

# Facials

## In-Clinic and At-Home



# Contents

## 20 Products

- OBAGI Nu-Derm 1 Gentle Cleanser 200ml
- OBAGI Nu-Derm 1 Foaming Gel 200ml
- ★ OBAGI-C Rx Cleansing Gel 180ml
- OBAGI Nu-Derm 2 Toner 200ml
- ★ OBAGI-C Rx Balancing Toner N/Oily Skin
- ★ Blue Peel RADIANCE Prep Solution
- OBAGI Nu-Derm 4 Exfoderm Forte 57g
- ★ OBAGI-C Rx Exfoliating Day Lotion 57g
- ★ OBAGI Blue Peel RADIANCE Kit
- ★ Obagi Professional-C Microdermabrasion Polish + Mask
- OBAGI Professional-C Peptide Complex 30ml
- OBAGI Professional-C 15% Serum 30ml [Lilac]
- ★ OBAGI Professional-C 10% Serum 30ml [Blue]
- OBAGI ELASTIderm Eye Cream 15g
- OBAGI Hydrate 48g
- OBAGI Hydrate Luxe 48g
- OBAGI Sun Shield Matte SPF50 85g
- ★ OBAGI Professional-C Suncare SPF30 48g
- OBAGI Physical UV Block SPF 32 57g
- ★ Obagi Daily Hydro-Drops

## Consumables and Marketing

- ★ Branded Headband
- Branded Timer
- Soft Gauze
- ★ Rough Gauze
- Galipot
- Protocol Cards
- ★ Counter Card
- USB
- Treatment Planners



# Cost Per Facial

OBAGI

## Obagi Facials

Treatment Step	Products	Product code
Cleanse	Foaming Gel Cleanser	FOA200POL01
Prepare	Toner	TON200POL01
Correct	Professional-C Serum 15%	PRO015OBA01
Correct	ELASTIderm Eye Cream	EYE015OBA01
Correct	Professional-C Peptide Complex	PROPEPOBA01
Exfoliant	Exfolderm Forte	EXFO06POL02
Hydrate	Hydrate (or Luxe)	HYD048OBA01
Protect	Sun Shield Matte	SUN090OBA01

OBAGI

## Obagi Facials

Treatment Step	Products	Product code	Wholesale Cost
Cleanse	Foaming Gel Cleanser	FOA200POL01	£22
Prepare & Clarify	CLENzIderm Foie Therapy	CLE002OBA01	£15
Treatment	Exfolderm Forte	EXFO06POL02	£38
Treatment	CLENzIderm Therapeutic Lotion	CLE002OBA02	£30
Treatment	ELASTIderm Eye Cream	EYE015OBA01	£44
Hydrate	Hydrate (or Luxe)	HYD048OBA01	£10
Protect	Sun Shield Matte	SUN090OBA01	£27

OBAGI

## Obagi Facials

Treatment Step	Products	Product code	Wholesale Cost	Size in ml/g	Amount used per treatment	Number of Applications	Cost per Application
Cleanse	Obagi-C Clearing Gel	CIE180OBA002	£15.50	180	0.5	360	£0.04
Prepare	Obagi-C Balancing Toner	TON18ALCBA01	£15.51	198	0.5	396	£0.03
Treatment	Professional-C Microdermabrasion Polish + Mask	PROPOLCBA01	£40.35	80	0.5	160	£0.25
Treatment	ELASTIderm Eye Cream	EYE015OBA01	£44.64	15	0.5	30	£1.48
Treatment	Professional-C Serum 15%	PRO015OBA02	£40.33	30	0.5	60	£0.67
Treatment	Obagi-C Exfoliating Day Lotion	EXFO57OBA02	£26.36	57	0.5	114	£0.23
Treatment	Professional-C Peptide Complex	PROPEPOBA01	£46.95	30	0.5	60	£0.78
Hydrate	Hydrate (or Luxe)	HYD048OBA01	£19.30	48	1	48	£0.40
Protect	Professional-C Sunscreen	PROSUNOBA01	£30.76	48	1	48	£0.40
<b>Total Treatment Cost</b>							<b>£4.28</b>
<b>Suggested Treatment Pricing</b>							<b>£70-100</b>
<b>Suggested Booking Time</b>							<b>15-30 mins</b>

