

HR
HELENA RUBINSTEIN

CELLULAR RESURRECTION : SKIN « REVIVES »



NEW

PRODIGY EXTREME

ULTIMATE REJUVENATING CREAM

**PRODIGIOUS RESULTS
MARKED SKIN :**

- REPLUMPED WRINKLES
- REINFORCED DENSITY
- EXTREME NUTRITION

With its sublime texture, this precious high-comfort cream is a prodigious formulation.

A FUNDAMENTAL SCIENTIFIC DISCOVERY

HR and the Laboratory of Biology of the Conjunctive Tissus of Liège*
HAVE DECODED THE VITAL ROLE OF INTEGRINS
in the aggravation of signs of aging



The integrins are genuine “vital bridges’ that connect the cells to their environment. With age, these bridges break down; the cells are disconnected and isolated.

A TECHNOLOGICAL FEAT

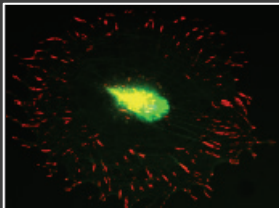
REACTIVATING INTEGRINS TO REVIVE THE SKIN

**FOR THE 1st TIME IN SKINCARE:
NATIVE PLANT CELLS (SEQUOIA AND VINE BLOSSOMS)
reactivate INTEGRINS and recreate the skin's texture**

Native plant cells have exceptional properties derived from the MIRACLE OF NATURE AND LIFE: they reactivate * integrins, genuine "vital mediators" that connect the cells to the dermal matrix, thereby relaunching their activity and the production of collagen, elastin and GAGs.

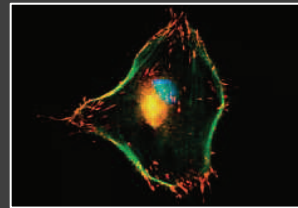
AS A RESULT: SKIN REVIVES!

effectiveness demonstrated by the Laboratory of Biology of the Conjonctive Tissus of Liège



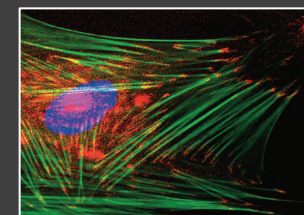
After 90 min

The cell begins to adhere to its environment thanks to the activation of integrins.



After 225 min

The cell is firmly rooted in its environment, which leads to the formation of filaments responsible for cellular tonicity.



After 24 hrs

The dermal cells use their full dermal repair activity that helps fight against cutaneous aging.

A PRODIGY FOR EACH OF THE SKIN'S NEEDS

VISIBLE SIGNS OF AGEING - EVERY SKIN

« I need a global treatment that will fight on all fronts. »



PRODIGY

GLOBAL ANTI-AGING CONCENTRATE

SMOOTHNESS – FIRMNESS – RADIANCE –
EVEN COMPLEXION – HYDRATION

Light and silky smooth cream

“Day after day, your skin becomes more youthful: smoother, firmer, properly hydrated, the complexion is more even and regains radiance.”

RADICALIZED SIGNS OF AGEING – MARKED SKIN

«I don't recognize myself anymore when I look in the mirror;
my face looks lined, my usual cream is no longer enough.»



PRODIGY EXTREME

ULTIMATE REJUVENATING CREAM

REPLUMPED GROOVES
EXTREME NUTRITION - REINFORCED DENSITY
Precious high comfort cream

“Day after day, your face appears less lined: your skin is firmer, denser, intensely regenerated and luminous, your facial oval looks redesigned.”

FOCUSED SIGNS OF AGEING - DULL AND LOOSEN SKIN COSMETIC SURGERY INSPIRATION

“I need a real youthfulness booster with immediately visible results.”



PRODIGY Re-PLASTY

INSTANT ANTI-AGING COSMETIC INTERVENTION

IDEAL PLASTICITY - INJECTION OF RADIANCE - ACTIVE LIFT
Coating fondant cream

“Immediately, your features look lifted; your skin regains dreamed-of plasticity, looking resplendent with a glow of youth.”

