

HR
HELENA RUBINSTEIN



WANTED ROUGE



The new WANTED **ROUGE** is...

HR
HELENA RUBINSTEIN

The fascinating power of **CAPTIVATING COLORS**

The **VISIBLY REJUVENATING** power

The magnetic power of a **PRECIOUS JEWEL**

THE ROUGE OF ALL TEMPTATIONS

INSPIRATION

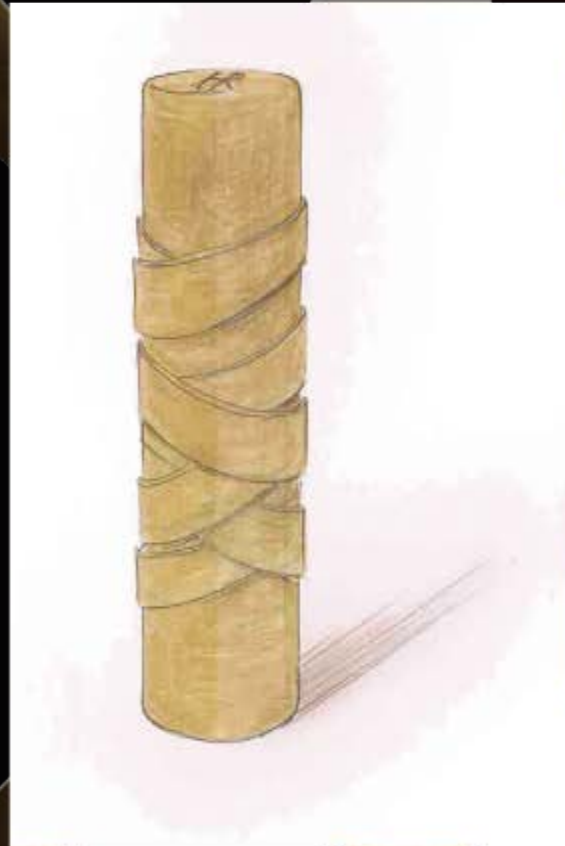
THE LIPSTICK

COLOUR EXPERTISE

SALES

DESIGN BY HERVÉ VAN DER STRAETEN

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"I have created a lipstick with a markedly sensual design, made alluring by its powerful and delicate lines. The ribbon wrapped around the lipstick's shaft expresses the duality of seduction - both elusive and passionate."

INSPIRATION

THE LIPSTICK

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A jewel-like case expressing the relationship between a woman and her lipstick



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THE ROUGE OF ALL TEMPTATIONS



NEW
WANTED ROUGE
CAPTIVATING COLORS - VISIBLY REJUVENATING

In a click, the irresistible power of attraction of a Rouge featuring luminous shades, infused with an "anti-aging" effect serum.

www.helenarubinstein.com

INSPIRATION

THE LIPSTICK

COLOUR EXPERTISE

SALES

THE POWER OF A ROUGE...
... THE COLOR OF ALL TEMPTATIONS



A TRUE OPPORTUNITY
FOR YOU AND YOUR CLIENTS

COLOUR ADVICE THAT'S
FOOLPROOF AND RISK-FREE

REJUVENATING POWER: WHAT DO WOMEN WANT?

"I want perfect, well-designed lips..."

*"I want to have **colourful, fresh** lips again!"*



discoloured lips



coloured

*"I want to **plump** my lips, **smooth** them, restore their **body and shape.**"*



flat lips

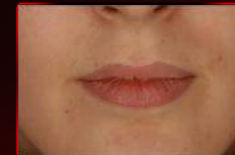


plump

*"I want to **restore presence** in my lips, give them more **colour** and a **sharp contour.**"*



blurred contour



sharp

HR SOLUTION WANTED ROUGE TECHNOLOGY

1

Beta-X jelly:

- HR Pro-xylane
 - shapes and moisturises
- +
- Royal Jelly
 - smoothes and softens
 - = Anti-ageing

2

- Hyaluronic acid:
 - rehydrates / plumps

LIP SERUM™ COMPLEX

+ Anti-feathering agents

+ 4-hour colour wear

THE POWER OF COLOUR: WHAT DO WOMEN WANT?



