

A close-up photograph of four women's faces, showcasing a variety of ethnicities and skin tones. From left to right: a Black woman with dark hair, an East Asian woman with dark hair styled in a braid, a woman with dark hair and a neutral expression, and a white woman with blonde hair. The background is a soft, out-of-focus white.

# **Dermaividuals training**

## **A unique and diverse skincare**



Lets have an open mind.



**MINDS  
ARE LIKE  
PARACHUTES**

THEY FUNCTION BETTER  
WHEN THEY ARE OPEN



# Why is derma individuals different from other skin care ranges?

Works on the Skin Barrier The Epidermis & Dermis

*A concept called Corneotherapy.*

Works with Mother Nature not against it.

## **D.M.S Derma Membrane Structure**

Due to the *Phosphatidylcholine*

*Cell to cell communication*

Free of emulsifiers, preservatives and perfumes

Bespoke serums and creams  
Derma individuals can create something very unique.



# Phosphatidylcholine

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### ***Effects on and in the skin:***

Keeps the skin soft and supple.

Protects from pollution.

Prevention of keratinisation.

Prevents skin ageing .

Is a preventative skin care

Support of skin regeneration

Keeps the Skin to it optimum .

## ***Phosphatidylcholine***

is widely found in the membranes of our cells.

The natural principle can be transferred to high quality, compatible skincare products.

Phosphatidylcholine shows many effects on and in the skin.

It is able to transport cosmetic and dermatological actives into the skin and to distribute them well into the Stratum Corneum even Granuloseum.

# Phosphatidylcholine

**Choline** is used in the synthesis structural components of all human cell membranes. Choline is used to make the cell signalling molecules, platelet activating factor (PAF)

**Omega-6**-(linoleic acid) manufacturing and repairing cell membranes.

**Omega-3**- (alpha-linolenic acid) are used in the formation of cell walls, making them supple and flexible."

all essential for human life.

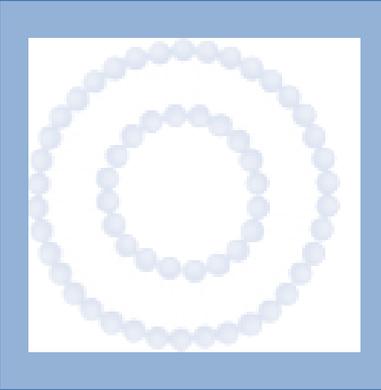
**But : Saturated phosphatidylcholine (PC-H) in the DMS**

Contains saturated fatty acids

- **Palmitic acid**
- **Stearic acid**

able to stabilise the natural skin barrier, keeps skin humidity and transepidermal water loss stable.

# Phosphatidylcholine



*Composition of soy :  
phosphatidylcholine:*

- *12,9% palmitic acid*
- *4,4% stearic acid*
- *10,5% oleic acid*
- *66,5% linoleic acid*
- *5,7% alpha linolenic acid*

## **Mother Nature as model**

Phosphatidylcholine is widely found in the cell membranes of plants and animals There are two kinds of phosphatidylcholine:

*(1) Unsaturated (PC)*

*(2) Saturated (PC-H).*

*(12,9% palmitic acid 4,4% stearic acid )*

*Phosphatidylcholine is the main constituent of:*

- ❖ *Liposomes (PC)*
- ❖ *Nanoparticles (PC)*
- ❖ *DMS (PC-H)*



Mother nature's answer  
to topical skin care

Sets us apart from any other skin care

***Phosphatidylcholine***

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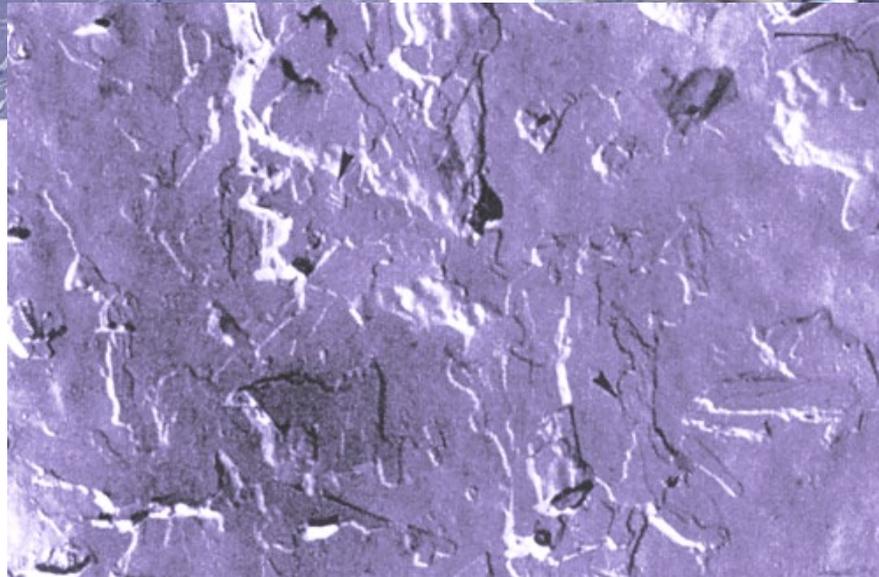
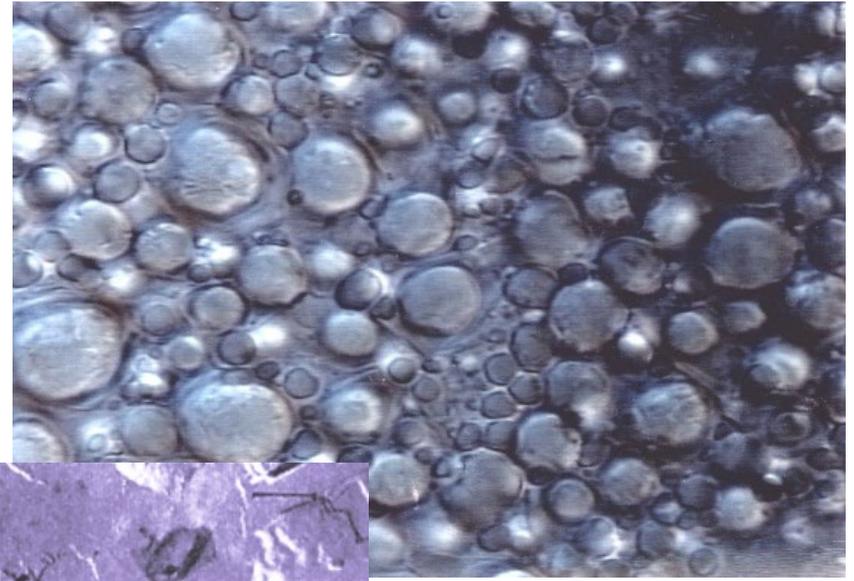
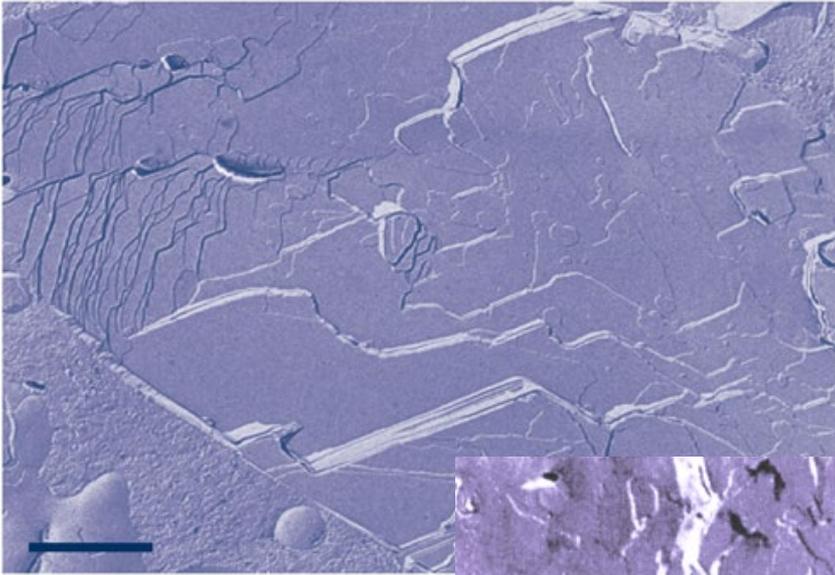


**DMS  
derma membrane  
structure.**

**What does it  
mean?**

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# DMS Derma Membrane Structure

Technology

## Skin Barrier Membranes

Triglycerides  
Squalene  
Ceramides  
Cholesterol  
Phospholipids  
  
Fatty acids

**derma**viduals®

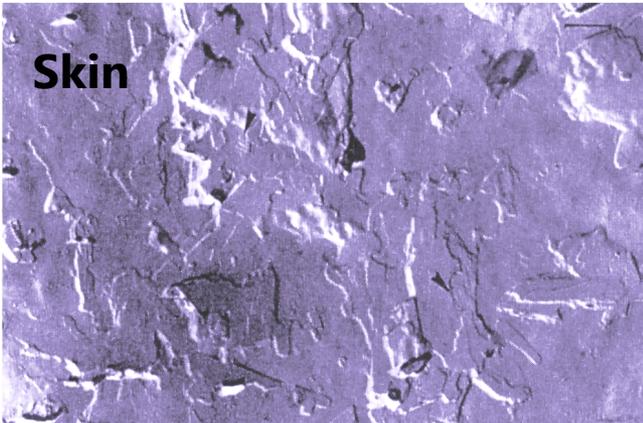
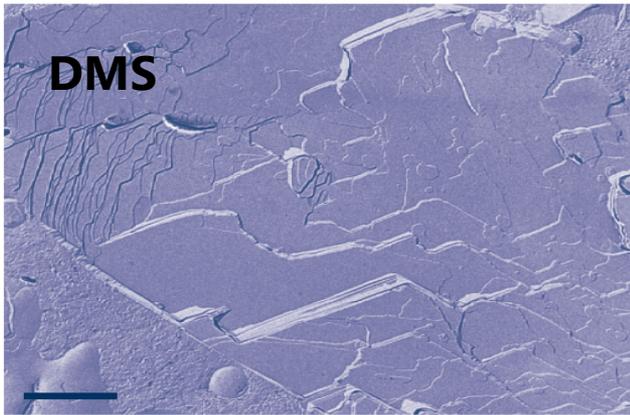


