



# *Treatment Protocol Manual*

- Rejuvenation Infusion
- Atoxelene Infusion
- Opulence Infusion
- Oxygen Spray Tan
- Oxygen Inhalation

# Introduction

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Welcome to the world wide Intraceuticals community. Our ever growing list of clinics, medi-spas, and day-spas is testament to the success and popularity of the Intraceuticals treatments, products and training protocols.

The following manual is intended to guide new users through a series of protocols designed to deliver the best possible training outcomes. In conjunction with the available interactive training CDs and DVDs, it is envisaged that the training protocols in this manual will ensure a consistency of service and treatments within the whole Intraceuticals community throughout the world.

The reader will notice these protocols are more than just a "how to" manual. The protocols include ways of thinking, presentation, suggestions for retail activity as well as how to perform the treatments.

Before progressing to the main body of this booklet, a great place to start is with the following section "Get in the State".

## 'Get in the state'

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'*Get in the state*' is a common Intraceuticals saying. This phrase is used as a way of getting into the right frame of mind before commencing a consultation and treatment.

It is widely accepted that consultations are one of the most important components of the total treatment experience. The team at Intraceuticals believes it's not only a physical observation or the filling out of a form, but also a state of mind. In order to achieve the best outcome for your client you need to Listen, Look and Touch. One of the best qualities a therapist or an aesthetician can have is the art of subliminal communication. We use our hands to feel but also to be at one with the client.

General consultations establish what the needs of the client/patient are – according to the client. As a professional, the objective is to also read between the lines. We know the most common physical concerns are ageing, breakouts and pigmentation. What the client neglects to tell us is their current state of physical or emotional stress and their general state of well being.

'*Getting in the state*' allows you to address physical and psychological concerns. Envisage the application as if you were painting a picture, drawing each stroke softly to induce relaxation. Really what we are asking you to try is a contemporary way of thinking before, during and after your treatment. Your state of mind can be felt through more than just your verbal expressions.

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## Using the trigger on the infuser

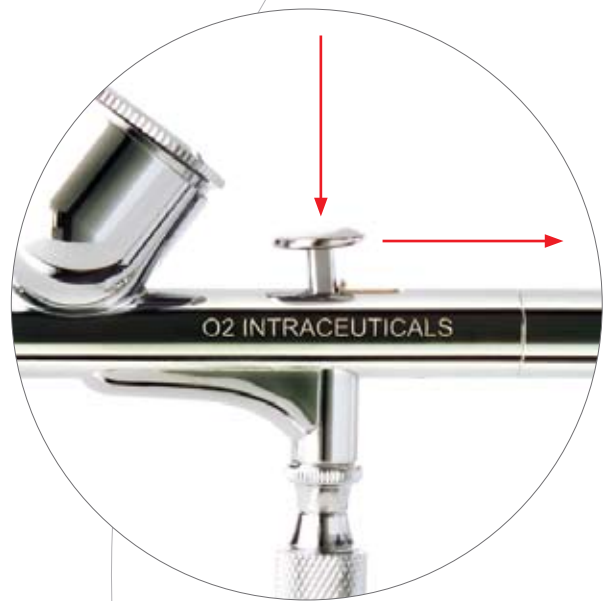
- The oxygen infuser has 2 very simple actions:
- Press down on the trigger using the thumb. This releases the oxygen flow
- Keeping the trigger pressed down, draw it back. This will release the serum from the pot. Please Note: You can regulate the amount of serum being sprayed by how far back the trigger is pulled.

## Distance when spraying

- When spraying large areas such as cheek or the forehead, the tip of the infuser must be 5 - 6 cm from the surface of the skin.
- When spraying smaller areas such as the eye, nose or upper lip you must be 1 cm away from the surface of the skin. For these smaller areas only draw the trigger back a little to decrease the amount of serum being dispensed.

## After spraying

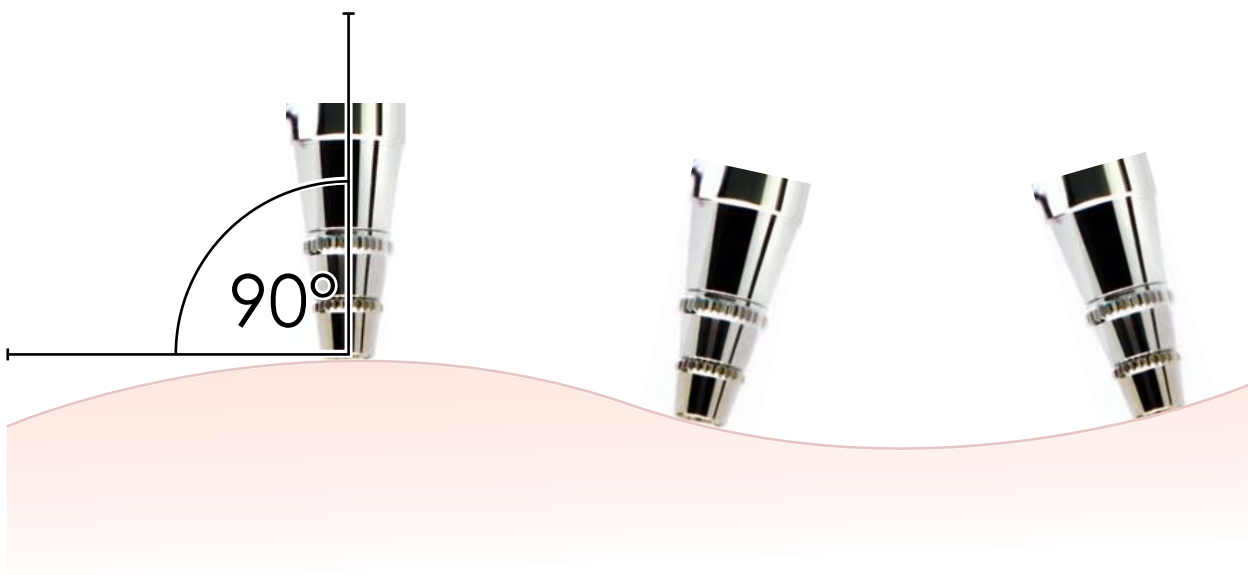
1. Once the area has been sprayed, keeping the trigger down, slide your thumb forward to the oxygen flow position.
2. Gently guide the tip of the infuser to the surface of the skin where you have sprayed ready for infusion.



