



Treatment
protocol

ANTIPODES[®]

SCIENTIFIC GREEN BEAUTY

Step 1

Introduce Antipodes to the customer. Be sure to mention our certification credentials, our key ingredients, and that we are a natural brand with scientifically validated products.

EXAMPLE SCRIPT:

Antipodes is New Zealand's heritage Scientific Green Beauty brand, uniting science and nature to create plant powered skincare with impressive scientific results. The brand uses pollution-free ingredients from New Zealand nature in its formulations, including wild-sourced manuka honey, avocado oil, kiwi seed oil, and revolutionary antioxidant extracts.

The Antipodes® range includes certified organic, vegan, and vegetarian products, which are all cruelty-free and contain no toxic ingredients – so they're kind to the planet and truly excellent for skin.

Step 2

Begin the customer's selected facial treatment.



Antipodes® Anti-Aging Revitalisation Facial

45 minutes



1. CLEANSE

Grapeseed Butter Cleanser

Take a teaspoon-sized amount of product and massage into damp skin using circular motions, before gently wiping off with warm water and a soft washcloth. Repeat if necessary to ensure skin is thoroughly cleansed and all makeup is removed.

Certified organic, this cleanser has won multiple Harper's Bazaar Beauty Awards

Replenishes skin with nourishing oils which makes it perfect for dry and mature skin

Great as a double cleanser, as it removes even the most stubborn makeup while leaving skin clean and soft



2. EXFOLIATE

Reincarnation Facial Polish & Exfoliator

Massage a large coin-sized amount gently into damp skin using warm water and soft circular motions with your fingertips. Remove using warm water and a soft washcloth, then pat the skin dry.

Certified vegan, this exfoliator is gentle enough to use 2-3 times per week and contains nourishing avocado oil – so it won't strip the skin



3. MASK

Aura Manuka Honey Mask

Apply generous layers to clean, dry skin, avoiding the eye area, nostrils, and mouth. Leave on for 10-15 minutes, then massage into skin. Remove any residue with a clean, soft cloth.

Manuka honey is unique to New Zealand and has antibacterial, anti-inflammatory, and antioxidant properties – it's also a natural humectant that pulls moisture into the skin

A "cult product" for Vogue France



4. WATER-BASED SERUM

Worship Skin Defence Antioxidant Serum

Using clean fingertips, apply 3-4 drops to each side of the face and neck and slowly pat into skin. Continue until product is absorbed.

Certified organic and vegan

Scientifically shown to protect against oxidative stress in-vitro by up to 90% - this means it helps defend against free radical damage which can lead to early aging



5. FACE OIL

Divine Face Oil

Using gentle pressure, massage 3-4 drops into the face, neck, and décolletage with upward strokes. Take special care with areas of flaky skin or scars.

Certified organic and vegan

Contains organic rosehip oil, which helps smooth the appearance of lines and scars

Scientifically shown to stimulate Type I collagen synthesis in-vitro by up to 51%



6. EYE CREAM

Kiwi Seed Oil Eye Cream

Using fingertips, take a pea-sized amount of cream and pat it into the orbital bone and area surrounding each eye, taking care to avoid the eyelids and directly underneath the eyes. Ensure cream is fully absorbed before moving on to the next step.

Certified vegan

So popular one is sold every 60 seconds, somewhere in the world!

Musician Sam Smith loves this eye cream

Scientifically shown to stimulate Type I collagen synthesis in-vitro by up to 82%



7. MOISTURISER

Vanilla Pod Hydrating Day Cream

Massage a large coin-sized amount into face, neck, and décolletage using gentle upward strokes.

Contains manuka honey & rosehip oil – two powerful anti-aging ingredients

One of Antipodes® original anti-aging formulations that is a bestseller to this day

Antipodes[®] Skin-Glow Radiance Facial

30 minutes



1. CLEANSE

Juliet Skin-Brightening Gel Cleanser

Take a teaspoon-sized amount of product and massage into damp skin using circular motions, before gently wiping off with warm water and a soft washcloth. Repeat if necessary to ensure skin is thoroughly cleansed and all makeup is removed.

Won a Best Beauty Award from Stylist UK

Featured in GQ as one of the best face cleansers for flawless skin



2. EXFOLIATE

Reincarnation Facial Polish & Exfoliator

Massage a large coin-sized amount gently into damp skin using warm water and soft circular motions with your fingertips. Remove using warm water and a soft washcloth, then pat the skin dry.

Certified vegan, this exfoliator is gentle enough to use 2-3 times per week and contains nourishing avocado oil – so it won't strip the skin



3. MASK

Halo Skin-Brightening Facial Mud Mask

Apply generous layers to clean, dry skin, avoiding the eye area, nostrils, and mouth. Leave on for 10-15 minutes, then massage into skin. Remove any residue with a clean, soft cloth.

