposure to environmental factors?"

Why this matters: Chronic sleep deprivation leads to systemic inflammation, which manifests in the skin as redness, irritation, and a compromised barrier. This increases oxidative stress, impairs collagen synthesis, and can accelerate aging. Clients with inflamed or reactive skin are likely experiencing skin stress due to circadian misalignment.

Follow-up question: "Do you often feel like your skin feels tight or looks dull, even after moisturizing?"

Why this matters: Tightness and dullness are common signs of both dehydration and compromised skin barrier function, which occur when the circadian rhythm is disrupted, and the skin's natural repair processes are impaired.

ASSESS SKIN'S HYDRATION & BARRIER FUNCTION

Question to ask: "How would you describe your skin's hydration? Do you experience flakiness or dryness, especially around the cheeks or forehead?"

Why this matters: Sleep deprivation can hinder the skin's ability to maintain proper hydration levels, making the skin more susceptible to dryness, irritation, and barrier dysfunction. A compromised skin barrier allows moisture to escape, and irritants to penetrate more easily. Clients with compromised hydration or barrier function may be ideal candidates for a treatment designed to re-sync their skin.

Follow-up question: "Do you feel that your skin's texture has changed recently, such as feeling rough or uneven?"

Why this matters: Changes in texture, like roughness, often signal a weakening skin barrier and impaired cell turnover, both of which are exacerbated by lack of sleep. The Dream Facial can help boost barrier repair and restore smoothness by promoting hydration and reinforcing lipid layers.

CHECK FOR REDUCED COLLAGEN & ELASTICITY

Question to ask: "Have you noticed any fine lines, wrinkles, or sagging in your skin that seem to be more prominent lately?"

Why this matters: Sleep plays a crucial role in collagen synthesis, and sleep deprivation reduces collagen production, leading to a loss of skin elasticity and firmness. This question helps you determine if the client is experiencing the early signs of collagen loss due to disrupted circadian rhythms.

Follow-up question: "Does your skin look more tired or lackluster compared to when you were getting more consistent sleep?"

Why this matters: A lack of collagen production can lead to skin that appears flat, lifeless, and sallow. If your client reports that their skin looks more tired than before, it's a strong indicator that their collagen production has slowed, which is common with sleep deprivation.

CONSIDER LIFESTYLE & STRESS FACTORS

Question to ask: "Are you currently under a lot of stress or have you noticed increased fatigue recently?"

Why this matters: Chronic stress can exacerbate the effects of sleep deprivation on the skin. Stress increases the production of cortisol, which impairs collagen synthesis and weakens the skin's barrier, leading to further dehydration and inflammation. This question helps identify whether stress is contributing to their skin's condition, making it a good candidate for treatments like the Dream Facial.

HOW TO PRESENT THE DREAM FACIAL

After assessing their skin with these questions, position the Dream Facial as a solution to address these concerns:

- **Explain the treatment's benefits:** "The Dream Facial is specifically designed to help re-sync your skin's natural circadian rhythm, particularly when disrupted by stress, poor sleep, or lifestyle factors. It helps to restore hydration, reduce inflammation, and stimulate collagen production, resulting in healthier, more radiant skin."
- **Educate on skin physiology:** "During sleep, our skin undergoes vital repair and regeneration processes, including collagen synthesis and DNA repair. When your sleep patterns are disrupted, these processes are impaired, leading to a compromised skin barrier and increased visible signs of aging. This facial supports those critical nighttime functions, helping your skin recover and rejuvenate faster with a visible glow."
- **Highlight the results:** "You'll likely notice more hydrated, balanced skin with that post nap glow right after the treatment. Over time, it can help reduce the appearance of fine lines, enhance skin elasticity, and bring back that youthful, refreshed look, just like you've been getting a full 8 hours of sleep!"