Free from:  
perfume  
preservatives  
mineral oils  
emulsifiers

## D.M.S Derma Membrane Structure

Triglycerides (from palm oil)  
Squalene (from olives)  
Ceramides (from yeast)  
Phytosterols (from shea butter)  
**Phosphatidylcholine**  
**(from soy bean)**  
Fatty acids are released from PC

***Skin Similar***

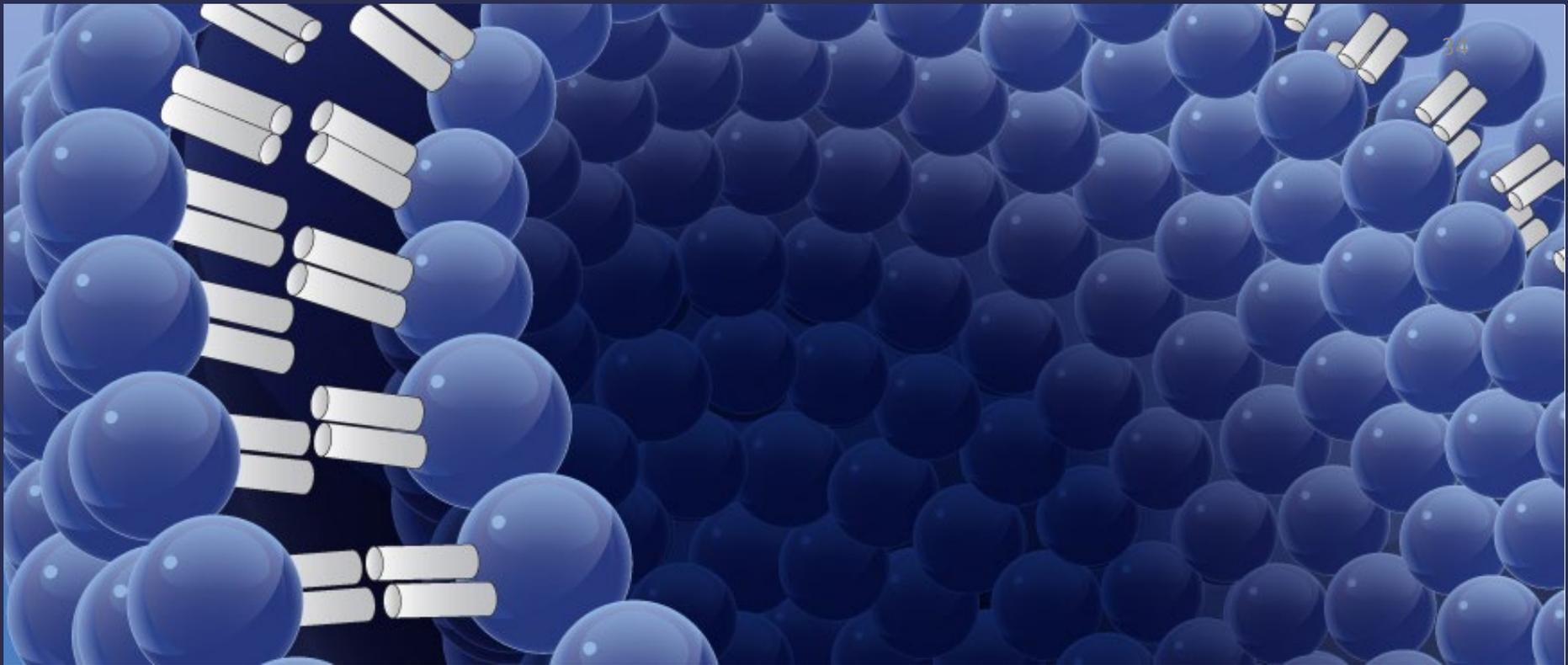


## **DMS (Derma Membrane Structure)**

resembles the bilayer structure of the Stratum Corneum.

- Works with the skin not against it.
- Increases absorption of products.
- Repairs and heals skin barrier function
- Keeps skin soft, supple and smooth.

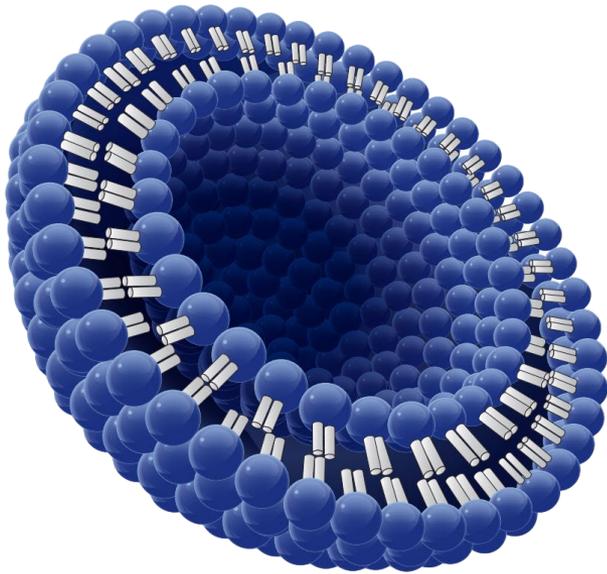
*If your skin could talk it would ask for  
DMS.*



