The International Dermal Institute

Industry Professional Guide

As Industry Professionals, we are increasingly meeting clients who rely on apps like Yuka to make product decisions. While these apps provide quick ingredient ratings, they do not account for formulation science, concentration levels, or the unique needs of each client's skin. This guide equips you with clear, confident, and empathetic ways to manage these conversations.

Client says: *"This app says my cleanser has bad ingredients. Should I stop using it?"*	"I understand why that might worry you. Apps like Yuka look at ingredients one by one, but they don't show how those ingredients are blended and tested together in a formula. What matters most is how your skin responds, and I've seen this product work beautifully for your skin type."
Client says: *"Why would a product I bought here score so low?"*	"That's a great question. The app uses a scoring system that doesn't always consider concentration, formulation, or professional testing. For example, even water can be harmful in the wrong context but in the right balance, it's essential. Professional products are designed with skin health and results in mind, which is why you'll often see different outcomes in real life compared to an app rating."
Client says: *"Should I only buy products that score 100?"*	"A perfect score doesn't always mean it's the best product for your skin. The app gives general information, but it can't assess your unique skin needs. That's why I'm here, to help you find what will give your skin the best results safely."
Client says: *"Why is this ingredient flagged? Is it dangerous?"*	"That ingredient can sound concerning on its own, but in this formula it's used at a safe level and plays an important role in making the product effective and stable. All professional skin care products are tested for safety before they're available to clients."
Client says: *"I only want 'clean' or 'app-approved' products."*	"I completely respect that. Let's look together at options that align with your preferences and still give your skin the results it needs. That way, you can feel confident about both the safety and the performance of your products."

Pro Tip: Always stay calm, supportive, and open. These conversations aren't about "proving the app wrong," but about showing your client that you understand their concerns and that your expertise offers a personalized layer of guidance an app can't provide.

The International Dermal Institute
Postgraduate Education in Skin and Body Therapy