

**clear start**  
by dermalogica

# *meet* *clear start*

We're Clear Start, a skincare line created by Dermalogica and the International Dermal Institute. As a gen-z focused brand, we specialise in helping young people tackle their top skin concerns: breakouts, blackheads and oily shine.

# history

When Dermalogica Founder Jane Wurwand's daughters experienced breakouts in their teens and early 20s, their skincare options were limited and sub-par. Many of the products on the market for younger skin contained — and still contain — artificial fragrances and colors, as well as harsh, inexpensive ingredients. All of this can dry, irritate and strip oil from skin, causing even more breakouts than before.

Jane wanted something better for her daughters, so she created Clear Start, Dermalogica's first skincare line specifically for young, breakout-prone skin. We never use artificial fragrances and colours nor harsh ingredients — only gentle ingredients that deliver clearer skin.

## ***authenticity***

We're here to help young people achieve their skin health goals, not to sell them unrealistic or unattainable expectations. As such, we don't believe in FaceTune or Photoshop to edit skin. All skin is worthy, and our results speak for themselves.

## ***sustainability***

We want your conscience to feel as clear as your skin. We're dedicated to creating a cleaner planet with more sustainable packaging, starting with our recycled plastic (pcr) and fsc certified paper initiative.

***what we are***

Skin-health obsessed  
Clinically-proven  
Breakout experts  
Cruelty-free + vegan

***what we believe in***

Real skin is beautiful  
Skincare = self care

***who we're for***

Any young person with a breakout  
Or a blackhead  
Or just a little extra shine

# real results



# product range





*our formulas*



**always formulated without**

sulphates  
artificial fragrances  
artificial colours  
parabens  
mineral oil  
lanolin  
s.d. alcohol  
microplastics



**always**

formulated for breakout-prone skin  
certified cruelty-free  
vegan  
gluten-free





# breakout clearing foaming wash

## ***deep cleans & purifies skin***

Deep cleans and purifies skin a.m. + p.m. This breakout-fighting, foaming wash clears away dead skin cells, dirt and excess oils that clog pores and cause breakouts.

### ***benefits***

Salicylic Acid dives deep into pores, clearing dead skin cells and trapped oils to help wipe out existing and future breakouts. Formulated with 8 botanicals including Tea Tree, Lavender and Camellia Sinensis, known to gently soothe and calm irritated skin. Orange Peel Extract revives, energises, and refreshes.

### ***how to use***

Morning and night, lather a small amount in damp hands, then rub over face, neck, chest ... anywhere you want to wipe out dirt and breakouts. Keep out of your eyes. Rinse thoroughly with warm water.

### ***sustainability***

Bottles made from 50% post consumer resin (recycled plastic).

### ***pro tip***

Keep Foaming Wash in the shower to target body breakouts. Bye backne!

### ***retail price***

177 mL \$42.00 NZD  
295 mL \$61.00 NZD



## micro-pore mist

### **minimises & tones**

Finally, a mist that can do it all: minimise visible pores, reduce excess oil, and help diminish the appearance of post-breakout marks. Gentle enough to be used throughout the day for a pick-me-up whenever you need!

### **benefits**

Wild rose hips flavonoid complex helps reduce oily shine and minimise pores from the first use. Niacinamide (vitamin b3) helps diminish the appearance of pores and post-breakout marks, brighten skin and even tone. Cucumber extract refreshes the senses for a cool pick-me-up.

### **how to use**

Spritz on after cleansing morning and night or throughout the day as needed.

### **sustainability**

Bottles made from 50% post consumer resin (recycled plastic).

### **pro tip**

Use as a make-up setting spray.

### **retail price**

118 mL \$42.00 NZD



## ***clears pores & blackheads***

This unique mask's active fizzing formula effectively clears pores and helps target blackheads. Technology activates upon application, helping to open pores, decongest skin and facilitate blackhead clearing.

### ***benefits***

Sulfur helps keep skin clear. Kaolin Clay absorbs excess oil and purifies the skin.

### ***how to use***

Apply to areas of congestion. Allow 3-5 minutes to fully activate. Rinse thoroughly and follow with your recommended Clear Start product.

### ***clinical results***

97% saw less oily skin after just one use.

92% saw smoother looking skin after one week.

### ***retail price***

50 mL \$49.00 NZD



## ***clears breakout causing bacteria in 15 minutes***

This fast-acting booster, formulated with 2% Salicylic Acid, helps combat breakout-causing bacteria for rapid skin clearing. Patented TT Technology and Phytoplankton Extract work with skin's natural microbiome and help prevent over-drying.

### ***benefits***

Niacinamide reinforces skin's defensive barrier and helps to even skin tone. Seaweed-derived Chondrus Crispus Extract locks in moisture to help, soothe irritated skin.

### ***how to use***

Apply directly to blemish or breakout area or apply a thin layer all over the face under moisturiser for breakout prevention.

### ***pro tip***

Mix a few drops into daily moisturiser to prevent breakouts.

### ***retail price***

30 mL \$49.00 NZD



# clearing defense spf30

## ***mattifies & protects***

Shine-reducing SPF moisturiser helps protect breakout-prone skin from environmental stress. Ultra-lightweight formula provides a long-lasting matte finish without clogging pores.

## ***benefits***

Antioxidant Willow Bark Extract, Green Tea Extract and Vitamin C combat the irritating effects of pollution. Patented TT technology works with the skin's natural microbiome. Natural Tapioca helps reduce shine.

## ***how to use***

Apply a generous amount to cleansed face and neck, preferably 30 minutes prior to sun exposure.

## ***sustainability***

Bottles made from 50% post consumer resin (recycled plastic).