# Infusion Techniques

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- We recommend you set a time limit of 10 mins for each side of the face.
- Prior to treatment ensure the client's eyes are closed and covered with eye pads, this will ensure that serum is not sprayed onto the eyelashes or into the eyes.
- When working on the eye area simply lift the eye pad back in order to infuse the serum either under the eye or under the eyebrows.
- When treating a pimple or scar, spray a small amount directly over lesion then hold the infuser onto lesion for a few seconds, spray again and using small circular motions go over the area. You can also use the oxygen on its own as a spot treatment in a general facial.
- Never point the tip of the applicator in the client's Ear, Nose, Mouth or Eye.
- Some clients may feel a "tickling" sensation so work slowly in more sensitive areas to minimise this feeling.
- When working on the face, the infuser must always be at a right angle.
- During the treatment use adequate serum in order to keep the skin wet at all times.
- While infusing the serum you should be able to hear a whistling sound. If the sound is too dull and airy, the pressure is too firm.



# Preparation

1. Have the client/patient lie on a treatment table.
2. Using a fresh headband, secure around the forehead and pull back to meet the hairline. It is also recommended that a towel be draped over the client's clothing around the neck and shoulders.
3. Explain the procedure to the client, emphasising that it is extremely gentle.
4. Ensure that the client/patient understands that if he/she feels any discomfort they should advise you immediately.
5. Use the O2 Intraceuticals Cleanser to remove all make up and impurities and to prime the skin for treatment. Some customers like to visualise the treatment before they have it done. Demonstrate the process on their hand so they can see what is involved.
6. Place your hand on the customer's head giving them an indication that the treatment is about to begin.
7. Pointing the tip of the infuser away from the client depress the trigger to start the oxygen flow.
8. Advise the client they will now experience the application sensation.
9. Introduce the oxygen to the client's cheek holding the infuser approximately 6 cm from the face (Advise client they are now experiencing the oxygen)
10. Draw back the trigger to release a small amount of serum over the cheek area. (Advise client they are now experiencing the serum)
11. Using oxygen only, move the tip of the infuser over the surface of the skin using downward strokes 3-4cm in length. (Advise the client that they are experiencing the infusion process) At the end of each stroke lift the tip of the infuser and make the next downward stroke parallel to the first. Repeat a series of strokes asking the client to verify that the sensation is gentle.

**Please note** – The pressure applied with the infuser during the treatment is quite light. The head of the infuser hovers approximately half a millimeter above the skin surface. There are two factors that indicate the pressure is correct when performing the strokes.

- During the stroke there should be an audible *whistling* sound. If the sound is dull and airy your pressure is too firm.
- The surrounding skin should not be moving.

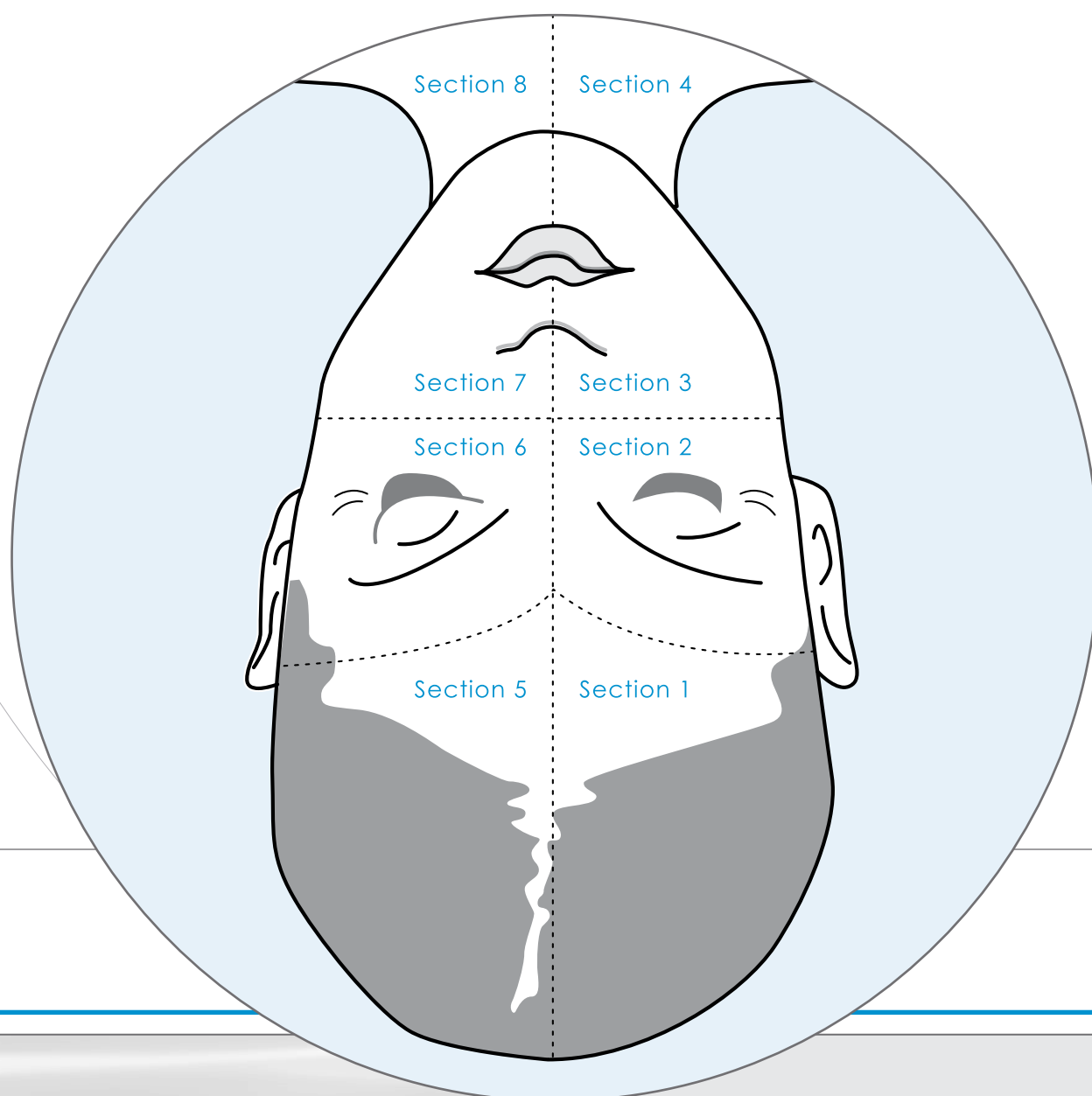
When the client is comfortable you may proceed with the actual application.



