

HR

HELENA RUBINSTEIN

THE ESSENTIALS

TECHNOLOGY

COLOURS

PACKAGING

APPLICATION / SALE

THE COMPETITION

GEOGRAPHY

HR

HELENA RUBINSTEIN

FOUNDATION BREAKTHROUGH
THE REJUVENATING POWER OF LIGHT
INSTANTLY CORRECTS SIGNS OF FATIGUE



NEW
PRODIGY LIQUID LIGHT
LINE SMOOTHING RADIANCE FOUNDATION

PRODIGY LIQUID LIGHT

Radiance serum foundation
Line Smoothing
Visibly rejuvenating
SPF 15

“THE REJUVENATING POWER OF LIGHT”



LIVE BRILLIANTLY

PRODIGY LIQUID LIGHT

Radiance serum foundation - Line Smoothing
Visibly rejuvenating - SPF 15

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



PRODIGY LIQUID LIGHT

Radiance serum foundation - Line Smoothing
Visibly rejuvenating - SPF 15

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)



PRODIGY LIQUID LIGHT

Radiance serum foundation - Line Smoothing
Visibly rejuvenating - SPF 15

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)



LIVE BRILLIANTLY

8 SHADES A RANGE COMPOSED OF 3 GROUPS

Pink



19 Rosé Nude



22 Rosé Apricot

Beige



20 Beige Vanilla



23 Beige Biscuit

Gold



15 Gold Honey



24 Gold Caramel



30 Gold Cognac



32 Gold Coffee



PRODIGY LIQUID LIGHT

Radiance serum foundation - Line Smoothing
Visibly rejuvenating - SPF 15

AUDACIOUS, HIGH-TECH and GLAMOROUS

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

LIGHT-GOLD MODERN DESIGN



PRODIGY LIQUID LIGHT

Radiance serum foundation - Line Smoothing
Visibly rejuvenating - SPF 15

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!”



APPLICATION / SALE

EXPERT TIPS FOR A VISIBLY RADIANT, SMOOTHED AND REJUVENATED COMPLEXION



1 - REVEAL
PRODIGY REPLASTY PEEL
+ PRODIGY LIQUID LIGHT



2 - CORRECT
MAGIC CONCEALER



3 - PERFECT
ILLUMINATION LOOSE POWDER



4 - ILLUMINATE
WANTED BLUSH TEINTE GLOWING

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



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



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



COMPLEXION GEOGRAPHY

COLOR CLONE

COLOR CLONE



Color
Perfection

COLOR CLONE
HYDRAPACT



Color
Perfection
Hydrating
SPF 15

COLOR CLONE
SUBLI-MAT



Color
Perfection
n
Matifying

SENSUAL CLONE

SENSUAL
CLONE



Velvet
Powder
Finish / 12h
SPF 10

SPECTACULAR

SPECTACULAR



Long-lasting
Anti-dull
complexion
SPF 10

FACE SCULPTOR

FACE
SCULPTOR



Lifting
Replumping
SPF 18

PRODIGY

PRODIGY
FOUNDATION



Global
Anti-ageing
SPF 20

PRODIGY
LIQUID LIGHT
FOUNDATION



Radiance
Line-
smoothing
SPF 15

COLOR TO MIX



Tailor-made
shade

HR

HELENA RUBINSTEIN

FOUNDATION BREAKTHROUGH
THE REJUVENATING POWER OF LIGHT
INSTANTLY CORRECTS SIGNS OF FATIGUE



NEW
PRODIGY LIQUID LIGHT
LINE SMOOTHING RADIANCE FOUNDATION