

THE LOWDOWN: All you need to know about the VW Lightening & Brightening Lift

WELCOME to our VW Skin Care Studio exclusive client briefing for the Lightening & Brightening Lift.

You are one of a growing number of people turning to a type of skin care regime dedicated to the reduction and control of hyperpigmentation.

This skin condition associated with ageing and sun exposure has long been the bane of beauty experts and clients alike.

Over the years, many resorted to extreme lightening creams including bleaching agents. How far we've come since then!



What used to be known as 'lightening', can more accurately be described as 'brightening' now that sophisticated fruit-acids and retinoids are being employed to restore skin tone, balance and glow.

The VW Lightening & Brightening Lift will guide you through the process on the road to a beautiful complexion using Image Skincare's I Peel special three-stage system.



Stage 1: Prepping Your Skin – 1-2 weeks

Before you can have the treatment itself, there is work to be done! Prior to you commencing your course of facials, you are recommended to prep your skin using The Ageless Total Facial Cleanser and Lightening Serum. These will prep the skin by:

- Gently exfoliating
- Improving skin texture
- Starting to lighten hyperpigmentation
- Brightening & tightening the skin

Stage 2: Initial Consultation, Skin Scanning and Treatment

Depending on the level of hyperpigmentation or scarring present, you will be recommended one of two levels of treatment. This will be established during a comprehensive skin scanning session and general consultation.

The skin scanning machine uses a low level ultraviolet filter lamp to detect contrast in the complexion, revealing what is happening 'beneath the surface' as well as in the upper layers of the dermis.

Another important part of the process will be determining your suitability for the treatment. You will be asked a number of questions about your skin health, and do a patch test where deemed necessary. If you have been using certain skin products or taking particular medicines, you will need to follow specific guidelines before you can proceed.

The levels of treatment available are as follows:

Level I – Startbright

Course of 6 treatments, taken once every fortnight

Effect: Superficial peeling, which should clear in 1-2 days

Level II – Staybright

Course of 4 treatments taken once every fortnight

Effect: Moderate peeling, which should clear in 2-4 days

It is unlikely anyone would start with treatment at Level II, which is a much more concentrated treatment taking place over a shorter period of time (and suited to those with more severe pigmentation issues).

Stage 3: Post-treatment Home Care (kit free with every course, RRP £41.50)

The VW post-treatment kit is the final element to your Lightening & Brightening Lift, but perhaps the most important. Although you've been through the fruit-acid peel process, it is the quality of healing which follows that determines its overall effectiveness.



The ingredients in your cleanser and serum are designed to address post-treatment and post-operative needs, which mean healing is at the heart of their function. So, don't just let your products sit on the shelf - their powerful properties will help to reduce inflammation, reduce any irritation arising as a result of your peeling lift, and soothe sensitivity.

What is in my aftercare kit?

You've taken home:

- Ormedic Balancing Facial Cleanser
- Ageless Total Skin Lightening Serum
- Ultimate Preventative Moisturiser SPF35
- Hydrating Enzyme Masque
- Ageless the MAX Cream

Your VW Lightening & Brightening checklist

Golden rules for achieving desired glow

- Use Daily Defense
- Allow your skin to shed by itself - under no circumstances pick!
- Increase your water intake
- Moisturise regularly

The basic don'ts...

- No waxing
- Avoiding steam and chlorine for seven days
- Not using exfoliators, retinol-based products or other peeling products

Not Suitable For:

The treatment is not recommended for women who are pregnant/breastfeeding or anyone suffering from open wounds, including active cold sores. Clients should also avoid having cosmetic treatments.

Consult the image factsheet for a full list of precautions, available at www.virginia-williams.co.uk/treatments/antiageing/lightening_lift/asp