

OBAGI  
MEDICAL

# Clinical Guidance Document



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## Our Brand Positioning

With over 35 years of clinically proven results, Obagi Medical Products are the number one practitioner dispensed skin care range in the world. Obagi Medical® Products have been specifically formulated to transform the skin from within to result in younger, healthier-looking skin.

The Obagi Medical® Product range helps reduce the visible signs of ageing such as fine-lines, wrinkles, melasma (dark spots), hyper-pigmentation, laxity and uneven texture with additional targeted treatments for acne. We continue to develop transformational products that promote skin health and build on our legacy of science and innovation.

Obagi provides a complete skincare portfolio developed for and tested on every skin type, offering comprehensive options for all.

## Obagi's SKINclusion

A global awareness initiative celebrating skin diversity and inclusion.

Obagi has pioneered many skin care advances, including being the first medical skin care brand to design their clinical research protocols to cover all six skin types across the Fitzpatrick skin spectrum.

# The OBAGI Medical Portfolio



OBAGI C® System



OBAGI Professional-C System



OBAGI 360 System



OBAGI Hydrators



OBAGI Daily Hydro-Drops



OBAGI Sun Protection



OBAGI ELASTIderm® Collection



OBAGI CLENZIderm System



OBAGI Nu-Derm® System



OBAGI Nu-CIL



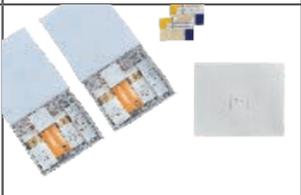
OBAGI Blue Peel RADIANCE®



OBAGI Skintrinsiq™

Transformational	Targeted	Essentials	In-Clinic
<ul style="list-style-type: none"> <li>• Obagi Nu-Derm® Systems</li> <li>• Obagi-C® System</li> <li>• CLENZIderm™</li> <li>• OBAGI360® System</li> </ul>	<ul style="list-style-type: none"> <li>• Professional-C Portfolio</li> <li>• ELASTIderm Collection</li> <li>• NuCil</li> <li>• Obagi Gift Sets/Kits</li> <li>• Obagi Men Kits</li> <li>• At-Home Facial Kits</li> <li>• Repair Foundation Kit</li> <li>• Vitamin C Care Kit</li> <li>• Ultimate Antioxidant Kit</li> </ul>	<ul style="list-style-type: none"> <li>• Hydrate, Hydrate Luxe</li> <li>• Hydrate Light</li> <li>• Daily Hydro-Drops</li> <li>• Daily Hydro-Drops Rejuvenating Eye Gel Cream</li> <li>• Rebalance</li> <li>• Sun Protection</li> </ul>	<ul style="list-style-type: none"> <li>• Obagi Blue Peel RADIANCE Facial</li> <li>• OBAGI Skintrinsiq Device</li> <li>• OBAGI Facial Back Bar</li> </ul>

Product	Concern	Patient Commitment
Nu-Derm® Fx System + Retinol 	<ul style="list-style-type: none"> <li>Pigmentation and photodamage concerns</li> <li>Fine lines and wrinkles, laxity and rough, uneven texture</li> <li>Pre and post-procedure, and enhancement of results</li> </ul>	<ul style="list-style-type: none"> <li>18-24 week programme for full skin transformation</li> <li>Time, patience and tolerance for some transient side effects while treating advanced photodamage</li> <li>Maintenance programme required</li> </ul>
Retinol 	<ul style="list-style-type: none"> <li>Fine lines and wrinkles</li> <li>Uneven skin tone and texture</li> <li>Blemishes, scarring &amp; textural concerns</li> </ul>	<ul style="list-style-type: none"> <li>Daily application</li> <li>Apply a pea-size amount to the face and gently smooth until absorbed</li> </ul>
Obagi-C® Fx Products 	<ul style="list-style-type: none"> <li>Pigmentation and photodamage concerns</li> <li>Fine lines and wrinkles and related signs of ageing caused by photo-ageing</li> <li>Pre and post-procedure skin health and getting enhanced results</li> </ul>	<ul style="list-style-type: none"> <li>12-24 week programme for full skin transformation (dependent on patient skin)</li> <li>Time, patience and tolerance for some transient side effects while treating photodamage</li> <li>Minimal downtime</li> <li>Maintenance programme required</li> </ul>
Obagi Professional-C™ Portfolio 	<ul style="list-style-type: none"> <li>Lack of antioxidant protection</li> <li>Effects of photodamage</li> <li>Dull, uneven skin</li> <li>Effects of pigmentation</li> <li>Inflammation</li> <li>Lack of collagen synthesis</li> </ul>	<ul style="list-style-type: none"> <li>Daily use of products to leave the skin clean, fresh and glowing, with antioxidant protection</li> <li>Microdermabrasion Polish + Mask for use 2-3 times a week after cleansing, leave on the skin for up to 15 minutes and remove with a damp cloth</li> </ul>
OBAGI360® System 	<ul style="list-style-type: none"> <li>Early signs of ageing</li> <li>Lacklustre, dull and uneven skin tone</li> <li>Minimal fine lines and wrinkles</li> <li>Occasional breakouts</li> </ul>	<ul style="list-style-type: none"> <li>Daily use of 3 essential, multitasking products to leave skin clean, fresh and glowing and preserve healthy, younger-looking skin</li> </ul>
CLENZIderm 	<ul style="list-style-type: none"> <li>Open pores</li> <li>Oily skin (can be used with Vitamin A products to control oil)</li> </ul>	<ul style="list-style-type: none"> <li>Tolerance of some transient stinging or tingling at onset</li> </ul>
Obagi Hydrators 	<ul style="list-style-type: none"> <li>Dry facial skin</li> <li>Tight skin</li> <li>Discomfort during reaction phase of Obagi System</li> <li>Male post-shaving dryness</li> <li>Compromised barrier function</li> </ul>	<ul style="list-style-type: none"> <li>Once-daily or as needed to deliver lasting moisture all day long</li> <li>Day or evening formulations</li> </ul>
Obagi ELASTIderm® Collection 	<ul style="list-style-type: none"> <li>The appearance of upper and lower eye-area wrinkles</li> <li>Skin laxity around the eyes</li> <li>Skin laxity: face, neck and décolletage (Facial Serum only)</li> <li>Puffiness of the eye area (Complete Complex Serum only)</li> <li>Perfect partner for Toxin patients to address static lines</li> </ul>	<ul style="list-style-type: none"> <li>Twice-daily application</li> <li>Eye products: around entire periorbital area</li> <li>Facial Serum: for face, neck and décolletage</li> </ul>
Obagi Sun Protection 	<ul style="list-style-type: none"> <li>Premature ageing</li> <li>Photo-ageing</li> <li>Formulations to suit varying skin tones / types</li> </ul>	<ul style="list-style-type: none"> <li>To be applied at least 30 minutes before going out in the sun</li> <li>Re-apply as needed</li> </ul>

