

HR

HELENA RUBINSTEIN

NEW

LASH QUEEN FELINE EXTRAVAGANZA WP

EXCESS VOLUME AND LENGTHENING IN A SINGLE GESTURE - 24 HOUR HOLD

- **Instant volume and length** for intensely feline eyes in a single gesture.

NEW 24 HOUR HOLD FORMULA

- **High-concentration** of ULTRA-BLACK pigments for even more intense color.
- **Wax with immediate high-coverage power** for instant lash coating and thickening.

NEW PATENTED "FLASH-VOLUME BRUSH"

- **A finer brush** that deposits even more formula with each stroke
= **more mascara with a minimum of strokes.**

NEW DESIGN

- **A design** with a glossy and gold panther finish
- **2 shades:** intense black and brown.
- **A generous maximal** makeup effect from the first gesture.

FELINE BLACKS LINER

"SMUDGE PROOF" EYE LINER

- **Long-lasting formula (6 hrs)** enriched in ULTRA-BLACK pigments.
- **Heat and humidity resistant**
- **High precision applicator**

REMINDER

LASH QUEEN FELINE BLACKS WP

INTENSE FELINE VOLUME AND LENGTH

- **Adjustable volume and length.**
- **Generous formula** enriched with ULTRA-BLACK pigments.
- **Exclusive brush with anti-clogging bristles** for maximum coating and lengthening action on each eyelash.
- **"Adjustable" makeup results**, obtained and adjusted with the number of swipes.

HR MASCARAS

HISTORICAL KNOW-HOW: 70 YEARS OF HR EXPERTISE

LASH QUEEN

LASH QUEEN
FELINE BLACKS WP

LASH QUEEN
FELINE EXTRAVAGANZA WP

LASH QUEEN
FEATHER COLLECTION

SPECTACULAR
EXTENSION

GLORIOUS
MASCARA

LONG LASH
MASCARA



SALES SCENARIO

ADJUSTABLE INTENSE
VOLUME with :

LASH QUEEN
FELINE BLACKS WP

INTENSE EYE MAKEUP RESULTS
MAJESTIC VOLUME & LENGTHENING



IMMEDIATE INTENSE
VOLUME in a single gesture with :

LASH QUEEN
FELINE EXTRAVAGANZA WP

INSTANT EXCESS
VOLUME & LENGTHENING
24HOUR HOLD



ENHANCE

"Did you know that you can reveal unforgettable eyes with a few simple gestures?"

Diminish shadow areas

Then illuminate & intensify your eyes



MAGIC
CONCEALER



LINER
FELINE



CRAYON
FELINE



WANTED
EYES

TREAT

"Did you know that skin care application provides 50% better makeup results?"

PRODIGY
EYE ZONE SERUM



Global anti-aging
eye treatment

Immediate lift effect,
wrinkles between
eyes, eyelids
and temples

PRODIGY
EYES



Global anti-aging
concentrate

Smoothing,
firming,
hydrating
eye care

PRODIGY
EXTREME
EYE & LIP



Ultimate rejuvenating
cream

Undereye shadows
brightened, attenuated
puffiness, redesigned
lip contours,
smoothed wrinkles

PRODIGY
Re-PLASTY



Extreme energizing
eye gel

Smoothed
wrinkles,
attenuated
puffiness and shadow

COLLAGENIST
EYE ZOOM



Plumping and firming
eye treatment
with pro-Xfill™

Spectacular smoothing
of wrinkles,
drainage and decongesting
action

EYE
SCULPTOR



Restructuring lift cream
anti-wrinkles, firming
with AT-Phosphor™

Lips regain
volume, shapeliness
and plumpness

PROPOSE THE FLASH BEAUTY REVELATION SERVICE

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

▶ YES

▶ NO