

HR
HELENA RUBINSTEIN

MIRROR
DIAGNOSIS

THE HR
SOLUTION

SCIENTIFIC
DISCOVERY

FORMULATION
SECRET

THE RANGE

THE PRODIGY EXTREME
EXPERIENCE AT THE POS

PRODIGY EXTREME

ultimate rejuvenating cream



LIVE BRILLIANTLY

The customer's words – she says:

*“I don't recognize myself anymore in the mirror
my face is lined, my regular cream is
no longer sufficient...”*

The gestures – she shows:

- her pronounced wrinkles
- the contours of her face
- sagging features



With age, life style (sun exposure, stress, nutrition...), genetic inheritance...

Signs of aging are aggravated:

- Deep furrows: wrinkles become deeply marked
- Loss of density: skin lacks “fullness”
- Nutrition: skin becomes drier and coarser
- Sagging: the skin’s support network is weakened
- Loss of light: complexion becomes dull

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LIVE BRILLIANTLY

THE PRODIGY MYTH AN ELIXIR OF LIFE INSPIRED BY PLANT SAP

2002

PRODIGY, the 1st global anti-aging care for fighting against the 5 visible signs of aging

2009, the legend continues...

PRODIGY EXTREME, ultimate rejuvenating cream for counteracting the aggravated signs of aging in mature skin



FORGING AHEAD IN THE GLOBAL FIGHT AGAINST AGING

HR LABORATORIES, in collaboration with the Laboratory of Biology of the Conjonctive Tissue of Liège, have decoded **THE VITAL ROLE OF INTEGRINS** in the aggravation of aging process in mature skin

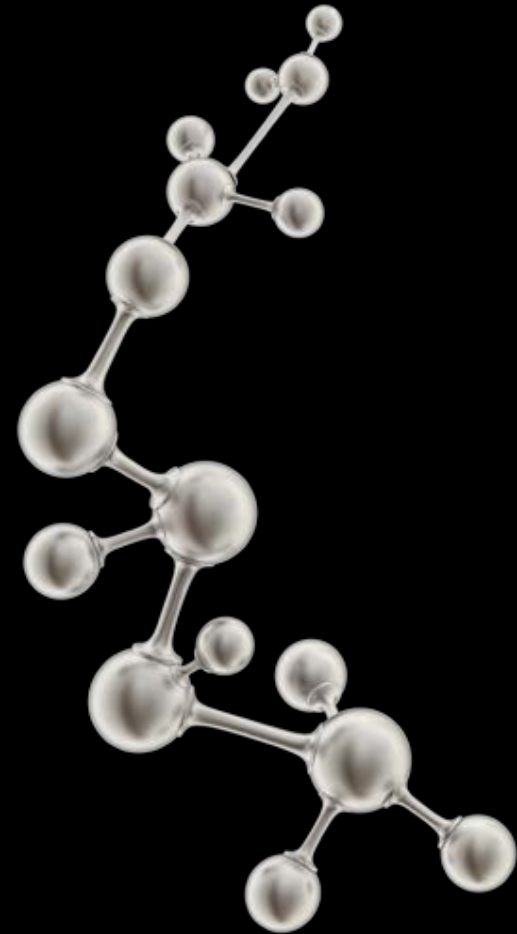


THE INTEGRINS

Genuine “vital bridges’ in the cells

That connect the cells (fibroblasts) to
their environment.

With age, these bridges break down; the
cells are disconnected and isolated



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BIOTECH INNOVATION NATIVE PLANT CELLS IN HR SKIN CARE

Highly concentrated, precious plant
active ingredients capable of
REACTIVATING* THE INTEGRINS