Treatment Step	Products	Product code
Cleanse	Gentle Cleanser	GEN200POL01
Prepare	Toner (or BFR prep)	TON200POL01
Chemical Peel	Blue Peel BADIANCE	BLU048CBA01
Correct	ELASTIderm Eye Cream	EYE015OBA01
Correct	Professional-C Serum 10% (or 15%)	PRO010OBA01
Hydrate	Hydrate (or Luxe)	HYD048CBA01
Protect	Sun Shield Matte (Physical UV Block # 2 pieces of BFR)	SUN090CBA01

Treatment Step	Products	Product code	Wholesale Cost
Cleanse	Foaming Gel Cleanser	FOA200POL01	£22
Prepare	Toner	TON200POL01	£22
Mask	Professional-C Microdermabrasion Polish + Mask	PROPOLCBA01	£40
Mask	Exfolderm Forte	EXFO06POL02	£38
Treatment	ELASTIderm Eye Cream	EYE015OBA01	£44
Treatment	Professional-C Serum 15%	PRO015OBA02	£40
Treatment	Professional-C Peptide Complex	PROPEPOBA01	£46
Hydrate	Hydrate (or Luxe)	HYD048OBA01	£10
Protect	Sun Shield Matte	SUN090OBA01	£27

Treatment Step	Products	Product code	Wholesale Cost	Size in ml/g	Amount used per treatment	Number of Applications	Cost per Application
Cleanse	Foaming Gel Cleanser (or Gentle Cleanser)	FOA200POL01	£22.48	200	3	66	£0.34
Prepare	Toner	TON200POL01	£22.48	200	0.5	400	£0.05
Chemical Exfoliant	Exfolderm Forte	EXFO06POL02	£38.05	57	0.5	114	£0.33
Mask	Hydrate Luxe	HYDUXOBA01	£25.24	48	1	48	£0.52
Treatment	ELASTIderm Eye Cream	EYE015OBA01	£44.64	15	0.5	30	£1.48
Hydrate	Daily Hydro-Drops	HYDRCPBA03	£31.15	30	0.5	60	£0.51
Hydrate	Hydrate	HYD048OBA01	£19.30	48	1	48	£0.40
Protect	Sun Shield Matte	SUN090OBA01	£27.44	85	1	85	£0.32
<b>Total Treatment Cost</b>							<b>£3.59</b>
<b>Suggested Treatment Pricing</b>							<b>£70-100</b>
<b>Suggested Booking Time</b>							<b>15-30 mins</b>

\*The usage quantities, times and prices indicated

\*The usage quantities, times and prices indicated in these tables

\*The usage quantities, times and prices indicated in these tables are estimates only for discretionary use by the Obagi practitioner

- Cost per facial ranges from approximately £3.24 - £4.16
- Average Facial Treatment Cost £70 - £100
- BPR approx. £12.57
- Average Facial Treatment Cost £70 - £100

# Protocols

### OBAGI Signature Facial

**FACIAL procedure**

- 1 Consultation** Gain a thorough understanding of the patient medical history, skin condition, problem areas, and overall treatment goals.
- 2 Cleanse**


Massage a small amount of cleanser into skin and rinse with lukewarm water. Perform a second cleanse if the patient is wearing makeup.
- 3 Skin Analysis**


Analyze the patient's skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBAGI Skin Analysis Machine recommended)
- 4 Prepare**


Apply with a 1x1 cotton gauze, gently wiping over the entire face; do not rinse off.
- 5 Correct**


Apply 5-7 drops to finger tips and apply in gentle circles, feather to the neck.
- 6 Correct**


Apply around orbital bone and eyelid with finger or cotton tip applicator.
- 7 Correct**


Apply 1-2 pumps to finger tips and apply in gentle circles over entire face.

