



TRAINING MANUAL

SOMME INSTITUTE — ○ ● ● ● ● ● ● ● ● ● ● ● ●

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# Somme Institute

Somme Institute is a research company that was founded on a simple premise:

**“Skin care companies should deliver the claims they promise.”**

In 1994, an eminent team was assembled, including independent leading researchers and practicing dermatologists throughout the United States. After years of disappointment from existing products that did not perform to expectation, Somme Institute was created with the intention of making perfect skin an attainable goal.

## Our Clinical Trials

In 1996, clinical trial began testing ingredients to see what delivered results to the skin and what didn't. Through the use of Ultra Violet (UV) technology, participants' skin surface and subsurface conditions became visible. These advanced photographs allowed researchers to witness and analyze damage beneath the skin's surface- damage that would later appear in the form of dryness, wrinkles and uneven skin tone. After 7 years of testing, development and “Tracking” more than 5000 participants with a variety of skin types, Somme Institute developed its patented technology: **Molecular Dispersion Technology 5 (MDT5)**.

**“Not since the introduction of Alpha Hydroxy Acids has there been a more significant advancement in the science of skin care.”**

Michael Holick, M.D., Ph.D  
Boston University School of Medicine



# MDT5 - Molecular Dispersion Technology

A non-prescription, synergistic blend of 5 "smart vitamins"

## MDT5 Description

5 highly engineered vitamins (A, B3, B5, C and E) encapsulated to proteins that facilitate penetration into the inner skin layers. The vitamins are kept in their active forms and high concentrations. UV photography was used to prove the effectiveness of Somme Institute's technology; the documented results have been validated by research dermatologists from several Ivy League Universities.



Vitamins

+

Proteins

Each of our vitamins is connected to a specific polypeptide matrix (the scientific name for protein), which acts as a carrier. The added moisturizing and calming properties of this polypeptide provide complimentary nutritional amino acids to the skin.

# Polypeptide Vitamins

Why do Somme Institute Polypeptide Vitamins work so efficiently?

1. Non polypeptide vitamins tend to sit on the skin's surface. Non polypeptide vitamin's molecules are too large to penetrate the skin. Ours penetrate!
2. Our vitamins are encapsulated to a natural protein matrix which facilitates the vitamins' absorption by the skin allowing the vitamins to go deep within the skin, repairing damage at the root of the problem.
3. The vitamins in the MDT5 complex work synergistically to deliver results unattainable in singular form.

**MDT5 is a complex of 5 highly engineered vitamins/proteins.**

**They know where to go.**

**They know what to do.**

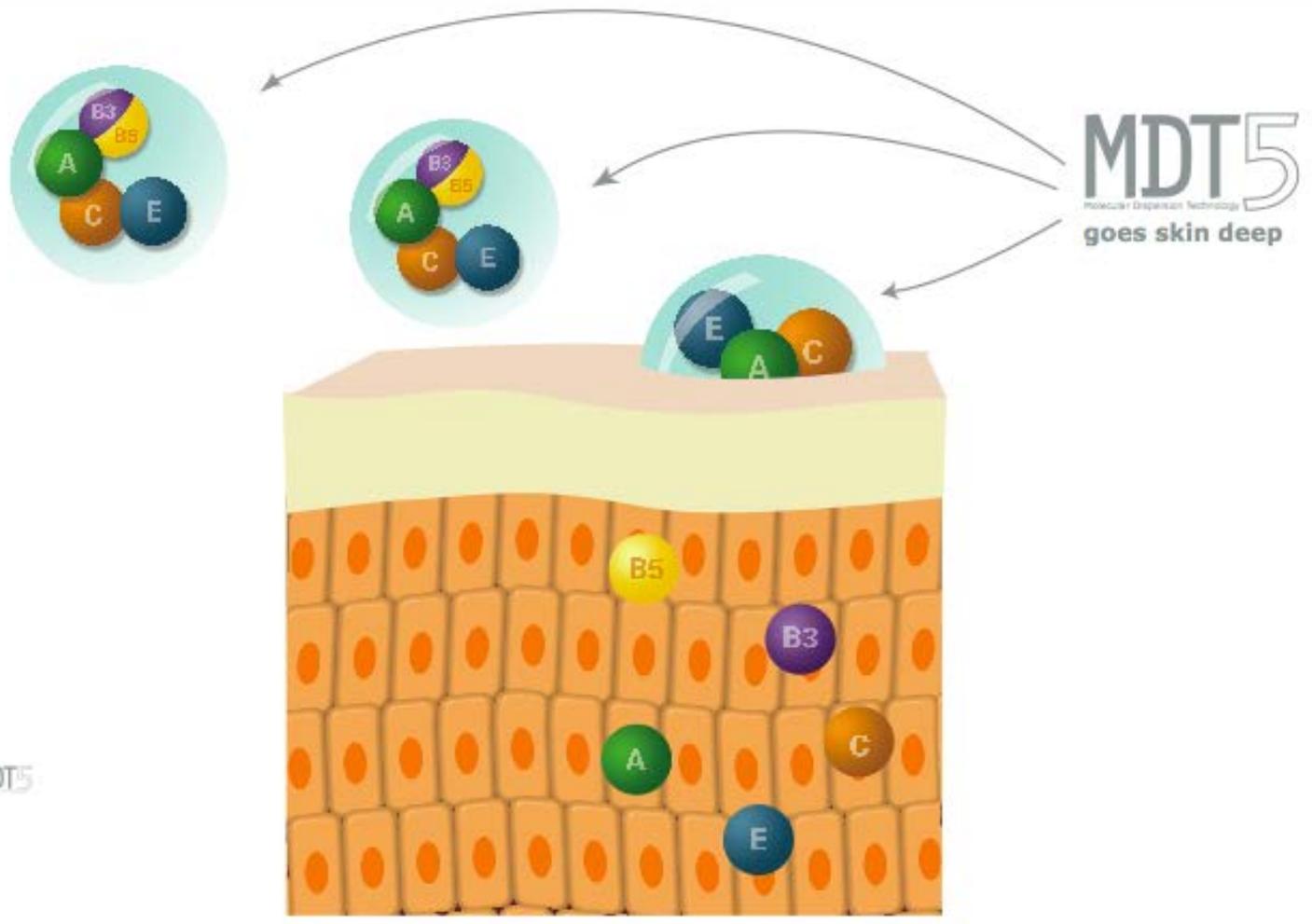
**They Multi-Task!**

**They Are "Smart" Vitamins!**

The Somme Institute 5-Step Regimen works synergistically to:

- Diminish the appearance of fine lines and wrinkles
- Eliminate blemishes and help prevent reoccurrence
- Repair skin's past UV and environmental damage that appears as premature aging
- Visibly lighten discoloration
- Improve skin's tone, texture and clarity

# MDT5 GOES SKIN DEEP



vitamins + proteins = MDT5

skin cells

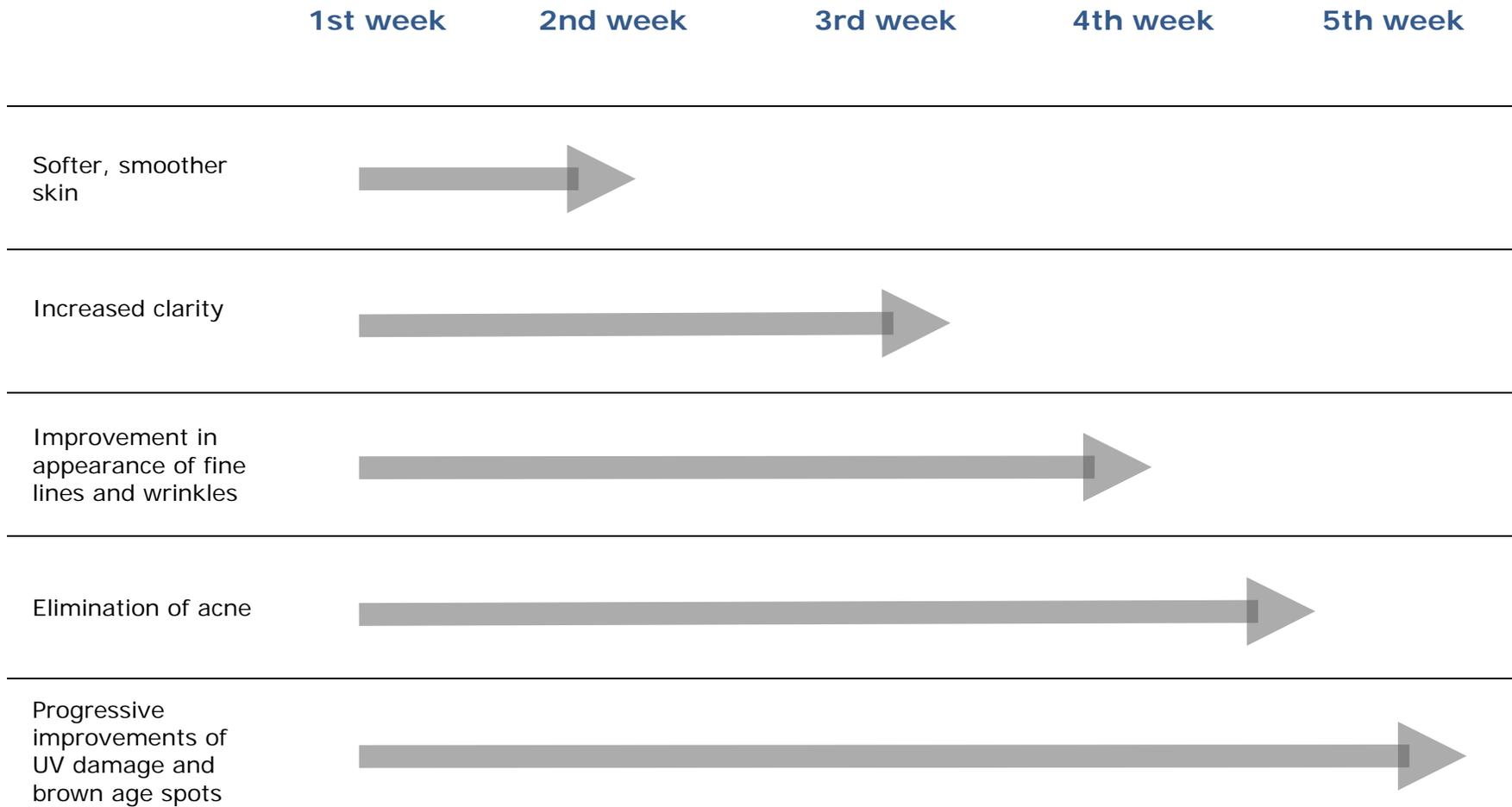
# MDT5 - Molecular Dispersion Technology

5 Highly engineered vitamins bonded to proteins

<b>MDT5 Ingredients</b>	<b>MDT5 Vitamins</b>	<b>Function</b>	<b>Science</b>	<b>Benefits of MDT5 complex</b>
Retinyl Palmitate Polypeptide	Vitamin A	Vital skin antioxidant	Converts to retinol in the skin cell; encourages cell turnover; regulates sebum production	Vitamin A + Protein penetrates the skin and remains active
Niacinamide	Vitamin B3	B3 for skin rejuvenation	B3 increases skin exfoliation; manages inflammation; improves hyperpigmentation	Vitamin B3 + protein enhances its effects
Pantothenic Acid Polypeptide	Vitamin B5	B5 has moisturizing capabilities	B5 acts as a humectant to increase water content of the skin; stabilizes skin barrier function	Vitamin B5 + protein regulates activity
Ascorbyl Methylsilanol Pectinate	Vitamin C	Vital skin antioxidant	Decreases pigmentation/ freckling; boosts collagen production; anti-inflammatory	Vitamin C + protein stays active and stable despite light exposure
Tocopheryl Polypeptide	Vitamin E	Vital skin antioxidant	Reduces TEWL; improves softness and smoothness; restores skin's barrier function	Vitamin E + protein for optimal efficacy

# 5 Step Regimen = Results

Clinical studies showed those who used the five-step regimen consistently experienced the following results:



# MDT5 Vitamin Infusion Professional Treatments



# MDT5 Vitamin Infusion

“Your Technique” is “Our Technique”

## MDT5 Vitamin Infusion Spa Treatment

**MDT5** Vitamin Infusion Professional Treatment (facial) helps to accelerate the results of the Somme Institute Homecare 5-Step Regimen with **MDT5**.

