



Innovation according to Helena Rubinstein

**Make-up perfection and powerful anti-aging
concentrated in a prodigious foundation**

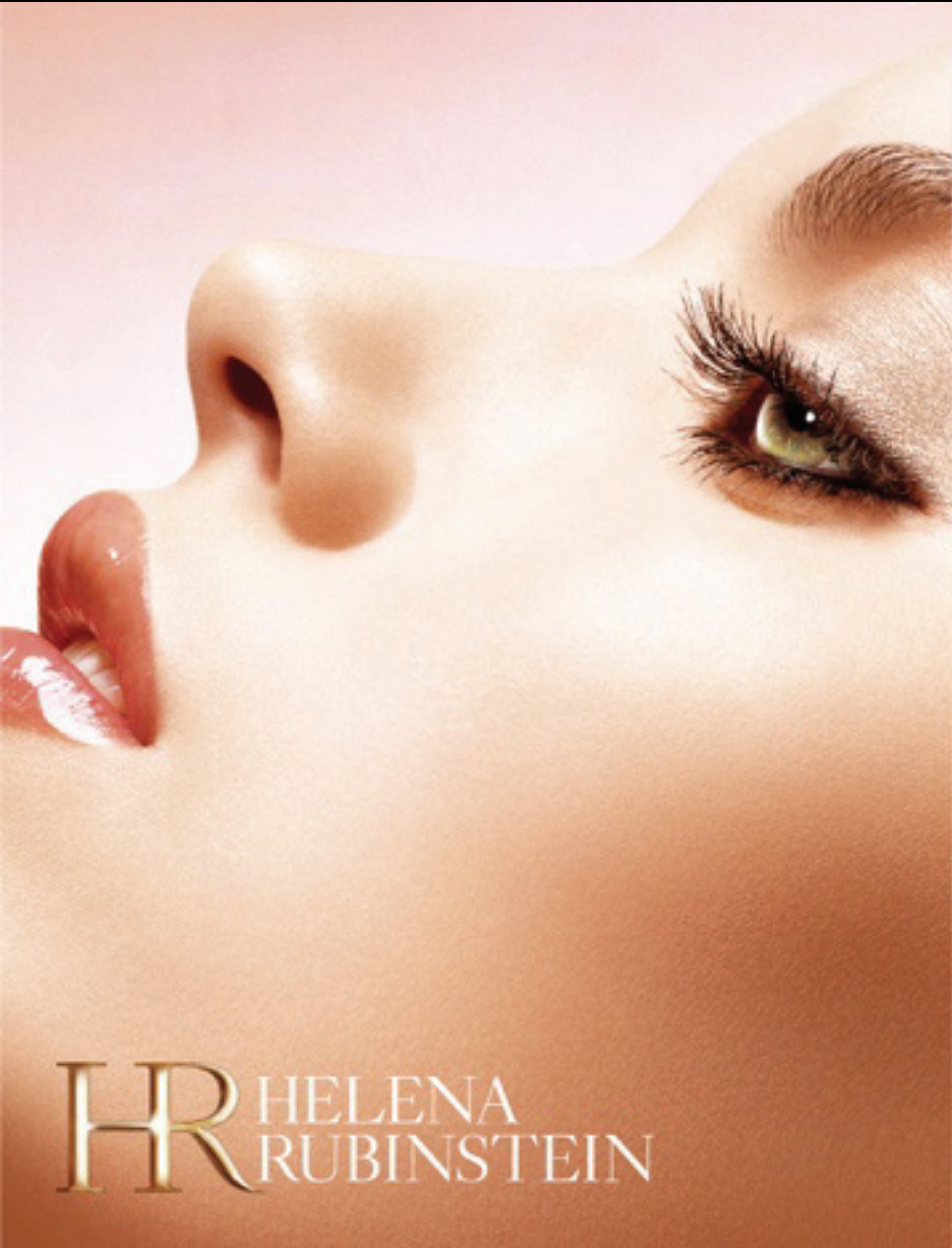
Discover the new virtuoso foundation

PRODIGY FOUNDATION

The virtuoso skincare foundation

SPF 20

PA ++



HR HELENA RUBINSTEIN

PRODIGY FOUNDATION

FOND DE TEINT SOIN VIRTUOSE SPF 20 - PA **

PERFECTION MAQUILLAGE ET PUISSANCE ANTI-ÂGE
CONCENTRÉES DANS UN FOND DE TEINT PRODIGE



- Cinq résultats immédiats pour une suprême perfection du teint :
- TEINT LISÉ par la puissance anti-âge de la biosève
 - CONTOURS GALÉS par des fibres "angle de teint", au pouvoir modelleur immédiat
 - SUBIME ÉCLAIR d'un teint illuminé de précieuses micro-nacres
 - CONFORT SUPRÊME
 - UNIFORMITÉ COULEUR LONGUE DURÉE

