

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902



AGE WHITE ANTI-AGEING WHITENING INTERVENTION



15 MINUTES



30 MINUTES

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BEAUTY INTERVENTION AGEWHITE



INSPIRATION

Beauty Intervention AGEWHITE Anti-aging Whitening is the ideal treatment for effectively combating age spots and marks.

The treatment combines the Power K complex and a high-concentration of vitamin C with manual resurfacing, detoxifying and anti-age reshaping techniques to reduce spots and instantly smooth the skin's texture. The skin is brighter, more uniform and visibly younger.

INSTANT VISIBLE RESULTS

Reduced spots, clearer complexion, smoother skin, perfectly renewed and visibly younger.

MAKEUP REMOVAL

1. LIPS



Wet a cotton square with All Mascaras and gently remove the lipstick, holding the corner of the mouth with one finger. Fold the cotton square on the clean side and continue to remove the makeup. Use a new cotton square if necessary.

2. EYES



Wet a cotton square with All Mascaras and, holding the eyelid with the opposite hand, remove the makeup from the inner edge of the outer corner of the eye. Fold the cotton square and gently brush the underside of the eyelashes from root to end.

3. EYES



Turn over the cotton square and repeat on the top side of the eyelashes. Repeat on the other eye and then gently wipe under the eye.

4. FACE



Mix the texture of the makeup removal cream to make it more fluid. Face contour sculpting: brush the face with your palms from the chin to the forehead and back down on each side.

5. FACE



Invigorating recovery: With hands placed on each side of the neck, stimulate the neck by making circular motions, applying pressure.

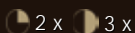
6. FACE



Proceed in the same way in the jaw and cheek area, moving toward the external contours of the face.

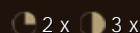
MAKEUP REMOVAL

7. FACE



T Zone: apply pressure with the pads of your fingers, separating the fingers in the center of the eyebrows and stopping at the temples. Next, stimulate the forehead using spiral motions moving from the center toward the temples. Move down on the outside.

8. MOUTH



Energize the perimeter of the mouth by making circular smoothing motions up to the joint of the jaw.

9. LOTION



Wet 2 cotton squares with the Lotion. Make alternating upward smoothing motions from neck to forehead.

10. LOTION



Do this on one side of the face, then the other.

11. DRYING



Dry by pressing 2 Kleenex to the skin, folded in 4.

12. END



End of makeup removal.



AGEWHITE Mirror like translucency bio-cellulose mask

1. FACE



Place 2 small cotton squares, moistened with cold water, on the eyes. Carefully unfold the mask and stretch it out so that it may be perfectly laid on the skin.

2. FACE

2 x 3 x



Cover the face with the entire surface of your hands. Using the edge of your index fingers and thumbs, squeeze the center of the face and then progressively follow with the rest of your hand in contact with the face moving toward the outer contours of the face.

3. FACE

2 x 3 x



Place your joined hands below the oval in the center of the face, with the pads of your fingers in contact with the bottom of the jaw. Gently squeeze the area below the jaw up to the ears, making a series of "pumping" pressure motions on both sides of the facial oval.

4. FOREHEAD

2 x 3 x



Place the length of your fingers on the center of the forehead and gently apply "pumping" pressure to the forehead area up to the temples.

5. TEMPLES/JAW

2 x 3 x



Apply pumping pressure to stimulate the lymph nodes in the area: the temples, the outer edge of the cheekbones, the joints of the jaw. Slide your fingers along each side of the neck to the end (the clavicles).

6. NECK

2 x 3 x



Place the pads of your fingers under the joint of the jaw (under the ear lobes). Gently squeeze the external descending line of the neck to the clavicles, applying pumping pressure motions.



AGEWHITE Mirror like translucency bio-cellulose mask

7. FACE

2 x 3 x



Place the surface of your first phalanges on the upper jaw area so as to cover the lower part of the face. Slide fingers, apply pumping pressure, up to the ears.

8. LIPS

2 x 3 x



Place your fingers on the lip area. Delicately squeeze the length of the horizontal line below the zygomatic bones.

9. CHEEKBONES

3 x



Place your fingers on the sub-zygomatic area (below the cheekbones) in the center of the face. Gently squeeze the sub-zygomatic area using "pumping" pressure, up to the bottom of the temples.

10. EYE CONTOUR AREA

3 x



Place your fingers in the sub-orbicular area (on the interior of the cheekbones). Gently squeeze the horizontal area using "pumping" pressure, up to the bottom of the temples.

11. EYE CONTOUR AREA

3 x



Place the pads of your fingers on the sub-orbicular area; apply pumping pressure on the upper edge of the eyebrows.

12. TEMPLES

3 x



Continue to the end of the eyebrows, then to the temples.



AGEWHITE Lotion, Spot rejuvenating intensive serum & White intensive emulsion

1. HANDS



Prepare the back of the hands to receive the whitening treatments. Place tissues in the palms of the hands. Perform the hand treatment while the mask is in place.

2. HANDS



Wet a cotton square with lotion and place between your fingers. Prepare the back of the hands by sweeping the cotton square from the base of the fingers toward the wrist.

3. HANDS



Dry with a tissue. Repeat with the other hand.

4. HANDS



Apply the serum to the back of the hands. Ensure absorption by smoothing with your palm.

5. HANDS



Using the pad of your thumb and applying some pressure, make circular movements between the inter-metacarpal spaces, 3 x each. Repeat application procedure on other hand. Perform the same steps with the emulsion.

6. HANDS/FACE



Then remove the mask very gently from bottom to top. Ensure the absorption of the mask residue by making simultaneous ascending smoothing motions with the length of your fingers.