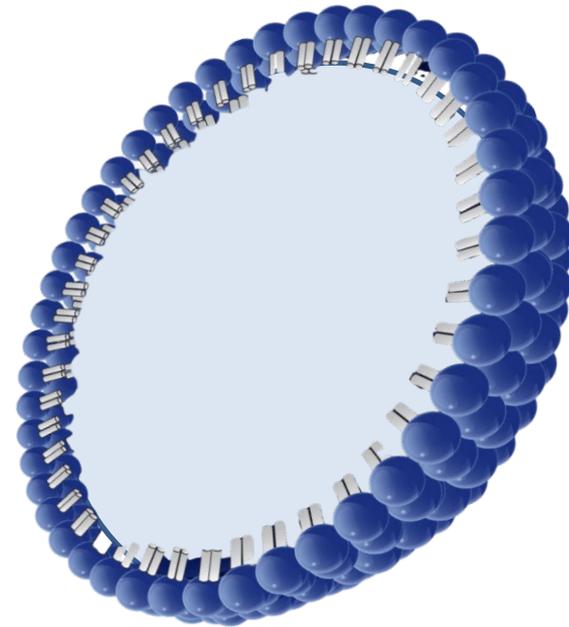
# Nanoparticle & Liposome

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Technology



**Transport of  
hydrophilic actives**  
**A water active**

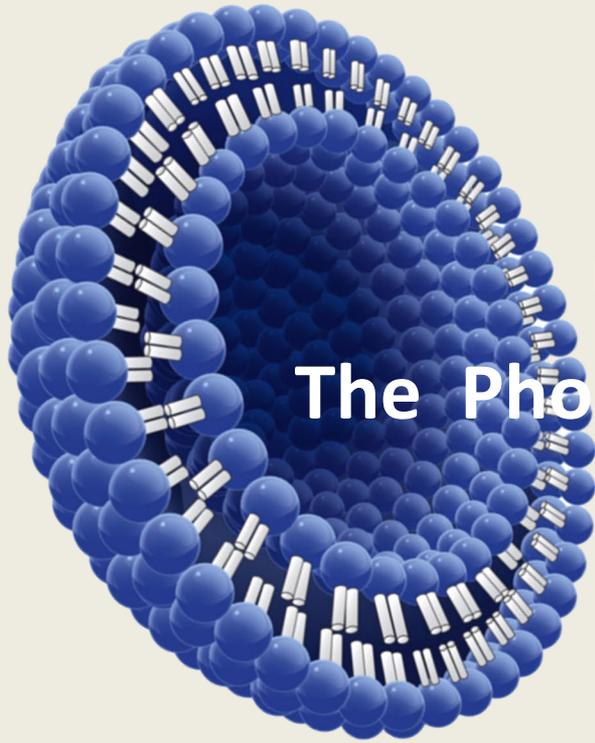


**Transport of  
lipophilic actives**  
**An oil active**

# Nanoparticle & Liposome

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Technology



Don't Underestimate

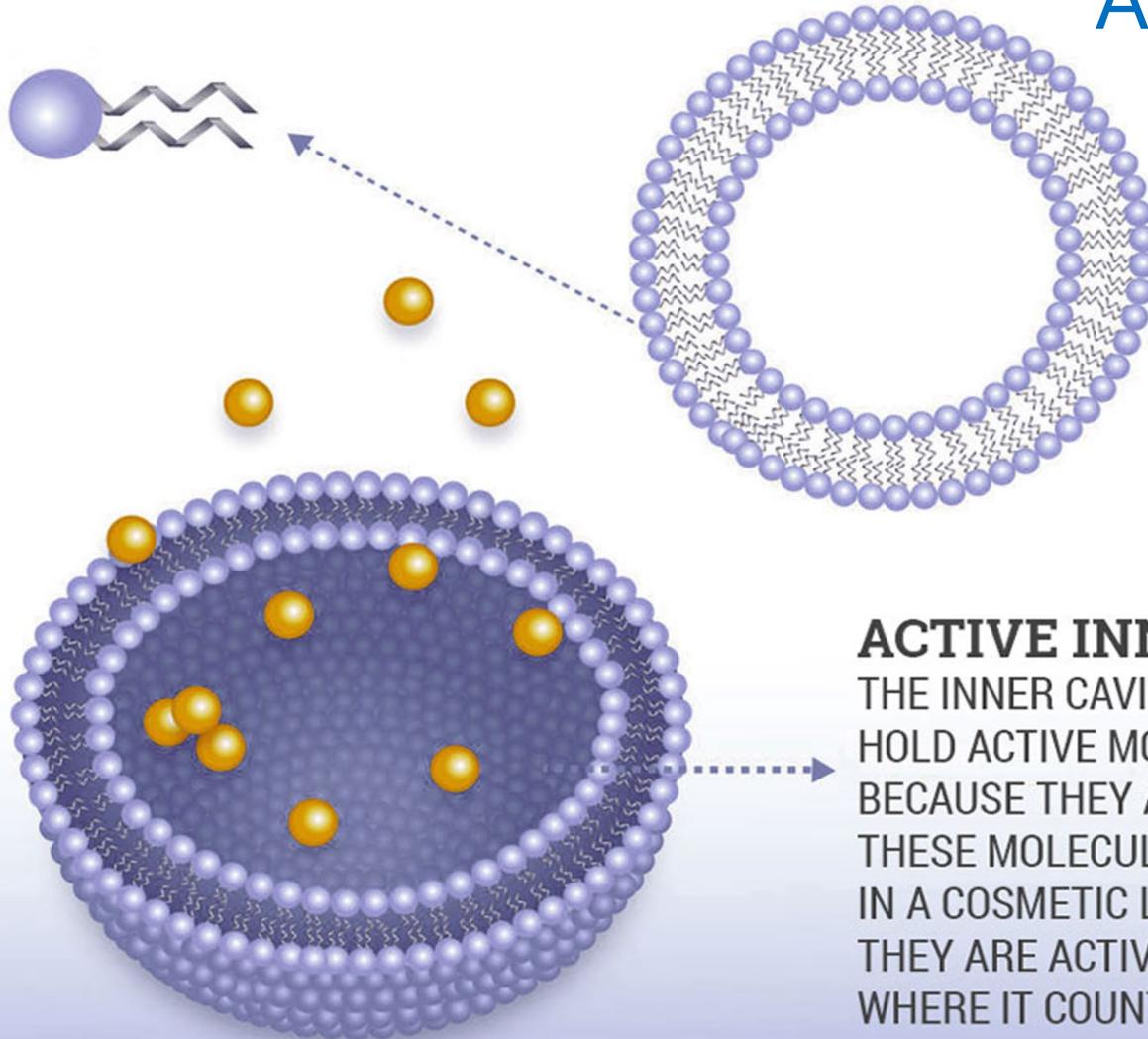
# The Phosphatidylcholine Shell



## PHOSPHOLIPID OUTER LAYER

PHOSPHOLIPIDS ARE NATURALLY PRESENT IN SKIN.  
THEY ARE A MAJOR COMPONENT OF CELL MEMBRANES.

## THE ACTIVES A Delivery System



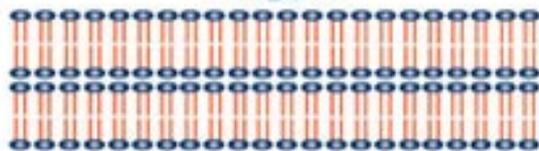
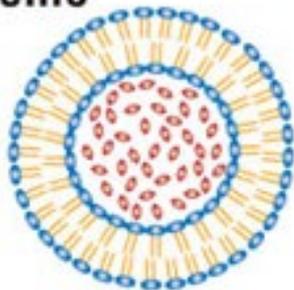
### ACTIVE INNER

THE INNER CAVITY CAN  
HOLD ACTIVE MOLECULES.  
BECAUSE THEY ARE PROTECTED  
THESE MOLECULES REMAIN STABLE  
IN A COSMETIC LOTION OR SERUM.  
THEY ARE ACTIVELY DELIVERED  
WHERE IT COUNTS - IN THE SKIN.

# FUSION OF A LIPOSOME WITH SKIN BARRIER

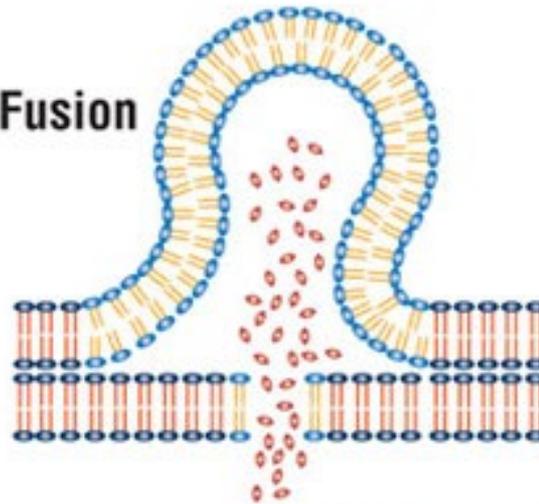
## Release of actives by fluidizing the skin barrier

Liposome



Skin barrier

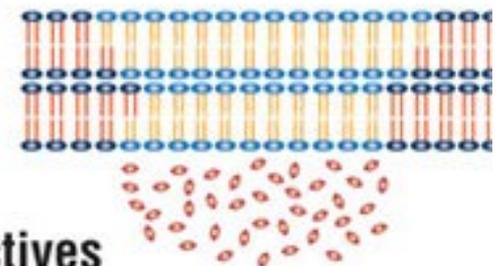
Fusion



Release of actives

Fusion of liposomes with the skin barrier bilayers causes a temporary increased permeability (fluidized state) which can be reversed by following application of DMS (deform membrane structure).

Fusion of nanoparticles happens in a similar way.



# So what is wrong with Emulsifiers?

Mineral oils perfumes and preservatives

## Defining an emulsifiers

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The terms surfactant and emulsifier are often used interchangeably

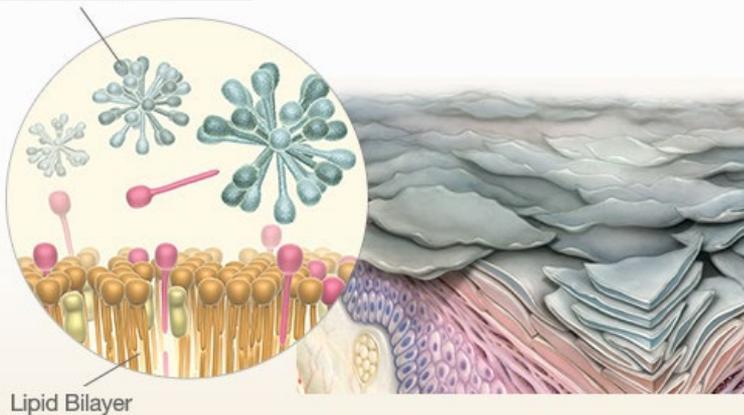


# Free of emulsifiers

What is an emulsifier ?

Any cream that has an oil in water or water in oil emulsion that needs an emulsifier to stabilize it.

Emulsifiers

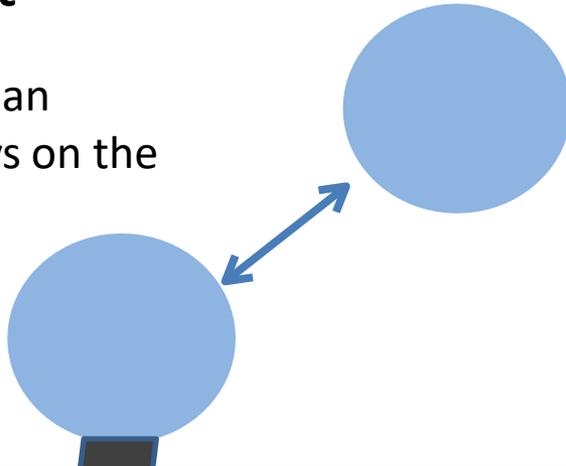


Wash Out Effect : After continual use of products with emulsifiers a residue of the emulsifier will stay within the skin. When water is added to the skin the emulsifier will look to bind with any available oil. The skins bi layer oil is the nearest to it thus the Wash Out Effect .

# An emulsifier: a very basic explanation of the wash out effect

A molecule of an emulsifier stays on the skin

Water loving



You place water on your skin this will be attracted to the emulsifier that is on it .

