

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



PRODIGY BASE

PRODIGY BASE corrective smoothing make-up base base de teint correctrice lissante SPF 25 PA+++

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

TECHNOLOGY

> CORRECTION & SMOOTHING

Pink micro-pearls = correction + smoothing + youthful radiance

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

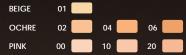
- > MAKE-UP HOLD & HIGH UV PROTECTION
- "Perfect fix system" complex made up of:
 - volatile oils = perfect hold
 - SPF 25/PA ++ filters = skin protected from photo-ageing

RESULTS

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

PRODIGY FOUNDATION as a complement to Prodigy Base







Global anti-ageing foundation

HR COMPLEXION



SALES SCENARIO

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Welcome

2

Target in the mirror

3

Present

PRODIGY BASE



Treat









Flash

Beauty Revelation

Finalise

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

"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)

"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."

"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."

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.

"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