## ***retail price***

59 mL \$59.00 NZD



# cooling aqua jelly moisturizer

## **hydrates & refines**

A moisturiser for oily skin that gives all the dewy glow, none of the shine. This jelly-based cooling moisturiser's water-like texture leaves skin feeling fresh and lightly hydrated.

## **benefits**

Bioflavonoid complex helps reduce excess oil and refines skin texture. Hyaluronic Acid hydrates and cools skin for a refreshed feeling. Blue Tansy Flower Oil and brightening Blueberry Extract help calm and soothe skin while providing antioxidant benefits.

## **how to use**

Apply a pea-sized amount over entire face and neck as the last step in your routine. Use day and night.

## **sustainability**

Tube made from 38% post consumer resin (recycled plastic).

## **pro tip**

Store in the fridge for an extra dose of coolness.

## **retail price**

59 mL \$49.00 NZD





# skin soothing hydrating lotion

## ***relieves & nourishes***

Say goodbye to dehydrated, breakout-irritated skin with this lightweight moisturiser! Sheer formula helps soothe discomfort and hydrate areas that feel dry. Also helps relieve the dryness often associated with some acne treatments.

## ***benefits***

Moisturising, plant-based Squalane softens and nourishes. Hyaluronic Acid provides instant relief from skin dehydration. Gentle botanicals including Ginger, Orange and Grapefruit soothe the skin.

## ***how to use***

Apply over entire face and neck, day and night.

## ***sustainability***

Tube made from 38% post consumer resin (recycled plastic).

## ***retail price***

59 mL \$50.00 NZD



## ***restores & fades***

This is your reminder to not pop your pimples... BUT we get it — sometimes you can't help it. Post-Breakout Fix helps fade the hyperpigmentation (aka red and dark spots) that popping leaves behind. Can be used on any of your stubborn marks, both new and old.

## ***benefits***

Carob Seed Extract and Squalene helps restore skin's appearance. Hexylresorcinol helps fade breakout marks. Salicylic Acid improves skin tone.

## ***how to use***

Both a.m. and p.m., apply a small amount directly to your post-breakout spot. Repeat until the mark fades.

## ***clinical results***

95% of users saw a reduction in discoloration from breakout marks\*.  
\*after 4 weeks

## ***sustainability***

Tube made from 25% post consumer resin (recycled plastic).

## ***retail price***

15 mL \$46.00 NZD



## **resurfaces & clears**

Clearer skin ahead! Your holy grail exfoliator is here. Banish breakouts and achieve smoother skin texture with this powerful peel formulated for breakout prone skin. With 10% AHAs and 2% BHAs, it exfoliates deep under the skin to remove dead skin cells and excess oil. Say goodbye to rough texture, breakouts, and hyperpigmentation, and hello to clearer, brighter skin.

## **benefits**

This AHA/BHA breakout fighting peel reveals clearer, more luminous skin with a powerful acid blend. A concentrated blend of Salicylic, Lactic, Mandelic and Azelaic Acids sweep away dead skin that dulls the complexion, creating a bright, radiant glow.

## **how to use**

1-2 times per week in the p.m. after cleansing, apply a generous amount all over face and neck. Slight tingling is normal. Leave on for 7-10 minutes and rinse with cool water. Follow with a moisturiser.

## **clinical claims**

### **After 1 week:**

95% saw clearer looking skin

### **After 4 weeks:**

93% felt their skin was smoother

88% saw a more even skin tone

85% said they experienced less breakouts after four weeks

## **retail price**

30 mL \$59.00 NZD



**\*available from 1<sup>st</sup> September 2022**

## 3 steps to clear skin

Behold, your 3-step regimen to clearer skin. Featuring our best-selling favorites, the Breakout Clearing Kit includes everything you need to cleanse, treat breakouts, and hydrate skin.

### benefits

Formulated with powerful (yet gentle!) ingredients like Salicylic Acid, Tea Tree Oil, Niacinamide, and Hyaluronic Acid - breakouts don't stand a fighting chance. Travel-friendly sizes.

### how to use

Cleanse and purify skin with Breakout Clearing Foaming Wash. Treat breakouts with Breakout Clearing Booster as a spot or all-over treatment. Follow with Cooling Aqua Jelly to hydrate skin.

### kit contains

75 mL Breakout Clearing Foaming Wash

10 mL Breakout Clearing Booster

25 mL Cooling Aqua Jelly

### sustainability

Carton uses 45% less paper than our previous Clearly Matte Kit.

### retail price

\$59.00 NZD





***visual  
merchandising***





**clear start**  
by dermalogica

bad news for acne,  
great news for skin.

before after

bad news for acne,  
great news for skin.

dermalogica  
**clear start**

breakout clearing  
foaming wash

dermalogica  
**clear start**

breakout clearing  
foaming wash

dermalogica  
**clear start**

blackhead clearing  
fizz mask

try me!

dermalogica  
**clear start**

breakout clearing  
liquid peel

try me!

dermalogica  
**clear start**

breakout clearing  
booster

try me!

dermalogica  
**clear start**

post-breakout  
fix

try me!

dermalogica  
**clear start**

micro-pore mist

try me!

dermalogica  
**clear start**

extra matte  
sun protection  
SPF 30

try me!

dermalogica  
**clear start**

aqua jelly

try me!

dermalogica  
**clear start**

hydrating lotion

try me!

dermalogica  
**clear start**

clarifying  
body spray

try me!

dermalogica  
**clear start**

bad news for acne, great news for skin.

no sulfates  
no artificials  
gluten-free  
cruelty-free  
paraben-free  
vegan

**clear start**  
by dermalogica

scan to find  
out more



*For more information please contact Cherie Mobberley  
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