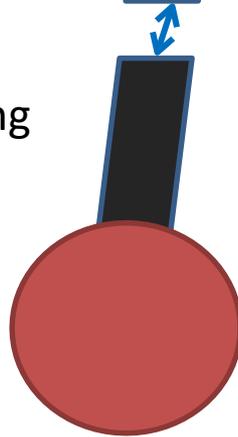
Surface of skin



Oil loving

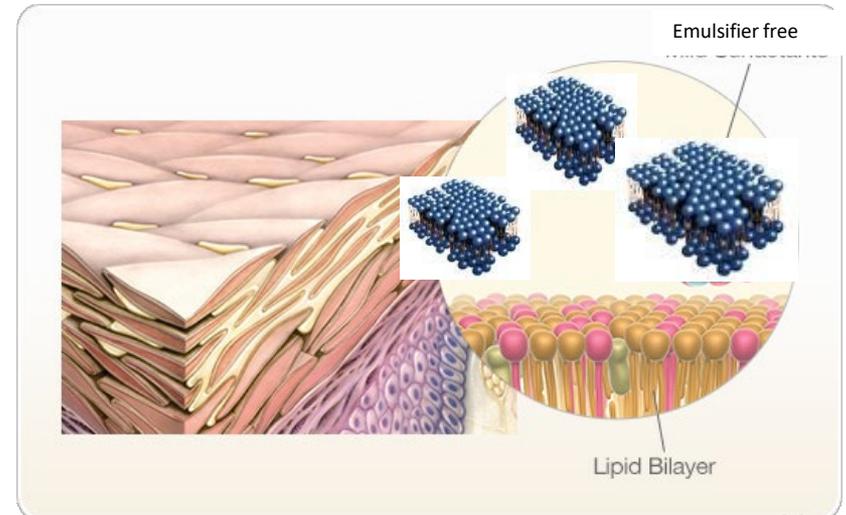
The emulsifier will take the oil form your skin

Oil loving

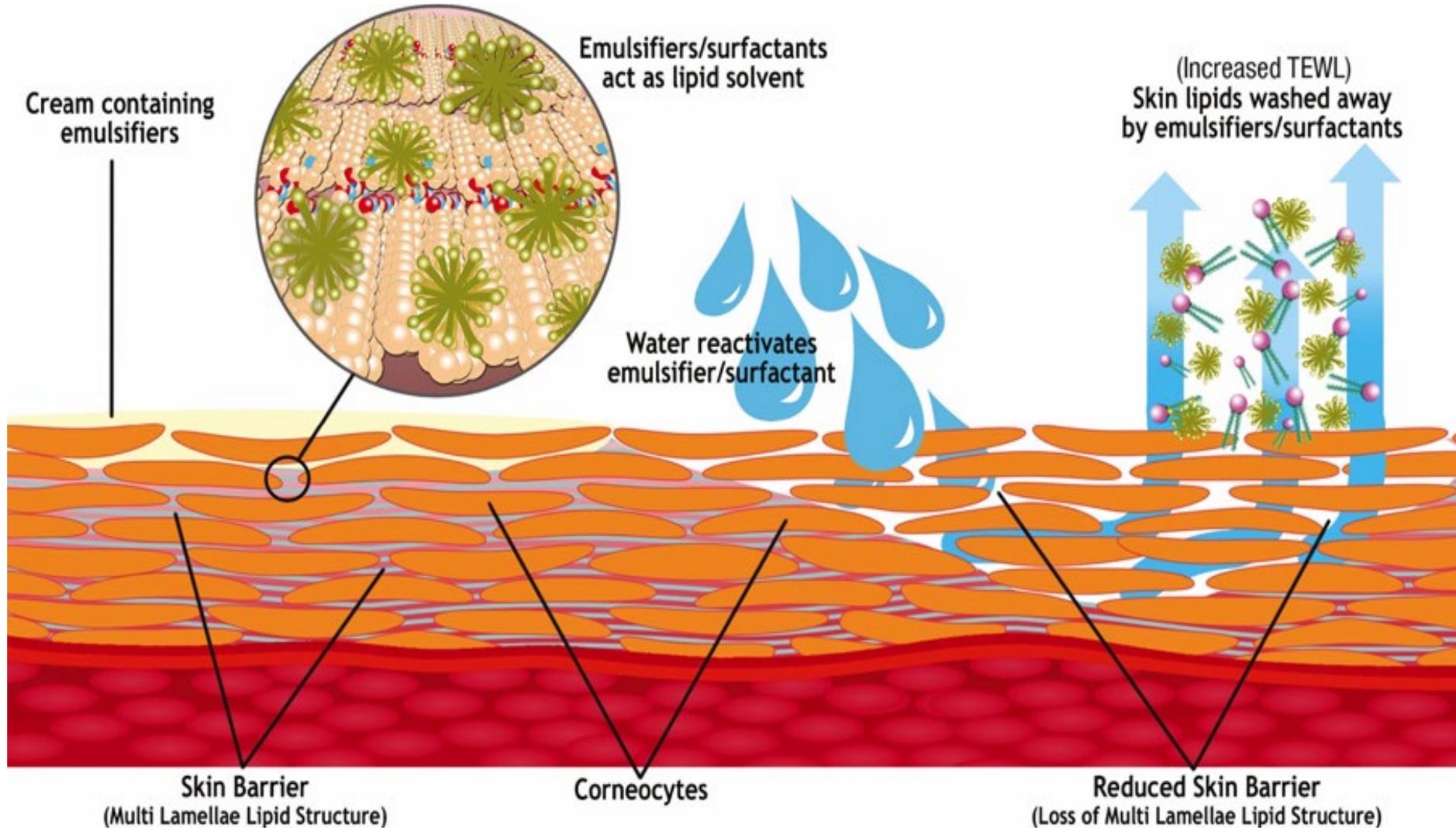


A molecule of a bilayer

Most common surfactant we use every day is washing up liquid .



# Wash Out Effect



# Defining a Mineral Oil

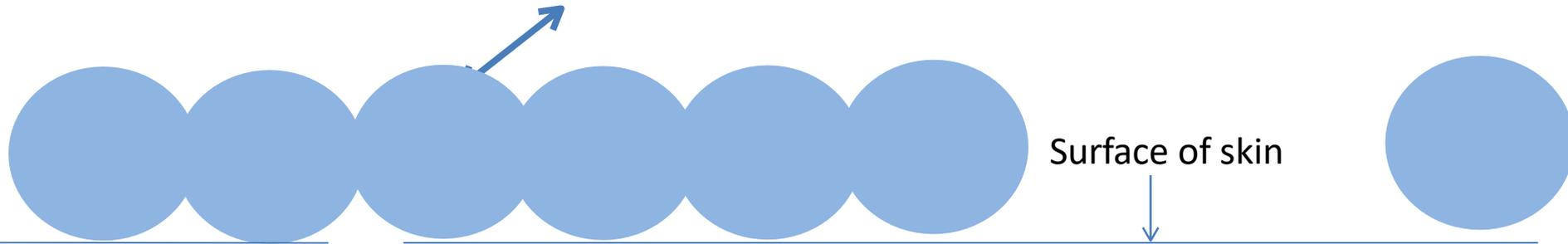
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Not all ingredients are made equally



# A mineral oil

An oil molecule will sit on the skin.

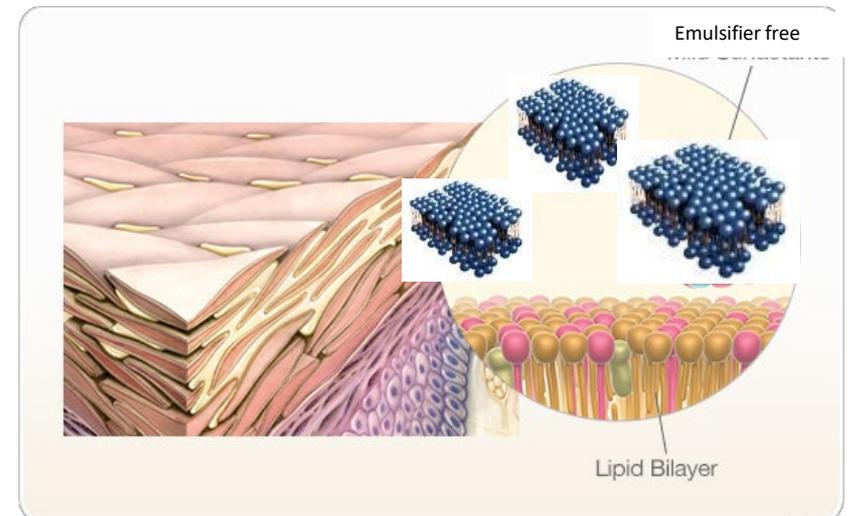


Many mineral oils can be occlusive.