*"I want freshness, radiance,
a 'lively' face, life, happiness..."*

*"I want to master my make-up, with
results tailored to my needs, never too much!"*

*"I want a colour that suits me, that
lights up my face and makes me look younger."*

HR SOLUTION
THE POWER OF COLOUR
WANTED **ROUGE**

HR
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CAPTIVATING COLORS...
...THE RIGHT DOSAGE OF PIGMENTS

HR Expertise: balanced shades

Perfect balance of the 3 components in a colour



WANTED ROUGE RANGE OF SHADES

HR
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RED
GLAMOUROUS

PINK
SENSOUS

ORANGE
GORGEOUS

BROWN
VOLUPTUOUS



101 possess



002 fascinate



004 attract



201 exalt



302 dazzle



103 arouse



005 admire



006 magnetize



202 captivate



303 desire



007 tempt



008 seduce



203 hypnotize



304 thrill



009 amaze



204 inflame

000 Base coat

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THE LIPSTICK

COLOUR EXPERTISE

SALES

THE 4 COLOUR FAMILIES FOR WANTED ROUGE

SENSUOUS
PINK



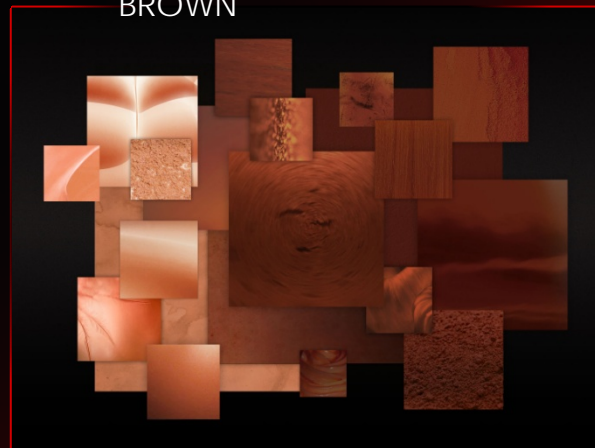
GLAMOUROUS
RED



GORGEOUS
ORANGE



VOLUPTUOUS
BROWN



INSPIRATION

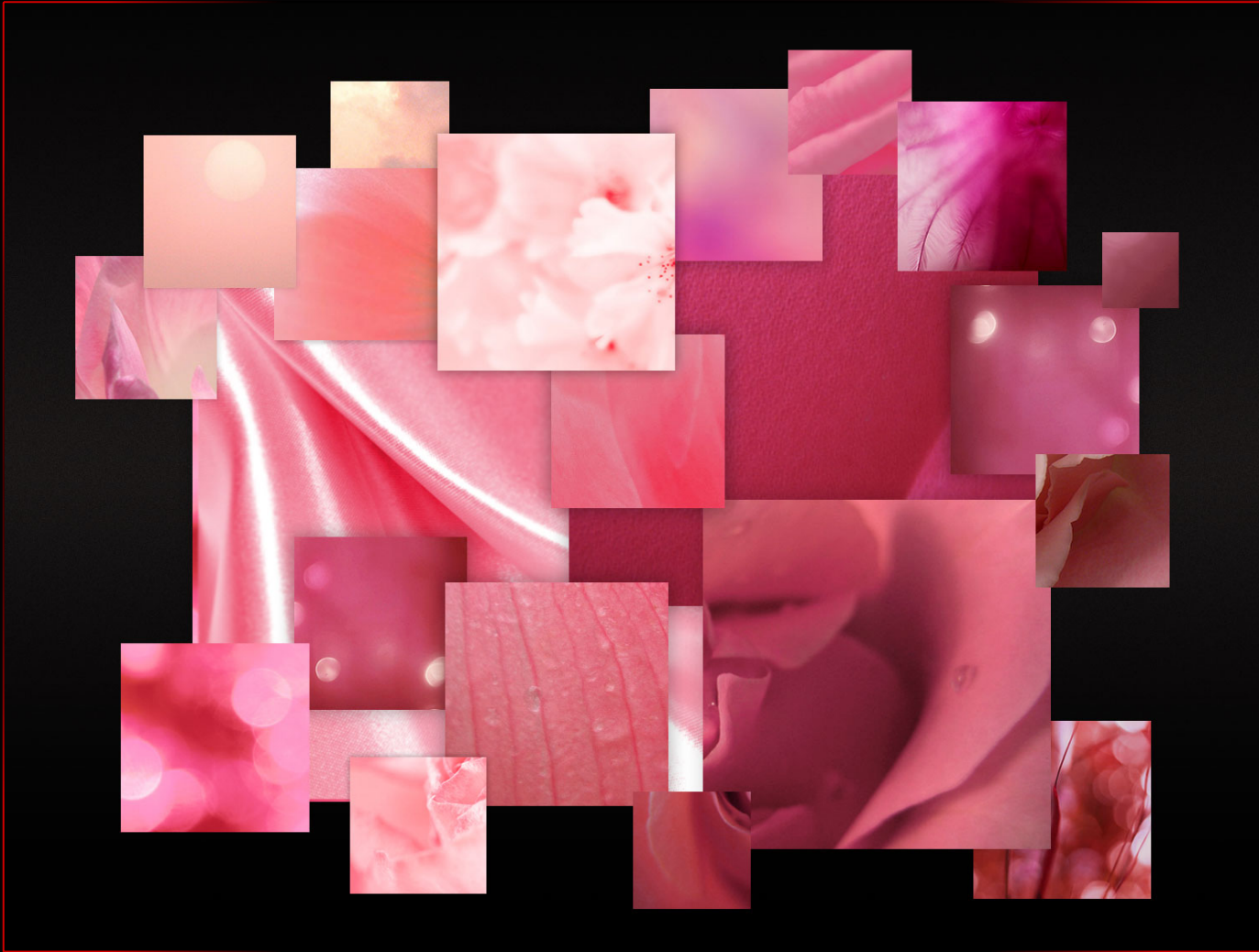
THE LIPSTICK

COLOUR EXPERTISE

SALES

SENSUOUS PINK