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SUPPORTING DOCUMENTS

Utilize our Dream Facial supporting documents to ensure your clients have a 360 consultation



CIRCADIA
by Dr. Pugliese
Advanced Professional Skincare

SKIN ASSESSMENT FORM

First Name _____ Last Name _____ Date _____
 Performed by _____

PERIPHERAL VASCULAR SYSTEM & ITS DISORDERS

Normal
 Erythrosis (permanent redness) _____
 Couperose (diffuse redness) _____
 Cyanosis (dark blue) _____
 Rhinophyma (bulbous nose) _____
 Erythema (intermittent redness) _____
 Telangiectasia (distended capillaries) _____
 Angioma (naevus vascularis) _____
 Spider Angioma _____
 Telangiectatic wart _____

LIPID SYSTEM AND ITS DISORDERS

Normal secretions: Region(s) _____
 Excess secretions: Region(s) _____
 Very little secretion: Region(s) _____
 Sebormic (oily) _____
 Asphyxiated _____

ACNE

Many comedones _____
 Macula - Region(s) _____
 Nodules - Region(s) _____
 Pustule - Region(s) _____
 Popule-pustules - Region(s) _____
 Vesicula - Region(s) _____

ERUPTION PATTERN

Few Many Intermittent Permanent

Acne Grade
 Grade 1: _____
 Grade 2: _____
 Grade 3: _____
 Grade 4: _____
 Medically treated? Yes No

FATTY INCLUSIONS

None Micro sebaceous cyst
 Milia Open comedones
 Closed comedones Escar (scabies)
 Seborrheic hyperplasia Xanthoma

SKIN HYDRATION

Normal hydration Superficial dehydration
 Deep dehydration
 Ridules - Regions _____
 Wrinkles - Regions _____
 Furrows - Regions _____

SKIN SENSITIVITY

Normal Burning sensation
 Reactive Pruritus (itching)
 Hyper-reactive To Pressure
 Intolerant to _____

KERATINIZATION

Normal Squama
 Hyperkeratinization Furfur (flaky scales)
 Hypokeratinization Pityriasis simplex
 Eczema Psoriasis
 Ichthyosis Keratosis senilis

GRAIN OF SKIN

SKIN TEXTURE

Very fine Smooth
 Slightly visible ostium Rough
 Obvious visible ostium Granular
 Enlarged ostium

SKIN TONE

Firm Mild lack of tone Severe lack of tone

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Skin Assessment Form

FORMS

Prescription Pad

Date _____ Time _____

Name _____

Next appt date _____

Treatment Plan _____

Notes _____

Treatment Serum

AM	PM	PRODUCT	NOTES
		Serum 71	
		MeriStem Serum	
		Cyto-Comm Serum	
		Counter A.G.E.	
		Myo-Cyte Plus	
		Vitamin A Gel	
		Hydralox Serum	
		Moisture on Demand	
		Chrono-Calm Serum	
		Bright White Serum	
		Spot Stop	

Cleanse

AM	PM	PRODUCT	NOTES
		Vitamin Veil Cleanser	
		Micro-Exfoliating Honey Cleanser	
		Lipid Replacing Cleansing Gel	
		Amandola Milk Cleanser	
		Cleansing Gel with Salicylic Acid	
		Cleansing Gel with Mandelic Acid	

Eye

AM	PM	PRODUCT	NOTES
		Emergency Eye Lift	
		Full Circle Eye Repair Day	
		Full Circle Eye Repair Night	

Protect

AM	PM	PRODUCT	NOTES
		Vitamin C Reversal Serum	
		Light Day Sunscreen Broad Spectrum SPF-37	

Functional Mist

AM	PM	PRODUCT	NOTES
		Blueberry & White Tea Hydrating Mist	
		Aloe & Calendula Calming Mist	
		Licorice & Bearberry Brightening Mist	
		White Willow & Juniper Clearing Mist	

Corrective

AM	PM	PRODUCT	NOTES
		Nighttime Repair	
		Nighttime Repair Plus	
		Vitamin A Boosting Cream	
		Phito-Pep 1.6	
		Revita-Cyte Complex	
		Glyco-Guard	
		AquaPorin Hydrating Cream	
		Tranquil-Cream	
		Rose-Ease Relief Cream	
		Post Peel Balm	
		White Veil Brightener	
		Daytime Control	
		Nighttime Control	

Body

AM	PM	PRODUCT	NOTES
		Blue Bamboo Exfoliator for Body	
		Firming & Shaping Gel	
		Tidal Moisture for Body	

Protect during the day. Repair at night.