## Facial sections

The illustrations in this part of the manual have been designed to represent the face from the therapist's view.

1. Examine the client's face and determine which side shows the least signs of ageing and commence treatment on this side.
2. Imagine an invisible line running down the client's face and neck.
3. Begin the treatment by spraying a generous amount of serum from forehead to neck on the side you have selected until you can visibly see the skin is wet but not running.



## The forehead

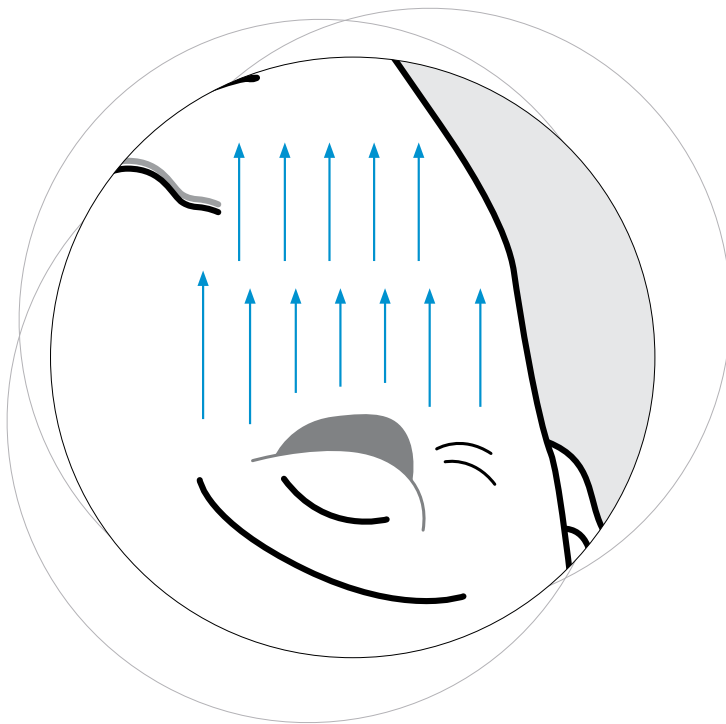
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- Once the serum has been applied to the one side of the face continue on the same side starting at the forehead.
- Work on small sections at a time (spray and infuse)
- Using upward strokes and starting between the eyebrows, glide the infuser up towards the centre of the forehead, each stroke working parallel to the previous and gradually moving towards the outer side of the face.
- Once you have reached the beginning of the eyebrow, the strokes become horizontal working outwards towards the hairline. When you have reached the end of the eyebrow you are ready to continue with the next section.
- **Infusion Pace:** the length of each stroke should be 3-4 cms and the timing of each stroke should be 3 seconds.
- It is not essential to infuse all traces of serum immediately as once the treatment has been started any residual serum will be osmotically absorbed.

## The upper cheek

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- When spraying the upper cheek area, work from the cheekbone using downward strokes from the nose towards the ear.





## The eye

- When treating the eye area it is advisable to do a little at a time. Spray a fine mist directly under the eyebrow. Using upward strokes and beginning from the corner of the eye infuse the serum. Concentrate on the outer corner of the orbital bone working the infuser in a forty five degree upward motion. *This should result in a noticeable lift in that area.*
- The area under the eye can be treated in the same manner. Spray a very fine mist under the eye - not too close - and starting from the corner of the eye work outwards following the lymphatic system. Repeat 4-5 times. Do not spray near tear ducts and avoid the eyelids.
- On the outer corners of the eyes the stroke direction will follow the direction of the wrinkles that are present.
- It is also a good idea to stretch the skin around the outside of the eye when spraying and infusing the serum.



## The nose

- When working on the nose, again do a little at a time. Spray a small amount onto the bridge of the nose also covering the side of the nose down to the tip and outer nostril.
- Working from the top of the nose, work the tip of the infuser in a downward fashion beginning from the bridge then down the side of the nose.



## The lips

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- To treat the lip, spray a small amount onto the edge of the upper lip. Working from the centre, use small 0.5cm upward strokes until you meet the corner of the mouth. Take care not to place the tip of the infuser between the lips or too far into the corner of the mouth as you will fill the mouth with oxygen. Re-spray the area and infuse to plump out the lip.
- Repeat the process for the lower lip however the strokes are in a downward motion.

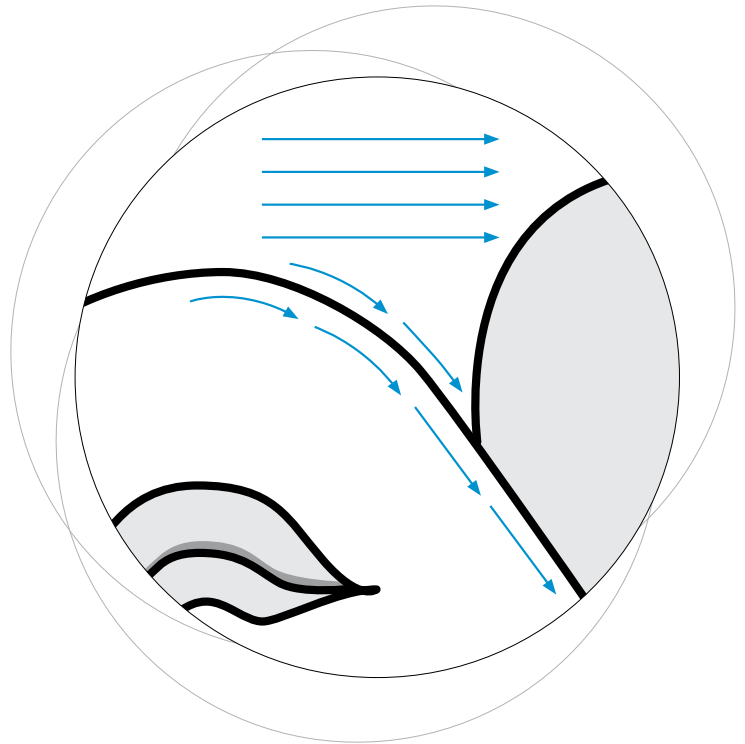
## The lower cheek & chin

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- Spray the entire lower cheek area down to just beyond the jaw line. Beginning from the centre of the chin, work out towards the earlobe. Each stroke should finish approx 2 cms below the jaw line and the area should be finished with long strokes starting directly under the chin following the jaw bone to the ear lobe.
- The lower jaw and chin area can be prone to open pores and excessive dehydration. Therefore, additional serum saturation is recommended.