Professional **MDT5** treatment (facial) incorporates 5 single predosed bottles that have been nitro-purged (oxygen is removed for perfect product integrity).

The professional treatment includes,

**Nourishing Cleanser** + **Transport** + **Serum** + **A-Bomb** + **Double Defense**

The Somme Institute Vitamin Infusion Treatment contains a professional concentration of the **MDT5** technology (a higher concentration than found in the homecare products). The professional treatment (facial) stimulates collagen production and cell renewal, bringing Somme Institute users one step closer towards perfect skin.

*Note: For dramatic visible results clients should use the 5-Step Regimen twice daily following Vitamin Infusion treatment.*

# MDT5 Concentration

Product	Ingredient	Home Care	Professional
NOURISHING CLEANSER	MDT5		
TRANSPORT	MDT5 Glycolic Acid	8%	10%
SERUM	MDT5 Ascorbyl Methylsilanol Pectinate (Vitamin C)	15%	25%
A-BOMB	MDT5 Vitamin A Vitamin E	4% 4%	6% 6%
DOUBLE DEFENSE	MDT5 SPF 30+ with Parsol 1789		

### Somme Vitamin Infusion 25 minute suggested protocol

	STEP	PRODUCT	PROCEDURE	TIME
1	Consultation		In treatment room: Use own technique, protocol or standard operating procedure.	2 min
2	Cleanse	Nourishing Cleanser	Lightly dampen hands and cleanse face, neck and décolleté with Nourishing Cleanser. Remove with warm towel. Repeat if necessary.	1 min
3	Skin Analysis		Cover Eyes from light, perform skin analysis.	2 min
4	Gentle Warming Mask	Boost	On clean skin, apply generous amount to face, neck and décolleté. Massage mask onto skin for approximately 5 minutes. Remove with warm towel.	5 min
5	Exfoliation	Transport	Empty Transport liquid into dish. Apply with swab on face, neck and décolleté. For sensitive skin use half of the amount provided. Let dry naturally.	4 min
6	Treat	Serum	Apply Serum with light effleurage to face, neck and décolleté. Continue until fully absorbed. Apply generously around eye and lip contour.	2 min
7	Nourish	A-Bomb	Massage A-Bomb with light effleurage. Continue until fully absorbed on face, neck and décolleté. Apply generously around eye and lip contour.	2 min
8	Eye	Eye	Gently apply around eye contour to reduce puffiness, lighten, hydrate and moisturize.	1 min
9	Neck & Décolleté	Neckline	Apply after A-Bomb. Massage onto the décolleté and neck using gentle upward strokes.	2 min
10	Protect	Double Defense (SPF 30+)	Apply Double Defense over face, neck and décolleté using a small amount. Avoid immediate eye area.	2 min

Somme Vitamin Infusion 50 minute suggested protocol

	STEP	PRODUCT	PROCEDURE	TIME
1	Consultation		In treatment room: Use own technique, protocol or standard operating procedure.	4 min
2	Cleanse	Nourishing Cleanser	Face: Lightly dampen face, neck and décolleté and apply Nourishing Cleanser. Remove with warm towel. Repeat if necessary. Hands: Apply Nourishing Cleanser with long upward strokes from fingers to crease of arm. Remove with warm towel	3 min
3	Skin Analysis		Cover Eyes from light, perform skin analysis using mag lamp and light.	3 min
4	Gentle Warming Mask	Boost	Apply generous amount to face, neck and décolleté. Massage mask onto skin for 5-8 minutes depending on client. Can be massaged under steam (no ozone*) if applicable. Leave client under mask for additional 5 minutes. Use this time for continued shoulder and neck massage. Remove with warm towel.	15 min
5	Exfoliation	Transport	Face: Empty Transport liquid into dish. Apply with swab on face, neck and décolleté; let dry naturally. Hands: Apply Transport with long upward strokes from fingers to crease of arm; let dry naturally.	7 min
6	Treat	Serum	Face: Apply small amount of the Serum provided with light effleurage to face, neck and décolleté. Hands: Apply remaining Serum with long upward strokes from fingers to crease of arm.	3 min
7	Nourish	A-Bomb	Face: Massage A-Bomb with light effleurage. Continue until fully absorbed on face, neck and décolleté. Apply generously around eye and lip contour. Hands: Apply A-Bomb with long upward strokes from fingers to crease of arm.	3 min
8	Eye	Eye	Gently apply with ring finger around eye contour to hydrate and moisturize.	3 min
9	Neck & Décolleté	Neckline	Apply after A-Bomb. Massage onto the décolleté and neck using gentle upward strokes.	3 min
10	Protect	Double Defense (SPF 30+)	Face: Apply Double Defense over face, neck and décolleté using a small amount. Avoid immediate eye area. Hands: Apply Double Defense with long upward strokes from fingers to crease of arm.	3 min

\*If applicable, extractions after mask and steam before Transport\*

\*Ozone decreases the efficacy of enzymes\*

## SOMME 5-STEP REGIMEN



## NOURISHING CLEANSER | Gentle Face Cleanser & Makeup Remover



### What it does:

**NOURISHING CLEANSER** is a gentle, non-foaming, non-irritating cleanser and makeup remover designed to dissolve and sweep away dirt, oils and cosmetic residue while leaving skin feeling hydrated and conditioned. It is the first step in the SOMME 5-step regimen, prepping and priming the skin for treatment benefits.

Ideal for all skin types, it gently removes oils and environmental dirt without over drying or dehydrating the skin.

