



HR

HELENA RUBINSTEIN

MASCARA SAGA



HELENA RUBINSTEIN

70 YEARS OF INNOVATION, 70 YEARS OF EXPERTISE

HR has been revolutionizing eye makeup for over 70 years

MASCARA SAGA

MILESTONE DATES IN THE MYTH OF HELENA RUBINSTEIN MASCARAS

PIONEERED TODAY'S MASCARAS

1st mascara
WATERPROOF

1939



1st mascara
AUTOMATIC
MASCARA MATIC

1958



LONG LASH
mascara

1964

MASCARA SAGA

MILESTONE DATES IN THE MYTH OF HELENA RUBINSTEIN MASCARAS

STATE-OF-THE-ART TECHNOLOGY SAGA



SPIDER EYES
base

2004



SPECTACULAR
EXTENSION Mascara WP

2010

MILESTONE DATES IN THE MYTH OF HELENA RUBINSTEIN MASCARAS

DRESSED-UP EYES SAGA



LASH QUEEN
WATERPROOF

2006



LASH QUEEN
FELINE BLACKS WP

2008



LASH QUEEN
FEATHER

2009

And in 2010

THE SAGA CONTINUES



S, FOR...



S
ENSUAL



S EDUCTIVE



S CANDALOUS



S, FOR...

S EXY

HR
HELENA RUBINSTEIN

THE CURVE OF DESIRE



NEW MASCARA
LASH QUEEN
SEXY BLACKS
WATERPROOF

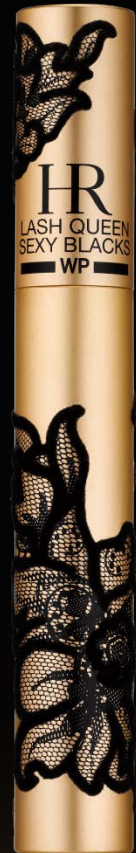
PUSH-UP VOLUME & PROVOCATIVE CURVES

www.helenarubinstein.com

LASH QUEEN SEXY BLACKS WP

First mascara with lace detailing.

PUSH-UP VOLUME
PROVOCATIVE CURVES



LASH QUEEN SEXY BLACKS WP "MASCARA CRAFTSMANSHIP"

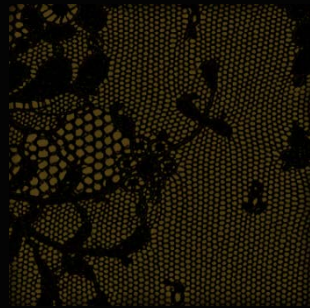
HR
HELENA RUBINSTEIN

CALAIS, THE WORLD'S LACE CAPITAL,
SOURCE OF DARING, FEMININE AND REFINED INSPIRATION



LASH QUEEN SEXY BLACKS WP 1ST LACE ADORNED MASCARA

A TRULY INNOVATIVE AND UNIQUE TECHNOLOGICAL
BREATHROUGH THE FIRST MASCARA WITH LACE DETAILING



Sexy lace
detailing



A sensual velvet
touch



A delicate 3D
pattern

LASH QUEEN SEXY BLACKS WP PUSH-UP VOLUME - PROVOCATIVE CURVES

A GENEROUS FORMULA AND CORSETTING EFFECT
FOR LASHES THAT ARE CURVED, DEFINED AND FULL

SCULPTING WP FORMULA AND CORSETTING EFFECT

1. LASH-BY-LASH SCULPTING, THICKENING,
SUPPLE AND ELEGANT (WITHOUT HEAVINESS)
2. "CORSETTING" EFFECT WHICH COATS
EACH LASH AND HOLDS ITS CURVE

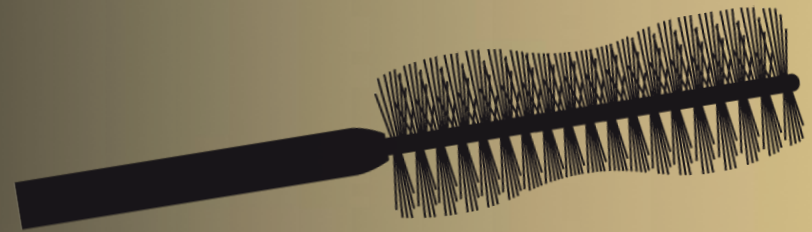


LASH QUEEN SEXY BLACKS WP 90-60-90 CURVE BRUSH

A PATENTED BRUSH
"90-60-90"
FOR INDECENT CURVES

THREE MAJOR ADVANTAGES OF THE "90-60-90" BRUSH:

1. SCULPTING PUSH-UP VOLUME
2. PROVOCATIVE CURVES
3. ELEGANT SEPARATION



FOR LASHES THAT ARE CURVED, DEFINED AND FULL

MASCARA GEOGRAPHY

LENGTHENING

VOLUME

COLLECTOR

+ LENGTHENING

LASH QUEEN
WP



VOLUME
LENGTHENING

+ INTENSE

LASH QUEEN
FELINE BLACKS
WP



INTENSE VOLUME
AND LENGTHENING

+ SEPARATION

LASH QUEEN
FEATHER COLLECTION



VOLUME
SEPARATION

+ CURVE

LASH QUEEN
SEXY BLACKS WP



VOLUME
CURL

LONG LASH WP
MASCARA



NATURAL

SPECTACULAR
EXTENSION
WP MASCARA



SPECTACULAR
LENGTHENING

COMPETITION

HR



Lash Queen
Sexy Blacks WP

PUSH-UP VOLUME
PROVOCATIVE CURVES

THE HR +

- 1st LACE DETAILING
- "90-60-90" BRUSH
- GENEROUS FORMULA

DIOR



Diorshow
Iconic

HIGH DEFINITION
LASH CURLER MASCARA

THE HR LOSB +

- VOLUME + GENEROUS

DIOR



Diorshow
Iconic Extreme

EXTREME WEAR
LASH CURLER WP

THE HR LOSB +

- VOLUME + GENEROUS
- BEST SEPARATION

LANCÔME



Virtuose

DIVINE LASTING CURVES
AND LENGTH MASCARA

THE HR LOSB +

- BETTER CURVE EFFECT

Tests faits en interne



THE GAME OF MAGIC QUEENS

Night fell a few hours ago, the town sleeps....

In the folds of a leather gloves, our first Magic Queen discovers
the very first Lash Queen ...



LASH QUEEN MASCARA WP

dressed-up eyes
majestic length and volume

Another feline Magic Queen stretches out among the
“leopard” accessories ... and finds the second Lash Queen!



LASH QUEEN FELINE BLACKS WP

intense adornment for your eyes
majestic length and volume

The third Magic Queen wears around her neck large, glossy, airy, black feathers... she discovers the third Lash Queen.



LASH QUEEN FEATHER COLLECTION

long lasting
feather-light volume

The last Magic Queen moves towards the lingerie
and finds the last Lash Queen...



LASH QUEEN SEXY BLACKS WP

push-up volume
and provocative curves

“The store is about to open!”
On the pristine counter, the four Lash Queens are laid out in a black velvet presentation box.

LASH QUEEN MASCARA WP

dressed-up eyes
majestic length and volume



LASH QUEEN FELINE BLACKS WP

intense adornment for your eyes
majestic length and volume



LASH QUEEN FEATHER COLLECTION

long lasting
feather-light volume



LASH QUEEN SEXY BLACKS WP

push-up volume
and provocative curves



ADVISE HR VERSUS KEY COMPETITORS

SALES ADVICE

IF YOUR CLIENT USES...

DIOR SHOW ICONIC



HIGH DEFINITION LASH
CURLER MASCARA

AND WANTS...

CURVED LASHES
FALSE-LASH EFFECT
LENGTHENED LASHES

HR ADVISES HER TO USE...

LASH QUEEN SEXY BLACKS WP



PUSH-UP VOLUME
PROVOCATIVE CURVES

THE HR + :

- Volume and curve
- Each lash, even the shortest, has greater volume and curve from every angle thanks to the 90-60-90 brush
- False-lash effect, separation

SALES ADVICE

IF YOUR CLIENT USES...

DIOR SHOW ICONIC
EXTREME



EXTREME WEAR
LASH CURLER WP

AND WANTS...

CURVED LASHES
FALSE-LASH EFFECT
LENGTHENED LASHES

HR ADVISES HER TO USE...

LASH QUEEN SEXY BLACKS WP



PUSH-UP VOLUME
PROVOCATIVE CURVES

THE HR + :

- Volume and curve
- Each lash, even the shortest, has greater volume and curve from every angle thanks to the 90-60-90 brush
- False-lash effect, separation.

SALES ADVICE

IF YOUR CLIENT USES...

AND WANTS...

HR ADVISES HER TO USE...

LANCÔME VIRTUÔSE



CURL & LENGTH
DIVINE HOLD

CURVED LASHES
FALSE-LASH EFFECT
LENGTHENED LASHES

LASH QUEEN SEXY BLACKS WP



PUSH-UP VOLUME
PROVOCATIVE CURVES

THE HR + :

- Volume and curve
- Each lash, even the shortest, has greater volume and curve from every angle thanks to the 90-60-90 brush
- False-lash effect

SALES ADVICE

IF YOUR CLIENT USES...

CHANEL INIMITABLE



MULTI-DIMENSIONAL
MASCARA

AND WANTS...