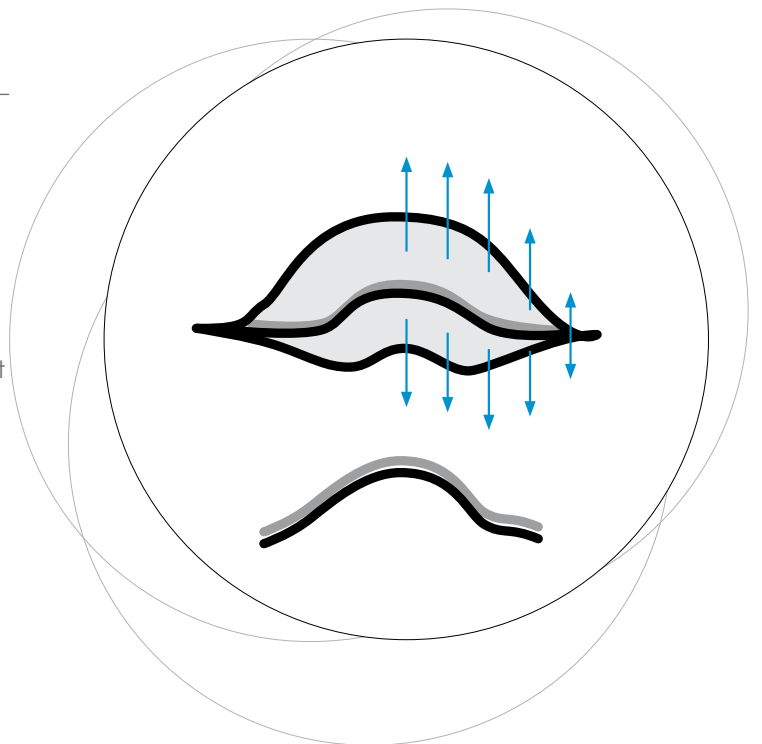
## The neck

- Spray half of the neck from the middle of the chin down to the base of the neck.
- Using strokes from the centre of the neck, work outwards until you are in line with the earlobe.
- As this is generally a flat area you can use larger strokes to cover the area.



## The upper lip

- When treating the upper lip area spray a small amount over the upper lip between the nose and mouth. Ensure care is taken to avoid spraying into client's nose.
- Using downward strokes and working from under the centre of the nostrils, extend your stroke to meet the edge of the lip. Work from the centre out to the corner of the mouth.



# Completing the treatment

## Maximising Client Satisfaction

### Re-affirm client can see results from initial treatment.

Give the client a mirror and re-affirm areas of visible improvement. Confirm with client that this is just the beginning of a process.

- The infusion initializes osmotic absorption of vitamins and anti-oxidants to facilitate healthy skin regeneration and production of collagen and elastin and neutralisation of free radicals.
- Application of the Essential Care skin regime whilst not designed to replace the client's existing products is essential to maximise the benefits of the infusion.
- Using the inside cover of the Essential Care course pack as a guide, explain to the client the need to provide a balanced moisture binding foundation from which the skin can continue to draw hydration and essential vitamins and anti-oxidants.

### Presenting the Essential Care Products

If practical, sit beside client while holding the course pack. Hand the open course pack to the client for review. Re-affirm the following benefits of each individual product.



- **Contour Eye Gel and Hydration Gel.** Providing a hydration bed
- **Moisture Binding Cream.** Draws moisture from surrounding air and provides it to the hydration bed along with additional nutrients that can not be provided in a gel formulation.
- **Essential Care Products** have a cumulative effect which will further improve the effect of each individual treatment.

### Prescribing the treatment regime

Having re-affirmed the areas of improvement and the benefits of the Essential Care Products, it is now time to prescribe a treatment regime to the client.

- Suggest to the client that the most effective and best value option is to pursue a course of six treatments which will include the necessary home maintenance products. Thereafter, a monthly maintenance program is essential to maintain results. Demonstrate to the client the cost of six individual treatments plus the full retail value of all the products as opposed to the purchase price of a course pack.
- If a client is unable to purchase a course of treatments, suggest they book an additional treatment within a month and prescribe the Gel, Cream and Eye Gel as a home care regime in the meantime.

### A Tip:

- If the client is a "one-off" client and does not wish to invest in the full retail regime, prescribe the Intraceuticals Travel Pack which will provide one month's home maintenance as well as a discount voucher which may be used against the future purchase of a course of treatments, redeemable at participating Intraceuticals clinics.

## Intraceuticals home maintenance regime

Intraceuticals advanced product formulations are designed for total product synergy. Gel formulations provide an Intraceuticals™ hydration to the skin, however this does not moisturise the surface of the skin. Cream formulations moisturise the surface of the skin as well as providing essential nutrients that cannot be delivered in a gel formula. *It is the combination of all the products that optimize the benefits to the skin.*

### Hydrators

#### Contour Eye Gel and Hydration Gel

The role of these two products is to provide a reservoir of hydration and essential nutrients that the skin can draw from. These essential ingredients are:

- **Hyaluronic Acid** in various weights - Acts as carrier and moisture binding agent.
- **Stabilised Vitamin C** - Essential for collagen and elastin production ; anti-oxidant.

- **Dextran Sulphate** - Skin conditioner and light diffuser
- **Serum Albumin** - Moisture binding agent
- **Green Tea Extract** - Anti-oxidant

Both products are applied immediately after treatment. The Eye Gel is applied in a circular direction around the eye while the Gel is massaged on to the skin. The amount needed is minimal - one pump only of each.

For home use, the products are used morning and night to enhance the treatment effect.



## Moisturiser

### Moisture Binding Cream

A light, nutrient rich cream with essential oils and anti-oxidants to restore moisture, help fight free radicals and visibly reduce the signs of ageing.

Ingredients include:

- **Hyaluronic Acid** in various weights - Acts as carrier and moisture binding agent
- **Squalene** - Absorption enhancer
- **Soluble Vitamin A** - Anti-oxidant; improves skin tone
- **Vitamin E** - Anti-oxidant; moisturiser
- **Green Tea Extract** - Anti-oxidant
- **Aloe Vera, Jojoba** - Moisturisers
- **Macadamia Oil** - Anti-oxidant, often used in eczema and psoriasis



- **Wheatgerm** - Reinforces skin's barrier; excellent conditioning properties
- **Geranium, Camellia** - Aroma

The Moisture Binding Cream is also applied after the treatment and after the Hydration Gel. One pump will suffice. For home use, the product is morning and night after the Hydration Gel.