### How it works:

Formulated with **MDT5** (Molecular Dispersion Technology), a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins(peptides) that penetrate to truly transform and repair the skin.

### Somme Science:

Containing the patented **MDT5** free radical fighting anti-oxidants that work to penetrate the skin layers in their active forms, and at high concentrations, for maximum results and benefits.

- Uses mild synthetic cleansers that work to gently remove oils and environmental debris without drying or dehydrating the skin.
- **Retinyl Palmitate/Carrot Polypeptides**, a naturally derived form of Vitamin A. Promotes rapid utilization and absorption of Vitamin A. This potent antioxidant protects against collagen destruction.
- **Orange and Lime Extract**, antioxidants and free radical scavengers.
- **Soybean Extract**, a potent antioxidant with anti-inflammatory properties.

### Benefits:

- Gently cleanses skin and removes surface oils, debris and makeup.
- Won't over dry or dehydrate the skin.
- Leaves skin balanced and refreshed.

## TRANSPORT | Toning & exfoliating pads



### What it does:

**TRANSPORT** skin into a more refined, perfected state with these gentle, yet powerful pads that are infused with alpha-hydroxy acids and the signature SOMME MDT5 blend that penetrates into the skin to exfoliate dead skin cells and unclog pores. Skin's resiliency is improved and fine lines and areas of dehydration are visibly eliminated.

Great for all skin types. To be used after cleansing on face, neck, décolleté. Can be used to combat razor burn and ingrown hair on men and women.

### How it works:

Formulated with **MDT5** (Molecular Dispersion Technology), a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins (peptides) that penetrate to truly transform and repair the skin.

### Somme Science:

Containing the patented **MDT5** free radical fighting anti-oxidants that work to penetrate the skin layers in their active forms, and at high concentrations, for maximum results and benefits.

- **Chamomile Extract** soothes blemishes and reduces redness.
- **Green Tea Extract** decreases skin damage from UV light exposure.
- **Glycolic Acids** exfoliate and smooth the skin's texture.
- **Extracts of Ylang Ylang, Jasmine, Geranium, Lavender, Marigold and Galbanum** soothe, soften and nourish the skin.
- **Grape Seed Extract** provides antioxidant and polyphenol benefits.
- **Aloe Powder** hydrates and nourishes skin.

### Benefits:

- Effectively removes dead skin cells and surface debris unclogging pores.
- Improves skin's texture, clarity and tone.
- Stimulates a 39% increase in cell renewal in just 30 days.
- Improves resiliency and the ability for skin to aptly receive treatment benefits and hydration.

## SERUM | Vitamin C serum



### What it does:

**SERUM** is like no other Vitamin C serum currently on the marketplace. That's because SOMME discovered an alternative form of Vitamin C, (Ascorbyl Methylsilanol Pectinate, derived from citrus pulp) which maintains a high concentration of "C" benefits without oxidizing or losing its potency. This form was then blended into the patented MDT5 vitamin delivery system to achieve unparalleled skin care results.

Use just a few drops of this potent serum all over face, neck and décolleté after Transport and prior to using A Bomb Moisturizer.

### How it works:

Formulated with **MDT5** (Molecular Dispersion Technology), a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins (peptides) that penetrate to truly transform and repair the skin along with a highly stabilized form of Vitamin C to strengthen skin elasticity and smooth the appearance of lines and wrinkles.

### Somme Science:

Containing the patented **MDT5** free radical fighting anti-oxidants that work to penetrate the skin layers in their active forms, and at high concentrations, for maximum results and benefits.

- o **Potent, stabilized Vitamin C** (Ascorbyl Methylsilanol Pectinate) strengthens skin elasticity and smoothes the appearance of lines and wrinkles.
- o **Orange & Lime Extracts** are antioxidants that condition the skin.
- o **Tree Moss Extract** softens the skin and lends a comforting, earthy aroma.
- o **Carrot Extract** is high in beta-carotene and acts as a nourishing antioxidant.
- o **Extracts of Ylang Ylang, Jasmine, Geranium, Lavender, Marigold and Galbanum** soothe, soften and nourish the skin.

### Benefits:

- o Effectively removes dead skin cells and surface debris unclogging pores.
- o Improves skin's texture, clarity and tone.
- o Stimulates a 39% increase in cell renewal in just 30 days.
- o Improves resiliency and the ability for skin to aptly receive treatment benefits and hydration.



## What it does:

**A-BOMB** is a quick penetrating, scientifically constructed moisturizer that contains a potent combination of Vitamin A&E combined with natural botanicals. The formulation was designed to work in conjunction with the SOMME signature MDT5 technology but can effectively be used independently as an anti-aging moisturizer.

Apply this lightweight cream to the neck and upper chest after SERUM to instantly hydrate, refresh and soothe the skin.

## How it works:

Formulated with the patented **MDT5** (Molecular Dispersion Technology), a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins (peptides) that penetrate to truly transform and repair the skin. Significant amounts of potent Vitamins A&E work to halt the signs of aging by aggressively repairing sun damage, eliminating fine lines and speeding cell renewal to recapture a healthy radiance.

## Somme Science:

Containing the patented **MDT5** free radical fighting anti-oxidants that work to penetrate the skin layers in their active forms, and at high concentrations, for maximum results and benefits.

- **Vitamin A** is linked to a protein carrier allowing it to reach skin cell receptors where it is converted into retinol, thus redirecting cells to function more youthfully. Controls sebum production.
- **Vitamin E** is an antioxidant that heals and helps prevent sun damage. Regulates Vitamin A.
- **Natural botanicals including Ylang Ylang, Jasmine, Geranium, Lavender, Marigold and Galbanum** nourish, protect and vitalize the skin.

## Benefits:

- Halts the signs of aging as it works to diminish existing fine lines and wrinkles.
- Helps to clear acne and prevent its occurrence.
- Skin is left feeling hydrated and soft after use.
- Accelerates cell renewal and repairs sun damage.



### What it does:

**DOUBLE DEFENSE** is a lightweight, non-comedogenic and water-resistant sun protection lotion with SPF 30+ and Parsol 1789.