Contains Vinanza[®] Grape & Kiwi, a sustainable antioxidant compound that is clinically shown to brighten skin – made from antioxidant-rich grape seeds and the skin of kiwifruit



4. SERUM

Glow Ritual Vitamin C Serum

Using gentle pressure, massage 3-4 drops into the face, neck, and décolletage with upward strokes.

Certified vegan

Sold out online in three days at launch!

Billie Eilish wore Glow Ritual on the red carpet for the James Bond premiere



6. EYE CREAM

Kiwi Seed Gold Luminous Eye Cream

Using fingertips, take a pea-sized amount of cream and pat it into the orbital bone and area surrounding each eye, taking care to avoid the eyelids and directly underneath the eyes. Ensure cream is fully absorbed before moving on to the next step.

Certified vegan

Antipodes[®] most luxurious product - features 23k gold flakes, which have microbial properties – great for calming skin whilst illuminating



7. MOISTURISER

Diem Vitamin C Pigment-Correcting Water Cream

Massage a large coin-sized amount into face, neck, and décolletage using gentle upward strokes.

Certified vegan

Contains peptides, scientifically shown to help target pigmentation

Antipodes[®] latest product that everyone is talking about

Antipodes® Hydration-Boost Facial

45 minutes



1. CLEANSE

Grace Cream Cleanser & Makeup Remover

Take a teaspoon-sized amount of product and massage into damp skin using circular motions, before gently wiping off with warm water and a soft washcloth. Repeat if necessary to ensure skin is thoroughly cleansed and all makeup is removed.

Certified organic and vegan, this cleanser is dermatologically approved for sensitive skin so it's great when your skin is experiencing irritation

Contains Vinanza® Oxifend, an anti-inflammatory extract from pinot noir grape seeds



2. EXFOLIATE

Reincarnation Facial Polish & Exfoliator

Massage a large coin-sized amount gently into damp skin using warm water and soft circular motions with your fingertips. Remove using warm water and a soft washcloth, then pat the skin dry.

Certified vegan, this exfoliator is gentle enough to use 2-3 times per week and contains nourishing avocado oil – so it won't strip the skin



3. MASK

Aura Manuka Honey Mask

Apply generous layers to clean, dry skin, avoiding the eye area, nostrils, and mouth. Leave on for 10-15 minutes, then massage into skin. Remove any residue with a clean, soft cloth.

Manuka honey is unique to New Zealand and has antibacterial, anti-inflammatory, and antioxidant properties – it's also a natural humectant that pulls moisture into the skin

A "cult product" for Vogue France



4. TONER

Ananda Antioxidant-Rich Gentle Toner

Generously spritz over face, neck, and décolletage and gently pat the residue into skin. Do not wipe off.

*Certified organic and vegan
Dermatologically for approved for sensitive skin*

Antipodes® toners aren't for wiping off – they are facial mists that prep the skin for the rest of your regime and increase the ability of your products to penetrate the skin – so if you haven't considered using a toner before, this is a great one to start with.



5. SERUM

Hosanna H₂O Intensive Skin- Plumping Serum

Using clean fingertips, apply 3-4 drops to each side of the face and neck and slowly pat into skin. Continue until product is absorbed.

Certified organic and vegan

Scientifically shown to stimulate Type I collagen synthesis in-vitro by up to 72%



6. EYE CREAM

Kiwi Seed Oil Eye Cream

Using fingertips, take a pea-sized amount of cream and pat it into the orbital bone and area surrounding each eye, taking care to avoid the eyelids and directly underneath the eyes. Ensure cream is fully absorbed before moving on to the next step.

Certified vegan

So popular one is sold every 60 seconds, somewhere in the world!

Musician Sam Smith loves this eye cream

Scientifically shown to stimulate Type I collagen synthesis in-vitro by up to 82%



7. MOISTURISER

Baptise H₂O Ultra-Hydrating Water Gel

Massage a large coin-sized amount into face, neck, and décolletage using gentle upward strokes.

Clinically shown to hydrate skin by up to 52% after 24 hours – so this is the perfect product for that long-lasting, dewy glow

Contains plant-sourced hyaluronic acid which is intensely hydrating for skin

Step 3

Finish by exiting treatment room. Show the customer the Antipodes product display and talk them through their prescription whilst writing it up.

EXAMPLE SCRIPT:

Antipodes products are designed to be used together, and because they contain natural, clean ingredients, you can apply them in any combination depending on your skin concerns.

You've identified yourself as having [skin type], so I would recommend [cleanser], [toner], and [moisturiser] to use as your base.

Right now, you're experiencing [skin concern/s], so I would recommend a daily serum such as [product], and [mask] once or twice a week.

And [eye product] will do a great job at targeting [eye concern].