


HR  
HELENA RUBINSTEIN

POWER BEAUTY  
SINCE 1902



## COLLAGENIST V-LIFT V-SHAPING AND LIFTING INTERVENTION

 15 MINUTES

 30 MINUTES



HR  
HELENA RUBINSTEIN

POWER BEAUTY  
SINCE 1902

# BEAUTY INTERVENTION COLLAGENIST V-LIFT



## INSPIRATION

The COLLAGENIST V-LIFT V-Shaping and Lifting Beauty Intervention draws inspiration from "V-Shaping," an aesthetic surgery technique with 2 steps consisting in lifting to retighten features and liposculpting to remove fat and lighten contours.

The intervention uses the V-peptide and the Lipo-reducer along with manual techniques of meshing, stretching and reshaping to "V-lift" the face and resculpt the contours. With instantly increased tonicity and firmness, the skin appears lifted, and the lines of the face are more defined.

## INSTANT VISIBLE RESULTS

Slack skin is reduced, wrinkles are diminished and features are visibly tighter. The face is more chiseled and vivid: this is the V-LIFT effect.

### 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

2 x 3 x



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

2 x 3 x



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

6. FACE

2 x 3 x



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

### MAKEUP REMOVAL

7. FACE

2 x 3 x



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

2 x 3 x



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

9. LOTION

2 x 3 x



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

10. LOTION

2 x 3 x



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

11. DRYING

2 x 3 x



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

12. END

2 x 3 x



End of makeup removal.



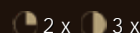
### COLLAGENIST V-LIFT Instant lift serum - Resculpted contours

1. FACE



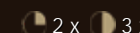
Apply the serum with gentle upward strokes. Proceed with one half of the face at a time.

2. FACE



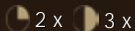
Using the length of your index fingers, create a "skin fold" then slowly squeeze your fingers together to lift and firm the deep tissues. Move the fold using your hands with motions from the center of the face to the outer contours.

3. FACE



On the cheeks, place your fingers horizontally at the jaw to create a fold perpendicular to the vertical joint of the cheeks. Work in several stages up to the orbicular area.

4. FOREHEAD



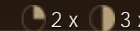
At forehead-level, place your index fingers perpendicular to the center of the forehead and carry out the line mesh in the direction of the temple in two stages.

5. TEMPLES



Line mesh on the temples.

6. NECK



Finish with the neck, place your fingers horizontally at the base of the neck. Continue upwards toward the jaw. Repeat on the other side of the face.



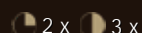
### COLLAGENIST V-LIFT Instant lift serum - Resculpted contours

1. FACE



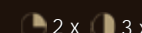
Apply the serum locally to the areas: neck, facial oval and cheekbones, with gentle upward strokes.

2. FACE



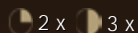
Apply successive short and lively movements on the platysma muscle, under the jawbones and under the zygomatic bones.

3. JAWS



Apply serum to the back of your phalanges. Place the back of the 1st phalanges at the bottom of the jawbones (fists open and fingers bent). Move your hands back up vertically and separate your index fingers to take hold of the cheekbones.

4. CHEEKBONES



Adjust the cheekbones, sliding the back of your phalanges from the center of the face toward the temples. Finish the smoothing strokes at the temples by twisting movements to stimulate the muscle attachment sites.

5. CHEEKBONES



Stimulate the bottom of the cheekbones with the pads of your straight fingers in circular micro-movements. Start from the center of the face and move toward the top of the cheekbones.

6. CHEEKBONES



Keep your hands in place and proceed with the pads of your fingers, lifting the cheekbone upwards; to do this, alternate the passage of each finger from the center to the top of the cheekbones.



### COLLAGENIST EYE-LIFT Retightening eye-lid cream - lift - anti-wrinkle

1. EYES

2 x 3 x



Apply the eye contour care using your index and middle fingers then smooth the top of the upper and lower eyelid simultaneously with the lengths of your fingers.

2. EYES

2 x 3 x



Eye meshing: do this one eye at a time. Using the pad of your index fingers, create a "skin fold" then slowly squeeze the fingers together to lift and firm the eye contour.

3. EYES

2 x 3 x



Move the fold using the index fingers at the outer edge of the eye, toward the temple, perpendicularly to the wrinkles of the crow's feet. Carry out the same action on the other side of the eye.

4. EYES

2 x 3 x



Wrinkle stretching: With the pads of your thumbs, alternate making criss-cross smoothing strokes along the under-eye area then vertically at the wrinkles of the crow's feet.

5. EYES

3 x



Upper eyelid lifting: Place the length of your index fingers and thumbs on the eyebrow muscles. Simultaneously lift the muscles, pinching the thickness of the tissues, then continue to the end of the eyebrow.

6. EYES

3 x



Lower eyelid palpated - rolled: using the pads of your index finger and thumb, carry out a rolling palpation along the line of the under-eye circle from the inside corner to the outside corner.





### COLLAGENIST V-LIFT Tightening resculpting cream - lift - firmness - anti-wrinkle

#### 1. FACE



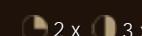
Apply the cream in upwards strokes over the entire face and neck.

#### 2. NECK AND DÉCOLLETÉ



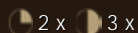
Rolling décolleté and neck lift: with your hands flat, make alternating smoothing strokes over the décolleté area, then the neck, from one side to the other, starting at the bottom and moving up to the jaw.

#### 3. JAWS



Jaw sculpting: With the back of your bent index and middle fingers (forming a tool for pinching) take hold of the bony structure and make alternating strokes, applying pressure, until reaching the joint of the jaw.

#### 4. FOREHEAD



Forehead lift: at the forehead, apply pressure in smoothing movements from one side to the other, alternating hands. Glide your hands over the whole face then slide them down to the base of the neck.

#### 5. FACE



Flyaways: slide vertically with the tip of your thumbs from each side of the chin and stimulate the corners of the lips. Slide the lengths of your fingers, making circular movements, along the nasomental crease. Apply pressure at the corner of the eye socket; make smoothing strokes toward the outside of the eyebrow arches.

#### 6. TEMPLES



At the temples, bend your wrists and glide with your fingers bent under the eye. Finish by making smoothing movements over the arches of the brows up to the temples. Apply pressure to the temples.





POWER BEAUTY  
SINCE 1902

# COMPLEMENTARY PRODUCTS

## COLLAGENIST V-LIFT

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

HR MUST HAVE



COLLAGENIST V-LIFT  
INSTANT LIFT SERUM  
RESCULPTED CONTOURS



COLLAGENIST V-LIFT  
TIGHTENING RESCULPTING CREAM  
LIFT - FIRMNESS - ANTI-WRINKLE



COLLAGENIST EYE-LIFT  
RETIGHTENING EYE-LID CREAM  
LIFT - ANTI-WRINKLE



COLLAGENIST with pro-Xfill  
REPLUMPING LIP BALM  
INSTANT VOLUMIZER ANTI-WRINKLE



HR BEAUTY SECRETS: for an instant rejuvenating effect



INSTANT V-LIFT SCULPTING  
FOUNDATION, FIRMNESS - ANTI-  
WRINKLE EFFECT - SPF 20



MAGIC CONCEALER UNIFYING  
ANTI-DARK CIRCLES ANTI-FATIGUE  
EFFECT



