

# COLOR CLONE SUBLI-MAT

perfect matte complexion creator - SPF 12



## KEY WORDS:

Mattiness  
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 mattiness. A fine skin texture and fresh and satiny complexion.

## SECRET OF FORMULATION

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

### Color Clone pigments

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 SUBLI-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.

## 9 SHADES divided into 3 families

### Rosé

-  22 Rosé Apricot
-  25 Rosé Nude
-  26 Rosé Sensual

### Beige

-  20 Beige Vanilla
-  21 Beige Natural
-  23 Beige Biscuit

### Gold

-  17 Gold Honey
-  24 Gold Caramel
-  30 Gold Cognac

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## APPLICATION

- 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.

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  
with pro-Xfill™  
matifying anti-wrinkle care  
skin perfector - refining texture

2 REVEAL



COLOR CLONE  
SUBLI-MAT  
créateur de teint mat parfait - FPS 12

3 CORRECT



MAGIC CONCEALER

4 PERFECT



COLOR CLONE  
PRESSED POWDER

5 ILLUMINATE  
AND SCUPLT



WANTED BLUSH

## COMPLEXION BY HELENA RUBINSTEIN

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

Natural effect

Natural  
moisturizing  
effect

Powdery effect

Natural  
mattifying  
effect

Long-wearing  
anti-dullness  
effect

Resculpting  
effect

Global  
anti-aging  
effect

COLOR  
CLONE

COLOR CLONE  
HYDRAPACK

SENSUAL  
CLONE

COLOR CLONE  
SUBLI-MAT

SPECTACULAR

FACE SCULPTOR  
MAKE-UP

PRODIGY  
FOUNDATION



“PERFECT  
COMPLEXION”

“PERFECT  
FRESH  
COMPLEXION”

“VELVETY  
COMPLEXION”

“PERFECT  
MATTE  
COMPLEXION”

“RADIANT  
COMPLEXION”

“LIFTED  
COMPLEXION”

“SMOOTHED  
COMPLEXION”