Ideal for all skin types, this “double defense” lotion provides UVA/UVB protection to shield skin from further damage while the MDT5 vitamins begin to repair existing damage.

Apply to face, neck and upper chest after A-Bomb. Apply liberally and often throughout the day and during sun exposure.

### How it works:

Formulated with **MDT5** (Molecular Dispersion Technology), a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins (peptides) that penetrate to truly transform and repair the skin. Double Defense actively protects skin against existing sun damage as it works to prevent future damage with an effective combination of UVA/UVB protection and Parsol 1789.

### Somme Science:

Containing the patented **MDT5** free radical fighting anti-oxidants that work to penetrate the skin layers in their active forms, and at high concentrations, for maximum results and benefits. Contains a blend of treatment and sun protection ingredients including:

- **Parsol 1789** provides UVB protection against the rays of the sun that cause burning as well as protection against UVA rays which cause premature aging and discoloration of the skin.
- **Aloe** keeps skin heals and hydrates the skin.
- **Lanolin** soothes minor burns, rashes and irritations while providing moisturizing benefits to the skin.
- **Willowherb** calms and soothes the skin.

### Benefits:

- Lightweight, skin nourishing UVA/UVB protection against sun damage.
- Hydrates, heals and calms the skin.

## MDT5 ANCILLARY PRODUCTS

**EYE-** Eye Cream

**NECKLINE-** Neck & Décolleté Cream

**TREAT & TINT – (T&T)** Tinted Mineral Moisturizer

**BOOST-** Gentle Warming Treatment Mask



### What it does:

**EYE** was specifically created to be used around the delicate area of the eye and offers a multitude of benefits that include brightening under eye circles, reducing the appearance of fine lines and wrinkles, and alleviating puffiness and discoloration. The unique “controlled release” formula allows for MDT5 technology to target eye specific skin care concerns while offering smoothing, moisturizing and hydrating benefits to the thin and fragile skin around the eyes.

Apply after A-Bomb using ring finger from outer corner of eye contour to inner corner.

### How it works:

**MDT5** (Molecular Dispersion Technology) is a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins (peptides) that have been specifically formulated to perfect a controlled release around the eye area. This intense day and night treatment cream for the eye is ideal for all skin types and tones.

### Somme Science:

Patented **MDT5** reduces fine lines and wrinkles around the eyes, promotes resiliency, hydration and cell renewal.

- o **Spirulina Extract (algae)** helps eliminate lymphatic fluid and other stressors from under the eye area.
- o **Caffeine** helps to reduce puffiness by constricting blood vessels.
- o **Hydrolyzed Rice Brand Extract with Soy Peptides** have been clinically proven to build collagen which increases the density of the dermal matrix of the thin, delicate skin surrounding the eyes.
- o **Extracts of Ylang Ylang, Jasmine, Geranium, Lavender, Marigold and Galbanum** soothe, soften and nourish the skin.

### Benefits:

- o Delivers intense hydration and moisture.
- o Smooths fine lines, wrinkles and crepiness.
- o Reduces puffiness and dark circles.
- o Increases skin elasticity with continued use as well as the density of the dermal matrix.

## NECKLINE | Moisturizing cream for neck and décolleté



### What it does:

**NECKLINE** is a multi-functional moisturizing cream that works to firm, hydrate and improve the appearance of neck lines, crepiness and hyper-pigmentation/sun-damage over time.

Apply to décolleté and neck, after A-Bomb, using gentle upward strokes.

### How it works:

Formulated with **MDT5** (Molecular Dispersion Technology), a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins (peptides) that penetrate to truly transform and repair the skin.

### Somme Science:

**MDT5** reduces fine lines and wrinkles, promotes resiliency, hydration and cell renewal. It evens skin tone, builds collagen and strengthens skin.

- **Red Marine Algae**, produced by biofermentation from the cells of *Red Marine Algae*. Improves skin moisture and hydration, enhancing skin smoothness, firmness and elasticity. Works to reduce fine surface lines and increase cell turnover.
- **Brown Algae Extract Complex**, a *proprietary botanical* complex that reduces the appearance of fat around the neck, helps to prevent further fat deposit and improves collagen and elastin production.
- **Oat Beta-Glucan** moisturizes and has a protective, soothing effect on irritated skin and degraded skin. Stimulates collagen synthesis.
- **Synergistic Blend of Ceramides & Oligopeptides**, anti-aging peptide technology that stimulates cell communication and then repairs the age related damage.
- **Glycolic Acid** a gentle exfoliant that assists with product penetration.

### Benefits:

- Improves collagen and elastin production.
- Gently exfoliates and assists with product penetration.
- Reduces fine lines, wrinkles and crepiness and evens skin tone.

## TREAT & TINT | Lightweight tinted moisturizer SPF 15+



### What it does:

**Treat & Tint** is a multitasking beauty wonder with all the benefits of a moisturizer, sunscreen, and cosmetic. Formulated to impart a satiny, ultra sheer veil of coverage, containing free-radical fighting anti-oxidants and broad-spectrum SPF 15, Treat & Tint is the most advanced treatment available and is ideal for all skin types.

Apply Treat & Tint to the face and blend onto neck after A-Bomb.

### How it works:

**MDT5** (Molecular Dispersion Technology) is a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins (peptides) that penetrate to truly transform and repair the skin.

### Somme Science:

**MDT5** reduces fine lines and wrinkles, promotes resiliency, hydration and cell renewal. It evens skin tone, builds collagen and eliminates redness.

- **Mineral rich** Treat & Tint contains extracts of *Malachite* (a semi-precious stone rich in copper that offers anti-oxidant benefits); *Rhodochrosite* and *Smithsonite* (minerals that the body requires for the synthesis of collagen and reduces androgenic hormonal effects on skin that contribute to acne breakouts).
- **Sodium Hyaluronate** is the most effective moisturizer on the market today. Attracts and holds 1000 times its weight in water.
- **Allantoin** reinforces the skin's natural protective barrier and improves its moisture retention, providing a smoothing effect to the skin.
- **Green Tea Extract** provides antioxidant protection from free radicals in the environment.
- **Extracts of Ylang Ylang, Jasmine, Geranium, Lavender, Marigold and Galbanum** soothe, soften and nourish the skin.
- **Parsol 1789** for broad spectrum protection.
- *Oil free, talc free, fragrance and Paraben free.*

### Benefits:

- Evens skin tone and protects from harmful UVA/UVB rays.
- Absorbs oil, leaving a silky smooth finish.
- Provides a natural, barely-there, light weight coverage.