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### OBAGI Antioxidant Force Field Facial

**FACIAL procedure**

- 1 Consultation** Gain a thorough understanding of the patient medical history, skin condition, problem areas, and overall treatment goals.
- 2 Cleanse**


Massage a small amount of cleanser into skin and rinse with lukewarm water. Perform a second cleanse if the patient is wearing makeup.
- 3 Skin Analysis**


Analyze the patient's skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBAGI Skin Analysis Machine recommended)
- 4 Prepare**


Apply with a 1x1 cotton gauze, gently wiping over the entire face; do not rinse off.
- 5 Treatment**


Warm a teaspoon amount in hands, sweep a smooth thin, even layer to barely damp face; avoid eye area. Process for up to 10 minutes, remove with warm flannel / gauze.
- 6 Treatment**


Apply around orbital bone and eyelid with finger or cotton tip applicator.
- 7 Treatment**


Apply 5-7 drops to finger tips and apply in gentle circles, feather to the neck.

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### OBAGI Acne Express Facial

**FACIAL procedure**

- 1 Consultation** Gain a thorough understanding of the patient medical history, skin condition, problem areas, and overall treatment goals.
- 2 Cleanse**


Double cleanse the face, remove with warm water and gauze after each cleanse.
- 3 Prepare**


Apply with gauze or cotton pad, sweep over the entire face, neck, and décolleté.
- 4 Skin Analysis**


Analyze the patient's skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBAGI Skin Analysis Machine recommended)
- 5 Clarify**


Spot treat as needed.
- 6 Treatment**


Apply with hands or mask brush to face, neck and décolleté - avoid eye area. Process for up to 10 minutes and remove with warm water and gauze.
- 7 Treatment**


Spot treat as necessary.

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### OBAGI Age Defying Facial

**FACIAL procedure**

- 1 Consultation** Gain a thorough understanding of the patient medical history, skin condition, problem areas, and overall treatment goals.
- 2 Cleanse**


Double cleanse the face, remove with gauze and warm water after each cleanse.
- 3 Prepare**


Apply with gauze or cotton pad, gently wiping over the entire face, neck and décolleté.
- 4 Skin Analysis**


Analyze the patient's skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBAGI Skin Analysis Machine recommended)
- 5 Mask**


Warm a teaspoon amount in hands, sweep a smooth thin, even layer to barely damp face; avoid eye area. Process for up to 10 minutes, remove with warm flannel / gauze.
- 6 Mask**


Apply thin, even layer to the face and neck, process for up to 10 minutes, remove with warm water and gauze.
- 7 Treatment**


Apply around orbital bone and eyelid with finger or cotton tip applicator.

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### OBAGI Enrich Facial (BPR)

**PRE-PEEL procedure**

- 1 Consultation** Gain a thorough understanding of the patient's medical history, skin condition, problem areas, and overall treatment goals. Be sure to thoroughly read the Blue Peel BIODERMA Pre-Peel Instruction Guide, including caution and contraindications, and confirm that the patient has discontinued use of any products that may increase skin sensitivity.
- 2 Cleanse**


Massage a small amount of cleanser into skin and rinse with lukewarm water.
- 3 Prepare**


Apply 2 to 4 pumps of solution onto a clean, sterile gauze and seal gently apply to neck, use the instruction card completely.
- 4 Skin Analysis**


Analyze the patient's skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBAGI Skin Analysis Machine recommended)
- 5 Chemical Peel**


Be sure to carefully follow the Blue Peel BIODERMA Pre-Peel Instruction Guide and application instructions provided in the Pre-Peel Instruction Guide BIODERMA Biche.
- 6 Treatment**


Apply around orbital bone and eyelid with finger or cotton tip applicator.

