



KEY POINTS TO SAY & REMEMBER

- > A sumptuous make-up base
- > Prepares skin and sets make-up
- > The power of Prodigy anti-ageing skin care
- > Fresh and delicate texture

TECHNOLOGY

> CORRECTION & SMOOTHING

Pink micro-pearls = correction + smoothing + youthful radiance

Prodigy Bio-sap (including hyaluronic acid + royal jelly) = hydration + nourishment

> MAKE-UP HOLD & HIGH UV PROTECTION

"Perfect fix system" complex made up of:

- volatile oils = perfect hold
- SPF 25/PA ++ filters = skin protected from photo-ageing

RESULTS

Skin is illuminated, soft and supple; prepared for a perfect make-up hold.

PRODIGY FOUNDATION as a complement to Prodigy Base

7 NEW SHADES

BEIGE	01	
OCHRE	02	
	04	
	06	
PINK	00	
	10	
	20	



Global anti-ageing foundation



Corrective smoothing make-up base
SPF 25 / PA+++

HR COMPLEXION



SALES SCENARIO

1 Welcome

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

2 Target in the mirror

"How are you hoping to enhance your complexion? Show me..."
"What I really want is a good make-up base to smooth my skin and improve my foundation's hold"

"My ideal product would be a nourishing, treating make-up base that makes applying my foundation easier and unifies my complexion"

(Present Prodigy Base to the client)

3 Present
PRODIGY BASE

"PRODIGY BASE is a corrective, smoothing make-up base, ideal to prepare skin for the application of one of our HR foundations"

"Let me show you how PRODIGY BASE can illuminate your skin tone."

(Apply Prodigy Base to the client's hand)

"As you can see, the skin is smoothed, hydrated, supple and comfortable. That's thanks to the Bio-sap in the formula, PRODIGY BASE also enables perfect make-up hold and protects your skin from the sun, thanks to its SPF 25/PA +++ UV filter."

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



4 Treat

"Prepare skin with PRODIGY TISSULAR SERUM, then apply PRODIGY POWERCELL Youth Grafter. To maximize the benefits of your global anti-ageing routine, I recommend you to apply PRODIGY, our prodigious anti-ageing concentrate."



5 Enhance

Apply PRODIGY BASE all over the face for a perfect make-up hold. Unify and illuminate the complexion with PRODIGY CREAM FOUNDATION or PRODIGY LIQUID LIGHT. Erase dark areas with MAGIC CONCEALER. Perfect the complexion and fix foundation with PRODIGY LOOSE POWDER. 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