

Spring: Clean and Condition

Start fresh, reinforcing the simple importance of “clean and condition” with Biophora Bioactive Cleanser and Solution or Solution Extra Strength, or Biophora Calming Cleanser and Toner. Review the benefits of completely removing makeup daily and incorporating a quick easy-to-follow regimen that clients can implement now and maintain all year round. Use the article; The Terrifying Reason you Should Remove Your Makeup at Night. Then, remember the importance of eliminating tired, dull skin from a harsh winter with the intermittent use of Enzyme Exfoliator, followed of course by moisturizers which will only really work if applied to pre-conditioned skin.

Summer: Spotlight on Sunscreen

Prevent sun damage with Daily Protection SPF30 and Oxygenetix with SPF25. Extol the benefits of sunscreen and Oxygenetix breathable treatment foundation use, the stats on skin cancer, and how daily use is the first step in preventing hyperpigmentation and aging. Talk about the post-procedure as well as the ongoing benefits of using Oxygenetix. Introduce a wide range of marketing materials available in a link that we can provide upon request along with video clips and information available at www.biophora.com.

Fall: Repent and Repair

Condition the skin to help repair sun damage with PURE C, Gentle AHA Cream, AHA Active Gel, and/or Retinol. Talk to clients about how they can use these products for a visible difference with continued use in a customize program that works specifically with their skin type. Customize a program for your clients with the form at the back of the Biophora brochure, the skin type charts, as well as product posters that will encourage clients to ask about featured products.

Winter: Holiday Sparkle and Hydrate, Hydrate, Hydrate!

Brighten and refresh the skin for important events with Multivitamin Freeze Mask. Review the antioxidant, calming, and rejuvenating properties that prepare clients for nights of celebration.

Remind your clients how well Lactic Peels exfoliate dead skin, and then afterwards with the use of DermaRich or Antioxidant Moisturizer, these amazing products can actually penetrate dehydrated complexions for a vital supple look through the cold winter months. And don't let them forget about replenishing the skin with Biophora's anti-aging hero serums, like Hyaluronic Treatment Serum, Après Soothing Serum, Light and Intense Hydration and Intensive Anti-Aging Eye Treatment. Increase sales by educating clients on the use of these specialty products, especially effective at this time of year.

Please Note: In addition to promotions that you may choose to implement on your own, head office has been providing **Product of the Month** campaigns that offer educational sessions on these featured products so that you can pass valuable information on to your clients and patients. The program allows you to purchase these products in bulk and receive additional products for free as well as receive a complimentary gift for attending the training session.