## What it does:

Boost, with its gentle warming sensation, is a multi-tasking treatment mask that purifies, nourishes and leaves the skin feeling smooth and refreshed. The warming action increases blood circulation which supports and nourishes healthy skin cells, while preparing the skin to better receive the benefits of MDT5 technology.

Apply the Mask on clean, dry skin. Gently massage with light, circular motions and leave on for 7-10 minutes. For a spa-like experience, use post-shower when the air is still warm and moist. Follow with the rest of the Somme Institute 5-Step Regimen.

## How it works:

Formulated with **MDT5** (Molecular Dispersion Technology), a complex of 5 highly engineered vitamins (A, B3, B5, C and E) bound to proteins (peptides) that penetrate to truly transform and repair the skin.

## Somme Science:

Containing the patented **MDT5** free radical fighting anti-oxidants that work to penetrate the skin layers in their active forms, and at high concentrations, for maximum results and benefits.

- **Zeolite**, a natural mineral, warms the skin and opens the pores. Attracts and traps toxins and balances cellular pH levels so that foreign cells (free radicals) can't survive.
- **Natural Pumpkin Enzymes** increase cellular regeneration, helping to smooth the skin without harsh abrasives by digesting the dead skin cells.
- **Vitamin E**, a known antioxidant, reduces fine lines and wrinkles, and strengthens skin's barrier function. It also provides healing properties to the skin.
- **Kaolin**, a natural clay, helps absorb excess oil, and remove impurities from the skin. It contains soothing and protecting properties.
- **B Vitamins** assist in nourishing and conditioning skin.

## Benefits:

- Increases cellular regeneration to smooth out skin.
- Increases circulation, nourishing and delivering antioxidants.
- Reduces fine lines and wrinkles and stimulates elasticity.
- Absorbs excess oil, dirt and impurities keeping pores clean.

# What Leading Research Dermatologists say about MDT5

**“I think it is fair to state that most of the patients with acne and photoaging showed an appreciable benefit.”**

Albert M. Kligman, M.D., Ph.D.  
Professor of Dermatology  
University of Pennsylvania School of Medicine  
Father of Retin-A and Accutane

**“Based on the review of the UV and standard photographs, there appears to be a significant improvement in the measures of the sun damage and photoaging. Hyperpigmentation appears improved. Fine line and wrinkles are improved as well. These comments are based on sample participants, but show encouraging results.”**

Lynn Haven, M.D.  
Associate Professor of Dermatology/Clinical Dermatologist  
New York University

**“My comments apply to the participants in general; regardless of the condition- the results are impressive. I look forward to much success with this and related products.”**

Ethan Lerner  
Associate Professor of Dermatology  
Harvard Medical School

# MDT5 General Information

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# Quick Sales Points

1. Somme Institute's MDT5 technology works for all skin types and most skin conditions.

2. Other vitamin containing products fail to deliver results due to the lack in epidermal absorption.

MDT5 is a highly effective vitamin delivery system that ensures penetration of 5 essential vitamins A, B3, B5, C and E.

3. MDT5 effectively delivers the vitamins to the inner skin layers by encapsulating its vitamins to proteins.

The proteins protect the vitamins and effectively transport them deep with the skin layers.

The skin is able to derive their therapeutic benefits without loss of vitamin efficacy or skin irritation.

4. The clinical studies showed significant change in a variety of skin conditions for participants that used the Transport, Serum and A-Bomb, the "core" products, twice daily for a period of four to six weeks.

Most dramatic results occur from using the entire 5-Step Regimen as the products work synergistically

5. The 5-Step regimen has been shown to:

- Significantly reduce the appearance of fine lines and wrinkles
- Decrease freckling and hyperpigmentation
- Reverse sun damage and halt the signs of aging
- Protect against further signs of premature aging
- Treat moderate to severe breakouts
- Improve skin texture, tone and clarity

6. Prominent research dermatologists from the nation's most prestigious universities, amongst them Dr. Albert Kligman the father of Retin-A, have validated the efficacy of Somme Institute's 5-Step MDT5 Technology.

7. Top Models from Ford, Wilhelmina and Elite, and one super model in particular that promotes her own skincare line, are devoted Somme Institute clients.

# Selling Somme Institute in the treatment room by:

## **Ali Bohanon, Esthetician**

I have always recognized the difficulties we face as estheticians when it comes to selling products to our clients. Despite my inhibitions, I was able to find successful sales strategies. These are the guidelines that I follow while I am in the treatment room.

I am extremely passionate about skin and skincare. I love being in the treatment room and having that personal touch and one-on-one time with my clients.

There are 5 important points that are helpful to me:

Know your products.

You are the esthetician; your clients are looking to you for your expertise.

Do not think of client's financial/socioeconomic status.

Explain advantages, disadvantages and suggest and customize a regimen.

Have confidence and believe in yourself.

## **Seize the opportunity**

I always sell products to all of my clients. Whether they are there for a facial, wax, or even an airbrush spray tan, there is opportunity with every client that walks in the door. More importantly, I believe it is in my client's best interest to leave with Somme home care.

Trust me, if a client is spending the money to get a facial they will have no problem buying products for home care. If they are not buying skincare from you, I guarantee they are buying them somewhere else. So why not give them the best?!

## Treatment

### CLEANSER:

When I am performing a treatment for a new client, I find a careful balance and sell throughout the treatment. With each step I ask open ended questions. *"What do you cleanse your skin with?" "How do you remove your makeup?"* This is my opportunity to sell the Nourishing Cleanser.

