



iS Clinical Product Knowledge - Cleanse

(PRESENTATION SPEAKER NOTES)

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SLIDE 1

TITLE: iS Clinical Product Knowledge

SUBTITLE: N/A

SPEAKER NOTES:



SLIDE 2

TITLE: Cleanse, Treat, Hydrate, Protect

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

iS Clinical's 4 Steps to Great Skin include:

1. Cleanse
2. Treat
3. Hydrate
4. Protect

These simple steps are especially helpful to the consumer who is entering into an iS Clinical skincare regimen for the first time, and to partners who may be new to using or recommending iS Clinical products.

iS Clinical has categorized its products into four key steps: Cleanse, Treat, Hydrate, and Protect, making it easier for both practitioners and consumers to choose from.

A good skincare routine should always begin with a cleanser and a broad-spectrum sunscreen. These two form the foundation of healthy skin and are non-negotiable. iS Clinical has developed an array of expertly formulated Treat and Hydrate products to address specific skin concerns and conditions, but it's crucial to start with Cleanse and Protect.

Proper cleansing is essential to a great skincare routine and healthy skin. Without proper cleansing and removal of makeup, oils, pollution, and debris, the skin cannot benefit from the products to follow.

It's also crucial to protect the skin from the harmful effects of the sun, regardless of skin type or condition. Sunscreen is a non-negotiable as UV rays contribute to aging skin and worsen all skin conditions including sensitivity, acne, and hyperpigmentation. It's recommended that clients choose a sunscreen formula they love and will use every day.

Introducing clients to iS Clinical by recommending one or two core products such as a cleanser and sunscreen is an excellent opportunity to increase sales. These products alone will begin producing results, increasing the overall health of the skin, with the goal of eventually transitioning them onto a full iS Clinical regimen.

SLIDE 3

TITLE: Cleanse

SUBTITLE: N/A

SPEAKER NOTES:

Step 1 – Cleanse

The first step in any morning or evening skincare regimen is to properly cleanse the skin.

Proper cleansing is vital for maintaining a clean, clear, and vibrant complexion. It is also important to properly cleanse the skin to allow for optimum penetration and performance of any product applied thereafter.

iS Clinical cleansers are ideal for all skin types, tones, ages, and genders. Gentle yet effective cleansing agents balanced with potent antioxidants and botanical nutrients remove excess oils, makeup and debris without over-drying or stripping the barrier layer. In fact, they are designed to improve barrier strength and integrity.

Remember, an excellent cleanser and sunscreen are the anchors to any skincare regimen. Let's begin with Cleansing Complex!

SLIDE 4

TITLE: Cleansing Complex

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

iS Clinical's best-selling cleanser!

This clear, lightweight cleansing gel is powerful, yet gentle enough for sensitive skin. Cleansing Complex incorporates a balance of bio-nutrients, antioxidants, and mild resurfacing ingredients that thoroughly cleanse the surface and pores of the skin without stripping essential natural oils, leaving skin soft and smooth. Cleansing Complex is excellent as a treatment step in professional facials and is very effective for removing makeup. Excellent for all skin types and all ages, this product even helps with blemish-prone skin.

Who is it good for?

Primary: All skin types, acne-prone skin, large or congested pores.

Secondary: Rough skin texture, pre- and post- procedure, aging skin, dry and sensitive skin.

How do you use it?:

Can be used morning and evening.

Moisten face and neck with water. Apply a small amount of Cleansing Complex to the palm of hand. Rub hands together and massage cleanser over face and neck. Rinse thoroughly and pat dry.

Unique Selling Points:

- A multi-tasking daily cleanser for all skin types that cleanses, tones, and gently exfoliates.
- Cleansing Complex is an excellent choice for a back bar cleanser.
- Removes light makeup and is safe around the eye and lip area.
- A great introduction to iS Clinical products for any skin type and condition.
- Excellent to use as a body wash, especially for those experiencing acne on the body.

- Great as a backbar cleanser for professional facials.

Frequently Asked Questions:

- Cleansing Complex is mildly exfoliating. Is it too strong for sensitive skin or rosacea?

Answer: Cleansing Complex is excellent for all skin types and conditions, including sensitive skin, rosacea, and post-procedure. Gentle exfoliation is balanced with calming botanicals and soothing hydration to support a healthy barrier.



SLIDE 5

TITLE: Cleansing Complex Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

DEEP-CLEANSING / EXFOLIATING: Willow Bark Extract (Source of Salicylic Acid), Sugar Cane Extract (Source of Glycolic Acid).