Product	Concern	Patient Commitment
Obagi Nu-Cil 	<ul style="list-style-type: none"> <li>Sparse, thin eyelashes</li> </ul>	<ul style="list-style-type: none"> <li>To be applied once daily, in the evening</li> <li>Apply to the base of the upper lash line only, after skincare routine</li> </ul>
Obagi Blue Peel RADIANCE® 	<ul style="list-style-type: none"> <li>Skin laxity</li> <li>Wrinkles</li> <li>Effects of pigmentation and photodamage</li> <li>Large pores</li> <li>Comedones</li> </ul>	<ul style="list-style-type: none"> <li>Professional application only</li> <li>Healing time varies from 2-10 days depending on number of coats / strength</li> <li>Follow post-procedure skincare protocol</li> </ul>
Obagi Repair Foundation Kit 	<ul style="list-style-type: none"> <li>Compromised barrier function</li> </ul>	<ul style="list-style-type: none"> <li>Twice-daily use as guided, in combination with additional recommended actives</li> </ul>
Vitamin C Care Kits Cool/Warm 	<ul style="list-style-type: none"> <li>Lack of antioxidant protection</li> <li>Effects of photodamage</li> <li>Dull, uneven skin</li> <li>Effects of pigmentation</li> <li>Inflammation</li> </ul>	<ul style="list-style-type: none"> <li>Daily use of products to leave the skin clean, fresh and glowing, with antioxidant protection</li> <li>Both kits contain the Polish + Mask for use 2-3 times a week after cleansing, leave on the skin for up to 15 minutes and remove with a damp cloth</li> </ul>
Obagi Men Kits Carbon/Onyx 	<ul style="list-style-type: none"> <li>Onyx Kit more suited to a Normal/Dry skin type</li> <li>Carbon Kit more suited to a Normal/Oily skin type</li> </ul>	<ul style="list-style-type: none"> <li>Daily use of 4 products to leave the skin clean, fresh and glowing, and preserve healthy, younger-looking skin</li> </ul>
Stay Radiant At Home Kits Cool/Warm 	<ul style="list-style-type: none"> <li>Dull, lacklustre skin</li> <li>Effects of photodamage</li> <li>Textured, uneven skin</li> <li>Fine lines and wrinkles</li> </ul>	<ul style="list-style-type: none"> <li>4-Step facial kit to leave skin clear, smooth and radiant</li> <li>Daily use of Cleanser, Hydrator and SPF with weekly treatment using Professional-C Microdermabrasion Polish + Mask</li> </ul>
Ultimate Antioxidant Kits Cool/Warm 	<ul style="list-style-type: none"> <li>Lack of antioxidant protection</li> <li>Effects of photodamage</li> <li>Dull, uneven skin</li> <li>Effects of pigmentation</li> <li>Inflammation</li> <li>Fine lines and wrinkles</li> </ul>	<ul style="list-style-type: none"> <li>Daily use of products to leave the skin clean, fresh and glowing, with antioxidant protection</li> <li>Both kits contain the Polish + Mask for use 2-3 times a week after cleansing, leave on the skin for up to 15 minutes and remove with a damp cloth</li> </ul>