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# Protocols: Signature Facial

OBAGI Signature Facial		
FACIAL procedure		
1 Consultation		Gain a thorough understanding of the patient medical history, skin condition, problem areas and overall treatment goals.
2 Cleanse	 Foaming Gel Cleanser	Massage a small amount of cleanser into skin and rinse with lukewarm water. Perform a second cleanse if the patient is wearing makeup.
3 Skin Analysis		Analyse the patients skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBSERV Skin Analysis Machine recommended)
4 Prepare	 Toner	Apply with a 10x10cm gauze, gently wiping over the entire face; do not rinse off.
5 Correct	 Professional-C Serum 15%	Apply 5-7 drops to finger tips and apply in gentle circles, feather to the neck.
6 Correct	 ELASTIderm Eye Cream	Apply around orbital bone and eyelid with fingers or cotton tip applicator.
7 Correct	 Professional-C Peptide Complex	Apply 1-2 pumps to fingertips and apply in gentle circles over entire face.

OBAGI Signature Facial		
FACIAL procedure		
8 Chemical Exfoliation	 Exfoderm Forte	Apply one pump to fingertips and apply to full face avoiding eyes and lips. Leave for 5-10 minutes, do not rinse.
9 Hydrate	 Hydrate Facial Moisturiser or Hydrate Luxe	Apply a small amount evenly to the entire face as needed.
10 Protect	 Sun Shield Matte Broad Spectrum SPF 50	Apply liberally and evenly to the entire face.
AFTER-FACIAL home care advice		
<p>After the facial is complete, advise the patient on important things to remember to help enhance their results:</p> <ul style="list-style-type: none"> <li>Remind them to avoid touching or picking at their newly cleansed skin</li> <li>Instruct them to not use any products that contain retinol, alpha and beta hydroxy acid products, as these can cause excessive redness</li> <li>Instruct them to stay out of the sun if possible because their skin will be very sensitive to UV damage</li> <li>Remind them to use a sunscreen with an SPF of at least 30, such as Obagi Sun Shield Matte, at all times</li> <li>To help optimise the results, they may want to consider purchasing an Obagi Transformation System or optional maintenance product</li> </ul>		
<p><small>This facial is in addition to your Obagi Medical Products and should not be combined with any other products. Protocols and recommended products are suggestions to be used at the discretion of the medical professional performing the procedure. Results are not guaranteed.</small></p> <p><small>To find out more about Obagi systems and products, visit <a href="http://www.obagiuk.com">www.obagiuk.com</a></small></p> <p><small>© 2021 Obagi Medical Products, LLC. All other products shown are trademarks of their respective owners. Distributed by Obagi Cosmetics, LLC. 80020 Obagi Medical Products, Inc. All rights reserved. 82183 02/20</small></p>		

- Adjustable to suit all skin types
- Great addition to a skin consultation – adding value for the patient and a great introduction to Obagi Medical Products

# Protocols: Acne Express Facial

OBAGI Acne Express Facial		
FACIAL procedure		
1 Consultation		Gain a thorough understanding of the patient medical history, skin condition, problem areas and overall treatment goals.
2 Cleanse	 Foaming Gel Cleanser	Double cleanse the face, remove with warm water and gauze after each cleanse.
3 Prepare	 CLENZIderm Pore Therapy	Apply with gauze or cotton pad, sweep over the entire face, neck and décolleté.
4 Skin Analysis		Analyse the patients skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBSERV Skin Analysis Machine recommended)
5 Clarify	 CLENZIderm Pore Therapy	Spot treat as needed.
6 Treatment	 Exfoform Forte	Apply with hands or mask brush to face, neck and décolleté - avoid eye area. Process for up to 10 minutes and remove with warm water and gauze.
7 Treatment	 CLENZIderm Therapeutic Lotion	Spot treat as necessary.