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INSPIRATION

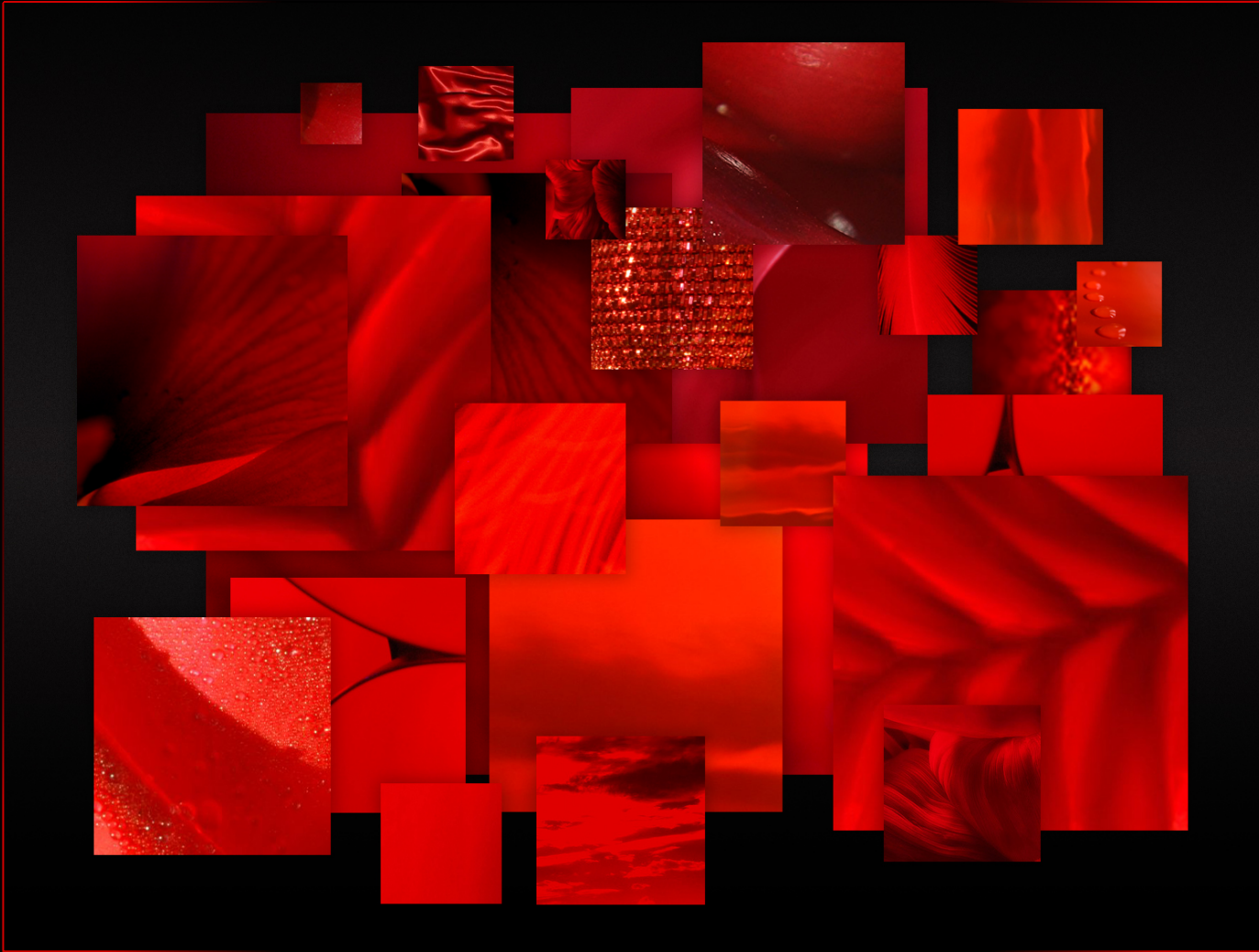
THE LIPSTICK

COLOUR EXPERTISE

SALES

GLAMOUROUS RED

HR
HELENA RUBINSTEIN



INSPIRATION

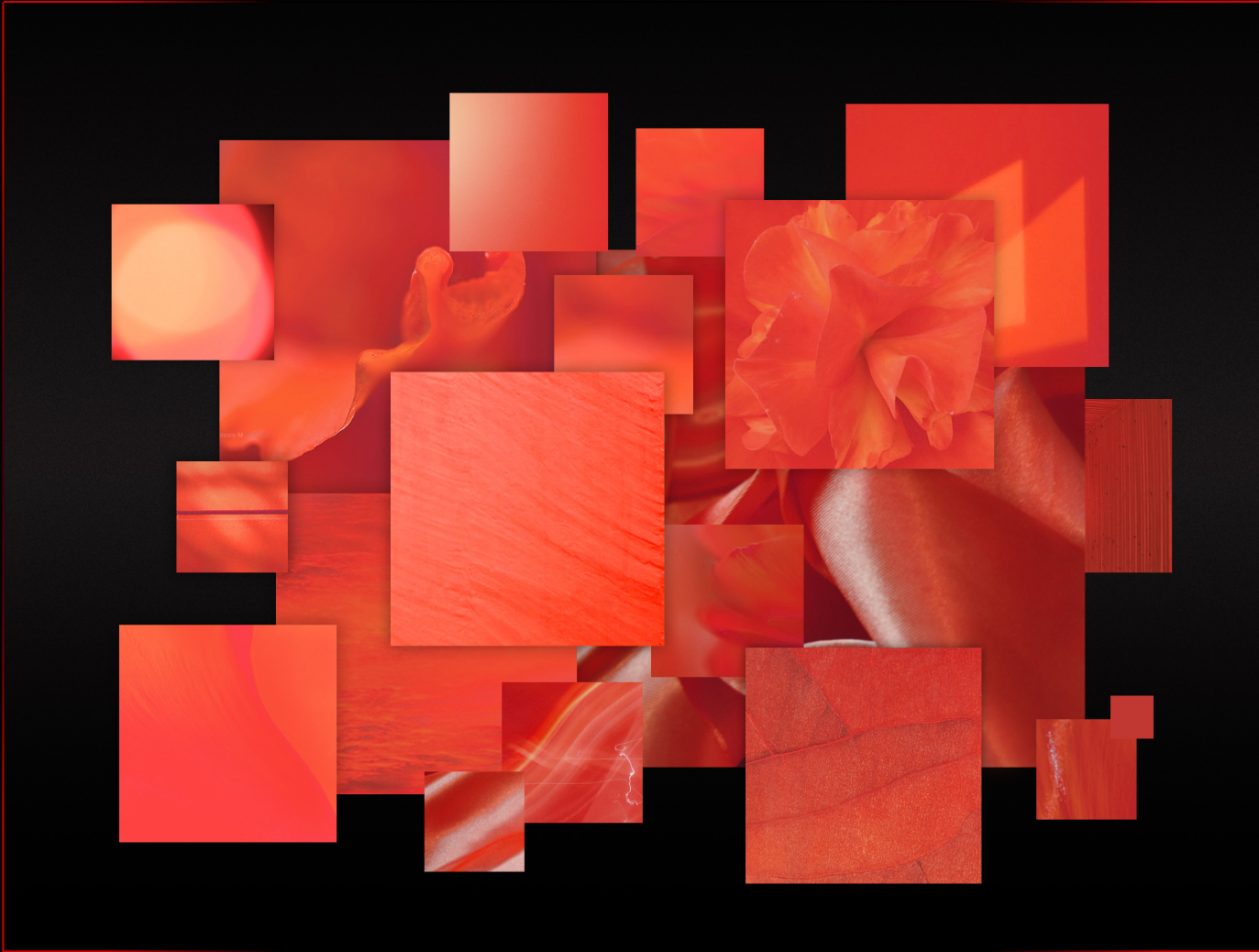
THE LIPSTICK

COLOUR EXPERTISE

SALES

GORGEOUS ORANGE

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INSPIRATION

THE LIPSTICK

COLOUR EXPERTISE

SALES

VOLUPTUOUS BROWN

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THE LIPSTICK

COLOUR EXPERTISE

SALES

THANKS TO THIS BALANCING EFFORT:



All shade families are luminous

All categories of women will find
a shade in several of the families that is:

- Suitable and “tailored”
- Foolproof

WHICH COLOUR?
FOR WHICH TYPE OF WOMAN?

WHICH SHADE SUITS YOU? COLOUR ADVICE



THE THREE ESSENTIAL STEPS

1. Observation
2. Profiling: questions / listening
3. Personalised colour advice

WHICH SHADE SUITS YOU?

STEP 1: OBSERVATION "THE WOMAN IN HER ENTIRETY"

1. Her style
2. The kind of make-up she wears
3. Her mouth shape
4. A woman's natural colour harmony (Hair/Skin)

WHICH SHADE SUITS YOU?

STEP 2: PROFILING QUESTIONS:

1. "What colour do you usually wear?"
2. "What effect are you trying to achieve by wearing this colour?"

WHICH SHADE SUITS YOU?