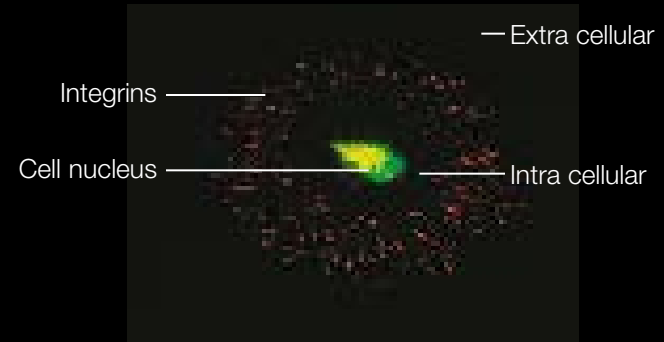


* In vitro tests

PROVEN EFFECTIVENESS*

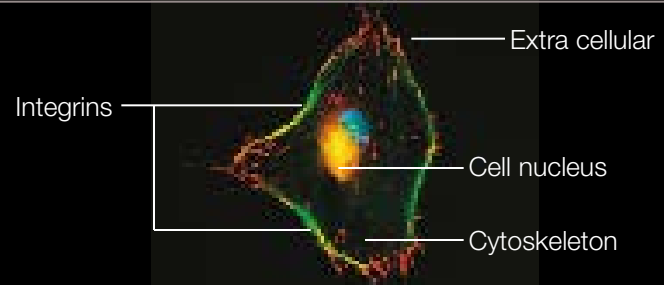
After 90 min

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



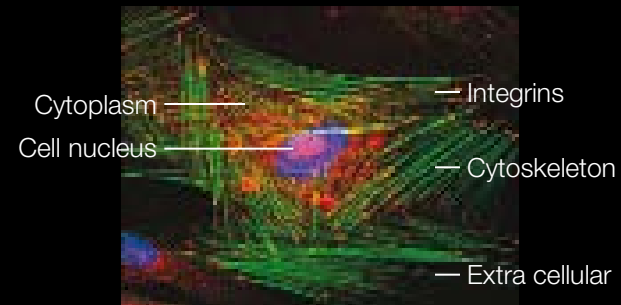
After 225 min

The cell is solidly anchored in its environment, leading to the formation of filaments responsible for cellular tonicity.



After 24hrs

The dermal cells deploy full dermal reconstruction activity that helps fight against cutaneous aging.



* In vitro tests conducted at the Laboratory of Biology of the Conjonctive Tissus of Liège.

PRODIGIOUS FORMULATION
inspired by the miracle of nature and life

EXTREME BIO-SAP™ :

NATIVE PLANT CELLS of SEQUOIA
and VINE BLOSSOMS
to reactivate* the INTEGRINS to recreate the skin
texture

The QUINTESSENCE OF†BIO-SAP™
5 essential PRODIGY ANTI-AGING ACTIVE INGREDIENTS

* In vitro
tests



CELLULAR RESURRECTION : SKIN « REVIVES »

Prodigious RESULTS on the
AGGRAVATED SIGNS of aging
in mature skin

- Plumped up wrinkle furrows
- Reinforced density
- Extreme nutrition
- Remodeled volumes
- Sumptuous luminosity



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PRODIGY EXTREME

ultimate rejuvenating cream

Morning and/or evening

The ultimate pleasure of a COMFORT CREAM,
precious and delicately scented,
a masterpiece of creamy smoothness...



LIVE BRILLIANTLY

PRODIGY EXTREME

EYE & LIP

Morning and/or evening

The ultimate anti-aging power of a
deliciously creamy texture



THE ESSENTIALS OF PRODIGY EXTREME

- For all women with mature skin, refusing to have skin marked by the signs of aging.
 - HR Laboratories in collaboration with the Laboratory of Biology of the Conjonctive Tissus of Liège. have decoded the vital role played by INTEGRINS in the aggravation of signs of aging in mature skin.
 - The Bio-Tech innovation: NATIVE PLANT CELLS (Sequoia and Vine Blossoms) for reactivating Integrins to recreate the skin texture
 - PRODIGIOUS results on marked skin: PLUMPED UP WRINKLE FURROWS – REINFORCED DENSITY - EXTREME NUTRITION
- LIVE BRILLIANTLY



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PRODIGY EXTREME SALES SCENARIO COORDINATION

PRODIGY EXTREME SALES SCENARIO

LEAD-IN

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

NO

Offer product card while explaining PRODIGY EXTREME
Invite to return for a Beauty Revelation

YES

PERSENT PRODIGY EXTREME IN 3 WORDS
For all women who refuse to have skin marked by time. To counteract the aggravated signs of aging
A prodigy of formulation: NATIVE PLANT CELLS
(Sequoia and Vine Blossoms) for reactivating integrins; to recreate the skin texture.
Prodigious results : Plumped up wrinkle furrows – Reinforced density - Extreme nutrition

MIRROR DIAGNOSIS

If you could improve the appearance of your skin / face (lips/eyes) today, what would you do?

THE WORDS – She says:

“I don’t recognize myself anymore; my face is lined, my regular cream is no longer enough...”

THE GESTURES – She shows:

her pronounced wrinkles
the contours of her face
sagging features

THE VISIBLE SIGNS – I see:

deep furrows
loss of firmness and elasticity.
dry and coarse skin
sagging features
loss of shape in the facial oval

GLOBAL PRESCRIPTION

1. SKIN CARE

For long-term action



Present the products and invite to test the textures in the range

Face: ultimate rejuvenating cream
Texture: cream – precious comfort
Results : plumped up wrinkle furrows – reinforced density- extreme nutrition



Eye & Lips: ultimate rejuvenating cream
Texture: cream – precious comfort
Results: illuminated shadow areas, attenuated puffiness, redesigned lip contours

2. MAKEUP

For an immediate effect



1 Procure freshness and light in the face without making features look heavy

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.