## Cleanser

### Rejuvenate Cleansing Gel

A lightweight gel cleanser to thoroughly cleanse the skin. This non greasy formula removes excess oil and impurities and primes the skin to obtain maximum benefits of Intraceuticals serum treatments and nourishers.

It is essential to moisten the face with water, apply a small amount of cleanser and massage into a light lather. Rinse off with water.

Ingredients include:

- **Cocamidopropyl Betaine** - Detergent that acts as an acid or a base. Does not irritate skin or mucous membrane.
- **Decyl Glucoside** - Corn extract; foaming agent. Non toxic, non irritating and will not block pores.
- **Triethanolamine** - pH adjuster; emulsifying surfactant.
- **Salicylic Acid** - Beta Hydroxyl Acid derived from plants. Exfoliant. Ideal for use on acne and acne prone skin. More suitable for sensitive skin than Alpha Hydroxyl Acids.

*Opulence and Atoxylene products also available.*

## Step by step rejuvenation infusion - a short summary

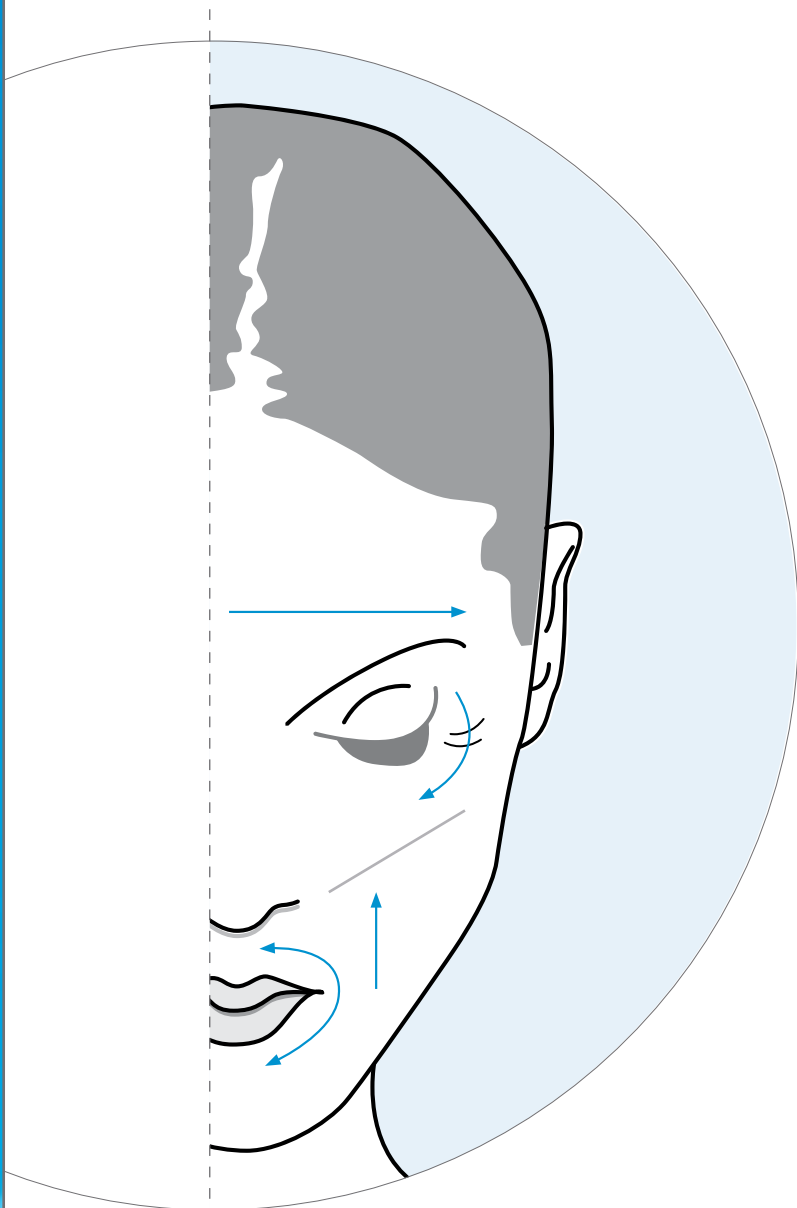
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Below is a summary of the treatment thus far. The aim of this summary is to reinforce the various stages of the procedure.

1. Ensure the client's eyes are closed and covered with eye pads during the treatment.
2. With the infuser directed away from the client, depress the trigger to commence the oxygen flow.
3. Bring the tip of the infuser towards the forehead. When approximately 5-6 cm from the skin surface, draw back on the trigger to release the serum.
4. Move the infuser across the skin concentrating on one half of the face until the surface is visibly wet. Once the entire half face has been sprayed, you are ready to follow the facial sections outlined on page 7 and begin the infusion.
5. The Forehead
6. The Eye, Upper Cheek and Nose
7. The Lower Cheek, Chin, Upper Lip and Lips
8. The Neck
9. Once the entire half face and half neck have been covered go back over any lined or traumatised areas, repeatedly applying serum and then oxygen until the area is totally saturated and work over the redness and broken capillaries to stimulate circulation. Apply an intense stream of oxygen to pimples to combat bacteria and stimulate healing.
10. *For first time clients* this is a perfect opportunity to demonstrate the effectiveness of the O2 Intraceuticals Oxygen Infusion. Apply the Eye Gel and Hydration Gel to the treated half face. Revalidate the client's areas of concern with oxygen only. At this stage apply the Moisture Binding Cream and apply oxygen only from a distance to reduce the shine prior to comparison. Ask the client to sit up and give him/her a mirror. Ask them to hold the mirror directly in front of themselves. It is very important at this point to be specific about where they should be looking. Please refer to the next section for details.
11. Proceed with the treatment on the other side of the face until all the serum is used.
12. Once all areas have been covered, apply the Eye Gel, Gel, and Binding Cream as detailed in previous section.
13. If there is any serum left over, tip it into your hand and massage into the décolletage.
14. Clean applicator as per instructions in Machine Maintenance Manual.