Client Prescription Pad

SCAN TO WATCH

Prescription Form



SCAN TO WATCH

Consultations



SCAN TO WATCH

Allergen Statement



CIRCADIA[®]
dream **PROTOCOL**



Level: Specialty

Skin Type: All skin types

Benefits: Balancing, hydrating, rejuvenating, relaxing

Indications: Dry, dehydrated, fine lines and wrinkles, dull or lackluster, sensitized, unbalanced

Contraindications/Considerations: None

Treatment Time: 55-65 minutes

Mandatory Pre/Post Care: None

Recommended Treatment Plan: Every 4 weeks or as needed

Recommended Home Care Retail: Cleanser of choice, Functional Mist of Choice, Vitamin C Reversal Serum, Light Day SPF or Circa Shield, Serum 71, Emergency Eye Lift, Nighttime Repair / Plus or Revita-Cyte, Cyto-Comm

Products and Supplies: Vitamin Veil Cleanser, Snow Algae and Spirulina Cooling Mask, Lipid Replacing Gel Cleanser, Pre/Post Biotic Mask, Aloe and Calendula Calming Mist, Vitamin C Reversal Serum, Hydralox, AquaPorin Hydrating Cream, Emergency Eye Lift, Serum 71, Full Circle Eye, Light Day SPF 37, Post Peel Balm, Lip Renewing Hydrator, Circadian Time Balancing Mask, Gua Sha Stone, Cooling Ice Globes, Warm Towels, Hair Protection, Bowls, Fan Brushes, 4x4 Squares, Cotton Rounds, Weighted Blanket- OPTIONAL, Ear Buds- OPTIONAL, Spa Wrap, Spa Robe, Music



01 | PRE - CLEANSE 3 minutes

Apply ½ pump **Vitamin Veil Cleanser**. Cleanse in circular motions and perform face massage hitting acupressure points and remove thoroughly.

02 | CALMING CLEANSE 2 minutes

Mix 1 tsp. **Snow Algae and Spirulina Cooling Mask** and 1 pump of **Lipid Replacing Cleansing Gel**. Apply to the face and neck and cleanse in circular motions. Remove thoroughly and pat skin dry.

03 | NOURISH 11 minutes

Dispense 1 tbsp. of **Pre/Post Biotic Mask** into a portion cup. Apply evenly to the face and neck using a double fan brush dance stroke technique (5 minutes). Cover with damp 4x4 and a hot towel. While the mask is working, perform 5 minutes of scalp massage, or hand and arm massage, if the client prefers. Remove mask thoroughly and pat skin dry.

04 | ANTIOXIDANT INFUSION 2 minutes

Spray 3-4 sprays of **Aloe and Calendula Calming Mist** on a 4x4 or cotton round and gently apply and press into the skin. Apply 1 pump of **Vitamin C Reversal Serum**, followed by extra-light tapotement.

05 | TONE 10 minutes

Combine 1 pump of **Hydralox** with 1 pump of **AquaPorin Hydrating Cream** and emulsify in your hands, then apply to the skin. Perform **Gua Sha Stone** massage for 10 minutes. Begin on the right side of the face and neck, and then repeat the strokes on the left side using gentle pressure. Remove excess products from the skin using a 4x4 or warm towel.



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Light

06 | CALMING MASK 12 minutes

(Keep ice globes in the mini fridge)- Dispense 1 tbsp. of the **Circadian Time Balancing Mask with Malachite** into a portion cup. Apply evenly to the face and neck with 2 fan brushes using the double brush dance stroke technique (2 minutes), then perform a cooling massage using **Cooling Ice Globes** for 5 minutes. Leave the mask on for 5 minutes while performing massage to the neck and shoulder area. Use a warm towel to remove the excess mask.