OBAGI Acne Express Facial		
FACIAL procedure		
8 Treatment	 ELASTIderm Eye Cream	Apply apply around orbital bone and eyelid with fingers or cotton tip applicator.
9 Hydrate	 Hydrate Facial Moisturiser or Hydrate Luxe	Apply evenly to the entire face, neck and décolleté as needed.
10 Protect	 Sun Shield Matte Broad Spectrum SPF 50	Apply liberally and evenly to the entire face, neck and décolleté.
AFTER-FACIAL home care advice		
<p>After the facial is complete, advise the patient on important things to remember to help enhance their results:</p> <ul style="list-style-type: none"> <li>Remind them to avoid touching or picking at their newly cleansed skin</li> <li>Instruct them to not use any products that contain retinol, alpha and beta hydroxy acid products, as these can cause excessive redness</li> <li>Instruct them to stay out of the sun if possible because their skin will be very sensitive to UV damage</li> <li>Remind them to use a sunscreen with an SPF of at least 30, such as Obagi Sun Shield Matte, at all times</li> <li>To help optimise the results, they may want to consider purchasing an Obagi Transformation System or optional maintenance product</li> </ul>		
<p><small>This facial is intended for use with Obagi Medical Products only and should not be combined with any other products. Protocols and recommended products are suggestions used at the discretion of the medical professional performing the procedure. Results are not guaranteed.</small></p> <p><small>To find out more about Obagi systems and products, visit <a href="http://www.obagiuk.com">www.obagiuk.com</a></small></p> <p><small>*TM and ® are marks of Obagi Cosmetics, LLC. All other product names are registered trademarks of their respective owners. Distributed by Obagi Cosmetics, LLC. ©2020 Obagi Medical Products, Inc. All rights reserved. 02183 02/20</small></p>		

- Best for acne-prone skin
- Suitable for those contraindicated for Obagi Blue Peel RADIANCE
- Offered following purchase of CLENZIderm M.D. System – prescription items needed
- Great introduction for the patient to understand their products and protocol

# Protocols: Enrich Facial (inc BPR)

**OBAGI Enrich Facial (BPR)**

**PRE-PEEL procedure**

<b>1</b> Consultation	Gain a thorough understanding of the patient's medical history, skin condition, problem areas, and overall treatment goals. Be sure to thoroughly read the Blue Peel RADIANCE <sup>®</sup> Practitioner Instruction Guide, including cautions and contraindications, and confirm that the patient has discontinued use of certain products that may increase skin sensitivity.
<b>2</b> Cleanse	 <b>Gentle Cleanser</b> Massage a small amount of cleanser into skin and rinse with lukewarm water.
<b>3</b> Prepare	 <b>Blue Peel RADIANCE<sup>®</sup> Prep Solution or Nu-Derm Toner</b> Apply 2 to 4 pumps of solution onto a clean, folded gauze pad and gently apply to face. Let the solution dry completely.
<b>4</b> Skin Analysis	Analyse the patient's skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBSERV Skin Analysis Machine recommended)
<b>5</b> Chemical Peel	 <b>Blue Peel RADIANCE<sup>®</sup> Professional Peel</b> Be sure to carefully follow the Blue Peel RADIANCE <sup>®</sup> chemical peel application instructions provided in the Practitioner Instruction Guide found inside the kit.
<b>6</b> Treatment	 <b>ELASTIderm Eye Cream</b> Apply apply around orbital bone and eyelid with fingers or cotton tip applicator.

To find out more about Obagi systems and products, visit [www.obagiuk.com](http://www.obagiuk.com)  
 \*Not intended for use on the face. Always use products in the order and amount indicated in the instructions.  
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**OBAGI Enrich Facial (BPR)**

**POST-PEEL procedure**

<b>7</b> Treatment	 <b>Professional-C Serum 10% (or 1%)</b> Apply 5-7 drops to finger tips and apply in gentle circles, feather to the neck.
<b>8</b> Hydrate	 <b>Hydrate Facial Moisturiser or Hydrate Luxe</b> Apply a small amount evenly to the entire face as needed.
<b>9</b> Protect	 <b>Sun Shield Matte Broad Spectrum SPF50 (use Physical UV Block or 2 passes of SPF as used)</b> Apply liberally and evenly to the entire face, neck and décolleté.