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

Saccharum Officinarum (Sugarcane) Extract (Source of Glycolic Acid): Desquamation agent that encourages the exfoliation of the stratum corneum.

ANTIOXIDANT PROTECTION: Blend of Vitamins A, C, and E

Retinyl Palmitate (Vitamin A), Tocopheryl Acetate (Vitamin E), Ascorbyl Palmitate (Vitamin C): Powerful vitamin antioxidant blend encapsulated in a liposome for ease of penetration.

ANTIOXIDANT / ANTI-IRRITANT / ANTIVIRAL / ANTI-INFLAMMATORY / PHOTOPROTECTIVE: Chamomile Flower Extract

Chamomilla Recutita (Matricaria) Flower Extract (Chamomile): Highly active antioxidant that possesses anti-irritant, antiviral, and photoprotective properties.

WOUND HEALING: Centella Asiatica

Asiaticoside, Asiatic Acid, and Madecassic Acid (Centella Asiatica): Efficacious antioxidant stimulates collagen synthesis and improves microcirculation, capillary flow, and vascular tone. Promotes wound healing and reduction of scar tissue.

SLIDE 6

TITLE: Cleansing Complex Polish

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

Cleansing Complex Polish thoroughly cleanses and exfoliates the skin without drying or stripping essential natural oils. This light, foamy gel contains eco-friendly microparticles of biodegradable Cellulose and Jojoba Esters combined with powerful botanical extracts and Salicylic Acid to provide both physical and biochemical exfoliation. A complete facial experience in a single product, this multi-purpose cleansing scrub instantly smooths, polishes, and softens the skin. Cleansing Complex Polish is excellent for all skin types and ages.

Who is it good for?

Primary: All skin types, acne-prone skin, large or congested pores.

Secondary: Rough skin texture, aging skin, dry and sensitive skin.

How do you use it?

Moisten face and neck with water. Apply a small amount of Cleansing Complex Polish to the palm of hand. Rub hands together and massage cleanser over face and neck. Rinse thoroughly and pat dry.

Unique Selling Points:

- Cleansing Complex Polish can be used head to toe as a full-body polish.
- Can be used as a 2-in-1 treatment to cleanse and resurface the skin, or in addition to a single, double or triple cleanse.
- Excellent for minimalists that prefer less steps in their regimen, and for power users that are looking for a boost for their existing regimen.
- Use Cleansing Complex Polish as an in-shower treatment for ease of use and complete removal of microparticles.

Frequently Asked Questions:

- Can Cleansing Complex Polish be used in place of my cleanser?

Answer: Cleansing Complex Polish can be used as a multi-purpose cleanser and physical exfoliant, or in addition to a single, double or triple cleanse to further smooth and polish the skin. However, if you are wearing makeup, be sure to remove it with Cream Cleanser or Cleansing Complex prior to using Cleansing Complex Polish. Cleansing Complex Polish is not designed for use around the eyes.

- How is Cleansing Complex Polish different from Cleansing Complex?

Answer: Cleansing Complex is a lightweight gel cleanser that does not contain any physical exfoliants. Cleansing Complex Polish contains the same ingredients and benefits as Cleansing Complex with the addition of eco-friendly, biodegradable Cellulose Microparticles and Jojoba Esters to gently polish and smooth the skin.

- How is Cleansing Complex Polish different from Tri-Active Exfoliating Masque?

Answer: Cleansing Complex Polish and Tri-Active Exfoliating Masque are both formulated to gently resurface and smooth the skin with safe and effective physical exfoliation. Their differences lie in the types of exfoliants they contain and their application methods.

Cleansing Complex Polish contains eco-friendly microparticles of biodegradable Cellulose and Jojoba Esters combined with Salicylic Acid to provide both physical and biochemical exfoliation and is not left on the skin like a masque. It is gently massaged into the skin and immediately rinsed off to reveal a softer, smoother complexion. The microparticles in Cleansing Complex Polish do not dissolve as they are massaged into the skin.

Tri-Active Exfoliating Masque combines 3 forms of exfoliation: botanical enzymes, eco-friendly microparticles and Salicylic Acid to provide an ideal combination of enzymatic, physical and biochemical exfoliation. This luxurious treatment masque is left on the skin for at least 5 minutes to allow the enzymes to activate. The microparticles in Tri-Active Exfoliating Masque are designed to slowly dissolve as they are gently massaged into the skin.