07 | AWAKEN 5 minutes

Apply 1-2 pumps of **Emergency Eye Lift** to the eye tissue. Apply the appropriate **Full Circle Eye Day or Night** to the eye area. Apply 1 pump of Serum 71 to the face and neck, allowing time to absorb. Apply 1-2 pumps each of **Light Day Sunscreen Broad Spectrum SPF-37** and **Post Peel Balm** to the face and neck. Finish with a scalp massage for 3 minutes, remove the ear buds and headband. Apply to the back of ears. Apply **Lip Renewing Hydrator** with an applicator.

08 | RISE AND SHINE 10-15 minutes

Place a warm towel on their shoulders and assist them in rising from the table. Give the guest spa water and direct them to change into their clothes. Allow time to change and meet them in the lobby. Give them a **Dream Box**.



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Post Pe
Baume Ap
Balsamo Po

60 mL

Upgrade the Experience with a Bespoke Choreographed Soundscape from Myndstream

You can enhance the experience by pairing the Dream Facial with a custom curated & scientifically informed soundscape from our music partner Myndstream. Designed to turn your treatment into a multi-sensory experience, it unlocks a whole new level of relaxation and rejuvenation.

Music has the power to shape a space, shift a state of mind and even alter our physiology, reducing cortisol levels, lowering heart rate, and calming the mind to create a profound sense of peace. The Dream Soundscape has been choreographed by a team of experts to perfectly complement each stage of the Dream Facial, elevating and heightening each of the senses. As your clients unwind, the soothing melodies work in tandem with expert touch and science-driven ingredients to rejuvenate stressed skin and restore inner balance.