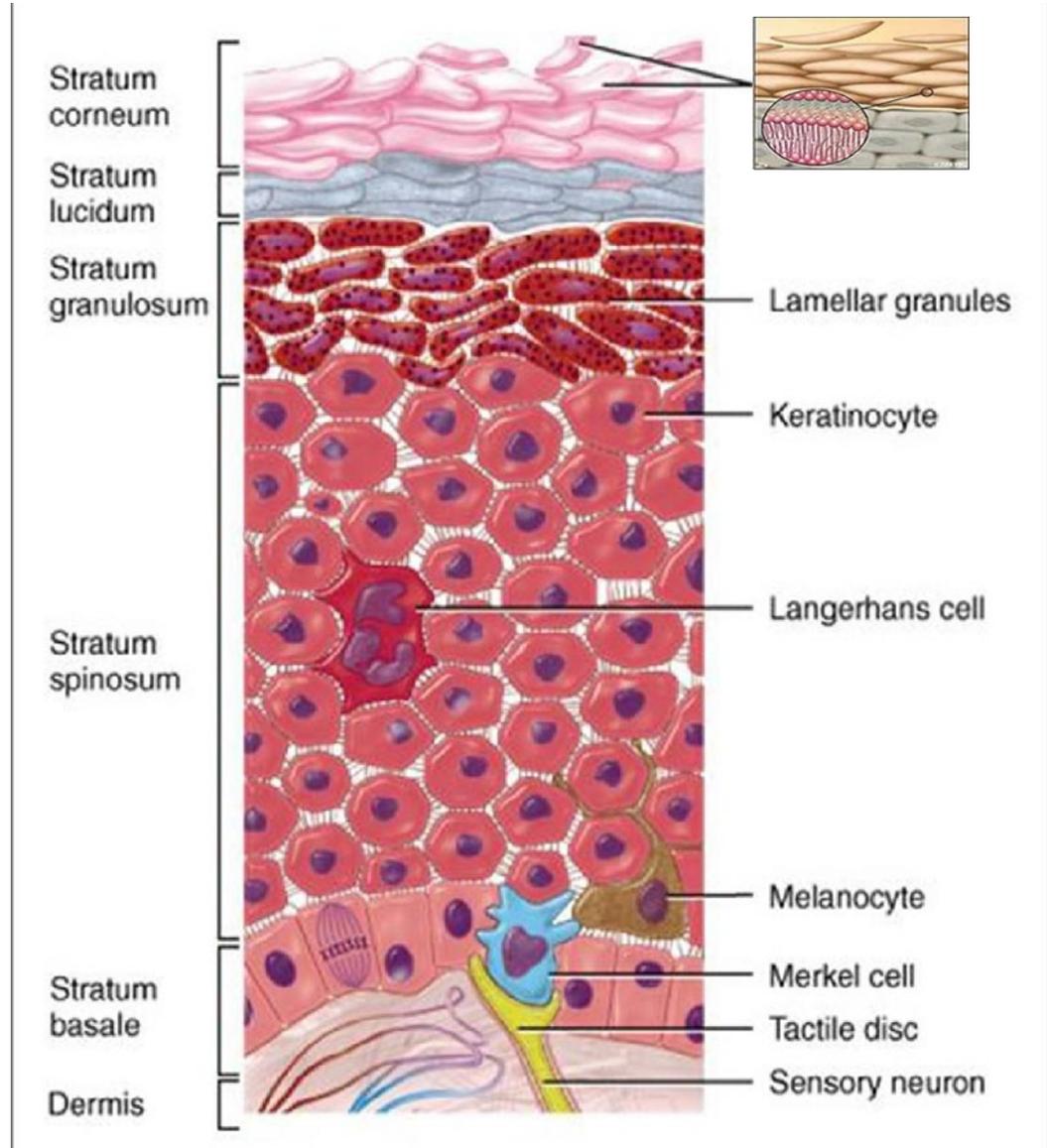
This will impede the TEWL of the skin.

Long-term use impede the homeostasis of the skin .

The most common known mineral oil is Vaseline .



A little  
bit  
about  
the skin.



# Some skin facts :



The skin has a long memory



Not very forgiving



The skin is smarter than all of us



No two skins are the same



Never take it for granted

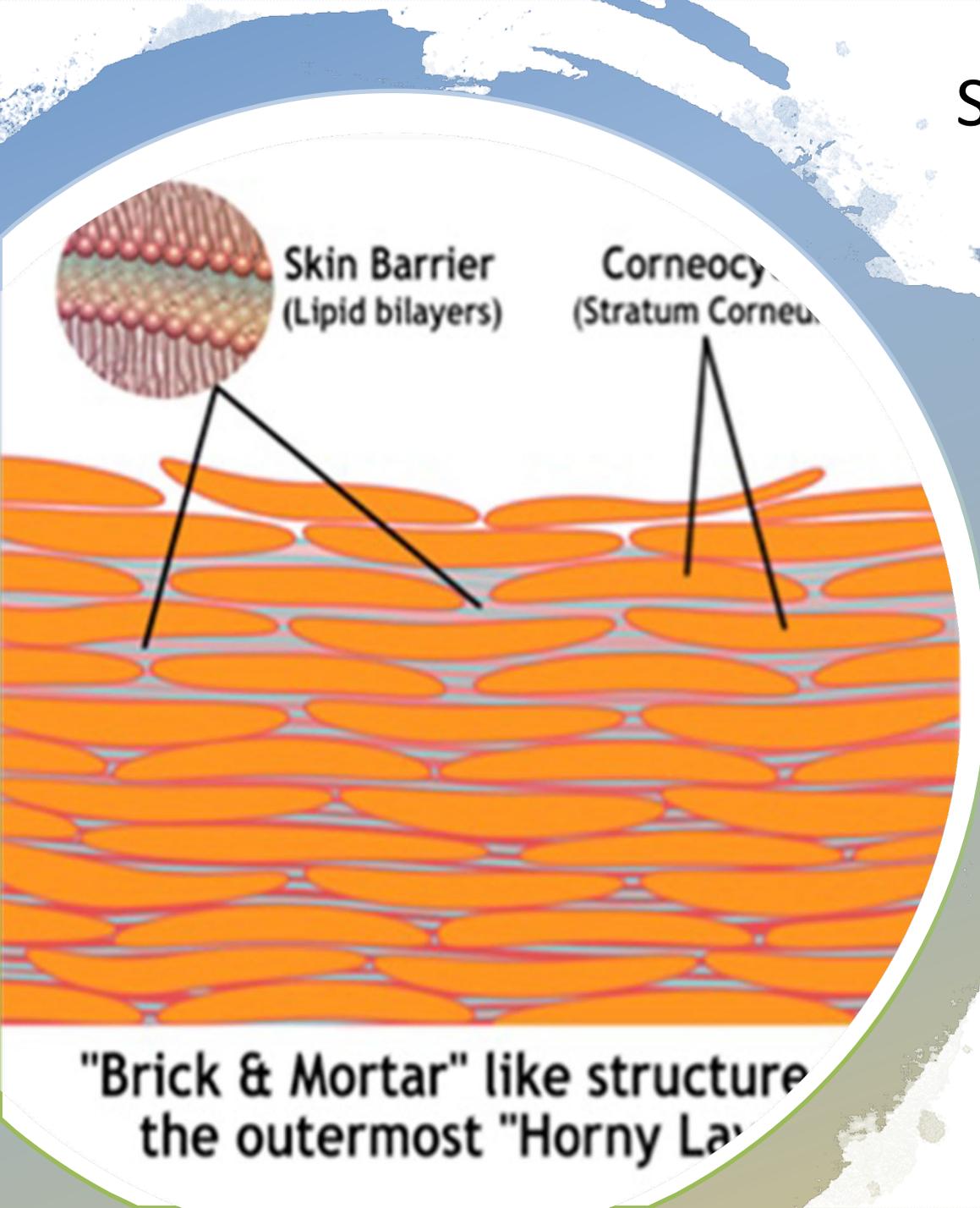


And never underestimate it or assume you understand it.

# Skin Barrier

3 Lines of Defence..

the bit we touch every day.