## The Comparison



We want to stress just how important this step is. The degree of instant result will vary from client to client. However, if shown the correct areas on which to focus their comparison, the client will be amazed.

- **The Eye Area.** Using your index finger, draw it to the outer corners of the eye (see diagram). This area will be instantly plumped and hydrated. You will see a reduction in the appearance of fine lines and wrinkles compared to the other side.
- **The Forehead.** The forehead is another important area where you will see a reduction in the fine lines and wrinkles. However this area can take a little longer for the result to be visible.
- **The Cheek Area.** Using your index finger, point straight at the jaw and draw up your finger to meet the cheek bone. This action is very necessary for the client to see just how much their cheek has lifted.
- **The Lips.** The lips will also be visibly plumped and the outer lip line in particular will be full and defined.
- **The Jowl.** There will be a noticeable lift in this area. Use the index finger to draw an imaginary line under the jaw bone from the chin to the ear lobe to demonstrate the lifting effect.
- **The Pinch Test.** Have the client pinch the cheek of the treated side and then the untreated. This is a great way for them to understand the hydration is within their skin and not just on the surface.
- This is also a great time to mention that this is not the end result. The effects of the Intraceuticals Infusion™ can continue to improve for up to 48hrs after the initial treatment.

*It just gets better and better!*



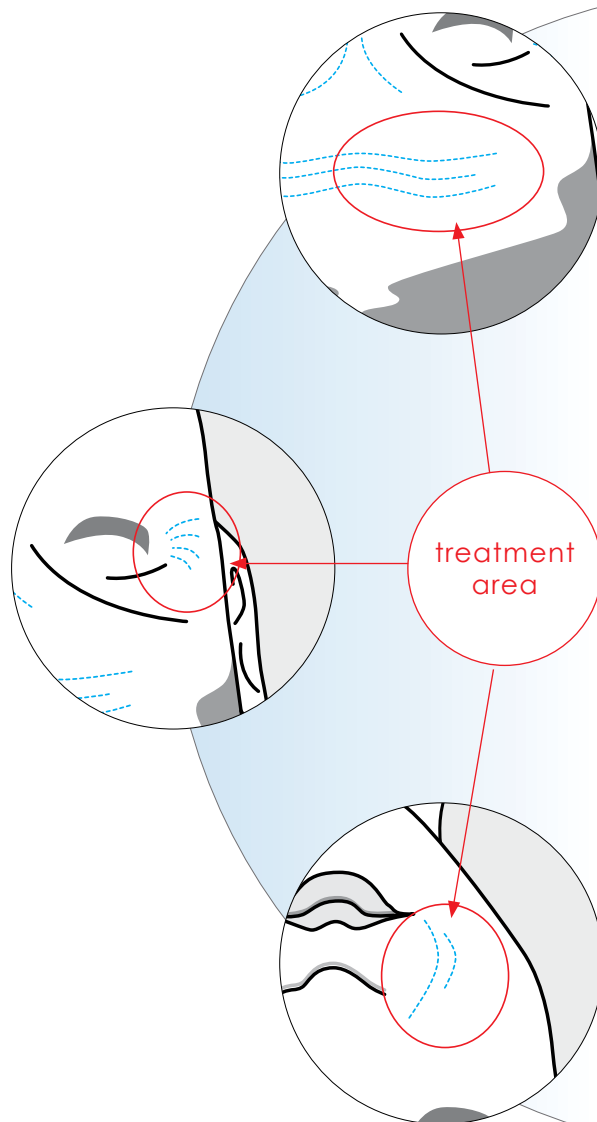


## Intraceuticals Atoxelene Infusion™

The Atoxelene Infusion™ is executed in the same manner as the Rejuvenation Infusion, however there are a few points of difference. Below is a step by step process for the Atoxelene Infusion™.

Please note that the Atoxelene Infusion™ is a specific line treatment unlike the Rejuvenation Infusion which is intended to treat the whole face.

1. Spray serum into the wrinkle and also the surrounding muscle. For example, if treating wrinkles on the forehead, the frontalis muscle would be covered as well as the wrinkle.
2. This treatment can be administered on the forehead, furrows, outer corners of the eyes, around the eyebrow and around the mouth. Refer to the diagrams provided.
3. It is recommended at the end of the treatment to suggest the customer purchase an Atoxelene Line Wand. This is vital to maximise the long term effect of the treatment.
4. Prior to customer leaving, apply a little lotion to the affected areas and infuse with the oxygen. If the client has agreed to purchase a Wand, the product used is one the customer has purchased. This will also ensure the customer understands how to apply the lotion and the amount needed. If the customer does not wish to purchase a Wand, apply a little to a spatula and transfer to the areas concerned.
6. Apply Contour Eye Gel, Hydration Gel and Moisture Binding Cream.
7. Clean applicator as per Machine Maintenance Manual.



## Opulence Brightening Infusion

The Opulence Brightening Infusion is administered in the same fashion as the Rejuvenation Infusion. Please follow the steps below for correct application protocol.

1. Cleanse face with Opulence Cleanser
2. Depress the cap lid to release the Intra C and shake well prior to pouring the serum into the infuser.
3. Once the entire half face and half neck has been covered, repeat the procedure over any uneven pigmented areas repeatedly applying serum and infusing with oxygen.
4. For first time clients, this is the perfect opportunity to demonstrate the effectiveness of the Opulence Infusion. Ask the client to sit up and hand him/her a mirror. Ensure the client holds the mirror directly in front of themselves.
5. It is essential to be specific about where the client should be looking.

6. Proceed with the treatment on the other side of the face until all the serum has been used.
7. Once all the areas have been covered, apply one pump of the Contour Eye Gel in a circular fashion around the eye including the eye lid. Then apply one pump of Opulence Hydration Gel to the face and neck. Allow the gel to absorb.
8. Once the Gel is absorbed, use the Oxygen Infuser to go back over areas of concern to the client, i.e. pigmented areas.
9. Finally, apply 1-2 pumps of the Opulence Moisture Brightening Cream and complete the treatment using the same protocols outlined on page 13 but replacing the products with the Opulence home care range.
10. Clean applicator as per Machine Maintenance Manual.



Press firmly on top of the cap to release Intra C into the serum. Shake well before opening.