Product	Components	Key Ingredients	Benefits
Obagi Nu-Derm® Systems	Obagi Nu-Derm Gentle Cleanser (Dry)	Glycerin, Oat Amino Acids, Aloe Gel	Removes impurities from the surface of the skin.
	Obagi Nu-Derm Foaming Gel (Oily)	Herbs, Aloe Vera and natural cleansers	Removes impurities and excess oil from the surface of the skin.
	Obagi Nu-Derm Toner	Sage, Witch Hazel and Aloe Vera	Helps restore skin's pH back to baseline levels, preparing the skin for active ingredients.
	Obagi Nu-Derm Clear Fx	(Fx) Arbutin 7%	Gold-standard ingredient with penetrating therapeutics; inhibits Tyrosinase and prevents epidermal melanin formation. (Fx) Skin-brightening cream formulated with Arbutin to enhance the appearance of skin for a more even-looking complexion.
	Obagi Nu-Derm Exfoderm® (Dry)	Phytic Acid 3%	AHA's increase cellular turnover and hydration within the epidermis, formulated for dry skin.
	Obagi Nu-Derm Exfoderm® Forte (Oily)	Glycolic Acid 4%, Lactic Acid 2.5%	AHA's increase cellular turnover and hydration within the epidermis.
	Obagi Nu-Derm Blend Fx	(Fx) Arbutin 7%	Gold-standard ingredient with penetrating therapeutics; inhibits Tyrosinase to control the melanin in the dermis. (Fx) Skin-brightening cream formulated with Arbutin and an exfoliant to help clarify and brighten the skin.
	Obagi Hydrate	Hydromanil, Shea Butter, Mango Butter, Avocado, Glycerin	Non-occlusive, non-comedogenic hydrator. Reduces water loss and encourages skin health.
	Obagi Sun Shield Matte SPF50	Zinc Oxide 5%, Homosalate 10%, Octinoxate 7.5%	Essential UVA and UVB protection. Recommended for Daily Use by the Skin Cancer Foundation.
Retinol	Retinol	Entrapped Retinol 0.5%	Gradually released. Gently refines skin texture and tone for clearer-looking skin with minimal irritation.
Obagi-C® Systems	Obagi-C Cleansing Gel	L-ascorbic Acid, Aloe Vera, Chamomile Extract	Removes impurities and excess oil from the skin surface.
	Obagi-C Toner (Oily)	Witch Hazel, Aloe Vera	Helps restore the skin's pH back to baseline levels, preparing the skin for active ingredients.
	Obagi-C Fx Clarifying Serum	L-ascorbic Acid 10%, (Fx) Arbutin 4%	Lightens/brightens by increasing collagen, reducing skin damage, controlling melanin and strengthening barrier function. (Fx) Skin-brightening serum formulated to help minimise the appearance of skin ageing.
	Obagi-C Exfoliating Day Lotion (Dry)	Glycolic Acid 4%	AHA's to increase cell turnover and epidermal hydration.
	Obagi-C Fx Therapy Night Cream	(Fx) Arbutin 7%	Inhibits Tyrosinase and prevents melanin formation in the epidermis with Arbutin for a more even looking complexion.
	Obagi Sun Shield Matte SPF50	Zinc Oxide 5%, Homosalate 10%, Octinoxate 7.5%	Essential UVA and UVB protection. Recommended for Daily Use by the Skin Cancer Foundation.
OBAGI360® System	Exfoliating Cleanser	Polylactic Beads (biodegradable), Linked Papain (stabilised papaya acid)	Key exfoliating agents are soft beads that mechanically resurface the skin.
	Retinol	Entrapped Retinol 0.5%	Gradually released. Gently refines skin texture and tone for clearer-looking skin with minimal irritation.
	HydraFactor® SPF30 (Hydrate with sun protection)	Octinoxate 7.5%, Octisalate 5%, Oxybenzone 5%, Avobenzone 1%, Coenzyme Q10, Vitamin E, Eperuline, Glycerin, Hydromanil	Anti-oxidant UVA and UVB protection with SPF30. A natural hydrator known to retain water and gradually deliver moisture to the skin.
Obagi CLENZIderm System	Daily Foaming Cleanser	Salicylic Acid 2%, Menthol	Keeps skin refreshed. Helps reduce sebum levels and follicle blockage. Menthol cools the skin.

Product	Components	Key Ingredients	Benefits
Obagi Professional-C™ Portfolio	Serums	L-ascorbic Acid: 10%, 15%, 20%	Powerful antioxidant that neutralises free radicals and brightens the skin. Helps to support the role of SPF by encouraging protection of the melanocytes, as well as depigmentation.
	Microdermabrasion Polish + Mask	L-ascorbic Acid 30%, Sea Berry Fruit Oil	2-in-1: uses ultra-fine crystals to gently exfoliate, removing the dull, outer layers of the skin to optimise absorption and maximise the brightening and smoothing results of the mask.
Obagi ELASTIderm® Collection	Eye Cream	Bi-Mineral Contour Complex™: Zinc, Copper, Malonate, Blueberry Extract, Vitamin E, Licorice Root	All ELASTIderm products use patented Bi-Mineral Contour Complex™ which helps support skin elasticity so it can bounce back from the signs of ageing, resulting in firmer-looking, more resilient skin.
	Eye Complete Complex Serum	Bi-Mineral Contour Complex™: Zinc, Copper, Malonate, Blueberry Extract, Caffeine	Eye products are clinically proven to reduce the appearance of fine lines and improve the elasticity and firmness of the delicate skin around the eyes. Additional caffeine in the Complete Complex Serum helps address puffiness.
	Facial Serum	Bi-Mineral Contour Complex™: Zinc, Copper, Malonate	For use on the face, neck and chest. Clinically proven to deliver firmer-looking skin. Improves the signs of skin firmness, bounce back and the appearance of crepiness in as little as two weeks, with additional improvements with continued use.
	Neck and Decollete Concentrate	Bi-Mineral Contour Complex™: Zinc, Copper, Malonate, Retinoid, Arbutin	For use on the neck and chest. Clinically proven to deliver firmer-looking skin. Supports skin elasticity and visibly improves horizontal neck lines, fine lines, skin sagging, crepiness, and with noticeable results in as little as 8 weeks. Full results at 12 weeks.
Obagi Hydrators	Obagi Daily Hydro-Drops™	Vitamin B3, Abyssinian Oil, Hibiscus Oil, Glycerin, Niacinamide	Isoplentix™ Technology protects and preserves oils, without emulsifiers, until the moment of application. An antioxidant that helps repair natural barrier function and provides 8 hours of hydration. Non-comedogenic.
	Obagi Hydrate®	Hydromanil, Shea Butter, Mango Butter, Avocado and Glycerin	Non-occlusive, non-comedogenic hydrator. A choice of day or evening formulations. Reduces water loss and encourages skin health.
	Obagi Hydrate Luxe®	+ Biomimetic Peptides Kollaren™ and ChroNoline™	Provides 8 hours of hydration.
Obagi Sun Protection	OBAGI360 HydraFactor® SPF30	Ethylhexyl Methoxycinnamate 5%, Benzophenone 5%, Ethylhexyl Salicylate 5%	A dual-function moisturiser with soothing ingredients and broad spectrum protection to help prevent skin damage.
	Obagi Sun Shield Matte SPF50	Zinc Oxide 5%, Homosalate 10%, Octinoxate 7.5%	Award-winning sunscreen. Recommended for Daily Use by the Skin Cancer Foundation. Non-greasy. PABA and fragrance-free. Provides broad spectrum UVA/UBA protection.
	Obagi Sun Shield Mineral SPF50	Zinc Oxide 15.6%, Titanium Dioxide 6.2%	Sheer, quick-absorbing formula that is ideal for post procedure skin. Provides comprehensive protection against UVA/UVB rays, and defense against IR rays and HEV light including blue light (solar or digital).
	Obagi Sun Shield TINT SPF50 (Warm / Cool)	Homosalate 10%, Ethylhexyl Methoxycinnamate 7.5%, Zinc Oxide 5%, Titanium Dioxide 3%	Provides comprehensive protection against UVA/UVB rays, and defense against IR rays and HEV light including blue light (solar or digital). Recommended for Daily Use by the Skin Cancer Foundation. Available in Warm and Cool Tint.
Obagi Blue Peel RADIANCE®	Obagi Blue Peel RADIANCE® - 6 vials	Salicylic Acid 20%, Lactic Acid 1.4%, Glycolic Acid 1.6%	A bespoke, multi-layer peel. Easy to use. Salicylic Acid based. Appropriate for a wide range of skin types.
Obagi Nu-Cil™	Obagi Nu-Cil™ Eyelash Enhancing Serum*	Biotin, Dehydroplatanoprost, Sodium Hyaluronate, Panthenol	Nourishes and improves eyelashes so they appear thicker and more dense. Daily evening use as part of skincare routine. Results within 8 - 16 weeks.



