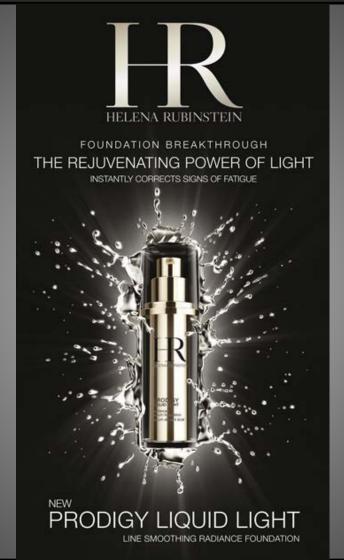


THE ESSENTIALS TECHNOLOGY COLOURS PACKAGING APPLICATION / SALE THE COMPETITION GEOGRAPHY





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GEOGRAPHY

PRODIGY LIQUID LIGHT

Radiance serum foundation Line Smoothing Visibly rejuvenating SPF 15

"THE REJUVENATING POWER OF LIGHT"





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THE ESSENTIALS

"THE REJUVENATING POWER OF LIGHT"

1ST FOUNDATION SERUM =

 THE ANTI-AGEING PROPERTIES OF A SERUM + THE UNIFYING POWER OF A FOUNDATION

LUMINOUS REJUVATING RADIANCE

• INSTANT REVIVING EFFECT, FEATURES ARE SMOOTHED AND IRONED-OUT

UNIFIED, FLAWLESS FINISH

EXTREME COMFORT





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TECHNOLOGY

LIQUID LIGHT COMPLEX = REACTIVATED YOUTHFUL RADIANCE (RADIANCE BOOSTING LIQUID LIGHT)

REVITALISING BIO-SAP = ANTI-AGEING ACTIVE INGREDIENTS, INSTANT REVIVING EFFECT

BRAND NEW "SERUM LIKE" TEXTURE = HALF FOUNDATION / HALF-SERUM (INSPIRED BY HIGH-TECH JAPANESE FORMULAS)





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ANTI-AGEING SHADES

INSTANT REVIVING RADIANCE RESULT

- RADIANT AND LUMINOUS SHADES
- DENSIFIED IN PEACH/APRICOT TO RE-BALANCE AND CORRECT THE SKIN'S COLORIMETRY
- SPECIFICALLY DESIGNED TO ILLUMINATE EVERY COMPLEXION (BEIGE, GOLD, PINK)





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8 SHADES A RANGE COMPOSED OF 3 GROUPS







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AUDACIOUS, HIGH-TECH and GLAMOROUS

HIGH-TECH PACKAGING PAR EXCELLENCE:
AN AIRLESS® PUMP BOTTLE SPECIALLY DESIGNED
TO CONSERVE THE FORMULA

LIGHT-GOLD MODERN DESIGN





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WHO FOR?

"I want a rejuvenated, perfectly radiant and smooth complexion!"

"I want instant radiance for a luminous and rejuvenated complexion without excess product or accentuating wrinkles."

"I would like a perfectly smooth, crease-free and luminous complexion with no signs of fatigue nor a cakey effect!"





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APPLICATION / SALE EXPERT TIPS FOR A VISIBLY RADIANT, SMOOTHED AND REJUVENATED COMPLEXION



1 - REVEAL
PRODIGY REPLASTY PEEL
+ PRODIGY LIQUID LIGHT



2 - CORRECT MAGIC CONCEALER





4 – ILLUMINATE
WANTED BLUSH TEINTE GLOWING

*by Stéphanie Peirello, make-up artist for Helena Rubinstein





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COMPETITION

ANTI-AGING / RADIANCE FOUNDATION



DIOR CAPTURE TOTALE N° 5 in France – 3.0% of foundation market share

RADIANCE / ANTI-AGEING FOUNDATION



CHANEL LIGHT LIFT RADIANCE FOUNDATION



SISLEY PHYTO-TEINT ECLAT N° 3 in France – 3.4% of foundation market share





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PRODIGY LIQUID LIGHT VERSUS PRODIGY FOUNDATION

PRODIGY LIQUID LIGHT

- •Brand new "serum like" texture
- •Greater expertise in terms of boosting radiance and smoothes skin (thanks to the bio sap along with the Hyaluronic acid, royal jelly and caffeine)
- •Offers less coverage but is lightweight thanks to the "serum like" texture.
- •Ideal for all skin types



PRODIGY FOUNDATION

- Cream texture
- •Global anti-ageing expert (thanks to the bio sap)
- •Rich, satiny texture that offers greater coverage
- •Ideal for very dry skin





APPLICATION / SALE

THE COMPETITION

COMPLEXION GEOGRAPHY

COLOR CLONE

COLOR CLONE COLOR CLONE HYDRAPACT

COLOR CLONE SUBLI-MAT

SENSUAL CLONE

SENSUAL CLONE

SPECTACULAR

SPECTACULAR

FACE **SCULPTOR**

FACE SCULPTOR

PRODIGY

PRODIGY FOUNDATION







PRODIGY

Color Perfection

Color Perfection Hydrating **SPF 15**



Color Perfectio n Matifying



Velvet Powder Finish / 12h **SPF 10**



Long-lasting Anti-dull complexion **SPF 10**



Lifting Replumping **SPF 18**



Radiance Linesmoothing **SPF 15**

COLOR TO MIX



Tailor-made shade



FOUNDATION BREAKTHROUGH
THE REJUVENATING POWER OF LIGHT

INSTANTLY CORRECTS SIGNS OF FATIGUE



PRODIGY LIQUID LIGHT

LINE SMOOTHING RADIANCE FOUNDATION