

pro-collagen banking water cream

1.7 fl oz / 50 mL / 78 est. uses



gluten-free



vegan



no artificial fragrance
or color



paraben-free



cruelty-free

what is this product:

Intensely hydrating water cream helps plump and preserve collagen and elastin, supporting skin's resilience and barrier strength for visible bounce—now and into the future.

how to describe the texture:

water-burst technology activates on contact to deliver moisture-rich multi-peptides and humectants for deep hydration.

this product is for customers looking to address:

Ideal for all skin types, focused on premature skin aging, fine lines + wrinkles and hydration.

how this product will help benefit the customer's skin:

- Fights oxidative stress to help preserve collagen + elastin
- Water-burst technology delivers deep hydration to plump skin
- Supports skin barrier for visible bounce

key ingredients- why this product is different than others:

- **Peptide Complex with Collagen Amino Acids, Zinc Glycinate, Carnosine Dipeptide, and Gardenia Fruit extract** helps fight oxidative stress to preserve collagen + elastin and help delay signs of skin aging.
- **Water-burst Technology with Mineral-Rich Marine Spring Water** activates on contact to deliver moisture-rich multi-peptides + humectants for deep hydration.
- **Bio-fermented Radish Root Extract** Moisturizes + supports skin barrier for visible bounce.
- **Extremophilic Red Algae** visibly reduces fine lines + wrinkles.
- **White Clover Extract** visibly firm and smooth skin.

how to use it in your skincare routine:

Smooth 1-2 pumps onto skin. If using after a serum, apply while the skin is still damp. Use once or twice daily

routine builder: double cleanse → exfoliation → tone → serum → **pro-collagen banking water cream** → SPF

selling tips

Grab their attention:

—“Banking collagen + elastin is an essential investment in skin's future! Let me show you our new *Pro-Collagen Banking Water Cream*, it can be easily added to any routine to preserve collagen + elastin.”



Did you know:

—“Did you know As skin ages, collagen and elastin naturally decline, causing skin to lose its bounce and leaving it less plump. Banking these critical proteins helps delay visible signs of skin aging Let me show you *Pro-Collagen Banking Water Cream!*”



clinically proven
to boost
collagen by 44%
+
elastin by 56%*
with
visibly **reduced**
fine lines +
wrinkles in just 3
days**



*Based on in vitro testing versus untreated skin.
**Results at 3 days. Expert assessment in an independent clinical study, 31 subjects, 2 applications per day for 8 weeks.

-training purposes only

selling tips- pro-collagen banking water cream



customer conversation → ask open-ended questions that link to this moisturizer:

—“How does your skin usually feel throughout the day—are you looking more for something that deeply hydrates, or something that helps delay skin aging over time?”

why it is unique:

Banks collagen + elastin with every use.

Banking collagen + elastin is an essential investment in skin's future

Collagen gives skin structure, strength + firmness, and is continuously replaced but production slows with age.

Elastin give skin its bounce + keeps it taut and is mostly fixed from youth, with very little gains.



link conversation to a make-up customer:

—“If you're wearing make-up regularly, the right moisturizer makes all the difference. This one creates a smooth, plump and hydrated base that helps skin have visible bounce underneath make-up. Plus, it's doing more than just hydrating—it helps preserve collagen and elastin to help delay the signs of skin aging.”

TRY IT - present the bottle to the customer and show them how to pump out the product. Encourage them to try it on the back of their hand.

—“Feel the water-burst technology and how lightweight the texture is + how deeply it hydrates. What's amazing is that it doesn't just plump the skin right away—it helps support collagen and elastin over time, so your skin stays bouncy and resilient.”

tie back to how this helps their skin:

—“If you're looking for something that supports your skin now and in the future, this moisturizer is a great investment that gives you both, instant hydration and long-term results. It deeply hydrates right away, so your skin feels plump, but it also helps preserve collagen + elastin, which keeps your skin looking firm and smooth over time.”



close the sale: don't forget to grab the product and place it in the customer's basket for them + add on additional products to maximize results.

—“This is a smart choice to add into your routine to help deeply hydrate and help preserve collagen + elastin and support the skin barrier for a visible bounce!”



boost the basket with 2 more best-selling Dermalogica products:

Core Heros: PreCleanse, Daily Microfoliant, Dynamic Skin Recovery SPF 50

Daily Skin Health: Special Cleansing Gel, Pro-Collagen Banking Serum

how key ingredients support the skin:

helps delay signs of skin aging

Peptide Complex with Collagen Amino Acids + Antioxidants

deep hydration

Water-burst Technology with Mineral-Rich Marine Spring Water

moisturizes + supports skin barrier for visible bounce

Bio-Fermented Radish Root Extract



If you can't remember the ingredients + benefits use **.COM** or the **Leave Behind** visual

dermalogica