## Nu-Derm® Standard Protocol



Video Tutorial

	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Cleanser	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Toner	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Professional-C	×		×		×		×		×		×		×	
ELASTIderm Eye	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Clear 0.5g	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Exfoderm/Exfoderm Forte 0.5g	×		×		×		×		×		×		×	
Blend 0.5g + Vitamin A 0.5g		×		×		×		×		×		×		×
Hydrator	×		×		×		×		×		×		×	
Sun Protection	×		×		×		×		×		×		×	

## Nu-Derm® Moderately Aggressive Protocol

	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Cleanser	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Toner	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Professional-C	×		×		×		×		×		×		×	
ELASTIderm Eye	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Clear 0.5g	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Exfoderm/Exfoderm Forte 0.5g	×		×		×		×		×		×		×	
Blend 0.5g + Vitamin A 1g		×		×		×		×		×		×		×
Hydrator	×		×		×		×		×		×		×	
Sun Protection	×		×		×		×		×		×		×	

## Nu-Derm® Maintenance Protocol (Mild to Moderate Photodamage)

	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Cleanser	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Toner	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Professional-C	×		×		×		×		×		×		×	
ELASTIderm Eye	×	×	×	×	×	×	×	×	×	×	×	×	×	×
Clear 0.5g	×		×		×		×		×		×		×	
Exfoderm/Exfoderm Forte 0.5g					×						×			
Blend + Vitamin A		×						×						
Hydrator	×		×		×		×		×		×		×	
Sun Protection	×		×		×		×		×		×		×	

## Obagi-C® System Protocol

		AM	PM
Cleansing Gel	Apply to damp skin and rinse with lukewarm water	×	×
Toner <small>(available in Normal/Oily kit)</small>	Apply with a cotton pad or gauze, sweeping across the skin, do not rinse off	×	×
C-Clarifying Serum 4-6 drops	Apply evenly to your face and massage gently into skin, avoiding eye area	×	
Exfoliating Day Lotion <small>(available in Normal/Dry kit)</small>	Apply evenly to your face, avoiding eye area	×	
Sun Shield Matte SPF50	Apply liberally to entire face, repeat after 2 hours if in the sun	×	
C-Therapy Night Cream 0.5g	Apply evenly to your face, avoiding eye area		×
Vitamin A 0.5g	Additional product*: to be applied evenly to your face, avoiding eye area. To be combined with therapy night cream. Frequently to be determined by practitioner.		×
<b>WHAT TO EXPECT</b>			
<p>Most users report seeing some effects within the first month. They are on their way to brighter, more even-toned, luminous skin. There may be some initial reactions to the product. This system is also available in a prescription-strength Vitamin C option that can cause some temporary irritation. It also has a sunscreen and alpha hydroxy acids that may cause temporary break outs. These side effects usually resolve after a couple of weeks. If there are any persistent side effects, use of the product should be discontinued for a couple of days and then resumed. As always, we recommend that you work with your skin care professional to achieve optimal results.</p>			