**AFTER-PEEL home care advice**

After the Obagi Enrich Facial is complete, advise the patient on important things to remember to help optimise their results:

- Remind them to use a sunscreen with an SPF of at least 30, such as Obagi UV Physical Sun Block, at all times for at least a week after the peel.
- Advise them to avoid direct sun exposure because it may cause improper healing and in some cases reverse the benefits of the peel.
- Instruct them to treat their skin gently and to NOT EXFOLIATE. They may experience mild dry, red, or flaking skin for several days or more after the peel. It is important to emphasize that they not pick at the peeling skin, as the dead skin will naturally slough off.
- Warn them to avoid alpha and beta hydroxy acid products, retinoids, retinol, and facial products containing fragrance for a few days after the peel. Instead, suggest using Obagi Hydrate to moisturise the skin.
- Remind them to consult their skincare professional prior to returning to their normal skin care routine.
- To help optimise the results, they may want to consider purchasing products such as those in the Obagi Nu-Derm Systems.

This is a skin treatment system with Obagi Medical Products only and should not be combined with any other products. Protocols and recommended products are a guideline to be used at the discretion of the medical professional performing the procedure. Results are not guaranteed. Blue Peel RADIANCE<sup>®</sup> chemical peel product is not intended for home or supervised consumer use. It is to be used only by a licensed medical professional (a physician, or a aesthetcian or nurse under a physician's supervision).

- Best for those looking for instant skin radiance with little down time
- More active treatment revealing tighter, smoother, and brighter-looking skin after just 1 facial
- Series of 4-6 recommended for optimal results

# Protocols: *Antioxidant Facial*

**OBAGI Antioxidant Force Field Facial**

**FACIAL procedure**

<b>1</b> Consultation		Gain a thorough understanding of the patient medical history, skin condition, problem areas and overall treatment goals.
<b>2</b> Cleanse		Obagi-C Cleansing Gel (or Nu-Derm Cleanser) Massage a small amount of cleanser into skin and rinse with lukewarm water. Perform a second cleanse if the patient is wearing makeup.
<b>3</b> Skin Analysis		Analyse the patients skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin.
<b>4</b> Prepare		Obagi-C Balancing Toner (or Nu-Derm Toner) Apply with a 10x10cm gauze, gently wiping over the entire face; do not rinse off.
<b>5</b> Treatment		Professional-C Microderma-brasion Polish + Mask Warm a teaspoon amount in hands, sweep a smooth thin, even layer to barely clamp face - avoid eye area. Process for up to 10 minutes, remove with warm flannel / gauze.
<b>6</b> Treatment		ELASTIderm Eye Cream Apply around orbital bone and eyelid with fingers or cotton tip applicator
<b>7</b> Treatment		Professional-C Serum 15% Apply 5-7 drops to finger tips and apply in gentle circles, feather to the neck.

**OBAGI Antioxidant Force Field Facial**

**FACIAL procedure**

<b>8</b> Treatment		Obagi-C Exfoliating Day Lotion (or Exoterm Forte) Apply 5-7 drops to finger tips and apply in gentle circles, avoiding eye area if applying Eye Cream.
<b>9</b> Treatment		Professional-C Peptide Complex Apply 1-2 pumps to fingertips and apply in gentle circles over entire face.
<b>10</b> Hydrate		Hydrate Facial Moisturiser or Hydrate Luxe Apply a small amount evenly to the entire face as needed.
<b>11</b> Protect		Professional-C Suncare SPF30 (or Sun Shield Matte) Apply liberally and evenly to the entire face.

**AFTER-FACIAL home care advice**

After the facial is complete, advise the patient on important things to remember to help enhance their results:

- Remind them to avoid touching or picking at their newly cleansed skin
- Instruct them to not use any products that contain retinol, alpha and beta hydroxy acid products, as these can cause excessive redness
- Instruct them to stay out of the sun if possible because their skin will be very sensitive to UV damage
- Remind them to use a sunscreen with an SPF of at least 30, such as Obagi Sun Shield Matte, at all times
- To help optimise the results, they may want to consider purchasing an Obagi Transformation System or optional maintenance product

This facial is intended for use with Obagi Medical Products and should not be combined with any other products. Protocols are recommended products and suggestions to be used at the discretion of the medical professional performing the procedure. Results are not guaranteed.