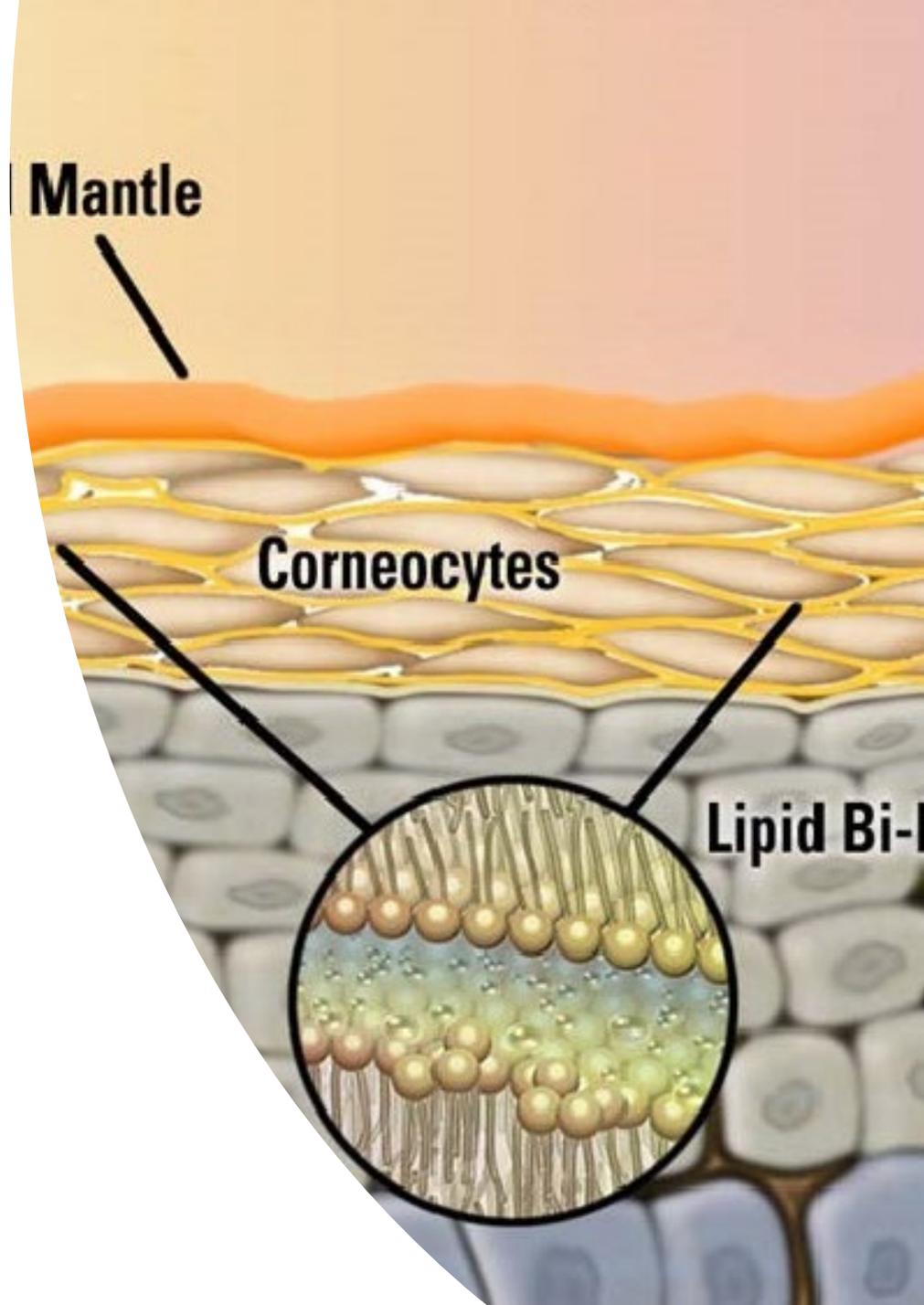


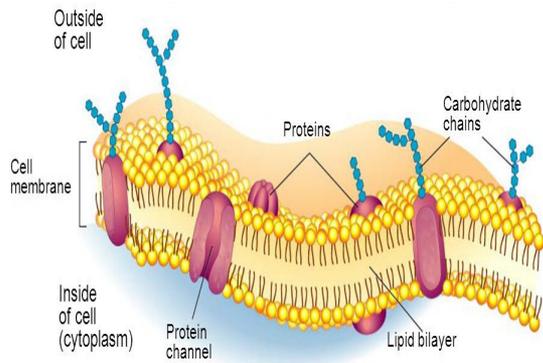
"Brick & Mortar" like structure  
the outermost "Horny Layer"

# Preserving the Epidermis at All Times

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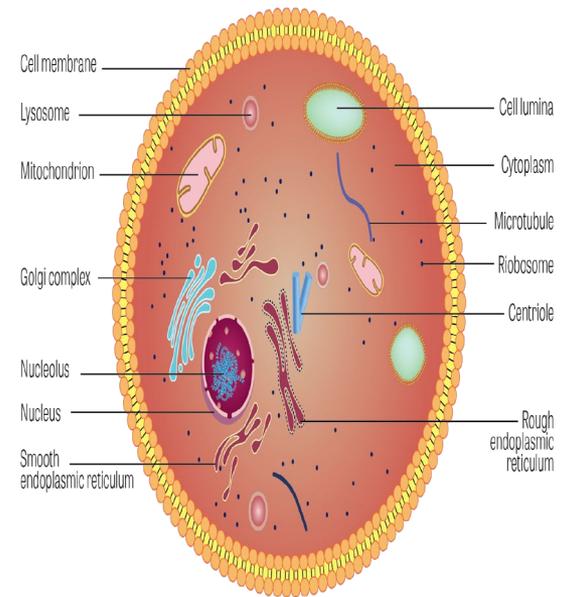
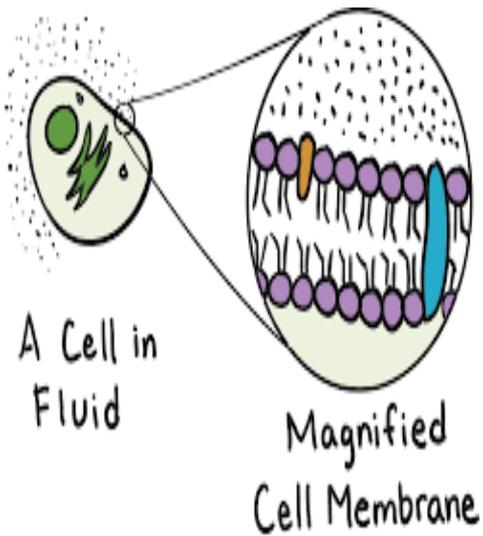
- Microbiome/Acid Mantel/ pH.
- Bilayers
- Corneocytes Cells



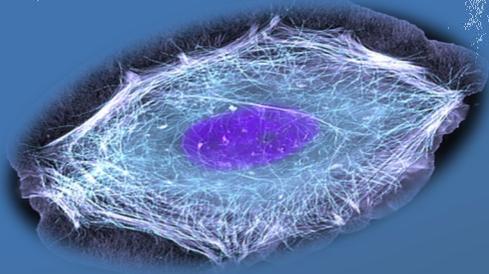


**Proteins** – embedded in lipid bilayer

- form channels & pumps that help move materials in & out of the cell
- have Carbohydrates attached to them
- **CHO** act as chemical identification cards, so cells can communicate with each other

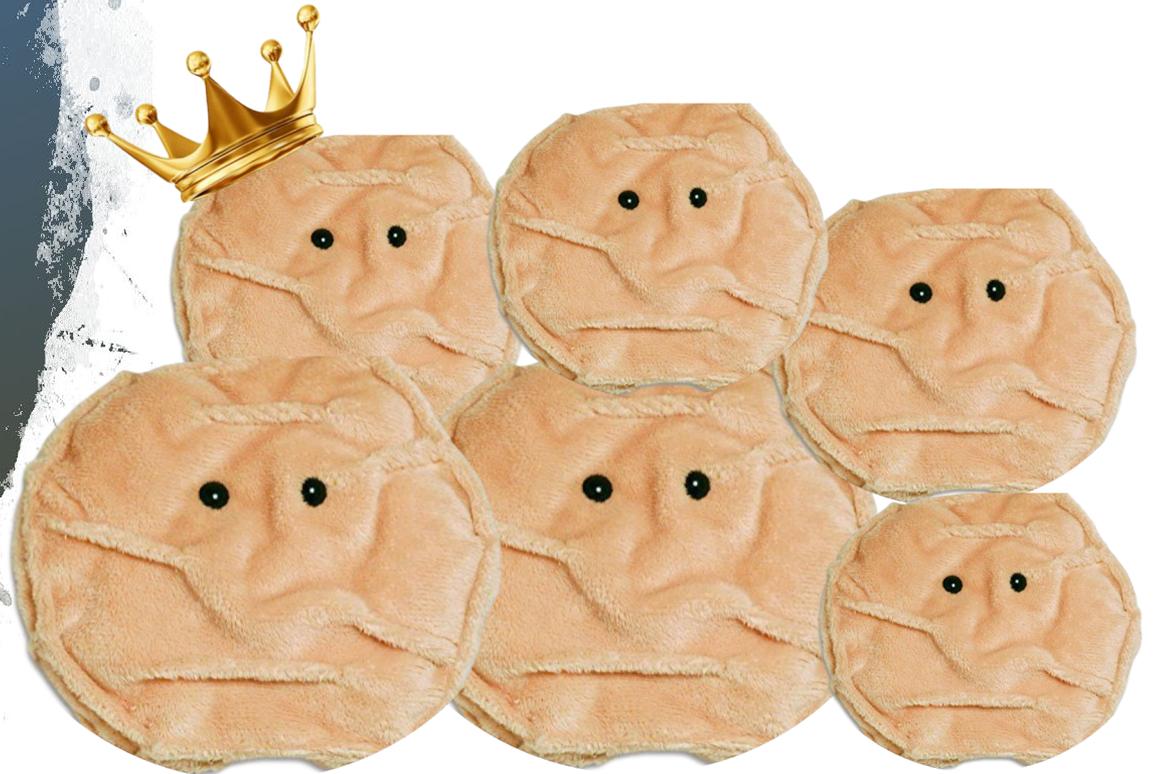


# A cell and the importance of a cell membrane



The Keratinocyte  
cell is  
the king of the skin.

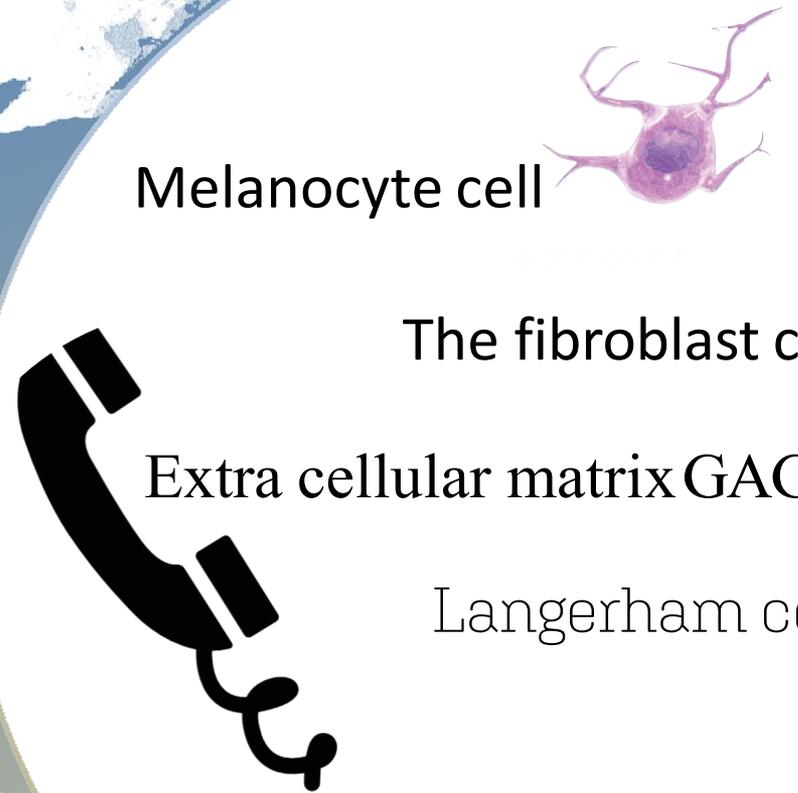
Cell to cell  
communication is  
vital





To have good cell  
communication you need

Happy full functioning  
cells



Melanocyte cell

The fibroblast cell

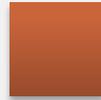
Extra cellular matrix GAG'S

Langerham cells

What  
happens  
THE SKIN'S  
defence is  
not working.



