

THE BASIC POINTS TO SAY AND TO REMEMBER

**TRIPLE PERFECTION FOUNDATION BREAKTHROUGH:**

- **COLOR PERFECTION:** Perfectly adjusted color
- **LIGHT PERFECTION :** Radiant and luminous complexion
- **TRANSPARENT TEXTURE :** Smooth, radiant and flawless skin texture.

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

FORMULATION SECRET

• **COLOR PERFECTION**



**Color Clone Pigments**

TONE-ON-TONE EVENING EFFECT

• **LIGHT PERFECTION**

+

• **TRANSPARENT, LUMINOUS TEXTURE**



**40% of water**

FRESH SENSATION / RADIANCE

+

**Plant-derived phytosqualene**  
HYDRATION / COMFORT

MAKEUP RESULTS

- **Fine veil, smoothed, luminous and comfortable skin** surface from morning to evening.
- A range of **7 shades (3 Beiges + 3 Ogres + 1 Pink)**

RECOMMENDATIONS FOR USE

Apply fluid with wide smoothing strokes, like a cream, working with fingertips or a sponge, from the center of the face outwards.

COMPLEXION BY HELENA RUBINSTEIN

NATURAL COLOR CLONE		HYDRATION	WHITENING AGE WHITE REVERSER	GLOBAL ANTI-AGING PRODIGY		
COLOR CLONE <sup>χ<sup>3</sup></sup> Fluid	COLOR CLONE <sup>χ<sup>3</sup></sup> 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

HR  
HELENA RUBINSTEIN

COLOR CLONE<sup>χ<sup>3</sup></sup>

Triple perfection  
fluid foundation.  
FPS 24 PA++



30 ml dispenser pump  
bottle

CATCHPHRASE

*Hello Madam, welcome to HELENA RUBINSTEIN  
How can I make you happy?  
"I would like to see your fluid foundations"*

BEFORE A MIRROR

*What would you like to do for your complexion? PLEASE SHOW ME...*

DIAGNOSIS OF  
DESIRED  
MAKEUP RESULT

*"What I really want is a perfect, thoroughly transparent complexion!"  
"Ideally, I would like to have a transparent complexion, without  
a buildup effect, and a smoothed skin texture"*

PRESENT COLOR  
CLONE

*I would like to show you how to transparently and  
very gently smooth and enhance your complexion,  
in your ideal shade.*

*COLOR CLONEX<sup>3</sup> is the foundation that will allow you to  
smooth your skin, while illuminating your complexion, in its  
ideal shade.*

*Please let me show you how COLOR CLONE will smooth<sup>3</sup>  
the complexion with a soft focus effect, while remaining  
very transparent, fresh and comfortable, without a  
sensation of buildup.*

*As you can see, you can obtain matte, transparent and  
luminous results, without excess product.*

TREAT

*However, before applying the 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  
fluid foundation.*

ENHANCE

*I recommend that you use the Collagenist range.  
Did you know that there are some very simple,  
complementary routines for a radiant 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