VOLUME
AND LENGTH
SEPARATION
CURVE

HR ADVISES HER TO USE...

LASH QUEEN FEATHER COLLECTION



LONG LASTING
FEATHER-LIGHT VOLUME

THE HR + :

- Well-defined lashes
- Featherweight length
- Volume and Separation, zero clumps
- Long playtime

SALES ADVICE

IF YOUR CLIENT USES...

DIOR SHOW



SPECTACULAR VOLUME
Professional mascara

AND WANTS...

VOLUME
LENGTH
CURL

HR ADVISES HER TO USE...

LASH QUEEN FELINE BLACKS WP



THE HR + :

- Intense volume build up & long playtime
- Stretches easily for a feline look
- Thicker, supple lashes
- Sumptuous length

INTENSE ADORNMENT
FOR YOUR EYES MAJESTIC
LENGTH AND VOLUME

SALES ADVICE

IF YOUR CLIENT USES...

Lancôme
HYPNÔSE
WP



CUSTOM-WEAR
VOLUME MASCARA

AND WANTS...

MADE-TO-MEASURE
VOLUME

HR ADVISES HER TO USE...

LASH QUEEN WP



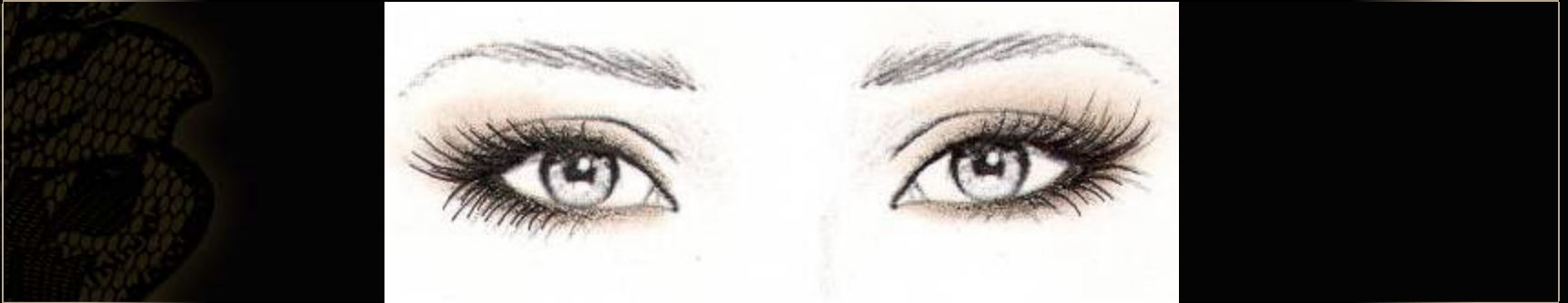
DRESSED-UP EYES
MAJESTIC LENGTH
AND VOLUME

THE HR + :

- Brush with grooves for ultra-effective lash coating
- Generous makeup result which "plumps" the lashes like a fur

SALES ADVICE TIPS AND TRICKS

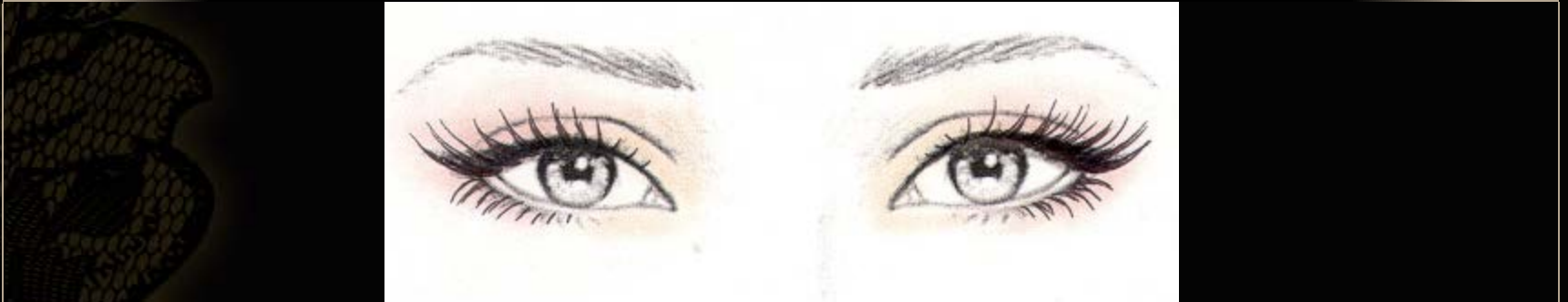
Which look for which Lash Queen?