## Obagi® Vitamin C Care Kit Protocol

		AM	PM
Obagi-C Cleansing Gel	Massage a small amount of cleanser into the skin and rinse with lukewarm water. Perform a second cleanse if you are wearing makeup.	×	×
Professional-C Microdermabrasion Polish + Mask	Warm a teaspoon amount in hands, sweep a smooth, thin, even layer to barely damp face - avoid eye area. Process for up to 15 minutes, remove with warm flannel/gauze.	2-3 times a week	
Obagi-C Exfoliating Day Lotion	Apply 1-2 pea sized drops to fingertips and apply over entire face.	×	
Sun Shield Tints SPF50	Apply liberally and evenly to the entire face.	×	
<b>Weekly Treatment</b>			
<p>Professional-C Microdermabrasion Polish + Mask can be used in 3 steps:  <b>EXFOLIATE:</b> Warm in hands then sweep a thin, even layer onto clean damp skin. Gently work into the skin for 1-2 minutes.  <b>ABSORB:</b> Sit back and relax for up to 15 minutes while 30% Vitamin C is infused into skin.  <b>GLOW:</b> Wipe away mask with a soft, wet cloth and water. Reveal the new, radiant you.</p>			

## Obagi® Ultimate Antioxidant Kit Protocol

		AM	PM
Obagi-C Cleansing Gel	Massage a small amount of cleanser into the skin and rinse with lukewarm water. Perform a second cleanse if you are wearing makeup.	×	×
Professional-C Microdermabrasion Polish + Mask	Warm a teaspoon amount in hands, sweep a smooth, thin, even layer to barely damp face - avoid eye area. Process for up to 15 minutes, remove with warm flannel/gauze.	2-3 times a week	
Professional-C 15% Serum	Apply 5-7 drops to fingertips and apply in gentle circles, feather to the neck.	×	
Professional-C Peptide Complex	Apply 1-2 pumps to fingertips and apply over entire face.		×
Obagi-C Exfoliating Day Lotion	Apply 1-2 pea sized drops to fingertips and apply over entire face.	×	
Sun Shield Tints SPF50	Apply liberally and evenly to the entire face.	×	
<b>Weekly Treatment</b>			
<p>Professional-C Microdermabrasion Polish + Mask can be used in 3 steps:  <b>EXFOLIATE:</b> Warm in hands then sweep a thin, even layer onto clean damp skin. Gently work into the skin for 1-2 minutes.  <b>ABSORB:</b> Sit back and relax for up to 15 minutes while 30% Vitamin C is infused into skin.  <b>GLOW:</b> Wipe away mask with a soft, wet cloth and water. Reveal the new, radiant you.</p>			



### Obagi360® System Protocol

		AM	PM
Exfoliating Cleanser	Apply to damp skin and work in for 1-2 minutes.	×	×
HydraFactor SPF30	Apply liberally to entire face, repeat after 2 hours in the sun.	×	
Retinol	Apply a pearl size amount to the entire face.		×
<b>WHAT TO EXPECT</b>			
The system should cause skin brightening, reduction in fine lines and wrinkles and a reduction in breakouts. Initially there may be some redness, peeling and flaking due to the cleansing scrub and the retinol. Please see your skin care professionals if this becomes excessive/bothersome.			



### Obagi ELASTIderm® Protocol

		AM	PM
ELASTIderm Eye Cream	Cleanse and tone the skin, place a few dots all around the entire eye area and smooth in until thoroughly absorbed.	×	×
ELASTIderm Eye Serum	Cleanse and tone the skin, use a sweeping motion across lower infraorbital eye area let dry until thoroughly absorbed.	×	
ELASTIderm Facial Serum	Cleanse and tone the skin, apply 2-3 pumps to a clean, dry face, neck and décolletage.		×
<b>When used with Obagi Nu-Derm Systems</b>			
AM - use after Step 4 Exfoderm/Exfoderm Forte, follow up with Hydrate and Sun Shield Matte SPF50. PM - use after Step 5 Blend + Vitamin A/Blend + Retinol.			
<b>When used with Obagi-C Systems</b>			
AM - use after Exfoliating Day Lotion (Normal/Dry) and follow up with Sun Shield Matte SPF50. PM - use after Therapy Night Cream.			

# Pregnancy and Breast Feeding

		Suitable for Use	
		AM	PM
<b>Contraindicated Ingredients</b>	Hydroquinone and Arbutin Retinol, Retinaldehyde, Tretinoin Benzoyl Peroxide	<b>CLEANSERS:</b> Obagi Nu-Derm Gentle Cleanser Obagi Nu-Derm Foaming Gel Obagi-C Cleansing Gel OBAGI360 Exfoliating Cleanser SUZANOBAGIMD Cleansing Wipes	<b>CLEANSERS:</b> Obagi Nu-Derm Gentle Cleanser Obagi Nu-Derm Foaming Gel Obagi-C Cleansing Gel OBAGI360 Exfoliating Cleanser SUZANOBAGIMD Cleansing Wipes
<b>Contraindicated Products</b>	Obagi Nu-Derm: Clear and Blender  All Retinoids  Obagi-C: Clarifying Serum Therapy Night Cream  CLENZIderm Products  OBAGI360: Retinol  Obagi Blue Peel  Obagi Blue Peel RADIANCE  Obagi Nu-Cil Eyelash Enhancing Serum  SUZANOBAGIMD: SUZANOBAGIMD Intensive Daily Repair SUZANOBAGIMD Retivance	<b>TONERS:</b> Obagi Nu-Derm Toner Obagi-C Balancing Toner SUZANOBAGIMD Balancing Toner  <b>EXFOLIATORS:</b> Obagi Nu-Derm Exfoderm/Exfoderm Forte Professional-C Polish + Mask  <b>SERUMS:</b> Professional-C Serums Professional-C Peptide Complex ELASTIderm Facial Serum  <b>EYES:</b> ELASTIderm Eye Cream ELASTIderm Eye Gel ELASTIderm Eye Complete Complex Serum  <b>HYDRATORS:</b> Obagi Hydrate Obagi Hydrate Luxe Obagi Hydrate Light Obagi REBALANCE®  <b>DAILY HYDRO-DROPS:</b> Obagi Daily Hydro-Drops Obagi Daily Hydro-Drops Rejuvenating Eye Cream  <b>SUN PROTECTION:</b> Obagi Sun Shield Obagi Sun Shield TINTS SUZANOBAGIMD Soothing Complex SPF25	<b>TONERS:</b> Obagi Nu-Derm Toner Obagi-C Balancing Toner SUZANOBAGIMD Balancing Toner  <b>SERUMS:</b> Professional-C Peptide Complex ELASTIderm Facial Serum  <b>EYES:</b> ELASTIderm Eye Cream ELASTIderm Eye Gel ELASTIderm Eye Complete Complex Serum  <b>HYDRATORS:</b> Obagi Hydrate Obagi Hydrate Luxe Obagi Hydrate Light Obagi REBALANCE®  <b>DAILY HYDRO-DROPS:</b> Obagi Daily Hydro-Drops Obagi Daily Hydro-Drops Rejuvenating Eye Cream

