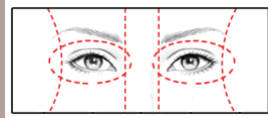


WHO FOR?

- For women who are looking for a global action on the signs of ageing around the eye area, including areas which are not usually treated by a classical eye contour cream: eyelids, wrinkles across the top of the bridge of the nose and the temples

KEY POINTS TO SAY AND REMEMBER

- HR has remapped the eye contour, focusing on 3 essential zones, to rejuvenate the whole area between the two temples:
  - a peripheral zone: the temples
  - a central zone: the eye contour area (upper and lower eyelids)
  - an intermediate zone: the area across the top of the bridge of the nose
- The quintessence of Bio-Sap in an “active” texture which blends with the skin for an instant lifting effect.



FORMULATION SECRETS

- The quintessence of Prodigy Bio-sap: Extract of Beech Bud, Acacia Honey and Ruscus, Rice Peptides for firmness, and Royal Jelly
- Argan extract: active ingredient with tightening properties for an instant lifting effect.

PRODIGIOUS MULTI-ZONE RESULTS

INSTANT LIFTING EFFECT – ENHANCED EYELIDS- SMOOTHED WRINKLES – TIGHTENED TEMPLES

A SUMPTUOUSLY ACTIVE TEXTURE

- A silky emulsion-serum which blends with the skin. The cerralution texture transposes the ceramides that the skin is lacking for an instant lifting effect.

APPLICATION

- PRODIGY EYE ZONE SERUM is applied morning and evening, alone or under another eye contour cream.



1. Apply the serum in a horizontal stripe from one temple to the other. Avoid any contact with the eyelashes.



2. INTERMEDIATE ZONE Slide the 2 index fingers, one after the other, in a straight line upwards from between the eyebrows to the forehead.



3. CENTRAL ZONE Apply vertical pressure between the eyebrows and then slide the fingers along the line above the eyebrows to the temples.



4. INTERMEDIATE ZONE Using the fingertips, apply small circular pressure from the corner of the eye to the temples. Repeat these movements several times.



5. CENTRAL ZONE Tap quickly and gently back and forth along the under-eye circles, from the temples to the nose.



PRODIGY EYE ZONE SERUM

Global anti-ageing eye care



20 ml bottle

EYE CONTOUR PRODUCTS BY HELENA RUBINSTEIN

COLLAGENIST EYE ZOOM



WRINKLES

EYE SCULPTOR



LIFT / FIRMNESS

PRODIGY Re-PLASTY



DARK CIRCLES / PUFFINESS

PRODIGY EYES



GLOBAL ANTI-AGEING

PRODIGY EXTREME EYE&LIP



GLOBAL ANTI-AGEING 50+



PRODIGY EYE ZONE SERUM

UNIVERSAL MULTI-ZONE SERUM: INSTANT LIFTING & SMOOTHING EFFECT

CUSTOMER APPROACH

*Good morning/afternoon Madam, welcome to HELENA RUBINSTEIN*  
*How can I help you?*  
 "I would like an eye contour product"

IN FRONT OF THE MIRROR

*"What would you like to do for your eye contour area?"*  
**COULD YOU SHOW ME...**  
 ■ I want a global action on the signs of ageing around the eye area: droopy eyelids, frown lines and wrinkles on the temples

TARGET

TREAT

Introduce PRODIGY EYE ZONE SERUM  
*Could I suggest a multi –zone skin treatment to rejuvenate your whole eye area:*

PRODIGY EYE ZONE SERUM is a universal multi-zone serum which simultaneously treats the 3 essential zones of the eye contour to restore youthfulness to the entire area between the temples.

*Notice how its texture blends with the skin for an instant lifting effect (test on the back of your hand)*

PRODIGY EYE ZONE SERUM is applied in a horizontal stripe from one temple to the other like this...  
 (demonstrate the technique)

*It can be used alone or in addition to another eye contour product.*



*Did you know that there already exist several very simple complementary techniques to reveal radiant eyes*

ENHANCE

Erase



MAGIC CONCEALER

Intensify



SILKY WANTED EYES

Lengthen



SPECTACULAR EXTENSION MASCARA

GLOBAL PRESCRIPTION

SUGGEST THE FLASH BEAUTY REVELATION SERVICE

*"Madam, if you have a few minutes I would be delighted to show you how to do this beauty booster at home."*

■ **YES**

Undertake the service as presented in the FLASH brochure

■ **NO**

Suggest an appointment to suit the client

TO FINISH

Offer the customer the opportunity to be on the HR contact list