

THE ESSENTIAL THINGS TO SAY & TO REMEMBER  
“WHAT IF A MASCARA COULD ALSO FORTIFY YOUR LASHES?”

- INSTANTLY, SPECTACULAR HIGH DEFINITION LENGTHENING
- A FORTIFYING EFFECT EVERYDAY, FOR LONGER AND FULLER LASHES
- A MYTHICAL BRUSH THAT STRETCHES AND SEPARATES EVEN THE SHORTEST LASHES, ONE BY ONE.

FORMULA SECRETS

A complex derived from hair care technology offers a strengthening effect « LIFE FORCE COMPLEX » :

- Nutrient essential to the lash life cycle
- Centella Asiatica extract used in the anti hair -loss care
- A “protective shield” against external aggressions
- Unmatched film-forming and lash-stretching properties and Instant lash affinity.

BRUSH/PACKAGING

- Patented “Pro-Perfection” brush technology for unrivalled lengthening
- Long, slender shape and cross-positioned furrows ► precise application + unified lengthening from the roots to the tips.

DIRECTIONS FOR USE

- Brush the lashes from the roots to the tips using zig-zagging movements to generously enrobe each lash and to brush the lash fringe into a perfect fan of lashes.
- For “doe-eyed” lengthening, finish by brushing the lashes diagonally towards the outer corner of the eye. Ideal for make up looks that place the emphasis on the clean line of an eye liner or eye pencil.

THE HELENA RUBINSTEIN MASCARAS

NATURAL LENGTHENING

LONG LASH MASCARA



SPECTACULAR LENGTHENING

SPECTACULAR EXTENSION MASCARA



FEATHERLIGHT VOLUME & LENGTHENING

LASH QUEEN FEATHER COLLECTION



BUILDABLE VOLUME & LENGTHENING

LASH QUEEN



AVAILABLE IN WATERPROOF

INTENSE VOLUME & LENGTHENING

LASH QUEEN FELINE BLACKS



AVAILABLE IN WATERPROOF

CURL & VOLUME

GLORIOUS MASCARA



Silky volume & curl

HR  
HELENA RUBINSTEIN

NEW  
SPECTACULAR  
EXTENSION  
MASCARA

creator  
of spectacular length



A fortifying effect for visibly longer and fuller lashes

Natural lash-by-lash lengthening  
Ideal for short lashes

Spectacular lengthening  
A strengthening effect for longer and fuller lashes

Featherlight volume without the hint of a clump

Majestic volume & lengthening

Intense volume & lengthening

**CATCH PHRASE**

*"Hello Madam. Welcome to HELENA RUBINSTEIN.  
How can I be of service to you today?"*

*"I would like to look at your mascaras."*

**IN THE MIRROR**

DIAGNOSE THE  
DESIRED MAKE  
UP RESULT

*"How would you like to improve your lashes? SHOW ME..."*

*"What I would really like is a lengthening effect and well separated lashes!"*

*"Ideally I'd like lengthened, stretched and perfectly separated lashes."*

**PRESENT  
SPECTACULAR  
EXTENSION  
MASCARA**

*"I invite you to strengthen and lengthen your lashes, while perfectly separating them at the same time with the SPECTACULAR EXTENSION MASCARA."*

*"SPECTACULAR EXTENSION MASCARA offers spectacular high definition lengthening with a bonus strengthening effect."*

*"The lashes are infinitely stretched. The formula offers strengthening effects that protect and smooth your lashes. They will appear longer and stronger."*

*"In addition, the patented "Pro -Perfection" brush stretches and perfectly positions even the shortest lashes."*

*"Did you know that there are a few, very simple complementary gestures you can use to reveal unforgettable eyes?"*



**TREAT**

*On perfectly smoothed skin thanks to:*

PRODIGY  
EXTREME  
EYE AND LIP



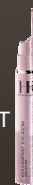
OR

PRODIGY  
REPLASTY  
EYE SERUM



OR

COLLAGENIST  
EYE ZOOM



**ENHANCE**

*... Erase dark areas with*

MAGIC  
CONCEALER



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

SPECTACULAR  
LINER



WANTED EYES



GLOBAL PRESCRIPTION

**OFFER THE FLASH BEAUTY REVELATION SERVICE**

*"Madam, if you have a couple of spare minutes, I would love to show you how you can perform this beauty makeover at home."*

▪ YES

Carry on with the service procedure presented in the FLASH brochure.

▪ NO

Offer an appointment at a time that suits the client.

**CLOSE**

Invite her to join the list of valued clients in the HR address book.