\*Professional-C Serum/Peptide Complex may be used whilst pregnant but needs to be taken into consideration as part of the daily recommended consumption dose if using other sources of Vitamin C.

# Allergen Guidance

Information provided in this document may be subject to change. The full list of product ingredients can be found on the product packaging/ container.

	Product	Sodium Metabisulfite	Fruit Extracts	Free from animal Products	Gluten Free	Paraben Free	Animal Friendly	Nuts or Sesame
Obagi Nu-Derm System	Foaming Cleanser	X	X	✓	Obagi cannot guarantee products are gluten-free.  There is currently no scientific evidence that gluten used in cosmetics - that are not ingested - is harmful to individuals with coeliac disease, including those with dermatitis herpetiformis (the skin form of coeliac disease), unless applied over skin lesions that allow gluten to be absorbed systemically in great quantities.	Obagi Sun Shield range and the SusanObagiMD™ range is paraben free. Please note all other Obagi products may contain parabens, however Obagi Medical cosmetic products comply with relevant EU and UK cosmetic legislation.  Preservatives may be used in cosmetics, food and drugs to prevent the growth of harmful bacteria and mould, in order to protect both the products and consumers.	Obagi does not test its finished goods on animals.  For cosmetic non-prescription products (Obagi Medical), Obagi does not use any finished cosmetic products or cosmetic ingredients that have been tested anywhere in the world.  However, the US FDA requires animal testing to be done on ingredients for certain prescription drugs.	Obagi cannot guarantee potential contact with nuts during manufacturing. Obagi recommends that we provide a list of ingredients in the products (refer to product ingredients list), so that customers can discuss them with the practitioner that manages their medical condition.  If they do decide to go ahead, they must do patch testing.
	Gentle Cleanser							
	Toner							
	Clear	✓						
	Exfoderm	X						
	Exfoderm Forte							
	Blender	✓						
	Hydrate	X						
Sun Shield Matte SPF50								
Vitamin A	Retinol 0.5%	X	X	✓	Caution with product use around mouth, and always wash hands after product use.	Parabens most commonly used may include Butylparaben, Propylparaben, Isobutylparaben* (*Isobutylparaben not in Obagi Medical cosmetic items)		
	Retinol 1.0%		X	✓				
CLENZIderm™	Foaming Cleanser	X	X	✓				
OBAGI360® (see above for retinol)	Exfoliating Cleansing Gel	X	X	✓				
	HydraFactor SPF30							
Obagi C-System	C-Cleansing Gel	X	X	✓				
	C-Toner							
	C-Clarifying Serums							
	C-Exfoliating Day Lotion							
	C-Therapy Night Cream	✓						
	Sun Shield TINT SPF50 (w/c)	X						
Hydrators	REBALANCE	X	X	✓				
	Hydrate Luxe							
	Hydrate Light							
Daily Hydro-Drops	Daily Hydro-Drops	✓						
	Rejuvenating Eye Cream							
ELASTIderm	Nu-Cil Eye Lash Serum	X	X	✓				
	ELASTIderm Facial Serum		✓					
	ELASTIderm Eye Cream							
	ELASTIderm Eye Serum							
	ELASTIderm Neck + Deck		X					
Peels	Obagi Blue Peel	X	X	✓				
	RADIANCE® Facial							

## Test Patch Guidance

Patch tests are considered best practice and are used in patients presenting certain allergic atopic background, to find out whether their skin may present a possible allergy to the products in their protocol. Do not use any product, where signs of redness, swelling, itching, or burning are present.

1. Place product on inner part of the wrist (take images of the area prior to placing product).
2. After 20 minutes an immediate reaction - Immunoglobulin E (IgE) antibodies - may induce symptoms, such as swelling and urticaria.
3. 24 – 48 hours there may be delayed reaction which involves the T Cells and B Cells.

## Test Patch Images

Type A – normal response to NuDerm System (including Vitamin A)	Type B – Skin lightener (Local reaction)
	

- For pharmacovigilance, adverse events and product complaint reporting, clients should complete our online form - [https://www.healthxchange.com/patient\\_safety](https://www.healthxchange.com/patient_safety), and inform your OBAGI business account manager.
- The relevant team will be alerted and may request further information such as before/ after pictures (with patient consent).