2

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.

SUGGEST

“Madam, I would really like for you to experience the Beauty Revelation with PRODIGY EXTREME. It only takes 15 minutes and I assure you that you will be delighted with the results.”

YES

Proceed according to the service steps described in the brochure Prodigy Extreme Beauty Revelation”

NO

Suggest an appointment depending on the customer’s availability
Offer the Prodigy Extreme Flash customer brochure
Offer the opportunity to be in the customer data base

“Madam, what would you like to improve about the appearance of your skin?
What do you generally use?”

PRECISE TARGETED ANSWERS

ANTI-AGING EXPERT

LOSS OF
VOLUME /
WRINKLES

SLACKENING

HYDRA /
NUTRITION



MULTIPLE OR NON SPECIFIC ANSWERS

GLOBAL ANTI AGING CARE

Concerns about
VISIBLE SIGNS OF
AGING
- all skin types-

*“I need global skin
care that fights on
all fronts.”*

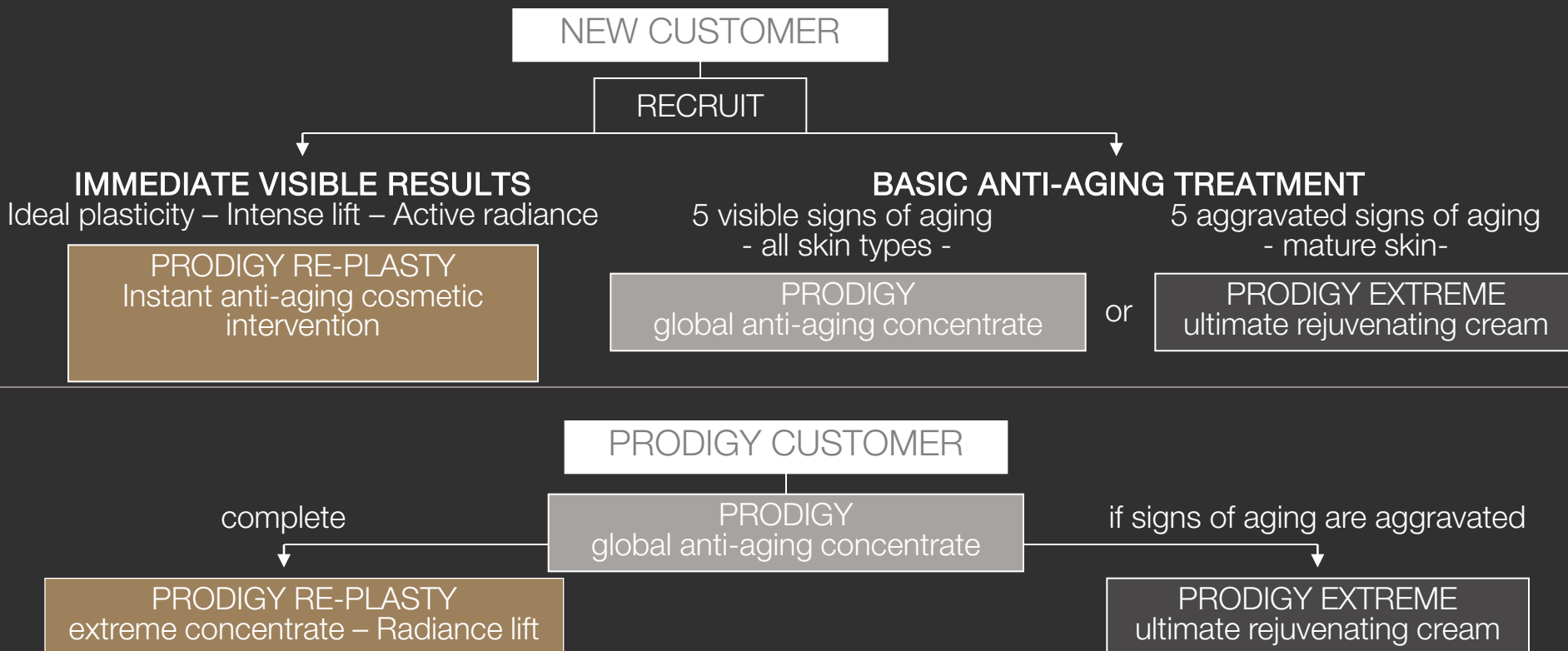
Concerns about
AGGRAVATED SIGNS
OF AGING
- marked skin-

*“I don’t recognize
myself anymore in the
mirror;
my face is lined, my
regular cream is
no longer enough...”*

Concerns about
FOCUSED
SIGNS OF
AGEING –

- dull and
sagging skin-
*“I need a real and
immediately
visible ‘youth
booster’.”*

Which prodigy treatment should you recommend to your customer?