Then, when I am doing a skin analysis, I ask a lot of questions. *"What are some of your main concerns about your skin?"* Depending on how they answer, I suggest products at the given moment that would best meet their needs.

### Transport:

Next, when I extract and perform exfoliation, I ask *"How do you exfoliate and how often?"* This is my opportunity to sell Transport home care. I maintain an attitude as though my clients are getting the regimen. For example, I would say *"I want you to use the Transport pads every night. This will really help out with the congestion and blackheads you are getting."*

### MDT5:

At this point I explain what MDT5 is and the benefits they will receive from it. I'm performing extractions at this time so talking to the client is not a distraction.

### Serum:

Following extraction, I do a high frequency treatment with Serum. This is the opportunity to sell Serum.

Something I learned working for Mac cosmetics is **FABSCE**. When talking about a product explain its **F**eatures, **A**dvantages and **B**enefits; **S**uggest, **C**ustomize and speak with **E**motion. I always make sure to speak to my clients with sincerity and confidence...it really works!

### A-Bomb / Double Defense:

I massage with Serum (without talking). I massage Eye cream around the eyes and speak very softly. I apply A-Bomb and continue to speak softly. Then I apply Neckline and Double Defense. Once I have finished the treatment, I go over all their home care steps and treat it as if they are getting it all.

I never depend on my client coordinators to sell. You are the expert and their Esthetician; your clients look to you for guidance on how to care for their skin.

### Conclusion:

Overall have confidence, believe in yourself and know your products. These three things will expand your business and keep your clients loyal. Customers replenish when they like a product. The more they replenish the more they keep coming back. WE all know how amazing Somme is and my clients love it!

# Frequently Asked Questions

## **What makes the Somme Institute line different from other products on the market that claim “miraculous” results?**

Somme Institute’s 5-Step-Regimen has been subjected to rigorous scientific testing and analysis. Ultra Violet photography is the only way to visualize skin problems that are not visible to the naked eye. The Somme Institute incorporates this sophisticated method of damage detection to test and track the efficacy of its products. Clinical participants are monitored through Institute visits every month in which UV (subsurface) and color (surface) photographs are retaken to reveal their progress.

## **How is it possible that the same product that works to eliminate fine lines and wrinkles also clears acne-prone skin and reverses sun damage?**

Extensive research exposed that even women with “normal” skin had suffered the damaging effects of free radicals – smoking, pollution, sun damage- that were hidden under the skin’s surface. Somme Institute’s 5-Step- Regimen treats a variety of skin conditions because the multi-targeted MDT5 complex contains an array of vitamins that effectively penetrate the inner layers and work synergistically to afford therapeutic benefit. By following the Somme regimen, you will see significant improvements in skin texture, tone, color and clarity, while significantly delaying visible signs of aging.

## **Why is Somme Institute’s 5-Step Regimen better for my skin than acne products that promise to dry up excess oils?**

The most widespread myth about acne is that over-drying the skin with harsh astringents and benzoyl peroxide creams will remove excess oil and prevent breakouts. The truth is that acne results when bacteria, dirt and oil become trapped within pores. Over drying the skin actually does more harm than good because it sends the sebaceous (oil producing) glands into overdrive causing them to produce more oil in an attempt to compensate for dryness. The additional oil production only exacerbates the condition as it further clogs the bacteria and dirt filled pores. Our 5-Step Regimen gets to the root of the problem, clearing acne without irritating or over drying your skin. With Somme you are left with softer, smoother, clearer skin with a more even tone and texture. Our exclusive, patented MDT5 delivery system ensures that highly engineered vitamin complexes penetrate deep within the skin to treat existing and prevent future breakouts.

## **So many skincare companies use vitamin combinations. What sets Somme apart?**

These vitamins often remain on the surface of the skin or are degraded by air and/or light exposure. Since they never reach the inner-most layers, they are unable to afford any therapeutic benefit. Our synergistic blend of highly engineered vitamins/proteins is carried deep into the skin with our exclusive MDT5 delivery system. An advanced biochemical formulation, MDT5 allows essential vitamins to penetrate deep within the skin, in their active forms, without oxidizing or losing potency.

## **What is MDT5 and how does it work?**

MDT5 or Molecular dispersion Technology 5 is a revolutionary breakthrough in the science of skincare. It is a non-prescription blend of five highly engineered vitamin compounds that penetrate deep within the skin without losing potency when exposed to air or light. It is this complex formula that enables high concentrations of vitamins to infiltrate aging and damaged skin cells while maintaining therapeutic function.

## **How long does it take to see results from your products?**

In structured clinical studies conducted at the Somme Institute participants reported a noticeable improvement in skin texture in just 2-3 days. Enhanced clarity and a more even skin tone were observed in just 1-2 weeks. The most dramatic changes were detected in 4-6 weeks and confirmed by UV photographic analysis.

## **What if I break out after using your products?**

Somme Institute's 5-Step Regimen is non-comedogenic, which means that it will not clog pores. If you do experience a breakout, this is a positive sign. It indicates that your skin is in the process of clearing out previously clogged pores. With continued use of the Somme products, bacteria, dirt and oil are effectively removed from congested pores, thus preventing pimples and blackheads before they start to form. Be patient and adhere to the Somme regimen until your skin is clear and healthy.

## **I have sensitive skin. What if my skin becomes irritated after using your products?**

Different skin types all react differently to new products. The Somme Institute has tested its 5-Step Regimen on a wide variety of skin types and observed significant dermatological benefits in all cases. Despite these results, each person's skin type is unique and there is no way to predict the skin reaction in every case. While we recommend using the Somme products twice a day, if you do experience irritation, decrease use of Transport to once a day (squeezing out the pad's excess liquid) or once every other day and gradually work up to twice a day once your skin has adjusted to the treatment. Continue to use the other Somme products according to the regimen.

## **Do I need all five products of the 5-Step Regimen to see dramatic results?**

Although all of the Somme products contain the MDT5 complex, they work synergistically, affording maximum skin benefit when all five products are used in combination. Cleansing your skin thoroughly, but gently, with the non-irritating Nourishing Cleanser prepares your skin for the Transport, Serum and A-Bomb, while finishing with the Double Defense (SPF 30+) in the morning hydrates and protects your skin from further sun damage.

