COLOR CLONE SUBLI-MAT perfect matte complexion creator - SPF 12



KEY WORDS: Matteness Bare skin effect" Natural and sheer Veil texture Without mask effect

FOR WHOM?

For all women who want a new, gentler, lighter and thoroughly transparent matteness. A fine skin texture and fresh and satiny complexion.

SECRET OF FORMULATION

A new-generation ultra-light mattifying formula that combines the technology of:

<u>Color Clone pigments</u> To reproduce the skin's color structure without modifying its basic tonality Matiskin Complex To instantly smooth and mattify skin tone

TEXTURE

As light as a veil, with a soft and velvety smooth feel to the touch. It glides perfectly, without excess, onto the skin for flawlessly even and transparent results without streaking.

MAKE-UP EFFECT

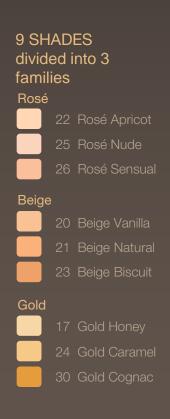
Draped in a delicate veil, the foundation reveals a mattified skin with sheer results and a silky feel to the touch, enhancing, from morning to evening. Without caking or a mask effect.

SALES ARGUMENTATION

A new sensory event! No more mask effect that leaves the face looking heavy!

COLOR CLONE SUBLIT-MAT respects the skin's natural color and recreates, both in touch and sight, the velvety smooth texture of perfect skin.

Made-for-measure colors for a 'bare skin' effect with no streaks.



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5 EXPERT ADVICE FOR IRREPROACHABLE MATTENESS WITH THOROUGHLY SHEER RESULTS To help you sell and recommend the global Helena Rubinstein beauty program

1 PREPARE THE SKIN



COLLAGENIST REFINER



HR

COLOR CLONE SUBLI-MAT

APPI ICATION

- Warm a dab of COLOR CLONE SUBLI-MAT on the flat of the hand and apply by dabbing onto three areas: the forehead, nose and chin.
- Stretch foundation outwards, away from the center of the face but without smoothing on or rubbing in. Simply use the pads of your fingertips to dab in areas where skin grain is thicker.



MAGIC CONCEALER

4 PERFECT

COLOR CLONE PRESSED POWDER

AND SCUPLT

WANTED BLUSH

COMPLEXION BY HELENA RUBINSTEIN

What type of effect would you like to create for your complexion?