Contour Eye Gel



Opulence Hydration Gel



Opulence Moisture Brightening Cream

## Oxygen Spray Tan

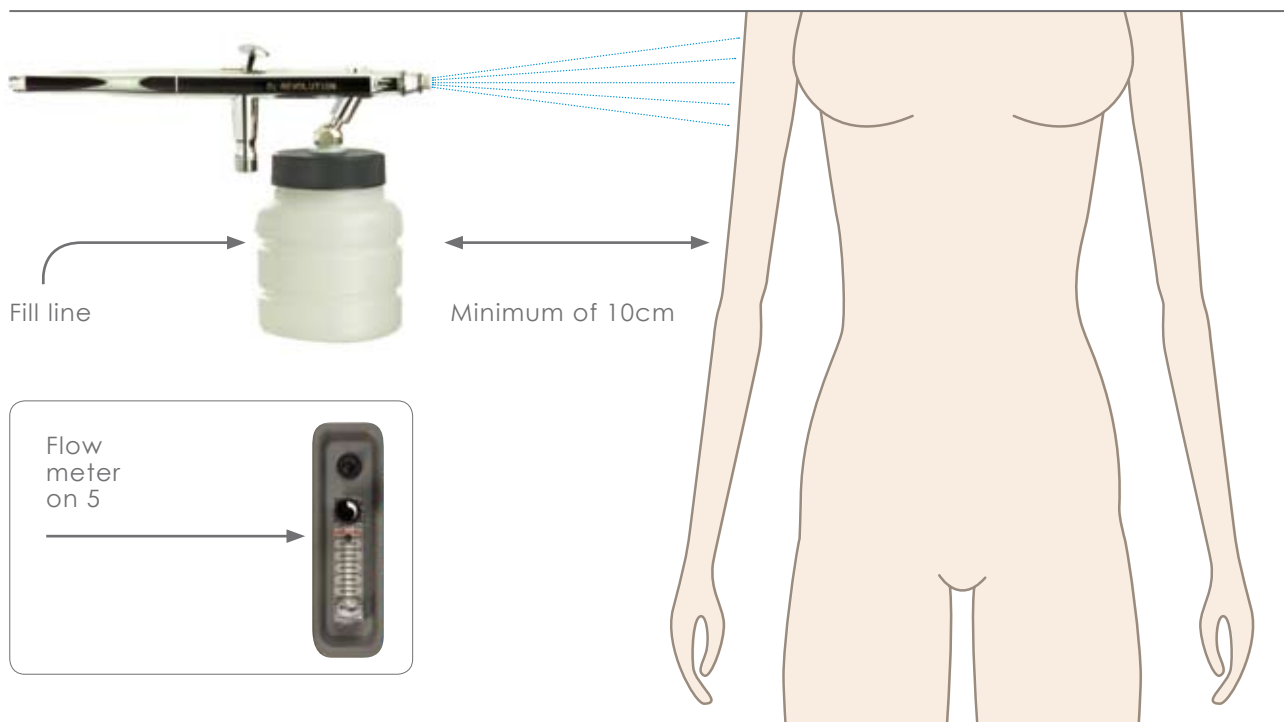
Prior to an Intraceuticals oxygen spray tan your client should be advised of the following:

- Thoroughly exfoliate their skin before the treatment, preferably the day or morning prior to the treatment.
- The day of application advise your client not to apply make-up, deodorant or moisturiser.
- It is ideal for the client to wear dark loose fitting garments after their application and should be advised not to wear a bra.
- After the tan application it is advised not to shower or exercise for 6-8 hours, this allows the tan to fully develop.

The salon will require the following to perform and offer the most comfortable tanning experience:

- 3 large black towels, 1 small hand towel and a foot mat.
- A headband or disposable head cap.
- Disposable briefs.

Finally, ensure the flow meter registers "5" before you attach the tanning applicator and that you have filled the tan bottle to the 2nd indent line. Attach the applicator and test the tan flow in the sink or alternatively into a tissue. You are now ready for application. Please follow the step by step guide on the next page.



# Oxygen Spray Tan Continued

**1.** Ask your client to lie face up with the palms of their hands facing downwards.

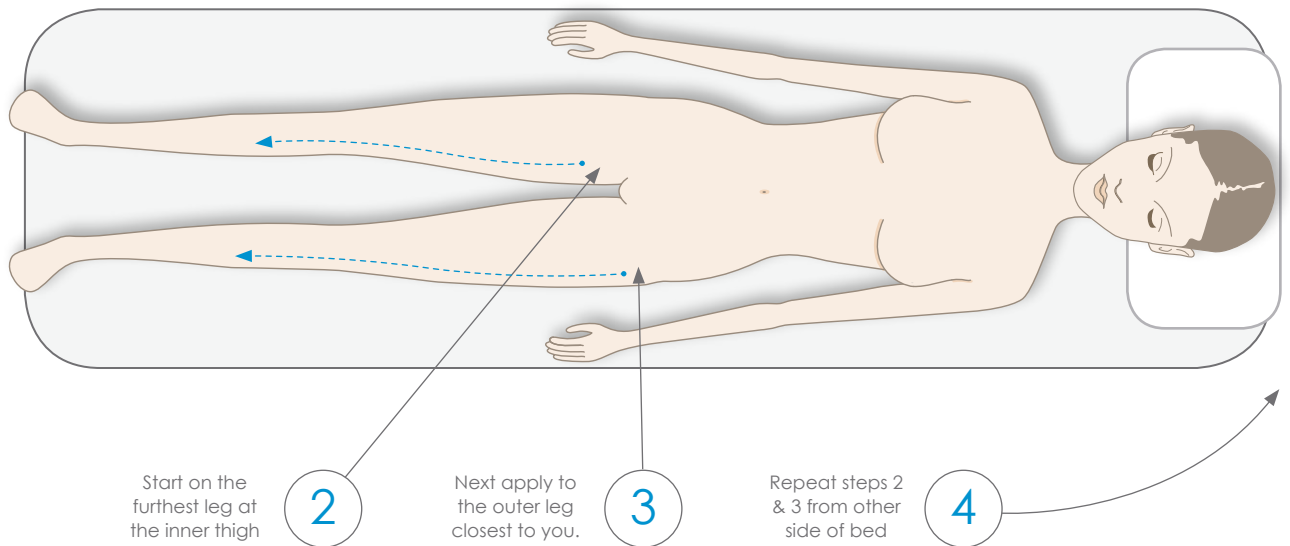
**2.** Commence the application beginning with the leg furthest from yourself starting at the inner thigh. Holding the applicator at least 10cm from the skin, depress the trigger and pull back to release the tan. Your strokes can either be done in a circular motion or in lines. Remember if you are too close to the skin the tan will puddle. Keep the pace of application consistent, not too fast and not too slow. Work down the inner thigh and inner calf

area and then back up so you cover half the front of the leg.