Ageing prematurely  
Dry tired skins



Wrinkles and loss of volume, bounce,  
texture



Rosacea, sensitivity



Spots, acne, problem skins



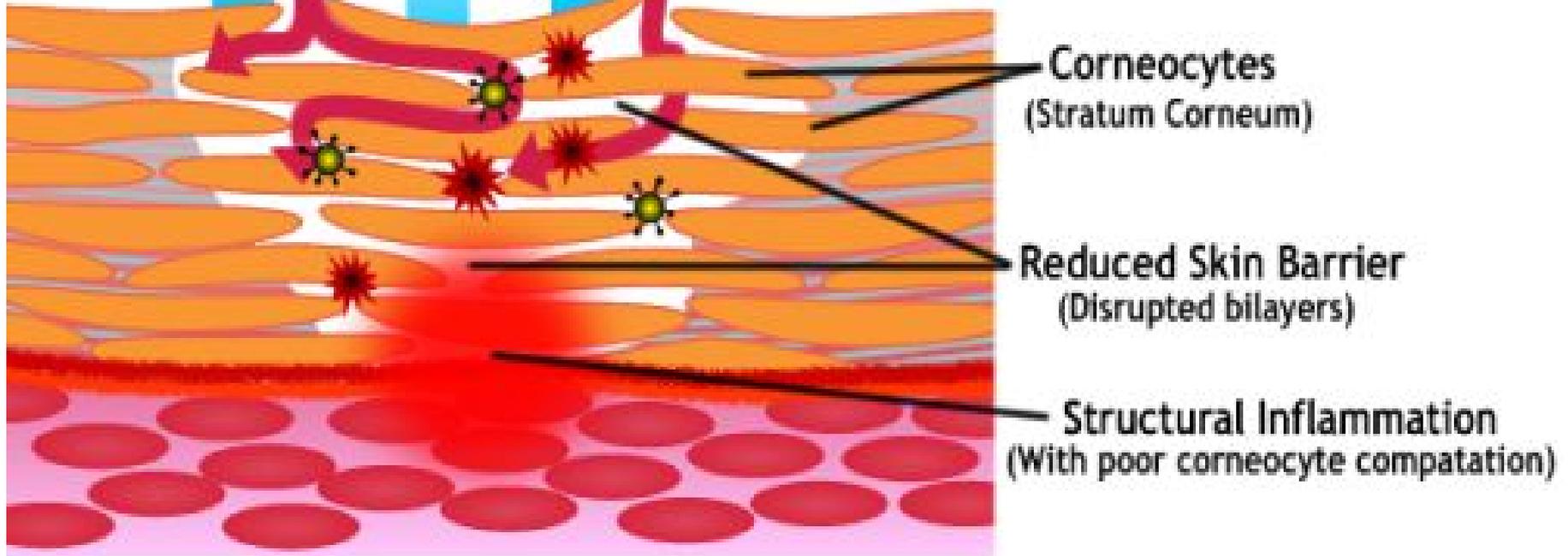
Less cell to cell communication

Homeostasis of the skin is out

High TEWL

Disrupted skin barrier function

Harmful substances  
penetrate stratum corneum



# Compromised Impaired Skin

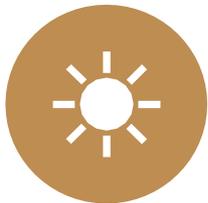
# What can upset the homeostasis of the skin:



**Wrong** products too abrasive over washing



Predisposed



Lifestyle choice and life



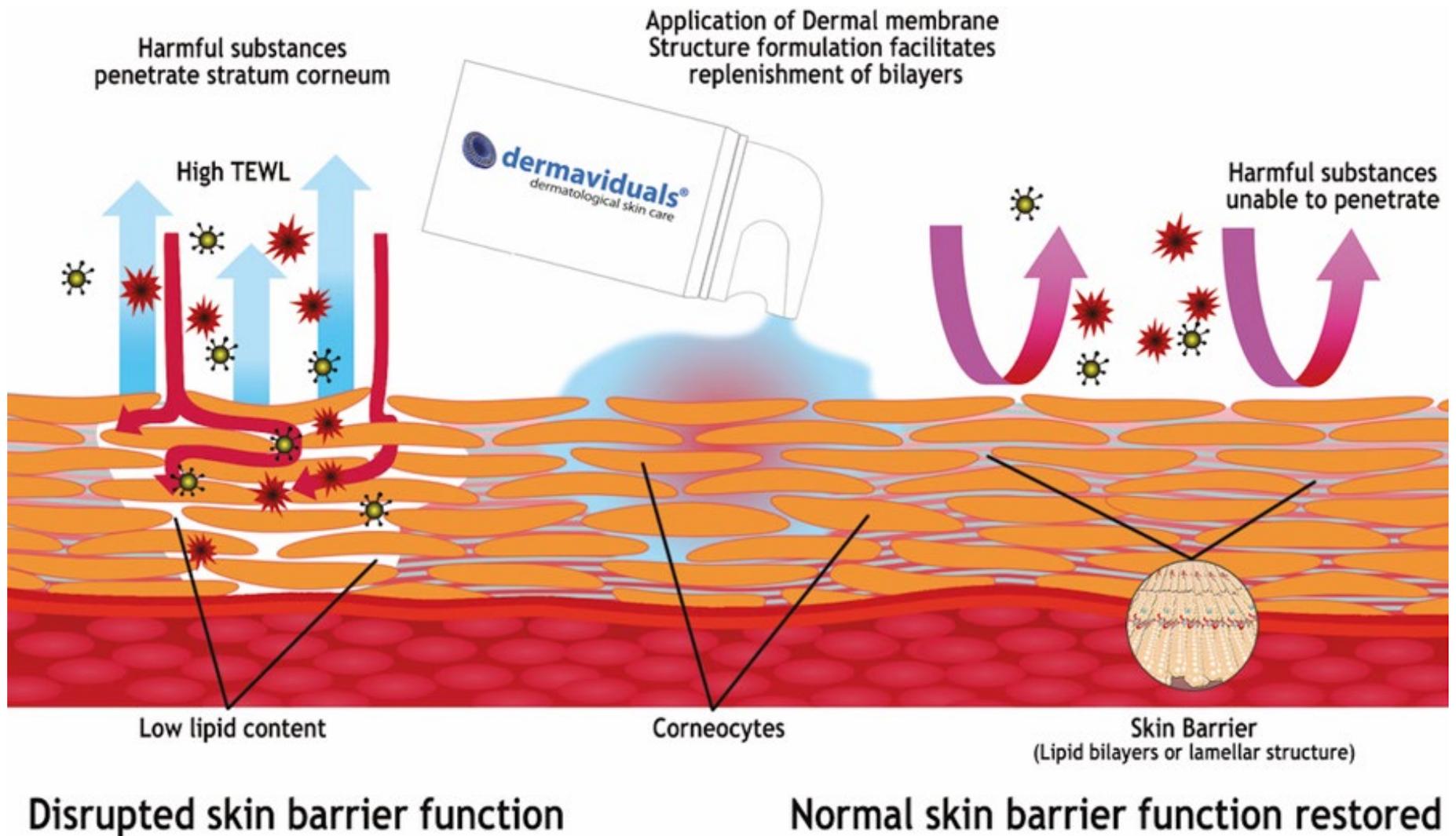
Illness and drugs



Diet



Long-term skin damage



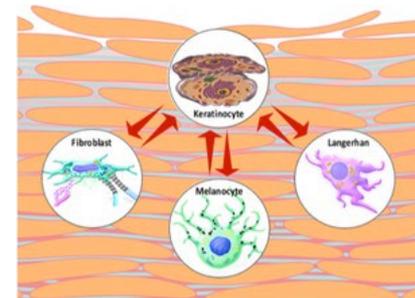
How dermaviduals helps the skin

# CORNEOTHERAPY

A term coined by Albert Kligman

# How the dead Stratum Corneum becomes alive.

- Learning all the time
- They had got it wrong
- They understand more.
- It is a self-renewing organ.