Tri-Active Exfoliating Masque is an excellent option for those with sensitive skin or inflamed acne that would benefit from gentle exfoliation but should avoid physical scrubs or excess manipulation. In this case, apply Tri-Active Exfoliating Masque in a thin layer and do not massage or manipulate. The skin will still benefit from the enzymatic and biochemical exfoliation without causing irritation or inflammation from the physical exfoliants.

SLIDE 7

TITLE: Cleansing Complex Polish Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

DEEP-CLEANSING / EXFOLIATING: Microcrystalline Cellulose and Jojoba Esters, Willow Bark Extract (Source of Salicylic Acid), Sugar Cane Extract (Source of Glycolic Acid)

Microcrystalline Cellulose, Jojoba Esters: Unique blend of naturally derived biodegradable exfoliants as a suitable alternative to non-eco-friendly microplastics.

Salix Alba (Willow) Bark Extract (Source of Salicylic Acid): Encourages desquamation by “dissolving” intercellular “cement” with no inflammatory effects. Also deep cleans pores and removes debris within hair follicles.

Saccharum Officinarum (Sugarcane) Extract: Botanically derived source of Glycolic Acid derived from Sugarcane. Gently exfoliates the skin for a renewed complexion.

ANTI-IRRITANT / ANTIVIRAL / ANTIOXIDANT / ANTI-INFLAMMATORY: Chamomile Flower Extract

Chamomilla Recutita (Matricaria) Flower Extract (Chamomile): Highly active antioxidant that possesses anti-irritant, antiviral, and photoprotective properties.

SLIDE 8

TITLE: Cream Cleanser

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

This lightweight, moisturizing cream cleanser is powerful, yet gentle enough to be used on dry, sensitive skin. Cream Cleanser combines bio-nutrients, antioxidants, and restorative ingredients that work to thoroughly cleanse the surface and pores of the skin while soothing the look and feel of dry areas. Skin is left feeling refreshed, hydrated and clean. Cream Cleanser is effective for even the most compromised skin conditions.

Who is it good for?

Primary: Dry, rough, normal, combination or sensitive skin.

Secondary: Removing makeup, travel where water is not available, post-procedure (use after skin has re-epithelialized).

How do you use it?

Apply a small amount of Cream Cleanser to hands and fingertips, then massage evenly over face and neck. Designed to either wipe off or rinse and pat dry.

Double cleanse: Cream Cleanser then Cleansing Complex.

Unique Selling Points:

- Can be removed with or without water.
- Essential for clients that need to repair the skin's barrier.
- Exceptional for heavy makeup users.
- Excellent for clients with sensitive skin.
- Cream Cleanser is part of our iS Cancer Care program product selection due to its nourishing benefits to sensitized or compromised skin.

Frequently Asked Questions:

- Can I use this product if I have acne or oily skin?

Answer: Yes, the ingredients in Cream Cleanser will bind to the oils and impurities in the skin and help remove them.

For acne and oily skin, it is recommended to perform a double cleanse, using Cream Cleanser first, then Cleansing Complex.



SLIDE 9

TITLE: Cream Cleanser Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

CLEANSING / BARRIER REPAIR/ MOISTURIZING: Safflower Seed Oil, Coconut Oil, Glycerin, Squalane

Carthamus Tinctorius (Safflower) Seed Oil: Emollient moisturizer that softens, smooths, nourishes, and restructures the skin barrier. Contains the highest amount of linoleic acid of any naturally occurring oil, which is an essential fatty acid that must be provided as the body is unable to synthesize it. Has dirt and oil removing abilities and is beneficial for acne-prone skin (which has abnormal lipid profiles and sebum production). Heals and is anti-inflammatory. Improves essential skin nutrition and restores normal protective barrier function.

Cocos Nucifera (Coconut) Oil: Powerful antibacterial, antifungal, and antimicrobial agent. Coconut extracts contain healing, humectant, and emollient properties.

Glycerin: Necessary for proper barrier function as well as the healing and development of normal skin cells. Acts as a signaling agent for the normal maturation of skin cells as they progress through the four layers of the epidermis.

Squalane: A saturated form of squalane obtained from grains, which is more resistant to oxidation and rejuvenates natural skin lipids. Used in the synthesis of natural skin sterols essential in maintaining skin barrier function.