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- Best for detoxing the skin
- Immediate radiance – fully loaded with Vitamin C
- Ideal for those with pigmentation to introduce the Obagi-C Systems
- Pregnancy safe

# Protocols: Age Defying Facial

**OBAGI Age Defying Facial**

**FACIAL procedure**

<b>1</b> Consultation		Gain a thorough understanding of the patient medical history, skin condition, problem areas, and overall treatment goals.
<b>2</b> Cleanse	 Foaming Gel Cleanser	Double cleanse the face, remove with gauze and warm water after each cleanse.
<b>3</b> Prepare	 Toner	Apply with gauze or cotton pad, gently wiping over the entire face, neck and décolleté.
<b>4</b> Skin Analysis		Analyse the patients skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBSEV Skin Analysis Machine recommended)
<b>5</b> Mask	 Professional-C Microdermabrasion Polish + Mask	Warm a teaspoon amount in hands, sweep a smooth thin, even layer to barely damp face - avoid eye area. Process for up to 10 minutes, remove with warm flannel / gauze.
<b>6</b> Mask	 Exfoform Forte	Apply thin, even layer to the face and neck, process for up to 10 minutes, remove with warm water and gauze.
<b>7</b> Treatment	 ELASTIderm Eye Cream	Apply around orbital bone and eyelid with fingers or cotton tip applicator

To find out more about Obagi systems and products, visit [www.obagiuk.com](http://www.obagiuk.com)

**OBAGI Age Defying Facial**

**FACIAL procedure**

<b>8</b> Treatment	 Professional-C Serum 15%	Apply 5-7 drops to fingertip and apply in gentle circles, feather to the neck.
<b>9</b> Treatment	 Professional-C Peptide Complex	Apply 1-2 pumps to fingertips and apply over entire face.
<b>10</b> Hydrate	 Hydrate Facial Moisturiser or Hydrate Luxe	Apply a small amount evenly to the entire face, neck and décolleté as needed.
<b>11</b> Protect	 Sun Shield Matte Broad Spectrum SPF 50	Apply liberally and evenly to the entire face, neck and décolleté.

**AFTER-FACIAL home care advice**

After the facial is complete, advise the patient on important things to remember to help enhance their results:

- Remind them to avoid touching or picking at their newly cleansed skin
- Instruct them to not use any products that contain retinol, alpha and beta hydroxy acid products, as these can cause excessive redness
- Instruct them to stay out of the sun if possible because their skin will be very sensitive to UV damage
- Remind them to use a sunscreen with an SPF of at least 30, such as Obagi Sun Shield Matte, at all times
- To help optimise the results, they may want to consider purchasing an Obagi Transformation System or optional maintenance product

This is not intended for use with Obagi Medical Products or any other combination of Obagi Medical Products. Products are recommended products as suggested to be used in conjunction with the medical professional performing the procedure. Results are not guaranteed.  
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- Best for mature / ageing skin
- Vitamin C helps minimise the appearance of fine lines and wrinkles
- Professional-C Microdermabrasion Polish + Mask uses ultra-fine crystals to exfoliate the skin and infuse 30% Vitamin C

# NEW Protocol: Soothing Radiance Facial

**OBAGI Soothing Radiance Facial**

**FACIAL procedure**

<b>1</b> Consultation		Gain a thorough understanding of the patient medical history, skin condition, problem areas, and overall treatment goals.
<b>2</b> Cleanse		Double cleanse the face, neck and décolleté. Remove with gauze (or cotton wash) and warm water after each cleanse.
<b>3</b> Prepare		Apply with gauze or cotton pad, gently wiping over the entire face, neck and décolleté.
<b>4</b> Skin Analysis		Analyse the patients skin health and find the essential skin care products needed to maintain healthy-looking and radiant skin. (OBSERV Skin Analysis Machine recommended)
<b>5</b> Chemical Exfoliation		Apply thin, even layer to the face and neck, process for up to 10 minutes, remove with warm water and gauze.
<b>6</b> Mask		Apply evenly to the entire face, neck and décolleté and leave for 5-10 minutes, gently remove any excess.
<b>7</b> Treatment		Apply around orbital bone and eyelid with fingers or cotton tip applicator

