

PRO 10 Event Playbook for Hand and Stone

dermalogica PRO[®]

Hand & Stone PRO 10 events

These events feature 10-minute Hand & Stone exclusive treatments that are the perfect introduction to Dermalogica Services offered at Hand & Stone. Experience retail and professional products while learning all about your customized home care recommendations from your professional skin therapist.





PRO 10 success story from H&S Ocala, FL

- PRO 10 event with Maria Cruzado Rodriguez, Lead LE and Daisy Farnell, H&S Manager
- Most transformative was the PRO power eye peel and the PRO bright 10. Amazing results in 10 minutes.
- \$7k in retail and got facials on the books.
- Clients were very appreciative of this complimentary service!

dermalogica PRO[®]

the why behind PRO 10 events

- Introduce clients to skin treatment expertise
- Build client trust
- Create personal connections
- Build facial books
- Boost retail sales
- Highlight new product innovations
- Increase facial visibility



how to make a PRO 10 event successful

- ✓ Provide clear/concise communication with your team on the event goal.
- ✓ Connect with your dermalogica business consultant for event support.
- ✓ Schedule retail training prior to event.
- ✓ Start building excitement around the event, send out invites, event reminders, and post flyers in spa-1 month prior to event.
- ✓ Spa associates should communicate event details with clients during check out.
- ✓ Invite VIP clients.
- ✓ Provide exclusive offers/discounts for event attendees.
- ✓ Take prebooks for PRO 10 treatments for event day.
- ✓ Make sure retail products are replenished, and displays are organized/clean.
- ✓ Provide refreshments.
- ✓ Give out raffles/prizes.
- ✓ HAVE FUN!




dermalogica PRO[®]

marketing assets

- Be sure to locate marketing materials through the business resource center on pro.dermalogica.com

dermalogica PRO



10 Treatments

performed by a Professional Skin Therapist

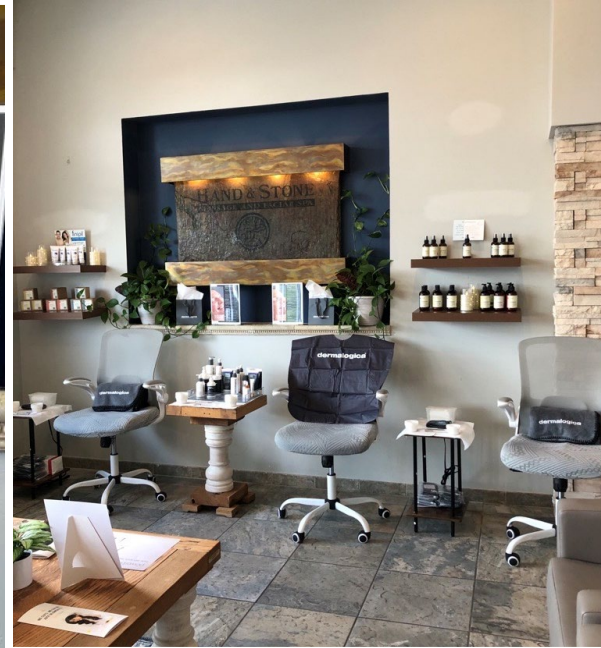
These 10-minute treatments are the perfect introduction to Dermalogica Services offered at Hand & Stone. Experience retail and professional products while learning all about your customized home care recommendations from your professional skin therapist.

pro bright 10 address dark spots and reduce uneven pigmentation to reveal brighter skin	pro hydrate 10 boost dry skin with nourishing hydration and replenish skin's lipid barrier
pro bright eyes 10 brighten, firm and de-puff the eye area with Vitamin-C and acupressure	pro calm 10 calming, restorative treatment for reduced sensitivity
pro clear 10 clear and calm congested breakout-prone skin	pro collagen 10 protect and preserve your skin's collagen
clear start 10 clear your skin, not your schedule – combat breakouts, clogged pores, and protect breakout-prone skin	pro power eye peel 10 target the delicate eye area with powerful, yet gentle, brightening and smoothing actives

HAND & STONE
MASSAGE AND FACIAL SPA

*See spa associate for full details and restrictions. Rates and services may vary by location. Independently Owned & Operated. ©2024 Hand & Stone Corp. Franchises Available.

dermalogica PRO[®]

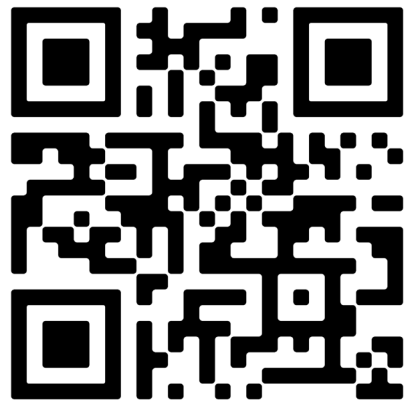


successfully performing
PRO 10s
in the
retail space

- Know your PRO 10 protocols
- Product knowledge is essential
- Be prepared, have products and sundries ready and easily accessible
- Practice makes progress

dermalogica PRO[®]

PRO 10 protocols and supply guide



PRO 10 event ROI

- Low-cost, high-return service that increases engagement, retail sales, and bookings.
- Provides an easy way to introduce clients to a skin treatment experience.
- Creates opportunities for rebooking and membership conversions.
- Allows spas to host interactive events that drive revenue and client excitement around the business.