A PRODIGIOUS SKIN CARE RITUAL

FOR FIGHTING AGAINST THE AGGRAVATED SIGNS OF AGING IN MATURE SKIN

WHY THE SAME PRODUCT FOR THE EYES AND LIPS?

Because the skin around the eye contours and on the lips has the same characteristics: it is fine and constantly worn out by facial expressions. These areas show more and faster signs of aging than the face.



PRODIGY
EXTREME
EYE & LIP
ultimate
rejuvenating
cream

extreme nutrition
smoothed-out wrinkles
illuminated shadow areas
attenuated puffiness
redesigned lip contours

PRODIGY
EXTREME
ultimate
rejuvenating
cream

plumped up wrinkle furrows
reinforced density
extreme nutrition
redesigned volumes
sumptuous luminosity

THE ESSENTIALS ON PRODIGY EXTREME

FOR WHOM?

For all women whose refuse to have marked skin, whose signs of aging are becoming intensified:

FURROWS: wrinkles are deeply marked

LOSS OF DENSITY: skin lacks “fullness”

NUTRITION: skin becomes drier and coarse

SAGGING: the skin’s support network is weakened

LOSS OF LIGHT: complexion becomes dull

DISCOVERY:

The expertise of an HR PARTNERSHIP with the Laboratory of Biology of the Conjunctive Tissus of Liège

DECODING the role of integrins in the aggravation of signs of aging

PROMESSE

TO COUNTERACT the **aggravated signs** of aging in mature skin

FOR **prodigious results** with skin that feels “revived”

Plumped up Wrinkle Furrows

Reinforced Density

Extreme Nutrition

Redesigned Volumes

Sumptuous Luminosity

THE SECRET OF FORMULATION

EXTREME BIO-SAP™ with a high concentration of **NATIVE PLANT CELLS**

(SEQUOIA and VINE BLOSSOMS)

reactivate integrines to recreate the skin texture

THE MAKEUP “MUST” FOR AN INSTANT EFFECT

Even out the complexion with clear results and without making face look heavy with **Color Clone**. Apply foundation by working from the inside out, ensuring that it ‘melts’ into the skin and disappears. **Refresh** the eyes with **Magic Concealer**. Apply concealer by gently dabbing into the inner eye corners and into the dark rings and shadows. Choose a shade lighter than the foundation.

HELENA RUBINSTEIN'S ANTI-AGING SEGMENTATION

CUSTOMER NEEDS	FOCUSED SIGNS OF AGEING – DULL AND LOOSEN SKIN Loss of vitality and tonicity in the face: Tired, sagging features Loss of luminosity Coarser skin texture	VISIBLE SIGN OF AGEING EVERY SKIN The visible signs of aging: Expression lines Dehydration lines Loss of tonicity Irregular complexion Lack of radiance	RADICALIZED SIGNS OF AGEING MARKED SKIN The aggravated signs of aging: Pronounced wrinkle furrows Loss of density Dry and coarse skin Sagging Loss of light	MATURE SKIN The effects of hormonal deficiencies on the skin Deep wrinkles Dryness Heavier-looking contours Loss of luminosity, spots, redness
HR SOLUTION	PRODIGY RE-PLASTY Instant anti-aging cosmetic intervention	PRODIGY global anti-aging concentrate	PRODIGY EXTREME ultimate rejuvenating cream	LIFE PEARL CELLULAR sumptuous cream cellular Renaissance
				
