

THE BASIC POINTS TO SAY AND TO REMEMBER

TRIPLE PERFECTION FOUNDATION BREAKTHROUGH:

- **COLOR PERFECTION:** Perfectly **adjusted color**
- **LIGHT PERFECTION :** **Radiant** and luminous **complexion**
- **SKIN TEXTURE PERFECTION:** **Perfect skin surface** – Smooth **pore** appearance.

Approved by unconditional users of Pore Genius*
Contains an **SPF PA ++** filter

FORMULATION SECRET

- **PERFECTLY ADJUSTED COLOR** = Color Clone Pigments (tone-on-tone evening effect)
- **RADIANT AND LUMINOUS COMPLEXION** = transparent mica that reflects light and leaves a light and transparent film
- **TRANSPARENT TEXTURE FOR A PERFECT SKIN SURFACE** = lamellar and spherical particles with a Soft Focus effect + "Pore Minimizing Complex" (visibly diminished pores)

A formula **specially designed** for Asian skin types
Does not dry out skin
6-hour hold

MAKEUP RESULTS

- A transparent, evening-out and luminous veil.
- Smoothed skin surface, reduced pore appearance
- A range of **7 shades (3 Beiges + 3 Ogres + 1 Pink)**

RECOMMENDATIONS FOR USE

- Apply with a sponge, working from the center of face outwards.
- For natural and sheer results, use a dry sponge.
- For more sophisticated high-coverage results, use a damp sponge.

COMPLEXION BY HELENA RUBINSTEIN

NATURAL		HYDRATION	WHITENING	GLOBAL ANTI-AGING		
COLOR CLONE			AGE WHITE REVERSER	PRODIGY		
COLOR CLONE χ^3 Fluid	COLOR CLONE χ^3 compact	COLOR CLONE HYDRAPACT	AGE WHITE REVERSER compact	PRODIGY FOUNDATION	PRODIGY COMPACT	PRODIGY LOOSE POWDER
						
Perfect color Radiance	Perfect color Radiance Reduced pores	Perfect moisturizing color	Powdery matte effect	Remodeling Smoothing Comfort	Comfort Smoothing Radiance	Smoothing Radiance Perfect finish



COLOR CLONE χ^3

Triple perfection
Compact foundation

FPS 24. PA++
with "PORE-MINIMIZING" COMPLEX



Refillable compact
(12 gr refill)

CATCHPHRASE

*Hello Madam, welcome to HELENA RUBINSTEIN
How can I make you happy?
"I would like to see your compact foundations"
"I would like to buy my regular Pore Genius compact foundation"*

BEFORE A MIRROR

DIAGNOSIS
OF DESIRED
MAKEUP RESULTS

*What would you like to do for your complexion? PLEASE SHOW ME...
"What I really want is to reduce the appearance of my pores, but with sheer, transparent results!"
"Ideally, I would like to have a transparent complexion, without a buildup effect, and with a reducing action on my visible pores"*

PRESENT
COLOR CLONE³

I would like to show you how to transparently enhance your complexion, in its ideal shade, while gently reducing the appearance of pores. Moreover, this product is highly appreciated by the loyal users of Pore Genius compact, which it replaces today. (See with marketing)

COLOR CLONE³ is a foundation that will help you reduce the appearance of pores, while illuminating your complexion, in its ideal color.

Please allow me to show you how COLOR CLONE³ will smooth the appearance of the pores with a soft focus effect, while remaining highly transparent and comfortable, and without a sensation of buildup.

As you know, you may use COLOR CLONE compact³ with a dry sponge for natural, sheer results. However, you may also obtain a more sophisticated finish with a damp sponge.

As you can see, it is very effective on the reduction of pore appearance, without excess product.

TREAT

However, before applying compact foundation, it is very important to use a skin care formula that will prepare the skin and smooth its surface in order to optimize the action of the compact foundation.

I recommend that you use the Collagenist Pore Genius range

ENHANCE

Did you know that there are some very simple, complementary routines for a perfect, radiant and sheer complexion?

*Prepare the
complexion....*

MAGIC PRIMER



*Minimize shadow
areas with....*

MAGIC CONCEALER



Illuminate the face with....

WANTED BLUSH



OFFER THE FLASH BEAUTY REVELATION SERVICE

"Madam, if you have a few minutes, I would be happy to show you how to perform this beauty routine at home."

▪ **YES**

Proceed according to the service procedure presented in the FLASH brochure

▪ **NO**

Offer an appointment based on the customer's availability

FINALIZE
address book

Offer the opportunity to add your customer's name to the HR address book