ANTIBACTERIAL / ANTIFUNGAL / ANTIMICROBIAL / ANTI-INFLAMMATORY: Safflower Seed Oil, Coconut Oil

Carthamus Tinctorius (Safflower) Seed Oil: Emollient moisturizer that softens, smooths, nourishes, and restructures the skin barrier. Contains the highest amount of linoleic acid of any naturally occurring oil, which is an essential fatty acid that must be provided as the body is unable to synthesize it. Has dirt and oil removing abilities and is beneficial for acne-prone skin (which has abnormal lipid profiles and sebum production). Heals and is anti-inflammatory. Improves essential skin nutrition and restores normal protective barrier function.

Cocos Nucifera (Coconut) Oil: Powerful antibacterial, antifungal, and antimicrobial agent. Coconut extracts contain healing, humectant, and emollient properties.

COLLAGEN SYNTHESIS / WOUND HEALING: Ahnfeltia Concinna Extract

Ahnfeltia Concinna Extract: An intertidal seaweed algae extract from the Rhodophyta group containing proteoglycans, peptides, polypeptides, and glycans. Contains high levels of 4-Hydroxyproline, an unusual amino acid found only in collagen, which triggers skin to begin the collagen repair process.



SLIDE 10

TITLE: Warming Honey Cleanser

SUBTITLE: N/A

SPEAKER NOTES:

What is it?

This rich, luxurious treatment cleanser with the purest raw Honey, Royal Jelly, and Propolis imparts an extraordinary sensory experience, while effectively cleansing and gently exfoliating the skin. It leaves skin ultra-hydrated and moisturized, while helping to refine and balance problematic skin types. Warming Honey Cleanser has been specially formulated with Papaya Enzymes and Green Tea Extracts to further exfoliate and nourish, helping to leave the skin looking and feeling velvety smooth.

Who is it good for?

Primary: All skin types, rough skin, acne-prone skin.

Secondary: Large or congested pores, aging skin.

How do you use it?

Moisten face. Apply a small amount of Warming Honey Cleanser to hands and fingertips, then massage evenly over face and neck avoiding immediate eye area. Warming sensation increases with time. After several minutes, rinse thoroughly and pat dry.

Double cleanse: Cleansing Complex, Warming Honey Cleanser.

Triple cleanse: Cream Cleanser, Cleansing Complex, Warming Honey Cleanser.

Unique Selling Points:

- A luxurious, sensorial cleanser that provides gentle exfoliation, hydration, and moisture while nourishing the skin.
- Honey is antibacterial, antifungal, and anti-inflammatory, making it excellent for acne prone skin.
- After applying Warming Honey Cleanser, let sit for several minutes allowing time for enzymes to activate and process. After several minutes, rinse thoroughly and pat dry.

PRO TIP: Great for softening skin before extractions in the treatment room.

Frequently Asked Questions:

Would you want to use Warming Honey Cleanser to remove makeup?

Answer: No. Avoid the eye area when using Warming Honey Cleanser. The ingredients may irritate the delicate skin around the eyes.

Instead, use Cleansing Complex or Cream Cleanser to remove makeup prior to applying Warming Honey Cleanser.

SLIDE 11

TITLE: Warming Honey Cleanser Key Ingredients

SUBTITLE: N/A

SPEAKER NOTES:

Ingredient Profile:

HYDRATING / BARRIER REPAIR / ANTIOXIDANT PROTECTION / ANTIBACTERIAL / ANTI-FUNGAL / ANTI-INFLAMMATORY / ANTI-ACNE: Glycerin, Honey, Olive Oil, Camellia Sinensis (Green Tea) Leaf Extract

Glycerin: Necessary for proper barrier function as well as the healing and development of normal skin cells. Acts as a signaling agent for the normal maturation of skin cells as they progress through the four layers of the epidermis.

Honey: Contains powerful antibacterial, antifungal, and anti-inflammatory properties. Helps restore and repair the skin. Helps control acne breakouts and assists in wound healing.

Olive Oil: Potent, natural antibiotic, anti-acneic, anti-inflammatory, and antioxidant. Contains properties that fight skin damage from intrinsic aging, solar radiation, and any tissue injured by any mechanism.

Camellia Sinensis (Green Tea) Leaf Extract: Potent antioxidant inhibits DNA damage by counteracting oxidative stress. Possesses anti-inflammatory properties and helps treat immunosuppression.

DEEP-CLEANSING / RESURFACING: Papain (Papaya) Enzymes

Papain (Papaya) Enzymes: The enzyme papain acts as an exfoliator by dissolving and breaking down the proteins in dead skin.

SLIDE 12

TITLE: THANK YOU

SUBTITLE: N/A

SPEAKER NOTES:

