

VIDEO	AUDIO
Montage open of face visuals Add title Sally Beauty Skin Care Institute And SCI logo	music
Introduction	001
1. Spokes OC steps forward in a wide shot of the store with Skin Care section in background Spokes turns and gestures to Skin Care section	WELCOME TO THE SALLY BEAUTY SKIN CARE INSTITUTE. OUR GOAL HERE IS FOR YOU TO LEARN ABOUT YOUR SKIN, HOW TO CARE FOR IT, AND THE FACT THAT BEAUTIFUL SKIN MAKES A BEAUTIFUL YOU. YOU'LL LEARN ABOUT THE SKIN CARE PRODUCTS SALLY SELLS AND, YES... WE DO SELL SKIN CARE, AND THAT KNOWING MORE ABOUT THOSE PRODUCTS WILL HELP YOU HELP YOUR CUSTOMERS.
	001A
1A. Spokes OC steps forward in a wide shot of the store with Skin Care section in background Spokes turns and gestures to Skin Care section	WELCOME TO THE SALLY BEAUTY SKIN CARE INSTITUTE. OUR GOAL HERE IS TO HELP YOU LEARN ABOUT YOUR SKIN, HOW TO CARE FOR IT, AND THE FACT THAT BEAUTIFUL SKIN MAKES A BEAUTIFUL YOU. YOU'LL LEARN ABOUT THE SKIN CARE PRODUCTS SALLY SELLS AND, YES... WE DO SELL SKIN CARE, SO WHEN YOU COME INTO YOUR SALLY STORE WE CAN BETTER HELP YOU GIVE YOUR SKIN THE VERY BEST CARE POSSIBLE.

VIDEO	AUDIO
	002
<p>2. Spokes turns into tighter shot</p>	<p>I'M SUSAN VAN PATTON, AND I'LL BE YOUR INSTRUCTOR, AS WE WORK TOGETHER TO BUILD YOUR KNOWLEDGE OF SKIN CARE AND HELP YOU INCREASE YOUR SKIN CARE SALES.</p>
	002A
<p>2A. Spokes turns into tighter shot</p>	<p>I'M SUSAN VAN PATTON, SALLY SKIN CARE INSTRUCTOR, AND WE'LL WORK TOGETHER TO BUILD YOUR KNOWLEDGE OF SKIN AND SKIN CARE. I THINK YOU'LL ENJOY OUR TIME TOGETHER AND I KNOW YOU'LL BE CLOSER TO HAVING MORE BEAUTIFUL SKIN. OK, LET'S GET STARTED.</p>
	003
<p>Spokes in a wider shot moving to DVD – TV setup</p>	<p>THIS PROGRAM WILL CONSIST OF SEVERAL LESSONS DELIVERED TO YOU ON DVD. YOU'LL WATCH IT HERE IN YOUR STORE; EITHER IN SMALL GROUPS, WITH YOUR MANAGER, OR ON YOUR OWN. SO PLEASE PAY CLOSE ATTENTION, TAKE NOTES, AND MAKE YOURSELF A SALLY SKIN CARE EXPERT.</p>
	004
<p>Spokes tighter</p>	<p>YOU'LL WATCH THESE LESSONS ONE CHAPTER AT A TIME, AND SINCE I'M</p>

VIDEO	AUDIO
SENSORY RECEPTOR	AN AWFUL LOT FOR YOU.
	102
<p>Spokes OC</p> <p>Visual of ancients</p> <p>Visual of Egypt</p> <p>Visual of modern esthetician</p> <p>Spokes OC</p> <p>Visual of high tech lab</p> <p>Visuals of faces</p>	<p>YOUR SKIN IS THE FIRST THING MANY PEOPLE NOTICE ABOUT YOU, AND THAT’S WHY, ALMOST SINCE THE BEGINNING OF TIME, THE CARE OF SKIN HAS BEEN THE WORK OF SO MANY PEOPLE. IT’S IMPORTANT TO UNDERSTAND THAT THE SCIENCE OF SKIN CARE CONTINUES TO PRODUCE SOME AMAZING NEW PRODUCTS AND REGIMENS THAT ENHANCE THE LOOK AND FEEL OF OUR SKIN.</p>
	103
<p>Spokes OC</p> <p>Graphic visual of skin – showing layers</p>	<p>LET’S ZOOM-IN AND LOOK AT OUR SKIN A LITTLE MORE CLOSELY. FROM THIS MICRO-VIEW YOU CAN SEE IT CONSISTS OF TWO DISTINCT LAYERS: THE OUTER LAYER, OR EPIDERMIS AND THE INNER LAYER, OR DERMIS.</p>
	1031
<p>Move in to Epidermis</p> <p>Show layers - label</p> <p>Animate cells rising toward surface</p>	<p>THE EPIDERMIS PROTECTS THE MORE DELICATE INNER LAYER AND IS ITSELF MADE UP OF SEVERAL LAYERS OR 'SHEETS' OF CELLS. NEW SKIN CELLS ARE BORN IN THE BASAL CELL LAYER - THE BOTTOM “LIVING” LAYER OF THE EPIDERMIS. AS THESE NEW CELLS ARE FORMED, OLDER LAYERS OF CELLS MOVE UP TO THE SKIN SURFACE AND</p>

VIDEO	AUDIO
<p>Animate cells flattening and sloughing</p> <p>Show Melanin</p>	<p>MOVE UP TO THE SKIN SURFACE AND DIE; FLATTENING, LOSING THEIR MOISTURE, AND THEN ARE SLOUGHED OFF. THE EPIDERMIS RENEWS ITSELF EVERY 28 TO 30 DAYS. MELANIN, THE PIGMENT THAT GIVES SKIN ITS COLOR, IS FOUND IN THE EPIDERMIS.</p>
	<p>1032</p>
<p>Move to Dermis</p> <p>Show visual of Elastin</p> <p>Show visual of Collagen</p> <p>Add visuals of sweat glands, sebaceous glands, hair follicles, blood vessels, nerves</p>	<p>UNDERNEATH THE EPIDERMIS IS THE DERMIS, MADE UP OF FIBERS, CALLED ELASTIN, PROVIDING THE SKIN’S SUPPLENESS; AND PROTEIN FIBERS, OR COLLAGEN, GIVING YOUR SKIN STRENGTH. THE DERMIS ALSO CONTAINS YOUR SWEAT GLANDS, SEBACEOUS OR OIL GLANDS, HAIR FOLLICLES, BLOOD VESSELS AND NERVES.</p>
	<p>104</p>
<p>Spokes OC</p> <p>Visual of older face</p> <p>Add text TURNOVER and stretch it</p> <p>NEW SKIN CELLS flashes slow down</p>	<p>EVEN THOUGH YOUR SKIN IS CONSTANTLY RENEWING ITSELF. AS WE GET OLDER, THE CELL TURNOVER TIME LENGTHENS, AND THE REGENERATION OF NEW SKIN CELLS SLOWS DOWN.</p>
	<p>105</p>
<p>FS graphic 70% WATER fades</p>	<p>OUR SKIN IS 70% WATER, AND MANY SKIN PROBLEMS ARE ASSOCIATED WITH DEHYDRATION OR DRY SKIN. THAT’S WHY PREVENTING MOISTURE</p>

VIDEO	AUDIO
Spokes OC	THAT’S WHY PREVENTING MOISTURE FROM LEAVING OR ADDING MOISTURE TO THE SKIN IS THE KEY TO SO MANY PRODUCTS.
	106
Visuals of ethnics with various skin (hopefully non-stereotype)	ALL SKIN, REGARDLESS OF SKIN COLOR OR ETHNIC BACKGROUND, IS SUBJECT TO A RANGE OF PROBLEMS, WHETHER IT’S DRY OR OILY SKIN, BLEMISHES, WRINKLES, DISCOLORATIONS, OR EVEN THE RISK OF SUN DAMAGE, ALL MEN AND WOMEN EVERYWHERE SHARE SIMILAR STRUGGLES AND SKIN CARE IS HOW WE COMBAT THESE STRUGGLES.
	107
Spokes OC, gesturing to areas	THE SKIN, ON THE FACE, NECK AND ARMS IS THE FIRST BODY PART TO SHOW AGE, WITH FINE LINES, WRINKLING AND AGE SPOTS. SOME OF THESE AGE-RELATED CHANGES ARE INEVITABLE, BUT SOME CAN BE REDUCED AND/OR DELAYED BY SENSIBLE LIFESTYLE CHOICES AND GOOD SKIN CARE.
	108
FS graphic - HEREDITY (with family pic) + SKIN SINS (add visuals of sun, skin care, smoking, junk food) = SKIN AGES	A COMBINATION OF HEREDITY AND, AS I LIKE TO CALL THEM, SKIN SINS, LIKE SUN EXPOSURE, HARSH TREATMENT, SMOKING, AND POOR

VIDEO	AUDIO
<p>Spokes OC</p> <p>Visual of sun</p>	<p>TREATMENT, SMOKING, AND POOR NUTRITION, DETERMINE HOW YOUR SKIN AGES: WHEN THE FINE LINES, DEEPENING WRINKLES, AND DISCOLORATION BEGIN TO APPEAR. RESEARCH SHOWS THESE BAD HABITS MAKE MUCH MORE OF A DIFFERENCE THAN GENETICS, AND THE BIGGEST CULPRIT IN AGING IS SUN EXPOSURE.</p>
	<p>109</p>
<p>Spokes OC</p> <p>Add visuals + text - LIMIT SUN EXPOSURE DON'T SMOKE PHYSICAL ACTIVITY EAT A HEALTHY DIET WATER IS ESSENTIAL GET PLENTY OF REST</p>	<p>NOW ALL SKIN AGES AND WE USE SKIN CARE TO SLOW DOWN THE SIGNS OF AGING AND COSMETICS TO COVER THEM UP, BUT THERE ARE THINGS YOU CAN DO TO TAKE BETTER CARE OF YOUR SKIN AND REDUCE THE SIGNS OF AGEING.</p>
	<p>110</p>
<p>Visual of skin care Add text GOOD SKIN CARE REGIMEN</p> <p>PROPER CLEANSER TONER MOISTURIZER EXFOLIANT</p> <p>Visual of faces</p>	<p>AND ONE OF THE MOST IMPORTANT OF THESE IS TO ESTABLISH A GOOD SKIN CARE REGIMEN, AND PRACTICE IT CONSISTENTLY THROUGHOUT YOUR LIFETIME. GOOD SKIN CARE CONSISTS OF USING A PROPER CLEANSER, TONER, MOISTURIZER AND EXFOLIANT TO HELP KEEP THE SKIN CLEAN, HYDRATED AND LOOKING ITS BEST.</p>
	<p>111</p>
<p>Spokes OC</p>	<p>THERE ARE A FEW UNIVERSAL TRUTHS THAT SHOULD BE INCLUDED IN</p>

VIDEO	AUDIO
<p>Visual of skin care</p> <p>Add text SKIN TYPE LIFESTLYE COMMITMENT</p>	<p>THAT SHOULD BE INCLUDED IN EVERYONE’S SKIN CARE REGIMEN. BEYOND THOSE, EVERY REGIMEN SHOULD BE BASED ON AN INDIVIDUAL’S SKIN TYPE, LIFESTLYE AND COMMITMENT. LET’S GO OVER WHAT APPLIES TO EVERYONE.</p>
	<p>112</p>
<p>Visual of SENSITIVE cleansing</p> <p>Add text CLEANSE EVERY MORNING EVERY NIGHT</p>	<p>YOU SHOULD CLEANSE YOUR FACE TWICE A DAY. EVERY MORNING AND EVERY NIGHT, EVERYDAY, USING A PROPER CLEANSER FOR YOUR SKIN TYPE.</p>
	<p>113</p>
<p>Visual of OILY toning</p> <p>Add text TONE RINSES</p>	<p>TONING IS THE NEXT STEP, WHICH RINSES YOUR FACE, REMOVING THE LAST TRACES OF CLEANSER, MAKING IT READY FOR THE NEXT STEP IN YOUR REGIMEN.</p>
	<p>114</p>
<p>Visual of DRY applying moisturizer</p> <p>Add text MOISTURIZE NOURISHES PROTECTS SPF 15</p>	<p>ALWAYS APPLY SOME TYPE OF MOISTURIZER, PREFERABLY WITH A SUNSCREEN. A MOISTURIZER NOURISHES YOUR SKIN AND PROTECTS IT. AN ADDED SUNSCREEN IS IMPORTANT BECAUSE THE SUN CAN DO A LOT OF HARM TO YOUR SKIN - FALL, WINTER, SPRING, OR SUMMER.</p>
	<p>115</p>

VIDEO	AUDIO
<p>Visual of NORMAL TO DRY microderm</p> <p>Add text EXFOLIATE SHED SKIN CELLS</p> <p>STIMULATE RENEWAL</p> <p>BRIGHTER, CLEARER SKIN</p>	<p>TO ACHIEVE GOOD SKIN IT'S IMPORTANT TO EXFOLIATE. THE PURPOSE OF EXFOLIATION IS TO HELP YOUR BODY SHED DEAD SKIN CELLS. CELL BUILD-UP CAN LEAD TO DEHYDRATION, SKIN CONGESTION, AND A ROUGH UNEVEN TEXTURE. EXFOLIATION STIMULATES CELL RENEWAL AND LEAVES SKIN LOOKING BRIGHTER AND CLEARER. THE MOST EFFECTIVE METHOD IS AN IN-HOME MICRODERMABRASION SYSTEM.</p>
	116
<p>Spokes OC</p>	<p>AFTER EXFOLIATION, ABSORPTION AND PENETRATION OF OTHER PRODUCTS – SUCH AS SERUMS, MASKS, AND CREAMS – ARE MORE EFFICIENT AND EFFECTIVE, MAKING IT THE PERFECT COMPLEMENT TO ANY SKIN CARE REGIMEN.</p>
	117
<p>Visual of NORM TO OILY using Eye Makeup Remover Pads</p> <p>Add text REMOVE MAKEUP</p>	<p>FINALLY, NEVER GO TO SLEEP WITH YOUR MAKEUP ON. NO MATTER HOW TIRED YOU ARE, YOU SHOULD ALWAYS CLEAN YOUR FACE COMPLETELY OF ALL MAKEUP EVERY NIGHT.</p>
	118
<p>Visual of DRY using Night Cream & Eye Treatment</p>	<p>AND EVERY WOMAN SHOULD USE SOME TYPE OF NIGHT CREAM AND EYE</p>

VIDEO	AUDIO
<p>Add text NIGHT TREATMENT</p> <p>Spokes OC</p> <p>FS graphic - IF YOU'RE OLD ENOUGH TO WEAR EYE MAKEUP, YOU'RE OLD ENOUGH TO USE EYE CREAM</p>	<p>SOME TYPE OF NIGHT CREAM AND EYE TREATMENT BEFORE THEY GO TO BED EVERY NIGHT. THE EYE AREA IS OFTEN THE FIRST PLACE YOU SEE FINE LINES AND WRINKLES APPEAR. THAT'S BECAUSE THE SKIN UNDER YOUR EYE IS VERY THIN AND DOESN'T HAVE ANY OIL GLANDS. IF YOU'RE OLD ENOUGH TO WEAR EYE MAKEUP, YOU'RE OLD ENOUGH TO USE EYE CREAM.</p>
	119
<p>3. Spokes OC</p> <p>Fade to black</p>	<p>SO THAT'S THE FIRST SALLY SKIN CARE INSTITUTE LESSON, YOU SHOULD NOW KNOW WHAT MAKES UP YOUR SKIN, WHAT HAPPENS TO IT AS YOU AGE, AND HOW TO CARE FOR IT. OUR NEXT LESSON WILL FOCUS ON DIFFERENT SKIN TYPES AND YOUR SKIN TYPE, IN PARTICULAR.</p>
	119A
<p>3A. Spokes OC</p> <p>Fade to black</p>	<p>NEXT WE'LL FOCUS ON DIFFERENT SKIN TYPES AND YOUR SKIN TYPE, IN PARTICULAR.</p>
<p>Lesson 2 - Skin Types & Skin Care</p>	201
<p>Visuals of different faces</p> <p>Spokes OC</p>	<p>DIFFERENT SKINS HAVE DIFFERENT NEEDS, AND THERE ARE DIFFERENT PRODUCTS DEVELOPED FOR EACH SKIN TYPE. IF YOU DON'T KNOW YOUR SKIN TYPE, YOU MAY BE USING PRODUCTS THAT ARE NOT THE BEST</p>

VIDEO	AUDIO
	CHARACTERIZED BY AN OILY “T-ZONE” AREA, WHICH COVERS THE FOREHEAD, NOSE AND CHIN’ WHILE THE SKIN AROUND THE CHEEKS, EYES AND MOUTH IS NORMAL OR DRY. THE MAJORITY OF PEOPLE ARE COMBINATIONS. BUT THE MAJORITY OF SKIN CARE CUSTOMERS TEND TO HAVE DRY AND NORMAL TO DRY SKIN.
	206
4. Visual of all five skin type models	WE’RE GOING TO MEET FIVE SALLY CUSTOMERS AND LEARN ABOUT THEIR SKIN TYPES, THEIR SKIN CARE NEEDS, AND HOW WE CAN HELP THEM. WE’LL MEET THESE CUSTOMERS THROUGHOUT OUR LESSONS.
	206A
4A. Visual of all five skin type models	WE’RE GOING TO MEET FIVE SALLY CUSTOMERS AND LEARN ABOUT THEIR SKIN TYPES, THEIR SKIN CARE NEEDS, AND HOW SALLY CAN HELP THEM.
	207
NORMAL TO OILY OC (Orange background) Text at top of screen - NORMAL TO OILY Add T-Zone graphic	I’VE GOT NORMAL TO OILY SKIN. LIKE MOST COMBINATIONS I HAVE NORMAL SKIN ON MY CHEEKS AND OILY SKIN THROUGHOUT THE T-ZONE, THIS AREA THAT STRETCHES ACROSS MY FOREHEAD AND DOWN THE NOSE AND CHIN.

VIDEO	AUDIO
	208
<p>NORMAL TO DRY OC (Blue background) Text at top of screen - NORMAL TO DRY</p> <p>Add T-Zone graphic</p>	<p>I'M THE OTHER COMBINATION: NORMAL TO <u>DRY</u> SKIN. I HAVE NORMAL SKIN IN THE T-ZONE AND DRY, TAUT SKIN ON THE CHEEKS.</p>
	209
<p>OILY OC (Green background) Text at top of screen - OILY SKIN</p> <p>Add text LOOKS SHINY PORES APPEAR LARGER</p> <p>BREAKOUTS</p>	<p>MY OILY SKIN ALWAYS LOOKS SHINY. THE PORES TEND TO APPEAR LARGER AND MORE VISIBLE AND, DUE TO THE EXCESS OIL, I HAVE MORE OF A TENDENCY TO GET PIMPLES AND BLACKHEADS.</p>
	210
<p>DRY OC (Yellow/Gold background) Text at top of screen - DRY SKIN</p> <p>Add text TIGHT, DRAWN SKIN DULL COMPLEXION</p> <p>PREMATURE FINE LINES</p>	<p>I'VE ALWAYS HAD DRY SKIN AND AS I'VE GOTTEN OLDER IT'S ONLY BECOME WORSE. THE RESULT IS TIGHT, DRAWN SKIN AND A DULL COMPLEXION. I WAS TOO YOUNG WHEN I STARTED SEEING FINE LINES... HERE (pointing to eye), HERE (pointing to the mouth), AND HERE (pointing to neck).</p>
	211
<p>SENSITIVE OC (Pink background) Text at top of screen - SENSITIVE SKIN Add text TROUBLE WITH ENVIRONMENTAL FACTORS</p> <p>THIN, FINE-TEXTURED</p> <p>RED & BLOTCHY</p> <p>ALLERGIC TO PRODUCTS</p>	<p>AND WITH MY SENSITIVE SKIN I HAVE A LOT MORE TROUBLE FROM ENVIRONMENTAL FACTORS THAN THE AVERAGE PERSON. MY SKIN IS THIN, FINE-TEXTURED, AND IT IRRITATES EASILY. IT'S RED AND BLOTCHY, AND TOO OFTEN I HAVE ALLERGIC REACTIONS TO BEAUTY AND SKIN</p>

VIDEO	AUDIO
	REACTIONS TO BEAUTY AND SKIN CARE PRODUCTS.
Your Skin Type	212
Spokes OC FS graphic DO YOU KNOW YOUR SKIN TYPE?	OK, NOW WE’VE DISCUSSED OILY SKINS, DRY SKINS, SENSITIVE SKINS, COMBINATION SKINS AND THERE’S EVERYTHING IN BETWEEN. BUT, HERE’S THE IMPORTANT THING, DO YOU KNOW YOUR SKIN TYPE?
	213
Spokes OC	LET’S TAKE A QUICK QUIZ AND FIND OUT. WRITE DOWN YOUR ANSWER TO EACH QUESTION – YES OR NO. BE HONEST, BECAUSE THE ANSWERS CAN ONLY HELP YOU.
	2131
FS graphic 1. DOES YOUR SKIN LOOK DULL OR DRY?	OK, 1. DOES YOUR SKIN LOOK DULL OR DRY?
	2132
FS graphic 2. DOES YOUR SKIN HAVE AN OVERALL SHINE?	2. DOES YOUR SKIN HAVE AN OVERALL SHINE?
	2133
FS graphic 3. DOES YOUR SKIN FEEL ITCHY AND TAUT?	3. DOES YOUR SKIN FEEL ITCHY AND TAUT?
	2134
FS graphic 4. DO YOU HAVE ENLARGED OR CLOGGED PORES, OR ACNE?	4. DO YOU HAVE ENLARGED OR CLOGGED PORES, OR ACNE?
	2135
FS graphic 5. DOES YOUR T-ZONE FEEL FINE, WHILE THE SKIN AROUND YOUR	5. DOES YOUR T-ZONE FEEL FINE, WHILE THE SKIN AROUND YOUR

VIDEO	AUDIO
CHEEKS, EYES, AND MOUTH IS OR DRY?	WHILE THE SKIN AROUND YOUR CHEEKS, EYES, AND MOUTH IS DRY?
	2136
FS graphic 5. DOES YOUR SKIN REACT ADVERSELY TO COSMETICS CONTAINING ALCOHOL, SYNTHETICS, FRAGRANCES, OR ARTIFICIAL COLORS?	6. DOES YOUR SKIN REACT ADVERSELY TO COSMETICS CONTAINING ALCOHOL, SYNTHETICS, FRAGRANCES, OR ARTIFICIAL COLORS?
	2137
FS graphic 6. DOES YOUR SKIN APPEAR CONSISTENTLY FIRM, MOIST, AND VIBRANT?	7. DOES YOUR SKIN APPEAR CONSISTENTLY FIRM, MOIST, AND VIBRANT?
	2138
FS graphic 7. DOES YOUR FOREHEAD, NOSE, OR CHIN APPEAR OILY, WHILE THE SKIN AROUND YOUR CHEEKS, EYES, AND MOUTH IS NORMAL OR DRY?	AND FINALLY, 8. DOES YOUR FOREHEAD, NOSE, OR CHIN APPEAR OILY, WHILE THE SKIN AROUND YOUR CHEEKS, EYES, AND MOUTH IS NORMAL OR DRY?
	214
Spokes OC	DID YOU THINK ABOUT THE QUESTIONS? HAVE YOU ANSWERED HONESTLY?
	2141
FS graphic YES TO 1 OR 3 (list questions), YOU HAVE DRY SKIN	IF YOU ANSWERED YES TO 1 OR 3, YOU HAVE DRY SKIN.
	2142
FS graphic YES TO 2 OR 4 3 (list questions), YOU HAVE OILY SKIN	IF YOU ANSWERED YES TO 2 OR 4, YOU HAVE OILY SKIN.
	2143
FS graphic YES TO 5 3 (list questions), YOU HAVE COMBINATION SKIN – NORMAL	IF YOU ANSWERED YES TO 5, YOU HAVE COMBINATION SKIN – NORMAL

VIDEO	AUDIO
TO DRY	HAVE COMBINATION SKIN – NORMAL TO DRY.
	2144
FS graphic YES TO 6 3 (list questions), YOU HAVE SENSITIVE SKIN	IF YOU ANSWERED YES TO 6, YOU HAVE SENSITIVE SKIN.
	2145
FS graphic YES TO 7 3 (list questions), YOU HAVE NORMAL SKIN	IF YOU ANSWERED YES TO 7, WE ENVY YOU. YOU'RE IDEAL. YOU HAVE NORMAL SKIN.
	2146
FS graphic YES TO 8 3 (list questions), YOU HAVE COMBINATION SKIN – NORMAL TO OILY	IF YOU ANSWERED YES TO 8, YOU HAVE COMBINATION SKIN – NORMAL TO OILY.
	215
<p>5. Spokes OC</p>	<p>DOES THAT MATCH WHAT YOU THOUGHT ABOUT YOUR SKIN TYPE? IT'S IMPORTANT TO KNOW YOUR SKIN TYPE. AND, NOW YOU CAN TALK TO YOUR CUSTOMERS ABOUT THEIR SKIN AND HELP THEM DETERMINE THEIR SKIN TYPE. OUR CHECKLIST WILL HELP YOU QUICKLY IDENTIFY SKIN TYPES AND DIRECT THEM TO THE PROPER PRODUCTS.</p>
	216
	<p>HAVE <u>YOU</u> BEEN USING THE CORRECT PRODUCTS? IN OUR NEXT CHAPTER WE'LL LEARN WHICH SALLY BRAND IS RIGHT FOR EACH SKIN TYPE. SO WHEN WE'RE DONE, YOU'LL BE READY TO</p>

VIDEO	AUDIO
Fade to black	WE'RE DONE, YOU'LL BE READY TO PLAN <u>YOUR</u> NEW REGIMEN WITH THE CORRECT SALLY PRODUCTS, AND AS A SKIN CARE EXPERT YOU'LL BE READY TO HELP YOUR CUSTOMERS PLAN THEIR'S.
	215A
5A. Spokes OC	DOES THAT MATCH WHAT YOU THOUGHT ABOUT YOUR SKIN TYPE? IT'S IMPORTANT TO KNOW YOUR SKIN TYPE IN ORDER TO GET THE MOST EFFECTIVE SKIN CARE PRODUCTS.
	216A
Fade to black	HAVE <u>YOU</u> BEEN USING THE CORRECT PRODUCTS? NEXT WE'LL LEARN WHICH SALLY BRAND IS RIGHT FOR EACH SKIN TYPE. SO WHEN WE'RE DONE, YOU'LL BE READY TO PLAN YOUR <u>NEW</u> REGIMEN WITH THE <u>CORRECT</u> SALLY PRODUCTS,
Chapter 2 Lesson 3	
Sally Skin Care Products	301
Spokes OC	NOW THAT WE KNOW MORE ABOUT OUR SKIN, AND THE DIFFERENT SKIN TYPES, LET'S TALK ABOUT THE SKIN CARE NEEDS OF EACH TYPE.
	302
6. Visual of five skin type models	ALL THESE WOMEN HAVE SKIN CARE NEEDS WHICH CAN BE MET WITH THE

VIDEO	AUDIO
<p>Spokes OC</p> <p>Visual of Brands BEYOND BELIEF, BIOLINK, GENA, CORRECTIONIST, LOME</p>	<p>EXPERTISE AND SKIN CARE BRANDS SALLY BEAUTY OFFERS. YOU WILL BE OUR SKIN CARE EXPERTS AND OUR KEY BRANDS BEYOND BELIEF, BIOLINK, GENA, CORRECTIONIST, LOME, AND I-SKIN ADDRESS EVERY SKIN CARE NEED AND EVERY POCKETBOOK.</p>
	302A
<p>6A.</p> <p>Visual of five skin type models</p> <p>Spokes OC</p> <p>Visual of Brands BEYOND BELIEF, BIOLINK, GENA, CORRECTIONIST, LOME</p>	<p>ALL THESE WOMEN HAVE SKIN CARE NEEDS WHICH CAN BE MET WITH THE EXPERTISE AND SKIN CARE BRANDS SALLY BEAUTY OFFERS - BEYOND BELIEF, BIOLINK, GENA, CORRECTIONIST, LOME, AND I-SKIN. THESE BRANDS ADDRESS EVERY SKIN CARE NEED AND EVERY POCKETBOOK.</p>
Correctionist	303
<p>MATURE / DRY OC</p> <p>Add text to top of screen - MATURE / DRY</p> <p>Add text to bottom of screen – CORRECTIONIST AGE CORRECTING SYSTEM</p>	<p>I WANT THE SKIN I HAD TEN, TWENTY YEARS AGO. I’VE BEEN LOOKING FOR A MIRACLE-IN-A-JAR. MY SALLY STORE INTRODUCED ME TO THE CORRECTIONIST AGE CORRECTING SYSTEM.</p>
	3032
	<p>I WANT TO TREAT THESE FINE LINES AND WRINKLES, BUT THERE’S NO WAY I’D GO SO FAR AS INJECTIONS OR PLASTIC SURGERY. IT SAYS ON THE</p>

VIDEO	AUDIO
	PACKAGING, CORRECTIONIST IS A SKIN CARE REGIMEN THAT GOES BEYOND THE SKIN’S SURFACE TO TREAT AND COMBAT THE SIGNS OF AGING AT THE CELLULAR LEVEL. I’LL SPEND WHATEVER IT TAKES TO GET RESULTS.
	3033
Product shot	CORRECTIONIST IS DEFINITELY RIGHT FOR MY DRY SKIN. I CAN SEE IT REDUCING THE WRINKLES AND IT’S STOPPING NEW WRINKLES FROM FORMING. AND THAT’S GOOD. IT SMOOTHES AND FIRMS MY SKIN, IS NON-IRRITATING, AND I JUST FEEL GOOD.
	304
7. Spokes OC – OTS Correctionist logo	CORRECTIONIST IS OUR “BEST” SKIN CARE LINE... AND THE SCIENCE IS WELL WORTH THE COST. ALTHOUGH CORRECTIONIST IS APPROPRIATE FOR ANY SKIN TYPE LOOKING TO COMBAT WRINKLES AND FINE LINES, I THINK YOU ARE GOING TO WANT TO STRONGLY SUGGEST IT TO DRY SKIN OF ALL AGES.
	304A
7A. Spokes OC – OTS Correctionist logo	CORRECTIONIST IS OUR PREMIUM SKIN CARE LINE... AND THE SCIENCE IS WELL WORTH THE COST. ALTHOUGH

VIDEO	AUDIO
	<p>CORRECTIONIST IS APPROPRIATE FOR ANY SKIN TYPE LOOKING TO COMBAT WRINKLES AND FINE LINES, I STRONGLY SUGGEST IT TO DRY AND MATURE SKIN TYPES.</p>
	3034
<p>Dry / Mature (Correctionist) Add text to top of screen – DRY / MATURE</p> <p>Add text RICH, CREAMY CLEANSER REPAIR NON-ALCOHOL TONER</p> <p>MOISTURIZER FOR DRY SKIN</p> <p>FIGHT WRINKLES</p>	<p>MY SKIN HAS “EVOLVED” AS I’VE GROWN OLDER. MY SALLY ASSOCIATE POINTED OUT, WITH MY SKIN I NEED A RICH, CREAMY CLEANSER, THAT CAN HELP REPAIR AS WELL AS CLEAN, LIKE CORRECTIONIST DOES. SHE WARNED ME TO AVOID ANY TONERS THAT CONTAIN ALCOHOL, BECAUSE ALCOHOL-BASED PRODUCTS HAVE A DRYING EFFECT ON MY “MATURE” SKIN. THEN I USE A MOISTURIZER WHICH HELPS FIGHT WRINKLES AND LINES WHILE HYDRATING MY SKIN. CORRECTIONIST REALLY IS A GREAT BUY.</p>
BioLink	305
<p>NORMAL TO DRY OC Add text to top of screen - NORMAL TO DRY Add text to bottom of screen - BIOLINK</p>	<p>MY DRY SKIN IS TIGHT AND DRAWN AND ALWAYS REQUIRES ADDITIONAL MOISTURE. I WANT TO TAKE CARE OF MYSELF BEFORE IT’S TOO LATE, BUT I CAN’T AFFORD TO SPEND A FORTUNE ON SKIN CARE.</p>
	3052

VIDEO	AUDIO
<p>Pointing to the box</p> <p>Product shot</p>	<p>MY SALLY ASSOCIATE SUGGESTED BIOLINK. BIOLINK RENEWS, REFINES, AND RESTORES. THERE’S A COMPLETE SKIN CARE LINE, WHICH PROMISES TO “RECONNECT TO YOUTHFUL SKIN. “ AND THAT’S SURE SOMETHING I WANT.</p>
	3053
<p>Normal to Dry OC (BioLink) Add text to top of screen – NORMAL TO DRY</p> <p>Add text RICH CLEANSER NON-ALCOHOL TONER MOISTURIZER FOR NORMAL TO DRY SKIN</p>	<p>WITH NORMAL TO DRY SKIN, I’VE LEARNED I NEED TO CLEAN MY FACE WITH A RICH CLEANSER AND A NON-ALCOHOL TONER, THEN USE A MOISTURIZER FORMULATED FOR NORMAL TO DRY SKIN. FOR ME BIOLINK IS PERFECT.</p>
Beyond Belief Vita C+	306
<p>NORMAL TO OILY OC Add text to top of screen - NORMAL TO OILY Add text to bottom of screen - BEYOND BELIEF VITA C+</p>	<p>I HAVE COMBINATION SKIN. I’M OILY IN THE T-ZONE, FOREHEAD, NOSE AND CHIN, AND I DON’T LIKE SPENDING MONEY ON PRODUCTS I DON’T NEED.</p>
	3062
<p>Product shot</p>	<p>MY SALLY STORE SUGGESTED A VERY GOOD, AFFORDABLE LINE OF SKIN CARE: BEYOND BELIEF VITA C+. SHE SAID IT’S THE BEST VALUE THAT DELIVERS RESULTS: BASIC SKIN CARE WITH THE BENEFITS OF VITAMIN C. PLUS I LIKE THE CITRUS SMELL, AND NO ARTIFICIAL FRAGRANCE.</p>
	3063

VIDEO	AUDIO
<p>Normal to Oily OC (VITA C+) Add text to top of screen – NORMAL TO OILY</p> <p>Add text KEEP HYDRATED WHILE MINIMIZING BREAKOUTS</p> <p>CLEANSERS FOR COMBINATION SKIN</p> <p>MOISTURIZER WITH SPF</p> <p>BALANCE COMBINATION</p>	<p>THE TRICK FOR ME AND EVERYONE I KNOW WITH NORMAL TO OILY SKIN IS TO FIND PRODUCTS THAT WILL KEEP MY SKIN HYDRATED, WHILE MINIMIZING BREAKOUTS AND SHINE. AT SALLY THEY TOLD ME TO LOOK FOR A CLEANSER DESIGNED FOR COMBINATION SKIN AND USE A MOISTURIZER WITH THE EXTRA-PROTECTION OF SPF. I THINK THE IMPORTANT THING IS TO BALANCE THE DIFFERENT NEEDS OF MY COMBINATION SKIN AND VITA C+ DOES THAT.</p>
<p>Beyond Belief ABH</p>	<p>307</p>
<p>OILY OC Add text to top of screen – OILY Add text to bottom of screen - BEYOND BELIEF ABH</p>	<p>MY OILY SKIN ALWAYS HAS AN OVERALL SHINE, AND SALLY TOLD ME ABOUT BEYOND BELIEF ABH.</p>
	<p>3072</p>
<p>Product shot</p>	<p>IT'S PERFECT FOR OILY SKIN. ABH IS SHORT FOR ALPHA AND BETA HYDROXY ACIDS, WHICH HELP LOOSENING DEBRIS FROM CLOGGED PORES. THE HYDROXY ACIDS BREAK DOWN THE "GLUE" THAT KEEPS DEAD CELLS ATTACHED TO MY SKIN, LEAVING IT SMOOTHER AND FIRMER.</p>
	<p>308</p>
<p>Spokes OC</p>	<p>ALPHA AND BETA HYDROXY ACIDS. I KNOW THEY DON'T SOUND LIKE</p>

VIDEO	AUDIO
<p>Visual of apple - text MALIC ACID Visual of citrus - text CITRIC ACID Visual of sugar cane - text GLYCOLIC ACID</p> <p>Spokes OC</p>	<p>KNOW THEY DON'T SOUND LIKE ANYTHING YOU'D WANT TO PUT ON YOUR FACE, BUT THEY ARE FANTASTIC. ALPHA HYDROXY ACID, AHA IS NATURALLY FOUND IN PLANTS, LIKE APPLE, CITRUS, AND SUGAR CANE. IT'S A GREAT EXFOLIANT, BUT CAN BE IRRITATING TO THE SKIN IN HIGHER CONCENTRATIONS. BETA HYDROXY ACID, OR BHA, IS EFFECTIVE AND CAN BE LESS IRRITATING THAN AHAs. BEYOND BELIEF ABH IS MADE FROM A BLEND OF BOTH HYDROXY ACIDS.</p>
	<p>3073</p>
<p>Oily (ABH) Add text to top of screen - OILY Add text ATTRACTS DIRT CLEANSER FOR OILY SKIN</p> <p>MATTIFYING TONER</p> <p>OIL-FREE MOISTURIZER</p>	<p>MY OILY SKIN SEEMS TO ATTRACT DIRT AND OIL. I CLEANSE WITH A FORMULATION FOR OILY SKIN, AND FOLLOW WITH A MATTIFYING TONER WHICH HELPS BALANCE MY SKIN'S PH. THEN I USE AN OIL-FREE MOISTURIZER, THIS BEYOND BELIEF ABH IS THE ANSWER TO MY OILY SKIN.</p>
<p>Gena Skin Spa</p>	<p>309</p>
<p>SENSITIVE SKIN OC Add text to top of screen - SENSITIVE SKIN Add text to bottom of screen - GENA SKIN SPA</p>	<p>MY SKIN IS VERY SENSITIVE. A LOT OF BEAUTY PRODUCTS CAUSE ME ALLERGIC REACTIONS – ITCHY EYES, BURNING SKIN. SO I'VE GOT TO BE SO CAREFUL ABOUT THE PRODUCTS I USE.</p>

VIDEO	AUDIO
	3092
Visual GENA SKIN SPA products	AT SALLY THEY INTRODUCED ME TO GENA SKIN SPA. IT'S FORMULATED FOR SENSITIVE SKIN OR SKIN THAT HAS RECENTLY UNDERGONE EXFOLIATION OR MICRODERMABRASION. IT'S GENTLE AND IT WORKS. I LOVE IT.
	3093
Sensitive (Gena) Add text to top of screen - SENSITIVE Add text FRAGRANCE-FREE PRODUCTS GENTLE CLEANSER FRESHENING TONER Fade to black	I ALWAYS LOOK FOR CLEANSERS AND MOISTURIZERS THAT ARE FRAGRANCE-FREE. I CLEANSE WITH A GENTLE CLEANSER AND WITCH HAZEL TONER, THEN USE A SOOTHING MOISTURIZER. AND I HAVE NO PROBLEMS USING GENA SKIN SPA DAILY.
	310
8. Spokes OC Fade to black	IN THIS LESSON WE MATCHED UP SKIN TYPES WITH THE CORRECT SALLY BRANDS. IT'S IMPORTANT TO REMEMBER WE HAVE DIFFERENT SKIN CARE PRODUCTS BECAUSE THEY EACH ADDRESS A DIFFERENT SKIN TYPE.
	310A
8A. Spokes OC	OK, NOW WE'VE MATCHED UP SKIN TYPES WITH THE CORRECT BRAND SALLY CARRIES. IT'S IMPORTANT TO REMEMBER THERE ARE DIFFERENT SKIN CARE LINES BECAUSE THEY EACH

VIDEO	AUDIO
<p>Fade to black</p>	<p>SKIN CARE LINES BECAUSE THEY EACH ADDRESS A DIFFERENT SKIN TYPE.</p>
<p>Lesson 4 – Specialty Products / Exfoliation</p>	<p>401</p>
<p>9. Spokes OC</p>	<p>LET’S TURN OUR ATTENTION TO EXFOLIATION, AND EVEN THOUGH MOST OF OUR SKIN CARE LINES HAVE A MASK OR SCRUB, BY FAR THE MOST EFFECTIVE FORM OF EXFOLIATION IS MICRODERMABRASION. IT’S GOOD FOR ALL SKIN TYPES.</p>
<p>Split-screen 2 products Add text GENA SKIN SPA, I-SKIN INTELLIGENT MICRODERMARASION SYSTEM</p>	<p>IN THE PAST MICRODERMABRASION TREATMENT WAS ONLY PERFORMED IN THE DERMATOLOGIST’S OFFICE AND COST HUNDREDS OF DOLLARS. NOW SALLY OFFERS TWO IN-HOME SYSTEMS AT LESS THAN A FRACTION OF THAT COST, GENA SKIN SPA PROFESSIONAL MICRODERMABRASION SYSTEM AND THE I-SKIN INTELLIGENT MICRODERMARASION SYSTEM. BOTH DELIVER THE SAME RESULTS AS GOING TO THE DOCTOR.</p>
	<p>402</p>
<p>Oily OC Visual GENA SKIN SPA Add text GENA SKIN SPA TITANIUM CRYSTALS FACE OR ANYWHERE ON YOUR BODY</p>	<p>I LOVE MY GENA SKIN SPA. MY SALLY ASSOCIATE POINTED OUT IT’S <u>THE</u> WAY TO HELP ANY SKIN REGIMEN WORK BETTER AND QUICKER. BUT SHE WARNED ME, LIKE A SKIN CARE REGIMEN, IT ONLY WORKS IF I STICK</p>

VIDEO	AUDIO
<p>AC ADAPTER, OR RECHARGEABLE BATTERIES</p>	<p>REGIMEN, IT ONLY WORKS IF I STICK TO THE PLAN AND DO IT ON A CONSISTENT BASIS.</p>
	<p>403</p>
<p>Dry / Mature OC</p> <p>Visual I-SKIN SYSTEM Add text I-SKIN SYSTEM</p> <p>OPERATES ON TWO “AA” BATTERIES USED ON ANY BODY AREA</p>	<p>I’M USING THE I-SKIN SYSTEM BECAUSE IT’S MADE BY DERMANEW, AND THEY’RE THE INVENTORS OF IN-HOME MICRODERMABRASION. IT USES THE SAME CORUNDUM CRYSTALS USED IN A PROFESSIONAL TREATMENT. AND I’M GOING TO DO EVERYTHING I CAN TO PRESERVE WHAT I’VE GOT.</p>
	<p>404</p>
<p>Normal to Dry OC</p> <p>Visual I-SKIN SYSTEM Add text I-SKIN SYSTEM</p> <p>FRESH, OVERALL GLOW ENCOURAGES CELL REPLACEMENT SMOOTHES SKIN’S SURFACE</p>	<p>THE I-SKIN WAS MY CHOICE BECAUSE I SEE RESULTS IMMEDIATELY. IT GIVES MY SKIN A FRESH, OVERALL GLOW. PLUS MY SALLY STORE TOLD ME I’LL SEE A FURTHER IMPROVEMENT BECAUSE MICRODERMABRASION ENCOURAGES CELL REPLACEMENT AND SMOOTHES THE SKIN’S SURFACE, OVER TIME.</p>
	<p>405</p>
<p>Sensitive OC</p> <p>LESS FREQUENT LOW SPEED STILL DELIVERS RESULTS</p>	<p>AT SALLY THEY RECOMMENDED I USE SKIN EXFOLIANTS A LOT LESS FREQUENTLY THAN MY FRIENDS WITH OTHER SKIN TYPES. I USE MY I-SKIN ON LOW SPEED BECAUSE IT’S MORE GENTLE BUT STILL GIVES MY SKIN A</p>

VIDEO	AUDIO
	FRESH FEELING.
	406
Spokes OC	I WANT TO REPEAT ONE MORE TIME THAT MICRODERMABRASION IS THE ONE THING WE OFFER THAT WILL DO THE MOST FOR SOMEONE’S SKIN. A PROPERLY EXFOLIATED SKIN MAKES EVERY OTHER PRODUCT THEY USE WORK BETTER.
	407
Spokes OC Visual product FACIAL PEEL Add text LOME 2 - STEP FACIAL PEEL SKIN RENEWAL SYSTEM WITH 10% GLYCOLIC ACID	NOW, WE DO HAVE A QUICK AND EASY ALTERNATIVE TO MICRODERMABRASION. IT’S THE LOME 2 - STEP FACIAL PEEL SKIN RENEWAL SYSTEM WITH 10% GLYCOLIC ACID.
	408
Normal to Oily OC	I DON’T HAVE TIME FOR MICRODERMABRASION, SO MY SALLY ASSOCIATE SHOWED ME THE LOME PEEL. JUST TWO EASY STEPS, AND IT COMPARES WELL TO AVON’S ANEW, WHICH IS A NATIONAL BEST-SELLER.
	409
Spokes OC FS graphic MICRODERMABRASION, FACIAL PEEL with alternating circle-slash (Do Not)	A PEEL IS OK FOR ANY SKIN TYPE, BUT SHOULD NOT BE USED BY ANYONE USING MICRODERMABRASION, AND SOMEONE USING A PEEL SHOULD NOT DO MICRODERMABRASION. IT’S AN EITHER / OR, ONE OR THE OTHER

VIDEO	AUDIO
<p>Spokes OC</p> <p>FS graphic AHA/BHA, FACIAL PEEL with alternating circle-slash (Do Not)</p> <p>Spokes OC</p>	<p>EITHER / OR, ONE OR THE OTHER PROPOSITION. A PEEL IS A QUICK FIX, LESS TIME CONSUMING BUT NOT AS EFFECTIVE AS MICRODERMABRASION. ALSO, THE PEEL SHOULDN'T BE USED BY ANYONE USING BEYOND BELIEF ABH OR ANY ALPHA- BETA- HYDROXY, YOU DON'T WANT TO DOUBLE-DIP. FINALLY, THE PEEL IS NOT FOR ANYONE WHO HAS SEVERE ACNE.</p>
	4082
<p>Normal to Oily OC</p>	<p>MY SALLY ASSOCIATE STRESSED, IT'S IMPORTANT TO FOLLOW A PEEL WITH AN SPF MOISTURIZER, SUCH AS MY VITA C+ SPF 15 DAILY MOISTURIZER, BECAUSE NEWLY EXFOLIATED SKIN NEEDS EXTRA PROTECTION FROM THE SUN.</p>
<p>Specialty Items</p>	410
<p>Spokes OC</p>	<p>FINALLY THERE ARE A FEW MORE SPECIALIZED PRODUCTS, GOOD FOR ALL SKIN TYPES, WE WANT TO PAY SOME ATTENTION TO.</p>
<p>ALL SKIN TYPES across top of screen.</p>	411
<p>Visual SCULPTING product Add text LOME FACE & NECK NIGHT SCULPTING SYSTEM FOR LAYERED CELLULAR RESTORATION WITH SEPILIFT™ DPHP</p> <p>Spokes OC</p>	<p>THE LOME FACE & NECK NIGHT SCULPTING SYSTEM FOR LAYERED CELLULAR RESTORATION WITH SEPILIFT™ DPHP, QUITE A MOUTHFUL, CAN HELP REDUCE THE APPEARANCE</p>

VIDEO	AUDIO
	CAN HELP REDUCE THE APPEARANCE OF WRINKLES AND HELP PREVENT FURTHER WRINKLE DAMAGE.
	412
Normal to Dry OC	I USE THE LOME FACE & NECK TREATMENT IN ADDITION TO MY REGULAR REGIMEN AT NIGHT AFTER CLEANSING AND BEFORE ANYTHING ELSE. AFTER IT'S FINISHED I FEEL AN INSTANT FIRMNESS AND TIGHTENING OF THE FACE AND NECK. IT DOES DO WHAT IT SAYS IT'LL DO, DON'T YOU THINK?
	413
Visual STRETCH product Add text DERMACTIN-TS STRETCH MARK COMPLEX Spokes OC Split-screen STRIVECTIN \$135 / DERMACTIN less than \$20 Spokes OC Visual STRYVECTIN covered by DERMACTIN	DERMACTIN-TS STRETCH MARK COMPLEX COMPARES TO STRIVECTIN-SD, THE BOTOX ALTERNATIVE, WITH THE SAME INGREDIENTS IN THE SAME FORMULATION. STRIVECTIN SELLS IN DEPARTMENT STORES FOR \$135. DERMACTIN IS MUCH MORE AFFORDABLE AND IT DOES THE SAME THING, SIGNIFICANTLY DIMINISHING THE LENGTH, DEPTH AND SEVERITY OF STRETCH MARKS, AND IT'S ALSO EFFECTIVE FOR FACIAL WRINKLE CONTROL. IF SOMEONE IS LOOKING FOR STRYVECTIN-SD, DERMACTIN-TS IS A VALUE PRICED ALTERNATIVE.