## Suggested Obagi Products by Skin Concern

This is a guide only - always assess your patient's skin health and medical history to determine suitability

Hyperpigmentation - Mild to Moderate	Fine Lines	Acne	Redness, Compromised Skin Barrier	Uneven Skin Texture
Obagi NuDerm System  Obagi-C System  Obagi-C Clarifying Serum  ELASTIderm Neck + Décollete®  Topical Vitamin A  Professional-C Serums*	Obagi NuDerm System  ELASTIderm® collection  Obagi Blue Peel RADIANCE® Facial/ Skintrinsiq™  Professional C Peptide Complex  Topical Vitamin A  Professional C-Serums	Obagi NuDerm System + Topical Vitamin A  CLENZIderm™ system  Obagi Blue Peel RADIANCE® Facial/ Skintrinsiq™  Topical Vitamin A	Obagi Repair Foundation Kit (Gentle Cleanser, Hydrate, SunShield SPF)  Obagi Hydrate®, Obagi Hydrate Luxe® Hydrate Light  Obagi Hydro-Drops® Hydro-Drops Rejuvenating Eye Cream  Obagi Professional C-Serum*  Obagi Mineral Sun Shield  Obagi REBALANCE Skin Recovery Cream  Topical Vitamin A (advanced option, once skin barrier restored)	Obagi NuDermSystem + Topical Vitamin A  Exfoliators: Obagi Exfoderm/ Exfoderm Forte, Obagi 360 Exfoliating Cleanser, Obagi Microdermabrasion Polish and Mask, Obagi-C Exfoliating Day Lotion  Topical Vitamin A  ELASTIderm® Neck+Decollete – neck  OBAGI360® System  Obagi Blue Peel RADIANCE® Facial/ Skintrinsiq™

\*use in caution, as per clinicians' discretion.

Notes

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### Combined Treatment Interval Guide

This is a guide only – always assess the skin health and medical history to determine suitability. Refer to own treatment specific policy, for guidance.

	Obagi Blue Peel RADIANCE® Facial (BRP) & other mild-moderate peels	Skintrinsiq™ (ST) & other forms of pneumatic/dermabrasion/LED	Injectables including skin boosters, exo, PN, Muscle relax, fillers...	Skin Rejuvenation treatments e.g., IPL, Radio Frequency (RF)	Semi-ablative treatments including Micro-needling, HIFU	Ablative treatments e.g., chemical TCA peels, ablative CO2 laser
Obagi Blue Peel RADIANCE® Facial (BRP)	2-4 Weeks	N/A – may be conducted in conjunction	BPR 1-2week before, or 4-6 weeks after fillers. BPR 2 weeks after muscle relaxants and polynucleidites at practitioners discretion.	BPR 2-4 weeks before and after.	BPR 2-4 weeks before, or 4-6 weeks after.	BPR 2-4 weeks before ablative treatment, or 8 weeks after.
Skintrinsiq™ (ST)	N/A – can be conducted in conjunction with BPR Facial.	1-2 Weekly	ST 1 week before, or 4 weeks after fillers. ST may be conducted 2weeks after muscle relaxants and polynucleitides at practitioners discretion.	ST 1-2 weeks before, 2-4 weeks after.	1-2 weeks before, 2-4 weeks after.	ST 1-2 weeks before, or 6-8 weeks after ablative treatments.
Obagi NuDerm System & Obagi-C® System	BPR as a sensitivity test, within 3-5days of NuDerm/ Obagi-C System but avoid treatments throughout system protocol.	ST may be conducted 1-2 weeks before commencing NuDerm/ Obagi-C System, but avoid treatments throughout system protocol.	Fillers 4 weeks prior NuDerm/ Obagi-C System. Muscle relaxants 2weeks prior NuDerm/ Obagi-C System.  Avoid treatments throughout system protocol. Refer to own injectable policy, for guidance on when to stop active skincare before treatment.	RF 2-4weeks before NuDerm / Obagi-C System.  Check own internal device policy for guidance on when to stop active skin care before/ after RF.	Medical devices may be conducted 2-4 weeks before NuDerm/ Obagi-C System.  Refer to own device policy, for guidance on when to stop active skincare before/ after treatment.	Ablative treatments may be conducted 4-6weeks before NuDerm/ Obagi-C System.  Refer to own ablative treatment policy, for guidance on when to stop active skincare before/ after treatment.

# Skintrinsiq™

Obagi's first-ever professional device which helps patients achieve rejuvenated, illuminated skin and hyper effective skincare. Powered by Obagi InfuselQ™ technology, this powerful tool extracts impurities and infuses active ingredients into the deeper layers of the skin.

## How does it work?

Customisable Pneumatic technology gently lifts the skin to open channels into its surface layers. The Skintrinsiq™ device extracts impurities to deeply cleanse the skin with additional benefits of it's LED (Red 650nm + Blue 450nm), and then infuses proven Obagi® products through those open channels. When the vacuum is removed, the channels close to lock the products into the skin for enhanced efficacy.

- ✓ Suitable for all skin types
- ✓ Treatments take less than 30 minutes
- ✓ Can be used in conjunction with the Obagi Blue Peel RADIANCE® Facial

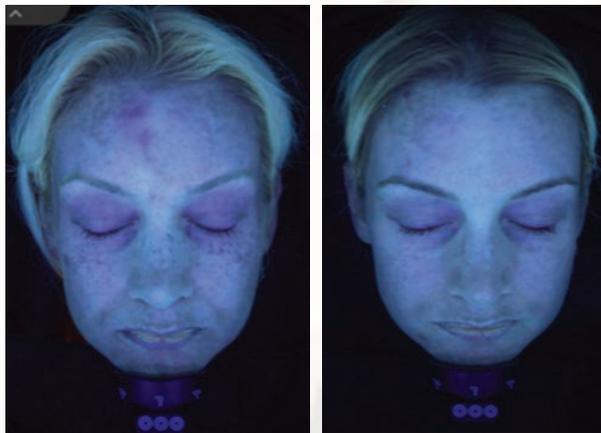
[obagi.com/skintrinsiq](http://obagi.com/skintrinsiq)



# OBSERV<sup>®</sup> 520x

Take your client on an Obagi journey, using the OBSERV 520x to discover their skin profile and track progress, using x10 Light Modes, HD images, and patented technologies for reproducible imaging each time!

