



## KEY POINTS TO KNOW & REMEMBER

### TRIPLE PERFECTION MAKE UP BASE:

- > PERFECT COLOR
- > PERFECT RADIANCE
- > PERFECT SKIN TEXTURE

## TECHNOLOGY

- > PERFECT COLOR = **Color Enhancing System** enriched with **blue tinted mother of pearls**
- > PERFECT RADIANCE = Light diffusion thanks to « **Soft – focus** » effect particles
- > PERFECT SKIN TEXTURE = Fluid and soft **Silicone – enriched texture**

## RESULTS

- > **COLOR TONE IS BALANCED**
  - > **LIGHT DIFFUSION IS IMPROVED**
  - > **SKIN IS SOFT, VISIBLY SMOOTHED**
  - > **MAKE-UP APPLICATION IS EASY AND ITS HOLD IS OPTIMIZED**
- NON COMEDOGENIC / ALL SKIN TYPES

## COLOR CLONE<sup>x3</sup> BASE



## ADVICE HR MAKE UP BASES

### COLOR CLONE<sup>x3</sup> BASE

> UNEVEN COMPLEXION

- BALANCED SKIN COLOR
- SUBTLE RADIANCE
- REFINED SKIN TEXTURE

### PRODIGY BASE

> SIGNS OF AGEING

- SMOOTHED SURFACE
- NURISHED SKIN
- SPF 25 / PA+++

### PREMIUM UV BASE

> DARK SPOTS & SKIN COLOR

- ANTI-UV + ANTI POLLUTION
- DARK SPOTS REDUCED
- YELLOWNESS NEUTRALIZED
- SPF 40 / PA+++

## HR COMPLEXION

Triple perfection  
Make-up base

### COLOR CLONE PERFECTING

COLOR CLONE<sup>x3</sup> BASE



Balanced skin color  
Subtle radiance  
Refined skin texture

### PRODIGY REJUVENATING

PRODIGY BASE



Smoothed surface  
Nourished skin  
UV protection

### UV PREMIUM/ AGE WHITE PROTECTING/ WHITENING

PREMIUM UV BLUE BASE



Anti-Pollution + Anti-UV  
Dark spots reduced  
Yellowness neutralized

BASE

FOUNDATION

X3 FLUIDE



Triple perfection  
Translucent Glow

X3 COMPACT



Triple perfection  
12H Comfort

LIQUID LIGHT



Radiance  
Smoothing  
SPF 20 PA++

CREAM FDT



Comfort  
Smoothing  
Resculpting

COMPACT



Comfort  
Smoothing  
Radiance

COMPACT



Immaculate white  
Age-spot minimizing

# SALES SCENARIO

## 1 Welcome

"Hello Madam, welcome to HELENA RUBINSTEIN, the perfect complexion expert."

"How would you like to enhance your complexion? Show me..."

"What I really want is to smooth, prepare and correct my skin color and surface."

"I'm looking for something that eases the make-up application, highlights and perfects my skin surface."

(Present COLOR CLONE X3 MAKE-UP BASE to the client).

## 2 Target in the mirror

## 3 Present

"Let me introduce you COLOR CLONE X3 BASE. It is a **triple perfection make-up base** : It does **prepare** the skin for a perfectly **uniform and even make-up** finish.

With its **"soft-focus" effect particles**, it **smoothes skin texture to conceal imperfections**, and **improve light diffusion**."

With **"Color Enhancing System"** enriched with **blue-tinted micro mother of pearls** it balances and **corrects the skin tone**."

"Now let me show you how COLOR CLONE X3 BASE can illuminate and prepare your skin for the foundation application."

(Apply COLOR CLONE X3 BASE + COLOR CLONE X3 COMPACT FOUNDATION to the client's hand).

"As you can see, the skin is subtly beautified with **subtle radiance and visibly refined skin texture**."



## 4 Treat

"We also recommend taking several, complementary steps to achieve a truly smooth and luminous complexion and visibly refined skin texture."

"Prepare skin with COLLAGENIST with PRO-XFILL SERUM and maximize the benefits with COLLAGENIST with PRO-XFILL CREAM, both from our replumping anti-wrinkle range."



## 5 Enhance

To **optimize the make up result**, apply COLOR CLONE X3 BASE, all over the face.

**Unify and perfect** the complexion with COLOR CLONE X3 FOUNDATION.

**Erase dark areas** with MAGIC CONCEALER.

**Illuminate and structure** the cheeks with WANTED BLUSH.



"If you have a moment, I would be delighted to show you how to carry out this beautifying routine at home."

### YES:

Proceed according to the service outline provided in the FLASH brochure

### NO:

Suggest an alternative appointment based on the client's availability

## 6 Flash

Beauty Revelation

## 7 Finalise

Suggest the client join the HR address book