RESULTS	The 1st cosmetic mesolift Ideal plasticity Injection of radiance Active lift	The global anti-aging power Smoothing Hydration Firmness Even complexion Radiance	The global anti-aging ultime Plumped up wrinkle furrows Reinforced density Extreme nutrition Remodeled volumes Sumptuous luminosity	Compensates for the effects of hormonal deficiency Smoothed-out wrinkles Compensated dryness Redesigned contours Recreated luminosity
ACTION	Immediately restores ideal skin plasticity	Fights simultaneously against 5 visible signs of aging	Counteracts the 5 intensified signs of aging in mature skin	Makes up for the visible signs of hormonal deficiencies on the skin
SECRET FORMULA	The Mesosolution incorporates the leading elements of a mesolift solution from LACLINIC MONTREUX Ferulin : a powerful anti-free radical complex A « radiance filter » : immediate light effect + UV protection	Encapsulated Bio Sap™: 15 ultra-high performance anti-aging active ingredients at the heart of the skin: smoothing, moisturizing, clarifying, evening out, firming. Inter-cellular communication for reactivating the skin's cellular activity and the production of collagen, elastin and GAGs.	Extreme Bio Sap™: native plant cells (Sequoia and Vine Blossoms) reactivate integrins, genuine "vital mediators" that connect the cells to the dermal matrix + the quintessence of Bio-Sap™ (Acacia Honey, Ruscus Extract, Beech Buds, Rice peptides, Royal Jelly.)	Cyto-pearl Elixir™ (micronized Royal Black Pearl + Fern Sap) reactivates cellular metabolism by intensely rebuilding their internal structure. Phyto-substitute™ (Jasmine extract) reactivates the skin's nutrition cycle.
TEXTURES	Coating fondant cream	Light and silky smooth cream	Precious high comfort cream	Sumptuous fondant cream





PRODIGY EXTREME SALES

LEAD-IN SCENARIO

“Hello Madam, welcome at Helena Rubinstein. Would you like to discover the latest anti-aging feat that restores new youthfulness to the skin?”

<p>NO</p> <p>Offer product card while explaining PRODIGY EXTREME Invite to return for a Beauty Revelation</p>	<p>YES</p> <p>PERSENT PRODIGY EXTREME IN 3 WORDS</p> <p>For all women who refuse to have skin marked by time. For counteracting the aggravated signs of aging A prodigy of formulation: NATIVE PLANT CELLS (Sequoia and Vine Blossoms) reactivate INTEGRINES to recreate the skin texture. Prodigious results : Plumped up wrinkle furrow — Reinforced density - Extreme nutrition</p>
--	--

MIRROR DIAGNOSIS	THE WORDS – She says:	THE GESTURES – She shows:	THE VISIBLE SIGNS – I see:
If you could improve the appearance of your skin / face (lips/eyes) today, what would you do?	“I don’t recognize myself anymore; my face is lined, my regular cream is no longer enough...”	her pronounced wrinkles the contours of her face sagging features	deep furrows dry and coarse skin loss of firmness and elasticity sagging features loss of shape in the facial oval

GLOBAL PRESCRIPTION	<p>1. SKIN CARE For long-term action</p>	<p>Present the products and invite to test the textures in the range</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Face: ultimate rejuvenating cream Texture: cream – precious comfort Results: plumped up wrinkle furrows, extreme nutrition, reinforced density</p> </div> <div style="text-align: center;">  <p>Eyes & Lips: ultimate rejuvenating cream Texture: cream – precious comfort Results: illuminated shadow areas, attenuated puffiness, redesigned lip contours</p> </div> </div>
	<p>2. MAKEUP For an immediate effect</p>	<p>The must-have product for procuring freshness and light in the face without making features look heavy</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>1</p>  <p>Even out complexion with sheer results using: COLOR CLONE Apply foundation by working from the inside out, making sure that it ‘melts’ into the skin and disappears.</p> </div> <div style="text-align: center;"> <p>2</p>  <p>Refresh eyes with: MAGIC CONCEALER Apply concealer by dabbing around the inner eye corners and dark rings and shadows. Choose a shade lighter than the foundation.</p> </div> </div>

SUGGEST

“Madam, I would really like for you to experience the Beauty Revelation with PRODIGY EXTREME.

<p>YES</p> <p>Proceed according to the service steps described in the brochure “Prodigy Extreme Beauty Revelation”</p>	<p>you that you will be delighted with the results.”</p> <p>NO</p> <p>Suggest an appointment depending on the customer’s availability Offer the Prodigy Extreme Flash customer brochure Offer the opportunity to be in the HR customer address book</p>
---	--