Create an effective treatment plan, utilising the updated Obagi catalogue, that helps aid patient education and recommend suitable products, aided by the clear pictures you've taken.



Before and after 15 weeks of Obagi NuDerm.  
(Woods Mode)



## Frequently Asked Questions

Guide only - the final decision to recommend a product, is based on the practitioner's clinical judgment following their patient assessment, and medical history review.

### Why don't certain products have an expiration date? When do they expire?

Cosmetic products are not required to have a printed expiration date. The expected shelf life of a cosmetic product is 12 to 36 months depending on storage and if opened/used. We recommend replacing the product after it has been open for one year.

### How should I instruct my patients to store the Professional Vitamin C Serums?

It is optional to store the product with the original black plastic cap tightly on. The product should be stored within room temperature in a shaded cupboard.

### I have a patient, who has a medical condition. Are they suitable for Obagi NuDerm or any Obagi product?

Medical and autoimmune conditions are very important considerations when recommending any product. With patient consent, you may need to consider reaching out to their GP or medical specialist. Our Obagi academy courses will enable you with further knowledge on some common conditions, there are also advanced courses on offer for experienced practitioners.

### What are the Obagi NuDerm contraindications?

Non-prescriptive products do not routinely come with a contraindications list- but specify ingredients on the container. As a practitioner you should discuss history of allergies/sensitivities with your patient.

### My patient suffers from rosacea, what Obagi products are suitable?

Often characterised by flare-ups and remissions, rosacea comes in many forms of severity, therefore patients may need to see a dermatologist or other qualified clinician for diagnosis and appropriate treatment planning. Gentle products such as the Obagi Repair Foundation Kit, Professional C-Serums, Hydrodrops, Hydrate Light and Rebalance may be introduced slowly, can be used as required, to help support the skin's barrier function. We welcome you to watch our on-demand Rosacea module, anytime on <https://healthxchangeacademy.com/courses/obagi/>, or attend our in- academy Obagi courses.

### My patient suffers from hyperpigmentation/ melasma, what Obagi products are suitable?

Pigmentation is multifactorial, therefore patients should undergo a robust consultation and skin analysis, with the clinician who examined their skin and has access to their medical records, to determine a bespoke treatment plan. Obagi is world renowned for treating pigmentation with high quality standard topical products within the Obagi Nu-Derm and CR-X systems. A maintenance regimen is paramount to ongoing results, in addition to frequent daily SPF application, and avoiding excess sun exposure. Obagi protocols are found on <https://online.flipping-book.com/view/779041909/>.

For moderate – severe pigmentation, we welcome you to watch our on-demand Pigmentation module, anytime on <https://healthxchangeacademy.com/courses/obagi/>, or attend our in- academy Obagi courses.

### My patient suffers from peri-orbital pigmentation, can they use Obagi products for that area?

Periorbital hyperpigmentation is a relatively common condition in dermatology practice and normally genetic. Treatment options vary based on the practitioners clinical findings and patient assessment. Active products such as exfoliators, and topical Vitamin A are not generally advised. Daily Hydro-drops Rejuvenating Eye Gel Cream brightens dark circles.

### My patient suffers from acne, what Obagi products are suitable?

Acne vulgaris presents in various classifications, therefore, to determine an appropriate treatment regimen, patients should undergo a robust consultation and skin analysis by their clinician, who has examined the patient, and has access to their medical records. We welcome you to watch our on-demand Acne module, anytime on <https://healthxchangeacademy.com/courses/obagi/>, or attend our in- academy Obagi courses.

### How long does a NuDerm kit last for?

The length of time will depend on the protocol type and dosing regimen. A gradual protocol will last longer than an aggressive one. A kit can last 12-18 weeks but this guide is approximate only and relies on the patient following the application instructions carefully.

### Can a patient undergo additional treatments at the same time as Obagi NuDerm? (Within the same treatment area)

It is not normally advised to interfere with the skin cell cycle whilst undergoing a system protocol. Undergoing multiple treatments in conjunction may bring challenges in identifying root causes of any adverse reactions. Nonetheless, when patient has completed the NuDerm, and now undergoing a maintenance regimen, it may be possible to incorporate additional treatments – ensuring to stop any potentially skin irritating/ drying products several days before/ after (e.g., topical vitamin A and exfoliators).

### Is it unsafe to use a product after its expiration date? Or is it just not as effective?

We do not recommend using any products past their expiration dates. The stability testing done to determine the product expiration date does not reveal what the product safety or efficacy would be past the expiration date or how long after the expiration date the product would remain effective.

### I'm going on holiday - do I need to stop using Obagi products?

No, Obagi is sold all around the world in hot climates. You will need to be safe in the sun, we recommend using Obagi SPF, sun hat, sunglasses etc. If a patient is going through the first 6 week cycle and skin is sensitive/ peeling then we would advise to reduce utilisation on topical Vitamin A and exfoliators. We would recommend they continue the use tyrosine suppressants, to help keep melanocyte cells activity balanced.

### Are Clear and Blender the same product?

They are formulated differently. Blender is designed to work on the deeper layers of pigmentation and contains lactic acid to aid with skin penetration. Clear is designed to work on superficial pigmentation.

### How long do the products last?

Normally around 3-4 months for most products, depending on frequency use. Clear is usually recommended twice a day so this will only last 8 weeks. Whilst Blender and Exfoderm / Forte will last double the amount of time. Topical Vitamin A is normally used daily - lasting around 6weeks, however, if the usage is less often then the product may last longer approximately 8weeks.



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