



## ESSENTIAL POINTS TO SAY & REMEMBER

### PERFECTING TONING LOTION ANTI "SAGGING PORES"

- PORE REFINING "COLLAGEN EFFECT".
- INSTANTLY RETIGHTENED PORES ON THE SURFACE.
- VISIBLE FRESH SKIN STRUCTURE.

HR  
HELENA RUBINSTEIN

## COLLAGENIST REFINER LOTION

### PERFECTING TONING LOTION ANTI "SAGGING PORES"

#### Formula secrets

##### An action on the surface and deep down

- PORETIGHT COMPLEX: Instantly reduces pores and perfects the skin
- LAMINARIA ALGAE EXTRACT: Reinforces the skin structure for a lifting of the pore

#### Skin texture perfector

- Fresh matifying texture
- Immediate smoothing effect
- Light and non-sticky, it perfects the skin's texture

#### Visible skin results

- A smooth skin surface
- The skin structure around the pore is reinforced
- A reduction of "sagging pores"



## A COMPLETE BEAUTY ROUTINE TO REFINE, REPLUMP AND SMOOTHE THE SKIN

<p>MILKY LOTION</p>  <p>REPLUMPING NOURISHING EMULSION</p>	<p>COSMETIC WATER</p>  <p>REPLUMPING HYDRATION LOTION</p>	<p>NEW</p> <p>REFINER LOTION</p>  <p>PERFECTING TONING LOTION ANTI "SAGGING PORES"</p>	<p>REFINER SERUM</p>  <p>REFINING SMOOTHING SERUM</p>	<p>REFINER CREAM</p>  <p>MATIFYING ANTI-WRINKLE CARE</p>
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### PORE REFINING "COLLAGEN EFFECT"

# SALES SCENARIO

“ Good morning Madam, and welcome to HELENA RUBINSTEIN,  
The pioneering expert on collagens”

1 Welcome

« What would you like to bring to your skin? SHOW ME... »

« My pores are very visible. I have the impression they are getting bigger with age  
and my skin surface is not smooth anymore . »

2 Focus  
in the mirror

« To instantly retighten the pores and perfect your skin surface,  
let me introduce you COLLAGENIST REFINER LOTION,  
the instant pore refining lotion with “ collagen effect” .

Based on our expertise in collagens, COLLAGENIST REFINER LOTION helps  
combat the causes of “ sagging pores” . Its formula enriched with Laminaria  
Algae extract and the exclusive Poretight Complex acts both on the structure  
that surrounds the pores and on the skin’s surface: it instantly reduces the  
pores and provides an immediate smoothing effect.

Apply its fresh, light and matifying texture morning and/or evening, onto the  
face and particularly on areas where pores are most visible.

For a global anti-ageing treatment against wrinkles and ‘sagging pores’,  
I recommend you to apply COLLAGENIST PORE GENIUS, refining smoothing  
serum followed by COLLAGENIST REFINER CREAM,  
matifying anti-wrinkle cream.

3 Treat



4 Enhance

Did you know that there are a few additional techniques  
you can use to illuminate and smoothe your skin? It’s very easy.

Prepare the complexion  
COLOR CLONE X3

Minimize shadow areas  
MAGICCONCEALER

Illuminate & sculpt the face  
WANTED BLUSH



“ If you have a moment, I would be more than happy to show you  
how to do this quick beauty makeover at home.”

YES:  
Follow the service process  
laid out in the FLASH brochure

NO:  
Offer an appointment according to  
the client’s availability

5 Flash  
Beauty Revelation



Suggest the client to join the HR address book +  
offer her a discovery of the WANTED fragrance

6 Finalize