To find out more about Obagi systems and products, visit [www.obagiuk.com](http://www.obagiuk.com)

**OBAGI Soothing Radiance Facial**

**FACIAL procedure**

<b>8</b> Hydrate		Dispense 1 - 2 pumps to fingertips and massage in gentle circles to the face, neck and décolleté.
<b>9</b> Hydrate		Apply a small amount evenly to the face, neck and décolleté.
<b>10</b> Protect		Apply liberally and evenly to the entire face, neck and décolleté.

**AFTER-FACIAL home care advice**

After the facial is complete, advise the patient on important things to remember to help enhance their results:

- Remind them to avoid touching or picking at their newly cleansed skin
- Instruct them to not use any products that contain retinol, alpha and beta hydroxy acid products, as these can cause excessive redness
- Instruct them to stay out of the sun if possible because their skin will be very sensitive to UV damage
- Remind them to use a sunscreen with an SPF of at least 30, such as Obagi Sun Shield Matte, at all times
- To help optimise the results, they may want to consider purchasing an Obagi Transformation System or optional maintenance product

This facial is intended for use with Obagi Medical Products only and should not be combined with any other products. Protocols and recommended products are suggestions to be used at the discretion of the medical professional performing the procedure. Results are not guaranteed.

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- Suitable for all skin types
- Pregnancy safe
- Gentle and soothing on even sensitive skin
- Antioxidant and anti-inflammatory
- Introduce and upsell the Obagi Daily Hydro-Drops – a luxury experience
- Instant skin radiance

# Launch LOADING ...

What are your patients looking for NOW that they can do at home for an affordable price?

What can you do to stay engaged with your patients?

What can you offer them for selfcare and home treatments?

What can you offer them to try out the NEW Obagi products?

# Obagi At-Home Facial Kits

- \*Retail direct to patient!
- \*Gift with courses of treatment



# At-Home Protocol

- ✓ Obagi-C Cleansing Gel
- ✓ FREE Deluxe Mini Polish + Mask
- ✓ FREE Deluxe Mini Daily Hydro-Drops
- ✓ Obagi Sun Shield TINT



£42.94 ex vat  
RRP £99

# At-Home Protocol

OBAGI

## At-Home Skin Radiance Facial

1



Massage a small amount of **Obagi-C Cleansing Gel** into the skin and rinse with lukewarm water.

Perform a second cleanse if you have been wearing makeup.



Warm the **Obagi Professional-C Microdermabrasion Polish + Mask** in your hands then sweep a thin, even layer onto clean, damp skin.

Exfoliation prepares the skin for optimum absorption.

So sit back and relax for 10-15 minutes while Vitamin C is infused into the skin. Wipe away the mask with a soft, wet cloth and water.

2



3



Dispense **Obagi Daily Hydro-Drops** onto the finger tips and massage in gentle circles on the face, neck and décolleté.

Revealing the new, radiant you.

Apply your choice of **Obagi Sun Shield TINT SPF50**, **Warm** or **Cool**, liberally and evenly to the entire face, neck and décolleté for all day protection.



4

AFTER CARE: Avoid touching or picking at your newly cleansed skin. Avoid sun exposure if possible as your skin may be sensitive to UV damage. Do not use any products that contain retinol, alpha and beta hydroxy acid products as these can cause excessive redness. To optimize results, consider purchasing an Obagi Transformation System or optional maintenance products.

- RRP £99
- Best for at-home use – send Direct to Patient
- Suitable for all skin types
- Resurfacing and nourishing the skin
- Great introduction to Professional-C Microdermabrasion Polish + Mask and Obagi Daily Hydro-Drops
- Instant skin radiance