**3.** Move to the top thigh of the leg closest to you and apply to the outer thigh and outer lower leg, working back up the leg to coat half the front of the leg.

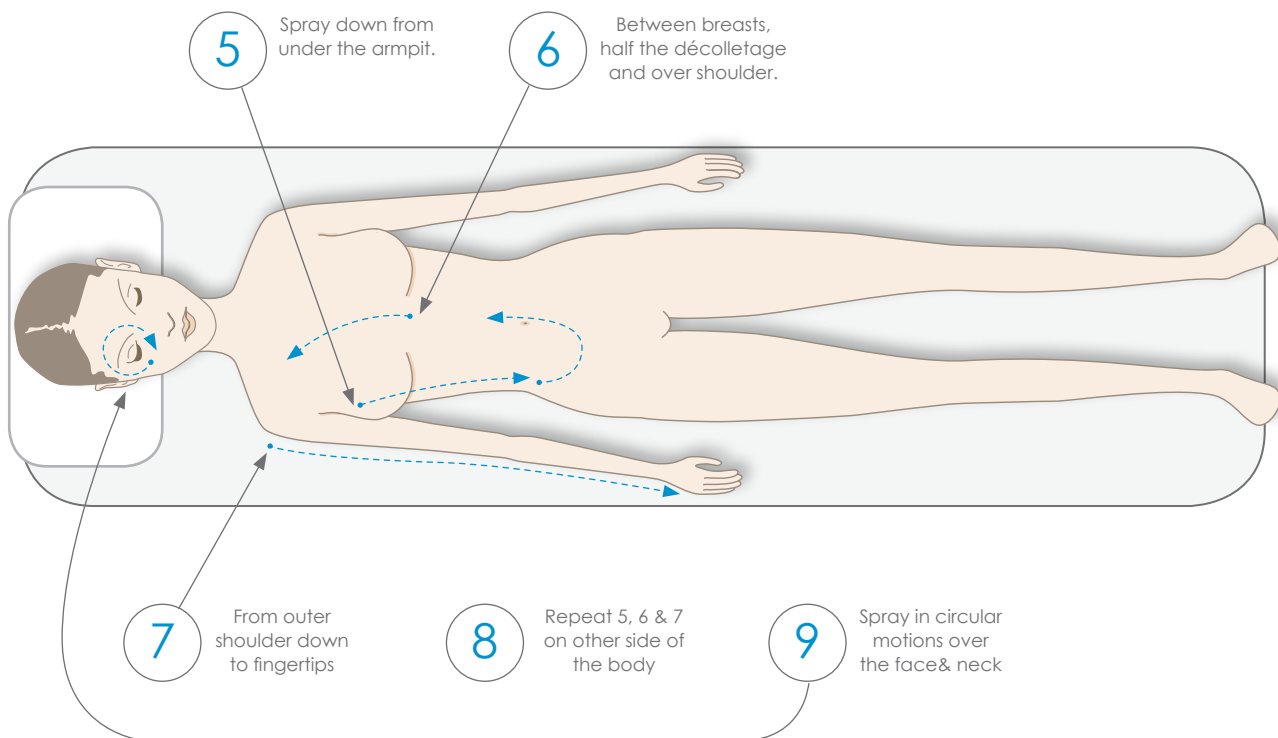
**4.** Move to the other side of the bed and repeat steps 2 & 3. The front and sides of both legs should now be covered.

**1** Client facing up with palms facing downward.



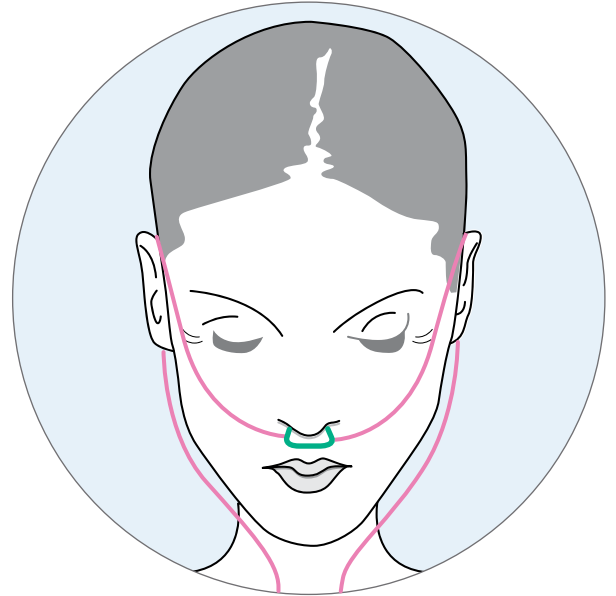
5. Starting on the side closest to you, just below the armpit, spray down the side of the torso and back up so that half the stomach is covered.
6. Continue up between the breasts and coat half the décolletage and over the shoulder.
7. Work from the shoulder down the arm from the outside and then back up the arm until the front of the arm is covered.
8. Repeat steps 5, 6 & 7 on the other side of the body.
9. Have the client hold their breath and quickly spray circular motions over the face including the neck area.

10. Using a towel gently wipe over the tanned areas. There is no pressure applied simply use the weight of the towel - this will remove any tan adhered to fine hairs and smooth out the application.
11. Ask the client to roll over and repeat the same sections on the back of the body.
12. Finally have the client stand up and turn around slowly so you can do a final check.
13. Remember to clean your tan applicator, please follow Machine Maintenance Manual for cleaning of the applicators.



## Oxygen Inhalation

1. Reduce the oxygen flow on the flow meter to between 1.5 to 2.5 litres per minute.
2. Choose the appropriate aroma for the customer and pour it into the infuser bottle.
3. Attach the hose to the top of the infuser bottle and the other end to the oxygen outlet.
4. Attach the cannula to the infuser bottle.
5. Give the cannula to the client and have them place under their nostrils.
6. Inhalation treatment must be administered for a minimum of 15 minutes and a maximum of 30 minutes.
7. Clients must be over 18 years and not be under a physicians care for any illness, unless they have approval.



Flow Meter set to between 1.5 to 2.5 litres per minute

Hose attachment

Cannula attachment



Cannula - to be attached to infuser bottle and placed under clients nostrils



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