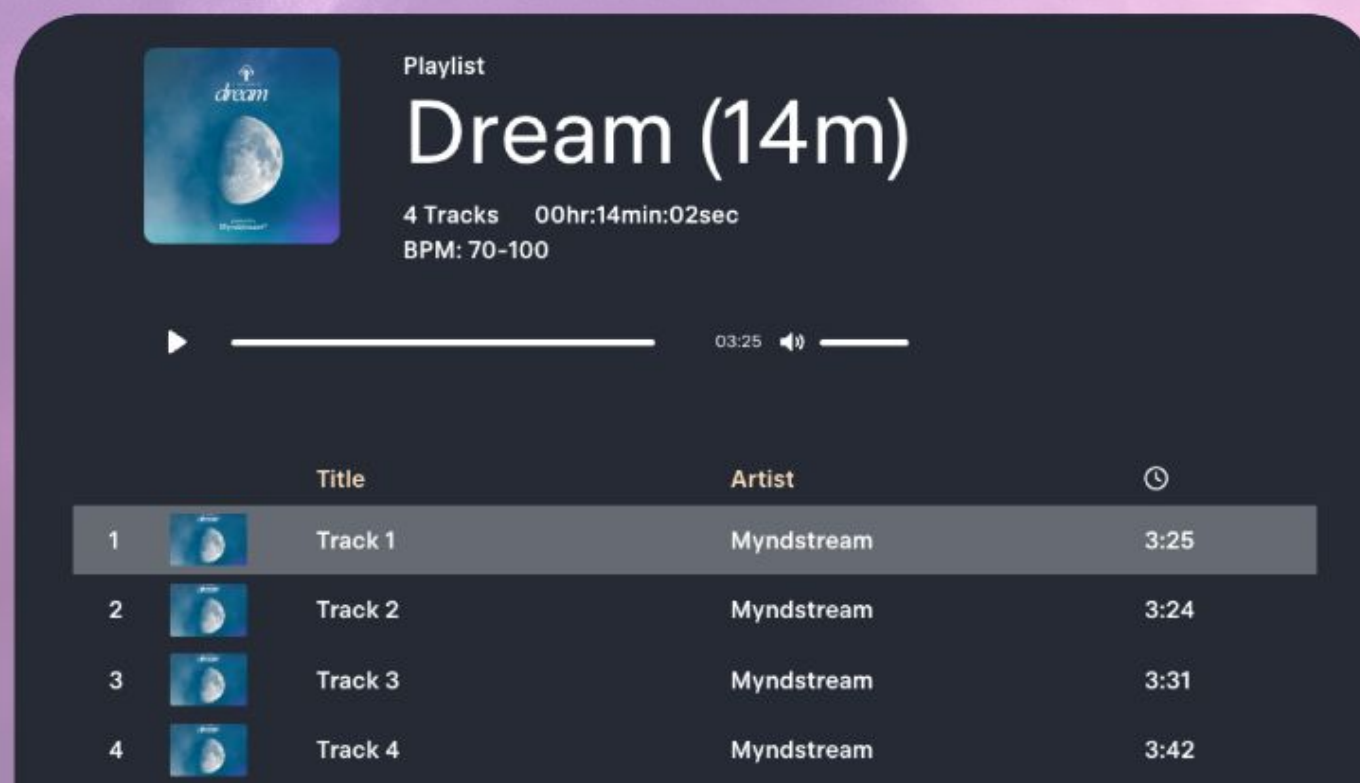
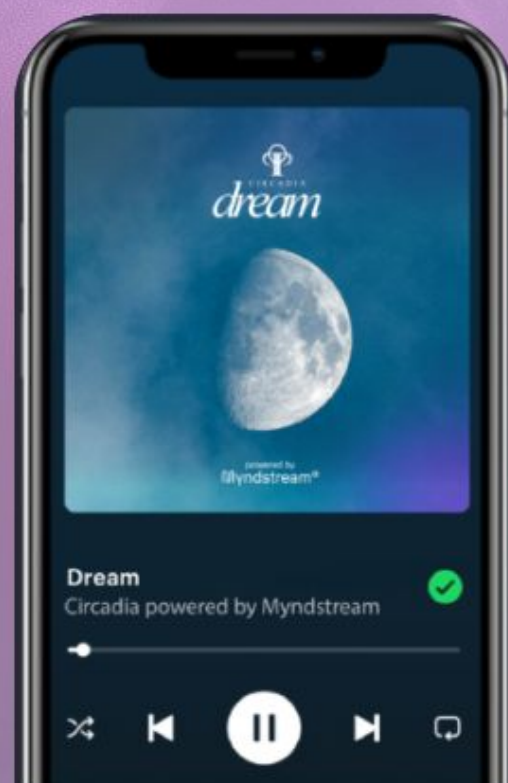
This innovative collaboration brings together the art of music and the science of skincare, delivering a deeply restorative experience for the mind, body, and skin. While it's not required to perform the dream facial, it adds another level of experience & bliss. Stream it through headphones or play it through the speakers. Or for the ultimate experience, you could play it through an Oakworks vibroacoustic table (sold separately) that lets your clients feel the music.



Myndstream®

The Gift of a Great Night's Sleep

To enhance your clients' Dream Protocol, we've created a special gift: a one-hour playlist designed to promote deeper, more restful sleep. This restful state is crucial for skin cell regeneration and renewal, allowing your clients to actively support their skin's natural rejuvenation process long after they have left the spa. This valuable tool extends the impact of the Dream treatment, leaving a lasting impression they'll be eager to share with friends and is a subtle reminder of their exceptional experience at your spa.



Myndstream®

The Dream Home Care Kit

Your clients can continue to experience the the dream at home with this incredible home care kit.

Box Kit Includes:

Micro-Exfoliating Honey Cleanser

Blueberry White Tea Hydrating Mist

Circadian Time Balancing Mask

Pre & Post Biotic Nourishing Mask

Circa-Shield Mineral Sunscreen



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BUSINESS
BUILDING



RETAILING PSYCHOLOGY

When it comes to retailing after a facial experience, consumer purchasing behaviors are heavily influenced by psychological triggers and emotional responses related to the experience.

Understanding how your clients feel post-facial and how those emotions influence buying decisions can help you increase retail sales.

Here are some clinical facts about consumer purchasing behaviors and psychology that can guide your retailing experience:



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EMOTION DRIVEN PURCHASES

Studies show that **emotions drive up to 95% of purchasing decisions.**

After a facial, clients often feel more relaxed, rejuvenated, and confident. These positive emotions create an emotional connection to the experience, making them more likely to purchase products that extend that feeling of wellness and results.