3. HR COLOUR ADVICE

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SALES

3 TYPOLOGIES OF ASIAN WOMEN

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NATURAL LOOK
WITH FRESH AND SOFT LIPS



GLAMOROUS LOOK
WITH SOPHISTICATED OR NUDE LIPS



COLORFUL LOOK
WITH PASTEL OR VIVID LIPS



INSPIRATION

THE LIPSTICK

COLOUR EXPERTISE

SALES

NATURAL LOOK WITH FRESH AND SOFT LIPS

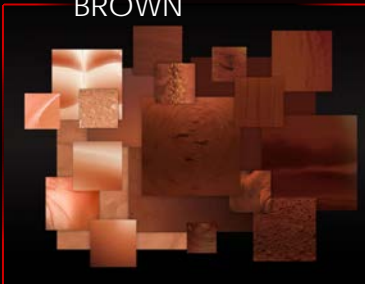
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INSPIRATION

THE LIPSTICK

VOLUPTUOUS
BROWN



SENSUOUS
PINK



GORGEOUS
ORANGE



COLOUR EXPERTISE



302 dazzle



304 thrill



002 fascinate



006 magnetize



201 exalt



202 captivate

SALES

GLAMOROUS LOOK WITH SOPHISTICATED OR NUDE LIPS

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INSPIRATION

THE LIPSTICK

VOLUPTUOUS
BROWN



GLAMOUROUS
RED



GORGEOUS
ORANGE



302 dazzle



304 thrill



101 possess



103 arouse



201 exalt



202 captivate

COLOUR EXPERTISE

SALES

SOPHISTICATED LOOK WITH PASTEL OR VIVID LIPS

HR
HELENA RUBINSTEIN



INSPIRATION

THE LIPSTICK

SENSUOUS
PINK



GORGEOUS
ORANGE



002 fascinate



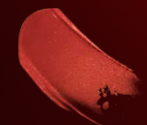
005 admire



007 tempt



203 hypnotize



204 inflame

COLOUR EXPERTISE

SALES

SALES SCENARIO



"Good morning/afternoon Madam and welcome to HELENA RUBINSTEIN"

1

Welcome

"Allow me to show you WANTED ROUGE ,
the lipstick of all temptations,

"But first of all, let's talk about your smile"

1. "What colour do you usually wear?"

"I love red, but I don't dare wear it, so I go for rosy beige."

2. "What effect are you trying to achieve with this?"

"I want to wear a colour that suits me and gives me a healthy glow"

2

Target
In the mirror

"WANTED ROUGE is our brand-new lipstick, with captivating colors, enriched in skin care ingredients, for a visibly rejuvenating smile".

[Place the jewel LS in the client's hand]

"I would like you to discover our 'star' shade – the one Demi Moore herself wears:
this is shade 101 "possess".

YES:

Do the "one-minute" application
with shade 101 "Possess"

NO:

Recommend the "foolproof"
tailored shade

"WANTED ROUGE is also a precious object, a true jewel, easily opened in a "click",
created by world-renowned designer Hervé Van Der Straeten,
famous for his work in the field of design and jewellery".

3

Treat



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THE LIPSTICK

COLOUR EXPERTISE

SALES

SALE SCENARIO

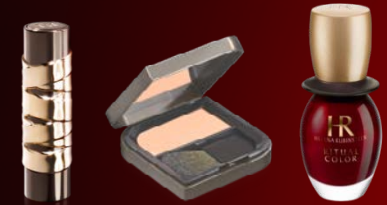


Did you know that a few very simple complementary touches can help you illuminate your skin and create a visibly rejuvenating effect?

Illuminate your complexion with WANTED BLUSH, in a shade that perfectly matches your lipstick. As soon as it's applied, it markedly strengthens its rejuvenating effect. The final touch, for a perfect match with shade 101 "possess", is nail polish, Ritual Color shade 101 "possess".