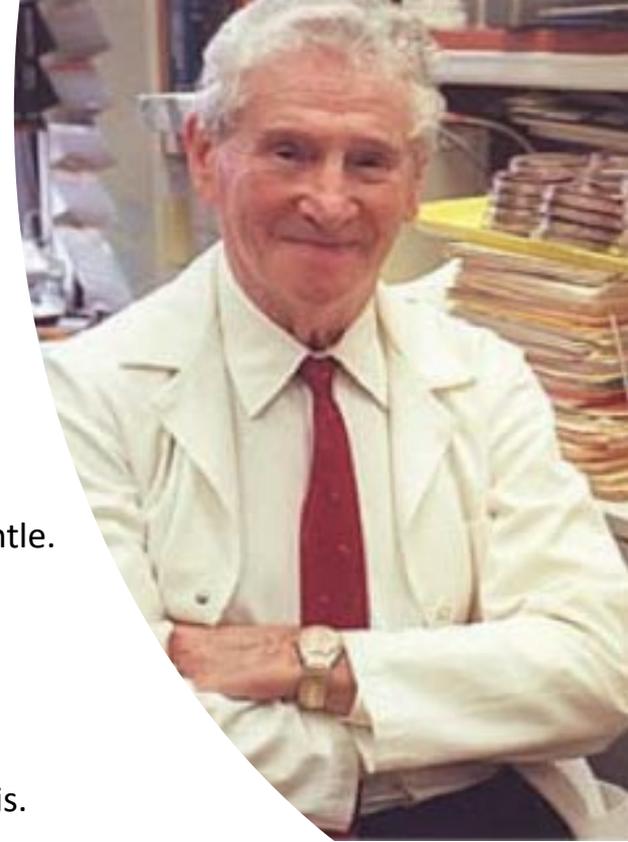
We now understand that some cell to cell communication begins in the Stratum Corneum and it is not "dead"

# We owe a lot to this man

He defined the fundamental functions of the stratum corneum.

He outlined the functions of the Stratum Corneum .

- 
- **Permeability.** Think hydration, essential lipid ratios and the pH of the acid mantle.
  - **Antimicrobial.** This also relates to the pH of the acid mantle and permeability barrier.
  - **Antioxidant.** Vitamin D production is an example of this.
  - **Cohesion (integrity).** Desquamation
  - **Mechanical.** The corneocyte envelopes and keratin filaments are related to this.
  - **Chemical.** This is focused on the exclusion of antigens.
  - **Hydration.** The permeability barrier and skin's ability to hold water are the focus.
  - **Initiation of inflammation.** (Through cytokine activation)
  - **Biosensor of meteorological conditions.** This is especially relative to humidity.
  - **Regulator of innate and adaptive immunity.**
  - **Storage site for topical drugs, cosmetics and cosmeceuticals.**
  - **Protection against carcinogens and photoaging.**
  - **Organ of social communication..**



## Our Educators

Modern Corneotherapy owes its success and growing popularity to both pioneering and present day innovative thinkers that changed the way we consider skin today.

A few of these include:

- ❖ *Professor A. Kligman M.D. PhD. USA*
- ❖ *Professor Peter M Elias, USA*
- ❖ *Professor Ronald Marks, Cardiff, Wales.*
- ❖ *H. Tagami, MD, PhD, Japan*
- ❖ *Dr Anthony Rawlings, Great Britain*
- ❖ *Lars Norlén Professor, MD, Sweden*
- ❖ *Florence Barret Hill New Zealand*
- ❖ *Dr Hans Lautenschlager Germany*

We are learning new things everyday.

The Skin is a Complicated Complex Organ  
and that is not even taking in to account  
the person it is attached too.

**We will learn everyday as our client's skin will be our teacher.**



SEAL BEFORE  
YOU HEAL

The good news is the skin is a self renewing organ and we can (with the correct products of course) repair and restore the skin .

## Long term damage will show later

Barrier Repair Damage can cause

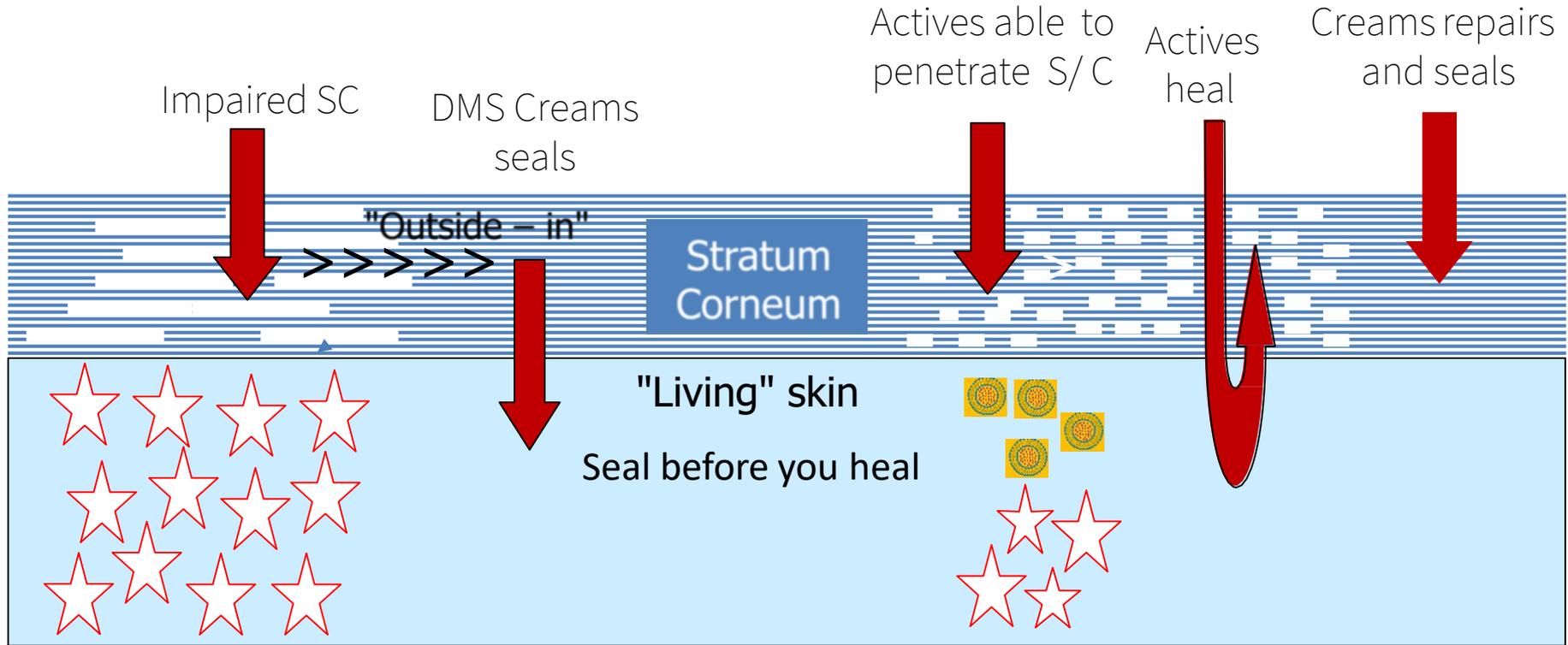
Persistent Dryness

Pigmentation

Premature Aging



# Extended Corneotherapy



 **Skin is in disrepair and inflammation**  
 **Barrier disruption**

 **Liposome able to penetrate SC**  
 **Active Liposome**

# Applications of dermaviduals® in corneotherapy

Regarding cosmetic treatments the support of the healthy skin and the support of the prevention of skin problems are the main issues

Neurodermatitis



Ichthyosis



Psoriasis



Perianal skin disorders



Acne (oily skin)



Acne (dry skin)



Couperosis



Rosacea



Purpura



Perioral Dermatitis



Cheilitis



Occupational dermatoses



Irritant contact dermatitis



Actinic keratosis



Dehydrated skin



Sensitive skin



Blemished (impure) skin



Aged skin



Sunburn



Scars



Before and after laser treatment



Dark circles under eyes



Hyper pigmentation



Stretch marks



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It is important to know the effect the relationship of your ingredients have on the skin.

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Not all ingredients are made equally.

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No two skins are the same.

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Perfumes and preservatives are known irritants of the skin.

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**Knowing why**

**Phosphatidylcholine** is a component of natural lecithin

INCI of *Unsaturated Phosphatidylcholine* PC = lecithin

INCI of *Saturated Phosphatidylcholine* PC H = hydrogenated lecithin

*(not to be confused with the product hydrogenated lecithin)*

INCI: of Phosphatidylcholine

# A modern day skincare

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The future of skincare should be aiding in the prevention of a skin condition instead of looking for the cure?

## Things to take in consideration

History of the skin ..is this a predisposed problem or a human infliction?

Always repair the impaired SC before you treat the problem. Acne Rosacea Ageing ....

Inflammation.. where is the fire and what will put it out?

Never believe the person the skin is attached to. The skin will never lie, the person attached to will!

# Summary

Dermaviduals is like no other skincare you have used before.

Works with the skin, not against it.

Free from emulsifiers. DMS, liposomes, blending.

It is not about the brand of Dermaviduals but making your clients loyal to you as a skin therapist.

# FURTHER READING

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[www.corneotherapy.org](http://www.corneotherapy.org)

[www.dermaivduals.com](http://www.dermaivduals.com)

[www.beautymagonline.com](http://www.beautymagonline.com)



How do I know  
what to use on  
my clients skin ?

If only it was that simple



The  
Variables  
Of Any  
SKIN

Weather

Air Con

Central heating

Where they live

Skin history

Predisposed skin conditions

Detrimental skin care

Life Style Choices

Drugs

illness

Bad diet



The skin is the site of response

## **No two skins are the same**

Set expectations

You cant know what a skin needs after a one hour treatment.

If you treat the symptom for example spots or a rash, you still over time need to get to the leading cause . For example is the cause her home care Is the cause because she picks

I used dermaviduals and I broke out in spots?

If they have had spots red reactive skin for years you can not and will not improve that problem in 1 hr, one day one week or one month. Think long term 1 year is being safe .



# Dermaividuals® blending – how to create a blend