HELENA RUBINSTEIN
PRODIGY FOUNDATION



REMINDER ABOUT THE TECHNOLOGY PRODIGY CREAM

- **POWERFUL GLOBAL SKINCARE**
- **CONCENTRATED VITAL ENERGY**



CONCEPT

- Inspired by Nature's prodigies
- Create the first HR prodigy skincare foundation
- All the power of Prodigy cream skincare in the form of a virtuoso foundation



PRODIGY FOUNDATION

The virtuoso skincare foundation
SPF 20 - PA ++

- **Magnificence in make-up**
- **Ultra performance skincare**
- **Divine sensoriality of the texture**



MAGNIFICENCE OF MAKE-UP : SUBLIME RADIANCE

Instant illumination thanks
to micro mother-of-pearls



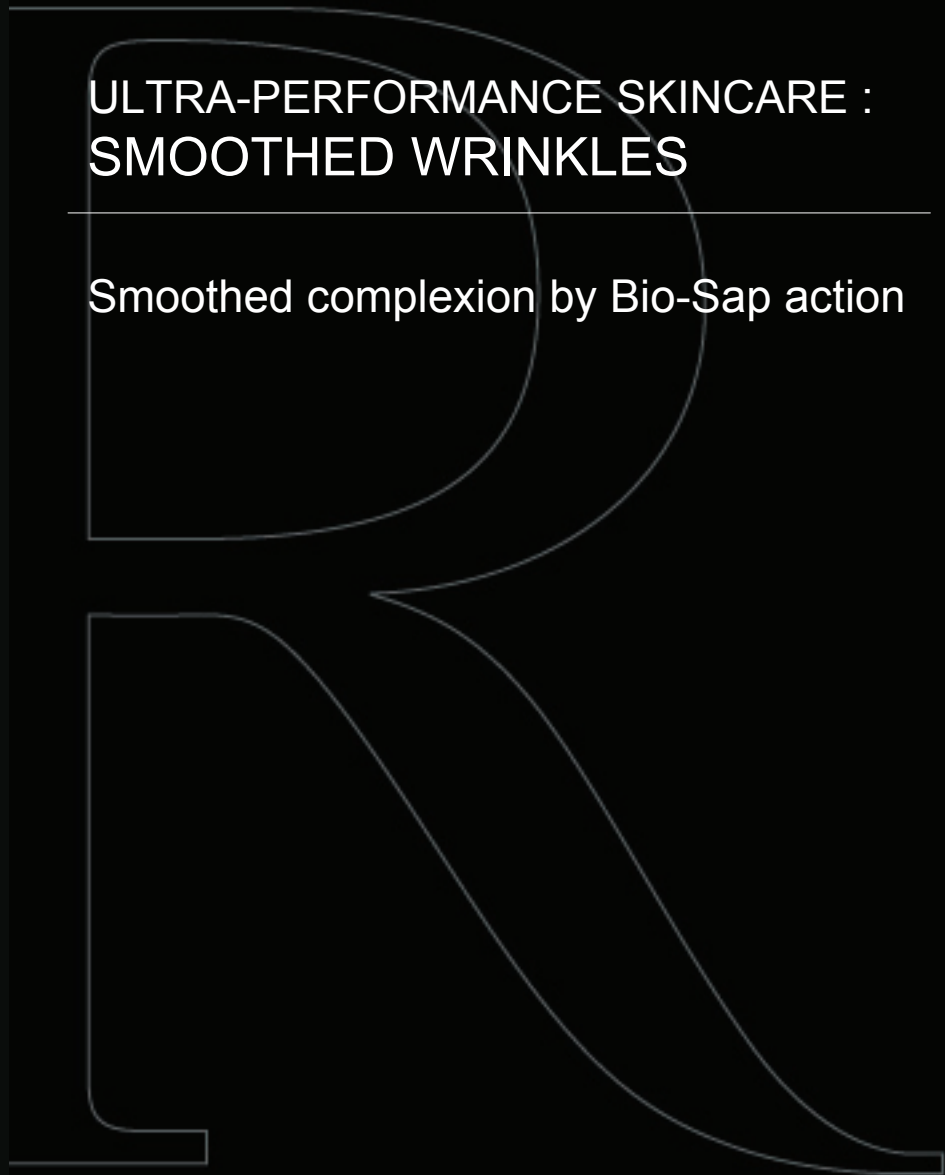
MAGNIFICENCE OF MAKE-UP : LONG LASTING UNIFORMITY