1 THE INTENSITY AND SEDUCTION OF A FELINE LOOK

SALES ADVICE TIPS AND TRICKS

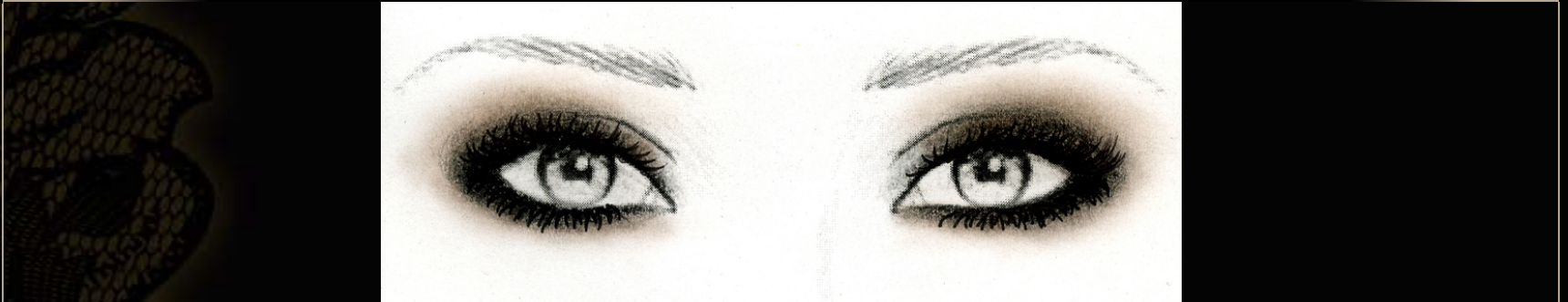
Which look for which Lash Queen?



2 SEDUCTION OF A LIGHT AND LUMINOUS « DOE-EYED » GLANCE

SALES ADVICE TIPS AND TRICKS

Which look for which Lash Queen?



3 INTENSITY AND SOFTNESS OF A SMOKY-EYE LOOK

SALES ADVICE SALES SCENARIO

"Good morning/afternoon Madam and welcome to HELENA RUBINSTEIN, the pioneering brand in mascaras for the past 70 years".
"Allow me to show you the first mascara with lace detailing, Lash Queen Sexy Blacks".

[Place the mascara in the client's hand]

"Take a look at this fabulous mascara, with its lace detailing inspired by fine lingerie corsets. Lash Queen Sexy Blacks provides PUSH-UP VOLUME and PROVOCATIVE CURVES. Its "90-60-90" curl brush contours, coats, curls, and perfectly spreads the corset-effect formula for a shapely, thickening curve. I would love for you to try it on."

1. The client is interested:
Proceed to step 3 - treat and enhance

2. The client is not interested:
she wants another type of result
Ask the following question:
"What lash result are you looking for?"
Recommend the appropriate HR mascara,
and proceed to step 3 - treat and enhance

"To enhance your eyes and grace them with an instant rejuvenating effect, smooth the eye contour with Collagenist Eye Zoom and illuminate with Magic Concealer."

Next, apply the lighter shade from Wanted Eyes eye shadow on the mobile eyelid and line the lash base with Silky Eyes pencil. Finish with Lash Queen Sexy Blacks mascara to deploy the lash fringe outwards.

1



Welcome

2

In front
of the mirror

3

Treat &
Enhance



SALES ADVICE SALES SCENARIO

“Madam, if you have a moment, I would be more than happy to show you how to do this quick beauty makeover at home”

YES

Follow the service procedure laid out in the FLASH brochure

NO

Offer an appointment according to the client's availability

4

**Flash
Beauty
Revelation**

Suggest the client join the HR address book

5

To Finish

SELLING TIPS

PRESENT LASH QUEEN SEXY BLACKS IN 3 EASY STEPS

1 WELCOME

"Allow me to show you the first mascara with lace detailing, Lash Queen Sexy Blacks".

2 PACKAGING DISCOVERY

Place the mascara in the client's hand and describe it



"A velvety 'fabric' touch, like lace on the skin"

Describe the sensations to the touch:

"Feel the volume and density of its lacework decoration"

3 PRODUCT DISCOVERY

Take the mascara back and open it to reveal the brush:

"Now let me show you its 90-60-90 brush"

"A curve brush that perfectly shapes and curls your lashes"

"Experience the same sensations of volume and curl on your lashes with:

LASH QUEEN SEXY BLACKS

The first mascara with lace detailing for push-up volume and provocative curves"

DO YOU KNOW?

- *What trick do makeup artists use to ensure that mascara is applied evenly to the entire length of the lash?*
- *Which invention do we owe to Helena Rubinstein?*
- *What is the correct way to saturate the brush with mascara?*
- *What should you never do?*
- *What is the shelf life of a mascara once opened?*



HR

HELENA RUBINSTEIN