



KEY POINTS TO KNOW & REMEMBER

TRIPLE PERFECTION FOUNDATION:

- > PERFECT COLOR
- > PERFECT COVERAGE
- > PERFECT SKIN TEXTURE

12 H HOLD: ABSORBS EXCESS SEBUM FOR A PERFECT FINISH ALL DAY LONG

Contains an SPF 30 / PA +++ filter

TECHNOLOGY

- > PERFECT COLOR = **Color Clone Pigments**
- > PERFECT COVERAGE = Spherical + « bounce-effect » particles
- > PERFECT SKIN TEXTURE = **Ultra-fine talc particles + Hydrophobic powder**

RESULTS

- > **TONE-ON-TONE COLOR**
- > **TAILOR-MADE COVERAGE** (two way foundation)
- > **NATURAL FINISH: NO MASK EFFECT**
- > **REFINED SKIN**
- > HELP **ABSORB SEBUM EXCESS**

The advantages of a fluid foundation housed in an ultimate comfort compact foundation

ADVICE HR COMPACT FOUNDATION



COLOR CLONE X3 COMPACT
> UNEVEN COMPLEXION

- BALANCE SKIN COLOR
- PERFECT COVERAGE / 12H HOLD
- PERFECT SKIN SURFACE
- UV PROTECTION SPF 30 / PA+++



PRODIGY COMPACT
> SIGNS OF AGEING

- SMOOTH THE SKIN
- COMFORT
- RADIANCE / TRANSLUCENCY



AGE WHITE
> DARK SPOTS

- MINIMIZE DARK SPOTS
- UV PROTECTION
SPF 26 / PA+++



HR COMPLEXION

COLOR CLONE
PERFECTING

COLOR CLONE X3 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

Triple perfection
Compact foundation
12h comfort
SPF 30 / PA+++

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."

2 Target in the mirror

"How are you hoping to enhance your complexion? Show me..."

"What I really want is a compact foundation to obtain a perfectly natural and uniform complexion, that lasts."

"My skin is a bit oily, I want a foundation that matifies without mask effect and that lasts."

(Present COLOR CLONE X3 COMPACT FOUNDATION to the client).

3 Present

"COLOR CLONE X3 COMPACT FOUNDATION is a **triple perfection foundation**: It reproduces your skin's color structure for a perfectly natural "tone-on-tone" make up result.

With its **tailor-made coverage** it is ideal to perfect your skin surface, **without mask effect.**"

"Its comfortable powdery formula **smoothes on**, and stays in **perfect affinity** with the skin. Moreover it **helps absorb excess sebum** ensuring perfect natural finish all day long.

Finally, it contains SPF 30 / PA +++ filters.

"Now, let me show you how COLOR CLONE X3 COMPACT FOUNDATION can perfect your complexion."

(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 ultimate-comfort and perfect skin finish."



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.



6 Flash

Beauty Revelation

"If you have a few moments, 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

7 Finalise

Suggest the client join the HR address book