A structuring network of smooth fibers
and pigments



ULTRA-PERFORMANCE SKINCARE : SMOOTHED WRINKLES


Smoothed complexion by Bio-Sap action





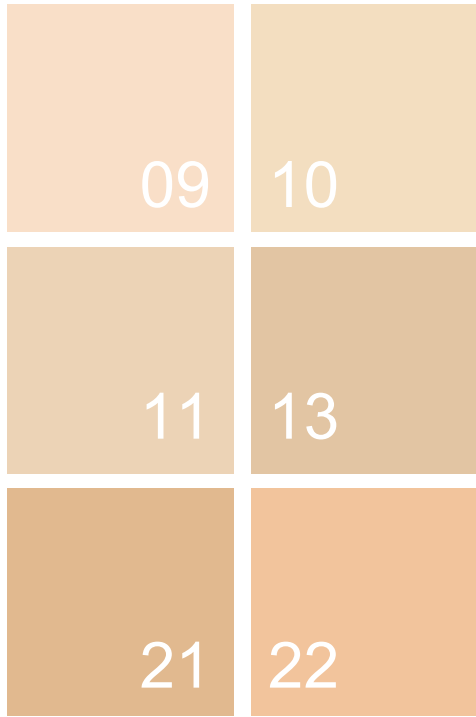
ULTRA-PERFORMANCE SKINCARE
RE-SCULPTED VOLUME

Re-sculpted contours by Bio-sap action



DIVINE SENSORIALITY
OF THE TEXTURE :
12 HOURS OF MOISTURISING AND
COMFORT

Supreme comfort thanks to ceramides



■ **6 colours for every complexion**

09 Petal

10 Ivory

11 Porcelain

13 Shell

21 Cream

22 Pink Apricot

■ **A 30 ml jar, pure object of desire**



Step 1



Step 2



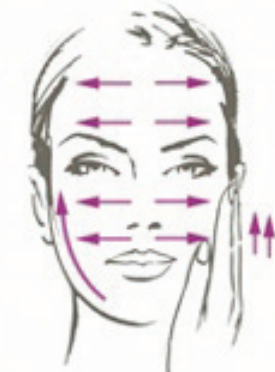
Step 3



Step 4



Step 5



Step 6

■ Prodigiously smoothing application

An exceptional application technique for an exceptionally textured foundation cream

FOUNDATION GEOGRAPHY OVERVIEW

	Claim	Results	Texture
COLOR CLONE	Creator of perfect complexion The 1st foundation that « clones » the colour and texture of an ideal skin	Ideal finish Tone on tone colour Satin effect Second skin finish	Fluid skin feeling
SENSUAL CLONE	Creator of perfect complexion The 1st foundation that « clones » the colour and texture of a velvety skin for 12 hours	Ideal fusion Tone on tone colour Velvet effect Long lasting 12 hours	Cream that turns into powder
SPECTACULAR MAKE-UP	Doesn't come off Foundation with spectacular hold (12h) Long lasting comfort	Matt finish Flawless complexion Adjustable coverage Long holding 12 hours	Fluid, light and non greasy
FACE SCULPTOR MAKE-UP	Face lift effect Lifting, moisturising and smoothening Fine lines and imperfections softened	Satin finish High coverage Smoothened skin	Fluid, elastic and comfortable
DOUBLE AGENT (Asia)	Balancing Mattens and regulates greasy zones Softens and smooths dry zones	« Close up » effect Unified complexion Matt complexion Natural complexion From close up	Fluid, fresh and « ultra slippery »
PRODIGY FOUNDATION	Comfort The virtuoso skincare foundation Unique response to the 5 needs of women -Sublime radiance -Long-lasting colour uniformity -Smoothed complexion -Re-sculpted contours -Long-lasting supreme comfort	Radiant complexion Smoothed complexion Re-sculpted contours Long-lasting uniformity	Foundation cream texture, smooth, melts into the skin

HOW TO TALK ABOUT...