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THE HELENA RUBINSTEIN ANTI-AGING SEGMENTATION

| | FOCUSED SIGNS OF AGEING - DULL AND LOOSEN SKIN- | VISIBLE SIGN OF AGEING -EVERY SKIN- | RADICALIZED SIGNS OF AGEING -MARKED SKIN- | MATURE SKIN |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CUSTOMER NEED | Loss of vitality and tonicity in the face: Tired, sagging features Loss of luminosity Coarser skin texture | The essential signs of aging: Expression lines Dehydration lines Loss of tonicity Irregular complexion lack of radiance | Aggravated signs of aging of mature skin Pronounced wrinkle furrows Loss of density Dry and coarse skin Slackening Loss of luminosity | Effects of hormonal deficiencies on the skin Deep wrinkles Dryness Heavier facial contours Loss of luminosity, spots, redness |
| HR SOLUTION | PRODIGY RE-PLASTY Instant anti-aging cosmetic intervention | PRODIGY global anti-aging concentrate | PRODIGY EXTRÊME ultimate rejuvenating cream | LIFE PEARL CELLULAR Cellular rebirth sumptuous cream |
| |  |  |  |  |
| RESULTS | The 1st cosmetic mesolift Ideal plasticity Injection of radiance Active lift | Global anti-aging power Hydration Firmness Smoothing radiance Even complexion | The global anti-aging ultime Plumped up wrinkles Reinforced density Extreme nutrition Remodeled volumes Sumptuous luminosity | Makes up for the effects of hormonal deficiencies Smoothed out wrinkles Compensated dryness Redesigned contours Recreated luminosity |
| ACTION | Immediately restores the skin's ideal plasticity | Fights simultaneously against the 5 visible signs of aging | Counteracts the 5 aggravated signs of aging in mature skin | Makes up for the visible signs of hormonal deficiencies on the skin |
| SECRET OF FORMULATION | 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) relaunches 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 and fondant cream |

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APPENDICES

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VISIBLE SIGNS OF AGING

AGGRAVATED SIGNS OF AGING

SIGNS ASSOCIATED WITH HORMONAL DEFICIENCIES

PRODIGIOUS ANTI-AGING CARE



PRODIGY
global anti-aging
concentrate
**ALL SKIN
TYPES**



PRODIGY EXTRÊME
ultimate rejuvenating
cream
**MATURE /
MARKED SKIN**



LIFE PEARL CELLULAR
Cellular rebirth
sumptuous cream
MATURE SKIN

TARGET SIGNS OF AGING



PRODIGY Re-PLASTY
Instant anti-aging
cosmetic intervention
**PEAUX TERNE
ET RELACHES**

LOSS OF VOLUME/WRINKLES

SLACKENING

DRYNESS - TIGHTNESS

DEHYDRATION

SPECIFIC CARE

COLLAGENIST
With Pro X-fill
replumping filling
care



PLUMP UP - FILL IN WRINKLES

**FACE
SCULPTOR**
eyelid line lift



LIFT

**SKIN LIFE
REPAIR**
nourishing repairing
cream



NOURISH - REPAIR

**SKIN LIFE SOS
HYDRA REPAIR**
nurturing recovery
skin



HYDRATE

LIVE BRILLIANTLY

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SISLEY Sisleya Global Anti- aging



ESTÉE LAUDER Re nutritiv Ultimate Youth cream



MATURE SKIN

Age, sun exposure, hormonal deficiencies...
skin aging takes on a different face

PRODIGY EXTREME: VISIBLE, MEASURED AND OBSERVED RESULTS

| | T8 days | T4 weeks |
|-------------------------------------------|---------|----------|
| Skin appears more hydrated | 98% | 100% |
| Skin appears nourished (less dry) | 95% | 100% |
| Skin appears more radiant | 76% | 85% |
| Fine lines and wrinkles seem less visible | 68% | 76% |

*Study conducted for 4 weeks on 41 women ages 50 to 70

WHAT WOMEN SAY...

| Skin seems: | T4 weeks | T8 weeks |
|----------------------|-------------|-------------|
| tenser | 78% | 83% |
| more luminous | 83% | 93% |
| more even | 78% | 93% |
| firmer | 80% | 93% |
| nourished (less dry) | 100% | 98% |
| smoother | 98% | 98% |

*Self-evaluation test conducted with fifty 65-year-old women

PRODIGY EXTREME

EYE & LIP

| | T1 week | T4 weeks |
|------------------------------|---------|----------|
| Skin appears smoother | 78% | 76% |
| Skin appears nourished | 92% | 94% |
| Dark rings appear attenuated | 50% | 54% |
| Puffiness appears reduced | 52% | 52% |

Study conducted on 50 women ages 47 to 70