PRO 10 Treatments
at
Hand and Stone

dermalogica PRO[®]

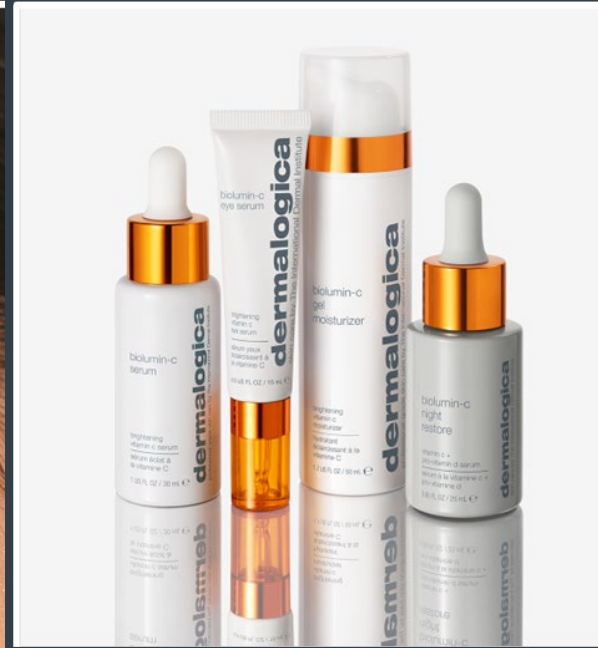


NEW! PRO firm 10[®]
featuring neurotouch
symmetry serum +
neurotouch sculpting
technique

address aging skin
concerns such as
dullness, skin laxity and
facial asymmetry



dermalogica PRO[®]



PRO bright 10

address dark spots
and reduce uneven
pigmentation to reveal
brighter skin

dermalogica PRO[®]



PRO bright eyes 10

brighten, firm and de-
puff the eye area with
vitamin-c and
acupressure

dermalogica PRO[®]



PRO clear 10

clear and calm
congested breakout-
prone skin

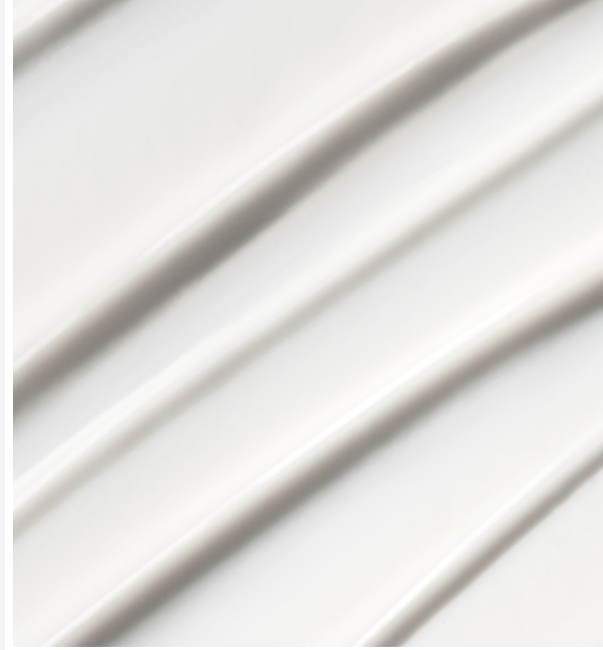
dermalogica PRO®



clear start 10

clear your skin, not
your schedule –
combat breakouts,
clogged pores, and
protect breakout-prone
skin

dermalogica PRO[®]



PRO hydrate 10

boost dry skin with
nourishing hydration
and replenish skin's
lipid barrier

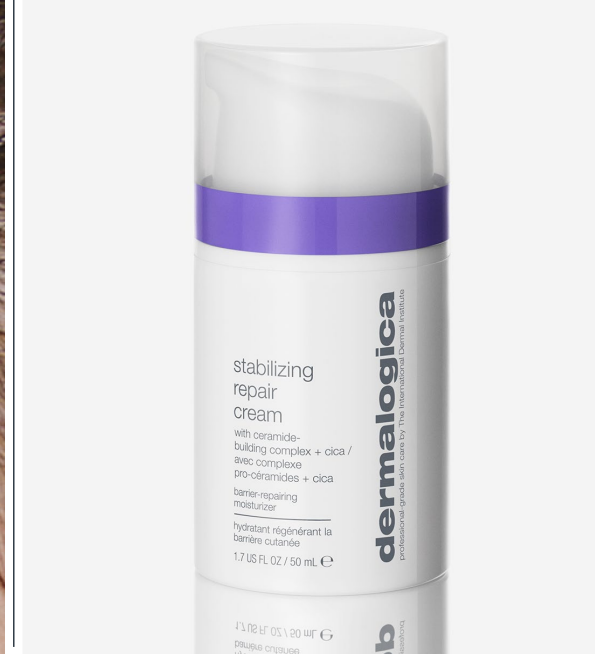
dermalogica PRO®



PRO collagen 10

protect and preserve
your skin's collagen

dermalogica PRO[®]



PRO calm 10

calming, restorative
treatment for reduced
sensitivity

dermalogica PRO[®]



PRO power eye peel 10

target the delicate eye area with powerful, yet gentle, brightening and smoothing actives

dermalogica PRO®

thank you!

dermalogica PRO[®]