POST EXPERIENCE

Post-purchase commitment bias suggests that consumers are more likely to make follow-up purchases after having a **positive initial experience.**

After a facial, a client is primed for continued self-care. If you create a positive experience with visible, immediate results, they are much more likely to invest in maintaining those results with at-home skincare. The facial essentially "prepares" the client to buy.

RECIPROCITY PRINCIPLE

The principle of reciprocity is a well-established psychological concept in retail. This principle suggests that when a business gives something of value, **consumers feel inclined to reciprocate by making a purchase.**

PERCEIVED VALUE & BENEFITS

Research shows that clear communication of benefits—such as anti-aging, hydration, or calming effects—can increase the likelihood of a purchase.

Explain the benefit such as re-synchronizing the skin's circadian rhythm or providing hydration and barrier repair—you create perceived value. This makes clients feel like they're investing in something that will help them maintain the long-term benefits of their facial.

SCARCITY & URGENCY

Consumers are more likely to purchase when they perceive something is in **limited supply** or if there is an urgency to act.

By telling clients that the products they used during their facial are exclusive to your practice or are in limited supply, you create urgency, motivating them to act quickly to purchase, helping trigger this psychological response.

CONSISTENCY & ROUTINE

Consumers are more likely to adopt consistent skincare routines when they are given a plan to follow. Research has shown that people stick to routines when they feel supported by expert recommendations.

By offering a personalized home care regimen, you encourage consistency in their skincare routine.

TRUST & AUTHORITY

Authority and trust are critical in purchasing decisions. Studies have shown that expert advice increases trust, and people are more likely to purchase when they feel a brand or professional has authority.

PRICE SENSITIVITY & VALUE PROPOSITION

Price sensitivity varies, but research indicates that **value-oriented selling is more effective than simply focusing on low price points.**

Position the products as an investment in their skin's health and future results. Clients who have just experienced a luxurious, results-driven facial are more likely to view the products as part of a premium experience, not just as an extra cost.

FEATURE

VS

BENEFIT

WHAT

The science is behind the ingredient

Example:
Peptide

Feature:
Amino Acid



HOW

The ingredient will impact that client - what's in it for them?

Example:
Peptide

Benefit:
Peptides stimulate collagen production and improve skin elasticity, helping to reduce the appearance of fine lines and wrinkles.

Differentiate feature vs benefits of the ingredients in their skin journey

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RETAILING SALES CYCLE

FOLLOW A SIMPLE SALES CYCLE TO ENSURE YOU ARE MEETING YOUR CLIENTS GOALS

ENGAGEMENT
(QUESTIONS & TRUST)

FOLLOW UP
(NOTES & CALL)



CLOSE THE SALE
(CONFIDENCE)

IDENTIFY NEEDS
(WHAT IS CONCERN)



MAKE RECOMMENDATION
(KNOW YOUR PRODUCTS & WHY)

HANDLE OBJECTIONS
(MAY NEED MORE INFO)

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SECURING FUTURE REVENUE

PRE-BOOKING & RETENTION

50% is the industry average pre-booking rate.

Work to stay around this average to keep your guests' experience elevated & consistent and you retain your services integrity. Communication is key as you foster your relationships and provide your guests with results to drive services.

20-25% is the industry average new client retention for estheticians, which is where the client comes back within 90 days.

Aging skin is inevitable for all clients, so building the trust with a clear plan of action will bring your clients back, who in turn spend more money as they become more loyal to you and your business.



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SOCIAL MEDIA BEST PRACTICES



Impact your business & build your digital marketing footprint with our Dream Toolkit

Posting quality content that represents your business will help you stay connected to your followers while gaining new clients to increase bookings & promote referrals.

Utilize our Dream Digital Success Toolkit to drive revenue in both service and retail.

Audience grows > Demand for services grow > Business grows

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SCAN TO ACCESS

**Dream Social
Marketing Toolkit**



SCAN TO ACCESS

Retail Success

