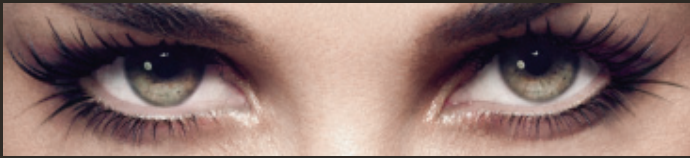


# WHAT IS YOUR LASH QUEEN STYLE?

"I am looking for a mascara with intense volume results"

"I am looking for a mascara with lash eyelash results without thickness"

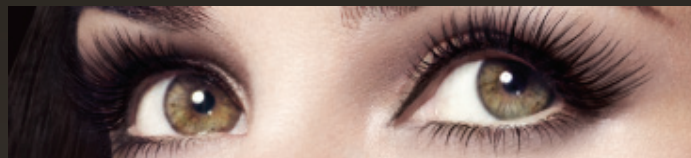
FOR YOU:



## INTENSE FELINE VOLUME LASH QUEEN FELINE BLACKS



- Tamed intense volume and audaciously extended length.
- LASH QUEEN technology, added feline effect.
- Generous formula enriched in ULTRA-BLACK pigments.
- Exclusive brush with detangling notches to coat and lengthen each lash to the maximum.



## FEATHERWEIGHT VOLUME LASH QUEEN FEATHER COLLECTION



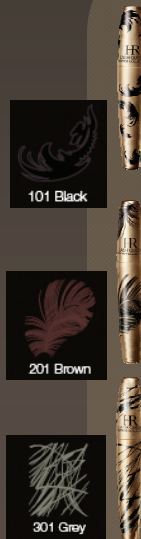
- Airy long-wearing volume for the lash-fluttering seduction.
- Anti-gravity formula for deploying featherweight volume.
- New "Feather-Shape" profiled brush for perfectly separated lash effect without a trace of clumping.

## LASH QUEEN FELINE BLACKS



- Mascara with cult status,
- Remarkable through its unique and bold panther design,
- Lash Queen Feline Blacks triumphs the world over.
- Exists in a waterproof version

## LASH QUEEN FEATHER COLLECTION



3 shades, 3 designs... 3 pieces of the collection:

The great classic

01 BLACK, JET BLACK,  
Deep intensity

02 BROWN, BROWN-SHADED BLACK  
ardent eyes

03 GREY, ASHEN GREY-BLACK

3 new designs signed by artists from  
l'Ecole PENNINGHEN

## HR MASCARAS: HISTORICAL KNOW-HOW

### LONG LASH MASCARA

Natural volume and  
LENGTH  
for short lashes



NATURAL

### SPECTACULAR MASCARA

Spectacular high-precision  
lengthening action, intensified  
eye results



LENGTHENING AND SEPARATING

### LASH QUEEN MASCARA

Fur effect volume and  
majestic lengthening  
results in a single routine



WATERPROOF

### LASH QUEEN FELINE BLACKS

Tamed intense volume and  
audaciously extended  
length.



WATERPROOF

LENGTHENING VOLUME

### LASH QUEEN FEATHER COLLECTION

Featherweight volume for  
perfectly separated lashes



### GLORIOUS MASCARA

Unforgettable volume and curve  
for radiant and beautiful eye  
makeup results



VOLUME & CURVE

# WHAT IS YOUR LASH QUEEN STYLE?

## Lead-in

*Hello Madam, welcome to HELENA RUBINSTEIN  
How can I make you happy ?*

I am looking for a mascara

I received this invitation

*Let's find out  
your LASH QUEEN style*

### DETERMINE THE DESIRED MAKEUP RESULT

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

- I would like to open up and intensify my eyes
- I would like to gently open up and illuminate my eyes

### PRESENT THE LASH QUEEN COLLECTION

#### MAKEUP RESULTS

*I propose that you provide your lashes  
with voluptuously intense volume  
Using:*

LASH QUEEN  
FELINE BLACKS



THE INTENSITY &  
SEDUCTION  
OF FELINE EYES

*I propose that you provide your  
lashes with light volume using:*

LASH QUEEN FEATHER  
COLLECTION



THE LIGHTNESS &  
SEDUCTION  
OF FLUTTERING LASHES

*Did you know that with a few simple steps you can reveal unforgettable eyes?*

#### 1. CARE

To deliver long-term action at the heart of the skin

*On perfectly smoothed and plumped up skin with:*



COLLAGENIST  
EYE ZOOM

- Instantly replumps and fills in wrinkles,
- Smoothes and illuminates eye contours
- Moisturizer with expert "smoothing" applicator

#### 2. MAKEUP

To deliver surface action for immediate effect

*... Reduce shadow areas with:*

MAGIC CONCEALER  
The magic fluid for eliminating signs of fatigue around the eyes and illuminating facial shadow areas.



*...Then illuminate & intensify your eyes with:*

SILKY EYES



WANTED EYES



### 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 described in the FLASH brochure

#### ▪ NO

- Suggest to make an appointment when the customer is available

### FINALIZE

- Offer the Flash customer brochure
- Offer the opportunity to enter customer's address in the HR database