PRODIGY FOUNDATION

All the most potent skincare and makeup perfection combined in a (**virtuoso**) foundation
Unique response to the 5 needs of women
-Sublime (**radiance**)
-(**long-lasting**) colour uniformity
- (**smoothed**) complexion
-(**re-sculpted**) contours
- Supreme long-lasting (**comfort**)

COLOR CLONE

It's a (**light**) fluid that slips over the skin during application with a skin feeling texture for a transparent (**satin**) result

SENSUAL CLONE

It's a (**cream of powder**) texture that clones the skin's colorial structure and leaves it feeling incredibly soft and (**velvety**)

SPECTACULAR MAKE-UP

This foundation guarantees an intact complexion for 12 hours without retouching and without (**coming off**) for a (**mattified**) skin

FACE SCULPTOR MAKE-UP

For (**mature**) skins, Face Sculptor make-up moisturises and (**nourishes**) the skin. It gives an exceptional youthful radiance by smoothing and lightly remodeling lines

DOUBLE AGENT (Asia)

The foundation with the « close-up » effect that adapts and (**corrects**) all the complexion's imperfections linked to (**combination**) skins to give the complexion unity and purity, even up close



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THE GAME

FOUNDATION layer

■ Find the right connections

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FOUNDATION SKINCARE VIRTUOSO

RESULTS

TECHNOLOGY

BENEFIT

Intense radiance
Radiant face

→ Micro mother-of-pearls

Bio-Sap

→ ?

Sublime
radiance

Perfect hold
Flawless complexion
All day long

→

Network of fibres
and pigments

Ceramides

→ ?

Uniformity
Long lasting

SKINCARE layer

■ Find the right connections

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FOUNDATION SKINCARE VIRTUOSO

RESULTS	TECHNOLOGY		BENEFIT
Cellular renewal Radiant face Smoothed wrinkles and fine lines	→ Ceramides Network of fibres and pigments	→ ?	Smoothed complexion
Fight against breakdown of collagen Firmer face Perfectly drawn contours	Micro mother-of pearls → Prodigy Cream	→ ?	Re-sculpted volumes

VIRTUOSO layer

■ Find the right connections

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FOUNDATION SKINCARE VIRTUOSO

RESULTS

TECHNOLOGY

BENEFIT

Moisturising cream texture
Curbs water loss
Soft and supple skin
12 hours of comfort

→ Bio-Sap
Network of fibres
and pigments

→ ?

Supreme
comfort

Powerful global skincare
Concentrate of vital energy

→ Micro
mother-of-pearls
Bio-Sap

→ ?

Potent skincare

COMPETITIVE COMPARISON TABLE

Name	Brand	Price	Promise	Texture	Results	N° of foundations
Teint de soie	Yves Saint Laurent	34€	Perfect marriage of make-up and skincare (pigments wrapped in collagen)	Cream	Unifies the complexion, smooths imperfections, ensures a luminous and velvety finish	5
Fond de teint crème SPF 15	Shiseido	36,72€	The Technological Mastery of Light restores radiance to the duller complexions	Cream	Moisturises the skin while smoothing over the appearance of fine lines and other imperfections	9
Issima Teint Crème douceur anti-âge IP 12 PA ++	Guerlain	47,48€	Day after day, the skin is nourished and redensified	Cream	The complexion is unified and radiant. The contours are more defined. The skin gets its comfort and softness back	9
Absolute Teint Fond de teint Nourrissant Revitalisant SPF20	Lancôme	61,00€	A skincare foundation that brings moisturising and nourishment and helps the skin to get back the elasticity of its youth	Cream	Protected, the complexion is natural and uniform, for absolute beauty.	6
Vitalumière Crème SPF 15	Chanel	66€	Foundation Cream Source of youth and light	Cream	Rested complexion It gets back vitality and luminosity	4
Prodigy Foundation Fond de teint soin virtuose SPF 20 – PA++	Helena Rubinstein	70,00€	All the potent skincare of Prodigy cream in the form of a virtuoso foundation	Crème	Magnificence of make-up Ultra performance of skincare Divine sensoriality of the texture	6