VIDEO	AUDIO
	414
<p>Visual DARK CIRCLES product Add text DERMACTIN-TS SERIOUS DARK CIRCLES TREATMENT</p> <p>Spokes OC</p> <p>Split-screen HYLEXIN \$95 / DERMACTIN less</p> <p>Spokes OC</p>	<p>ANOTHER GREAT SALLY DEAL IS DERMACTIN-TS SERIOUS DARK CIRCLES TREATMENT. IT COMPARES TO HYLEXIN, WHICH SELLS IN DEPARTMENT STORES AT \$95 FOR LESS THAN AN OUNCE. DERMACTIN-TS HELPS TO DIMINISH THE APPEARANCE OF DARK CIRCLES AND EYE PUFFINESS.</p>
	415
<p>Visual EYE CREAM product Add text DERMACTIN-TS ANTI-WRINKLE EYE CREAM</p>	<p>DERMACTIN-TS ANTI-WRINKLE EYE CREAM IS EFFECTIVE FOR WRINKLE CONTROL BY HYDRATING AND COMBATING WRINKLES AROUND THE DELICATE EYE AREA.</p>
	416
<p>Visual NIGHT SERUM product Add text DERMACTIN-TS NIGHT TIME SERUM</p> <p>Spokes OC</p>	<p>DERMACTIN-TS NIGHT TIME SERUM HELPS TO DIMINISH THE APPEARANCE OF FINE LINES AND DEEP WRINKLES. IT WORKS WHILE YOU SLEEP TO HELP HYDRATE DAMAGED SKIN, RESULTING IN SMOOTHER SKIN TEXTURE.</p>
	417
<p>10. Spokes OC</p>	<p>NOW LET’S TALK ABOUT SOME BEYOND BELIEF SPECIALTY ITEMS GOOD FOR ALL SKIN TYPES. SEVERAL CONTIAN INGREDIENTS MANY OF YOUR CUSTOMERS MIGHT BE LOOKING FOR.</p>

VIDEO	AUDIO
	417A
<p>10A. Spokes OC</p>	<p>BEYOND BELIEF HAS SEVERAL SPECIALTY ITEMS YOU MIGHT BE LOOKING FOR. THEY’RE GOOD FOR ALL SKIN TYPES,</p>
	418
<p>Visual VITA E product Add text VITA E+ MOISTURIZING CREAM</p>	<p>PEOPLE WANTING PRODUCTS WITH VITAMIN E, WILL BE INTERSTED IN BEYOND BELIEF VITA E+ MOISTURIZING CREAM. IT DELIVERS EXTRA DEEP PENETRATING MOISTURE WITH HIGH EMOLLIENT PROTECTION.</p>
	419
<p>11. Spokes OC</p> <p>Visual VITA A product Add text VITA A+ WRINKLE CREAM</p>	<p>FOR THOSE SEEKING RETINOL, WHICH IS VITAMIN A, YOU CAN SUGGEST BEYOND BELIEF VITA A+ WRINKLE CREAM. IT HELPS CORRECT THE VISIBLE SIGNS OF AGING.</p>
	419A
<p>11A. Spokes OC</p> <p>Visual VITA A product Add text VITA A+ WRINKLE CREAM</p>	<p>FOR THOSE SEEKING RETINOL, WHICH IS VITAMIN A, SALLY OFFERS BEYOND BELIEF VITA A+ WRINKLE CREAM. IT HELPS CORRECT THE VISIBLE SIGNS OF AGING.</p>
	420
<p>Visual TOWLETTES product Add text DEEP CLEANSING TOWELETTES</p> <p>Spokes OC</p>	<p>DEEP CLEANSING TOWELETTES ARE QUICK AND CONVENIENT FOR HOME USE OR TRAVEL. THESE MOIST TOWELETTES QUICKLY REMOVE</p>

VIDEO	AUDIO
	<p>MAKEUP AND DIRT IN ONE EASY STEP. THEY'RE PRE-MOISTENED AND READY TO USE.</p>
	<p>421</p>
<p>Visual CLOTHS product Add text DRY CLEANSING CLOTHS</p> <p>Spokes OC</p>	<p>DRY CLEANSING CLOTHS ARE DUAL SIDED – THEY CLEANSE AND EXFOLIATE. YOU MUST WET THE CLOTH TO ACTIVATE THE CLEANSING INGREDIENTS ON THE SMOOTH SIDE , FOR REMOVING MAKEUP AND MASCARA. THE TEXTURED SIDE EXFOLIATES YOUR SKIN LEAVING AN EVEN SKIN TONE AND SMOOTH, RADIANT SKIN.</p>
	<p>422</p>
<p>Visual WITCH HAZEL product Add text WITCH HAZEL</p> <p>Spokes OC</p>	<p>BEYOND BELIEF WITCH HAZEL IS A NON-ALCOHOL TONER THAT WORKS WELL FOR ALL SKIN TYPES. IT CLEANS, SOOTHES AND REFRESHES WHILE IT CONDITIONS AND BALANCES THE PH OF YOUR SKIN.</p>
	<p>423</p>
<p>Visual PADS product Add text EYE MAKE-UP REMOVER PADS</p> <p>Spokes OC</p>	<p>AND FINALLY, EYE MAKE-UP REMOVER PADS. THEY'RE NON-OILY, SINGLE USE PADS WHICH GENTLY REMOVE ALL YOUR EYE MAKEUP IN ONE SINGLE STEP. THEY'RE GREAT, THEY PREVENT ANY UNECESSARY PULLING AND TUGGING IN THE</p>

VIDEO	AUDIO
	THEIR SKIN CARE. HERE’S TO BETTER SKIN FOR ALL OF US.
	503
	UNTIL THEN, SEE YOU NEXT LESSON.
	501A
<p>12A. Spokes OC</p> <p>FS graphic of DVD MENU</p> <p>Spokes OC</p>	<p>WELL, WE’VE GIVEN YOU A LOT OF INFORMATION. THIS DVD MAKES IT EASY TO GO BACK AND WATCH ANY SECTION YOU STILL HAVE QUESTIONS ABOUT. GO TO THE PROGRAM MENU AND SELECT THE SECTION YOU WANT TO SEE AGAIN, THEN PRESS <u>PLAY</u>.</p>
	502A
	<p>NOW THAT YOU’VE BEEN “SKIN EDUCATED,” LOOK AT WHAT YOU’RE DOING FOR YOUR SKIN CARE AND START A GOOD REGIMEN TODAY. AND REMEMBER, YOU CAN ALWAYS GET ALL THE HELP YOU NEED FROM YOUR SALLY BEAUTY STORE. HERE’S TO BETTER SKIN FOR ALL OF US.</p>