AGEWHITE Illuminating refining eye care

1. EYES

2 x 3 x



Apply a small quantity of product to the pads of your thumbs and smooth your fingers over the upper eyelids. From the inside corner of the eye, smoothing crow's feet.

2. EYES

2 x 3 x



Take a little more product and repeat the smoothing movement on the lower eyelids from the inside corner of the eye to the outer corner. At the beginning of the crow's foot, smooth horizontally with the length of your thumbs.

3. EYES

2 x 3 x



Smooth onto the contours of the eyes, making a figure eight with the pads of your index and middle fingers. With one hand, brush from the inside corner of the eye under the brow and down to the temple, then back up to the lower eyelid toward the inside corner.

4. EYES

3 x



Alternate sides. With the pads of your fingers, make a smooth spiral motion from the center of the lower eyelid toward the temple. With the opposite hand and applying some pressure, carry out a smoothing motion over the same area.

5. EYES

3 x



Alternate, one hand after the other, each spiral smoothing motion followed by a smoothing motion with applied pressure.

6. EYES

3 x



With the pads of your fingers, make criss-cross strokes in the area from the upper part of the cheekbones to the temples. Repeat on the opposite side.



AGEWHITE Spot rejuvenating intensive serum
AGEWHITE Enlightening smoothing hydra-emulsion

1. FACE

2 x 3 x



Using smoothing motions with the lengths of your fingers, spread the serum over one side of the forehead, cheekbone, chin and lower-cheek and neck area and then the other side.

2. CHEEKS/CHEEKBONES

2 x 3 x



With the back of your fingers slightly bent, alternate lightly, brushing the cheek area of the from the inside toward the outside, tracing the curves of the circle along 2 lines (bottom of cheeks and cheekbones).

3. FOREHEAD/TEMPLES

2 x 3 x



Spread a generous amount of emulsion over the surface of your hands. Place your thumbs vertically aligned on the forehead. Slide them from side to side on the forehead to the temples and then continue with smoothing motions over the contours of the face down to the chin.

4. FACIAL OVAL/CHEEKS

3 x



Place your hands parallel at chin-level and spread upwards vertically with the length of your fingers across the cheeks and cheekbones.

5. CHEEKS

3 x



On one side after the other, make alternating energetic crossing sweeping motions on the bottom of the cheeks with the length of your fingers for 10 seconds.

6. CHEEKBONES

3 x



On the same side of the face, make alternating energetic sweeping motions across the cheekbones with the length of your fingers, allowing 10 seconds for each movement. Perform the sweeping motions on the other side of the cheeks.



AGEWHITE Enlightening smoothing hydra-emulsion

1. FOREHEAD

2 x 3 x



For the forehead, place your hands together with your palms at temple-level, then alternate with your fingers from the base of the eyebrows to the roots of the hair, crossing in smoothing motions.

2. NECK

2 x 3 x



Go back down to the neck (take some more emulsion if necessary).

3. DÉCOLLETÉ

2 x 3 x



Smooth with your hands over the neck in alternating movements, from the décolleté to the jaw. Start at the outside edge of the neck and work your way horizontally to the opposite side.

4. FACE

3 x



On both sides of the face and simultaneously: with the back of your fingers slightly bent, perform a series of "stomping" motions, tracing the surface of the skin with circular smoothing strokes. Simultaneously bend your wrists and fingers.

5. CHEEKS

3 x



Start by treating the lower cheek area, moving from the center outwards.

6. CHEEKBONES

3 x



Move fingers to the upper level in the center of the cheekbones and repeat horizontal presses from the center toward the outside contours.



AGEWHITE Brightening moisture cream & Premium UV makeup base

1. FACE



Apply a few dabs of cream on the face and neck. Spread over the entire face and neck using gentle upward smoothing motions using the length of your fingers.

2. FACE

2 x 3 x



Cross your hands one on top of the other above the face. With your hand flat, gently squeeze the skin making spiral motions from the center of the neck and face toward the outer contours.

3. FACE

2 x 3 x



Hover your fingers along the lower part of the face and then upward in stages (in horizontal lines) up to the cheekbones. Uncross your hands at forehead-level and repeat the spiral motions with your fingers flat along each line.

4. T ZONE

3 x



With the pads of your index and middle fingers move upward with tiny circular motions on each side of the T Zone. Alternate at each stage of the face with smoothing motions toward the outer contours of the face using the length of your thumbs.

5. LIPS - CHEEKS - FOREHEAD

3 x



Repeat this step at the corners of the lips and nostrils, then smooth the under-lip region and the center of the cheeks with your thumbs. Cheekbones on the sides of the nose, then slide your thumbs to the temples. Move upward across the T-zone to the forehead.

6. FACE

3 x



Spread a few dabs of Makeup base on the face and neck. Spread over the entire face and neck using gentle upward smoothing motions with the length of your fingers.



POWER BEAUTY
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COMPLEMENTARY PRODUCTS AGEWHITE

HR GLOBAL REJUVENATING ROUTINE: for long-lasting, deep-down youthful results

HR MUST HAVE



AGEWHITE
SPOT REJUVENATING
INTENSIVE SERUM



AGEWHITE
ENLIGHTENING SMOOTHING
HYDRA-EMULSION



AGEWHITE
BRIGHTENING
MOISTURE CREAM



AGEWHITE
ILLUMINATING REFINING
EYE CARE



PREMIUM UV



HR BEAUTY SECRETS: for an instant rejuvenating effect



AGEWHITE COMPACT
FOUNDATION



MAGIC CONCEALER



