

KEY POINTS TO SAY, TO REMEMBER

- The 1ST COLOUR CONCENTRATE to add to your day cream and CREATE YOUR PERFECT, CUSTOMISED TINTED ANTI-AGEING SKINCARE PRODUCT.
- AN ENHANCED COMPLEXION AND AN IMMEDIATE "HEALTHY GLOW" for any complexion, all year, with fully modifiable colour coverage and intensity.
- 3 USES : COLOR TO MIX can be mixed with :
 DAY CARE to create a customised tinted care
 FOUNDATION to enhance its intensity
 SUNCARE PRODUCT to combine UV protection and a "healthy-glow" effect.

FORMULATION SECRET

A unique concentrate of "Color Intensity pigments+" twice as concentrated in pigments as a regular Helena Rubinstein foundation.

A formula that is specially developed with siliconated oils to blend into any type of day cream without altering its efficacy and to guarantee a perfect colour result.

2 SHADES TO ENHANCE YOUR COMPLEXION AND GIVE IT A SUN-KISSED LOOK

FAIR COMPLEXION
Golden apricot for a natural healthy glow.



DARK COMPLEXION
Golden for an ultra-natural tanned effect with no streaks.



INSTRUCTIONS FOR USE

- Put a pearl-sized amount of your day cream onto the back of your hand.
- Add the equivalent of a 1/2 grain of rice of COLOR TO MIX.
- Gradually blend the 2 textures together to achieve your perfect shade
- Apply like a cream

• It is best not to mix COLOR TO MIX with serums or essences

THE COMPLEXION BY HELENA RUBINSTEIN

| PERFECT COLOUR | | MATTENESS | | WEAR | ANTI-AGEING | |
|----------------|-----------------------------|--------------------------|--------------------------|---|--------------------|---------------------------|
| COLOR CLONE | | | | SPECTACULAR | SCULPTOR | PRODIGY |
| COLOR CLONE | COLOR CLONE HYDRAPACT | COLOR CLONE SUBLI-MAT | SENSUAL CLONE | SPECTACULAR | FACE SCULPTOR | PRODIGY FOUNDATION |
| | | | | | | |
| Natural effect | Moisturising natural effect | Matifying natural effect | Powdery matifying effect | Long-lasting effect Anti-dull complexion | Resculpting effect | Global anti-ageing effect |

COLOR TO MIX



custom complexion creator



COLOR TO MIX

custom complexion creator to mix with your skincare



10ml tube with a canula tip for high-precision application

INTRODUCTION
PHRASE

Good morning/afternoon Madam, welcome to HELENA RUBINSTEIN. How can I help you?

"I am looking for a tinted cream"

"I have just come back from holiday and the colour of my foundation is too light"

IN FRONT OF
THE MIRROR

DIAGNOSE THE
DESIRED MAKE
UP RESULT

What effect are you looking to bring to your complexion? **COULD YOU SHOW ME...** "

"What I would really like is a natural looking healthy glow, but without emphasizing wrinkles like a foundation does!"

"What would be perfect is a tinted cream, but in general the textures and shades don't suit me!"

INTRODUCE
COLOR TO MIX

Could I suggest you **ENHANCE YOUR COMPLEXION BY CREATING YOUR OWN CUSTOMISED SHADE..**

COLOR TO MIX is a colour concentrate to be added to the anti-ageing performance of your day cream, to **CREATE YOUR PERFECT, CUSTOMISED TINTED SKINCARE PRODUCT.**

Let me show you how **COLOR TO MIX** blends into your skincare product to bring you an immediate "healthy-glow" effect without any trace.

As you can see, a tiny amount of **COLOR TO MIX**, only half the size of a grain of rice, is sufficient. You can modify the intensity of the colour by adjusting how much product you add, and as a result are guaranteed the shade that is perfectly suited to your complexion whatever the time of year.

In the same way, you can also bring a little colour to your suncare product or alter the shade of your foundation.



TREAT

ENHANCE

Did you know that there already exist several very simple complementary techniques to obtain a radiant complexion

Erase shadow areas with....

MAGIC CONCEALER



Highlight the face with....

WANTED BLUSH



SUGGEST THE FLASH BEAUTY REVELATION SERVICE

"Madam, if you have a few minutes I would be delighted to show you how to do this beauty boost at home."

▪ YES

Proceed according to the service instructions given in the FLASH brochure

▪ NO

Suggest an appointment to suit the client

TO FINISH

Offer the opportunity to be included in the HR address book