## **How do I use the Somme Institute 5-Step Regimen?**

Except for the Double Defense, which you need only apply in the morning, use the other Somme products twice daily (morning and evening) for the most dramatic results. The entire regimen takes only a few minutes to apply:

Begin with the Nourishing Cleanser; gently massage in to the skin and rinse with warm water; pat dry.

Smooth a Transport pad over face, neck and décolleté, then carefully around eyes. Allow a few seconds to dry. If you have sensitive skin, squeeze the excess liquid out of the pad before application.

Apply 2-3 drops of Serum to the face, neck and décolleté, then cautiously around the eyes.

Next, apply A-bomb to the face, neck and décolleté, then cautiously around the delicate eye area.

Finish with Double Defense (SPF 30+) in the morning to moisturize and protect your skin from harmful UVA/UVB rays.

## **How is the MDT5 Vitamin Infusion different from the 5-Step (homecare) Regimen?**

The MDT5 Vitamin Infusion Professional treatment consists of the same five products as the Somme Institute 5-Step Homecare Regimen. However, Transport, Serum and A-Bomb have been infused with a higher, non-irritating concentration of the active ingredients suitable only for professional application.

## **What does the MDT5 Vitamin Infusion do?**

It activated the receptors which generate the cell renewal and boosts the formation of collagen. It loads up the skin with our patented vitamin complex, MDT5, leading to faster results.

# Glossary

**allantoin** – *noun*; an anti-irritant that promotes healing and cell renewal

**aloe powder** – *noun*; a soothing agent (200x more effective than aloe vera gel) that attracts and binds water to the skin

**alpha- hydroxy** – *noun*; skin exfoliant that removes dead skin cells and unclogs pores

**anti-inflammatory agents** – *adjective*; - *noun*; ingredients that actively reduce inflammation and irritation caused by the effects of free radicals

**antioxidant** – *noun*; ingredients that reduce the harmful effects of oxygen, sunlight and other free radicals while preventing irritation

**brown algae extract complex-** *noun*; - *adjective*; proprietary botanical complex that reduces the appearance of fat, helps prevent further fat deposit and improves collagen and elastin production

**ceramides** - *noun*; lipid materials that are a natural part of the intracellular cement

**chamomile extract** – *noun*; - *adjective*; an anti-irritant with calming and soothing properties

**dermis** – *noun*; live layer of connective tissue below the epidermis

**epidermis** – *noun*; the outermost layer of skin; a thin, protective layer with many nerve endings

**free radicals** – *noun*; an atom or molecule that bears an unpaired electron and is extremely reactive, capable of engaging in rapid chain reactions that destabilize other molecules and generate many more free radicals. Pollution and sunlight react with the skin to form free radicals. These free radicals can damage both the DNA and elastic structure of the skin.

**free radical agents** – *adjective*; -*noun*; ingredients that protect the skin from harmful free radicals

**green tea extract** – *adjective*; - *noun*; powerful antioxidant and soothing agent with antibacterial and anti-inflammatory properties

**humectants** – *adjective*; - *noun*; ingredients that help retain and bind water to the skin diminishing lines caused by dryness

**kaolin** – *noun*; natural clay, absorbs oil and removes impurities while soothing and protecting the skin

**MDT5** - *noun*; a non-prescription, synergistic blend of five highly engineered vitamins (A, B3, B5, C, E) that infiltrate the inner skin layers in their active forms at high concentrations without oxidizing or losing potency when exposed to air or light

**non-comedogenic** – *adjective*; product will not clog pores

**oat beta-glucan** – *noun*; natural active ingredient known to stimulate collagen synthesis; has soothing, moisturizing and protecting effect on irritated and degraded skin

**oligopeptides – noun;** a peptide composed of no more than 10 amino acids

**panthenol – noun;** derived from the vitamin B-complex to calm and soothe the skin while possessing humectants properties

**parsol 1789 – noun;** an active ingredient that protects against UVA/UVB rays, also known as avobenzone

**peptide- noun;** short polymers of amino acids linked by peptide bonds

**phytosorb – adjective; - noun;** anti-inflammatory that specifically destroys oxy free radicals and acts as a photo-protective molecule

**protein – noun;** chains of amino acid molecules used in body growth

**pumpkin enzyme – noun; - adjective;** enzyme that digests dead skin cells and increases cellular regeneration

**red marine algae – noun; - adjective;** contains trace minerals and fatty acids essential to improve skin hydration, smoothness, firmness and elasticity; increases cell turnover

**sebaceous glands – noun;** glands in the skin that open into hair follicles and from which sebum (oil) is secreted

**sodium hyaluronate – noun;** highly effective moisturizer, attracts and holds 1000 times its weight in water molecules; reduces trans-epidermal water loss (TEWL)

**synergistic – adjective;** agents that work together to enhance the effect of another

**UVA – noun;** a sun ray that penetrates through the epidermis and disperses in the dermis causing the breakage and shirinking of collagen resulting in sagging skin

**UVB – noun;** a sun ray that penetrates and disperses in the epidermis causing sun burn and the production of melanin which results in brown spots

**vitamin a – noun;** fat-soluble molecule; antioxidant that speeds cell renewal. Treats and prevents acne, improves the appearance of fine lines and wrinkles

**vitamin b – noun;** component of vitamin B complex; acts as a humectant thus improving resiliency and reducing the appearance of fine dehydration lines while improving skin cell function

**vitamin c – noun;** water soluble molecule; a non oxidizing form in the MDT5 complex which lightens and prevents brown spots, alleviates redness associated with acne, evens skin tone and boosts collagen improving elasticity

**vitamin e – noun;** oil soluble molecule; antioxidant that blocks photo damage which can lead to skin cancer while smoothing and softening skin

**zeolite – noun;** mineral formed from volcanic rock known to remove toxins and free radicals, helps maintain proper ph levels and provides gentle warming sensation.

Skin Care Hotline: 866.66.SOMME

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