4

Enhance



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

5

Flash
Beauty
Revelation

YES:

Follow the service procedure laid out in the FLASH brochure

NO:

Offer an appointment according to the client's availability



Suggest the client join the HR address book + discover the WANTED fragrance

6

Finalise

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COLOUR EXPERTISE

SALES

"ONE MINUTE APPLICATION"



*DO YOU KNOW THE DIFFERENCE BETWEEN
UNDERLINED LIPS
AND
REPLUMPED LIPS?*

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SALES

"ONE MINUTE APPLICATION"

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Underlined Lips (outlined without a pencil)



APPLY THE BALM



REMOVE ANY SURPLUS



OUTLINE THE "CUPID'S BOW"



OUTLINE THE LOWER MIDDLE



WORK ON THE CORNERS



WORK ON THE CONTOUR
FILL IN THE LIP SURFACE



RESULT

Play the
application film



INSPIRATION

THE LIPSTICK

COLOUR EXPERTISE

SALES

"ONE MINUTE APPLICATION"

HR
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Natural and replumped Lips (plump, not lined)



APPLY THE BALM



REMOVE ANY SURPLUS



APPLY THE LS TO THE MIDDLE



BLEND IN THE COLOUR



WORK ON THE CORNERS
AND MERGE WITH THE BLENDED COLOUR



RESULT

Play the
application film



INSPIRATION

THE LIPSTICK

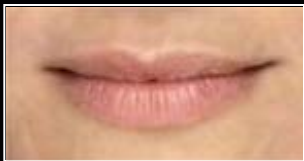
COLOUR EXPERTISE

SALES

TIPS AND TRICKS FOR THE LIPS

DON'T

DO



NATURAL LIP CONTOUR
NO MAKE-UP



TOO SMALL



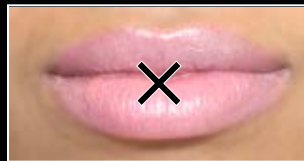
TOO BIG



PROPERLY LINED



FULL LIPS
NO MAKE-UP



TOO LIGHT



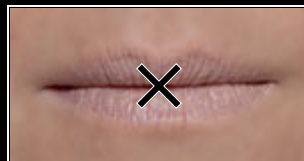
TOO BRIGHT



PROPERLY DONE
(IN MEDIUM TONES)



FINE LIPS
NO MAKE-UP



TOO LIGHT



TOO DARK



PROPERLY DONE
(IN MEDIUM TONES)

BROCHURE FOCUS LIPS 15 mins LIP INTERVENTION

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FOCUS LIPS
ENHANCE YOUR SMILE IN 15 MIN!

WELCOME

"Madam, I would like to give you the opportunity to discover Helena Rubinstein's BEAUTY REVELATION experience. First of all, to nourish and reup instantly the lips, we will apply the skin care COLLAGENIST LIP ZOOM. And finally, I will show you some make-up gestures to instantly enhance your smile."

BEFORE YOU START!

- Check the cleanliness of your workstation, instruments and products.
- Sanitize your hands in front of the customer.
- Take products with spatulas, sanitized beforehand.
- Protect the customer's clothes and hair.

EXPRESS LIP MAKE-UP REMOVAL

- Take a cotton pad soaked with "ALL MASCARAS".
- Hold one corner of the mouth with one hand, and with the other take the cotton pad and wipe the mouth from left to right in one fluid movement.
- Hold the other corner of the mouth and repeat movement towards the other side.
- Fold the cotton and wipe the lower lip from bottom to top. Then wipe the upper lip from top to bottom.
- Repeat if necessary.



1. SKIN CARE APPLICATION:

Act on the heart of the skin for long terms actions

Preserve the smile's youthfulness with instant reuplifting skincare



COLLAGENIST LIP ZOOM
with pro-Xyl
reuplifting lip balm
instant volumizer
anti-wrinkle
pro-vitane™



EXPERT ADVICE

Apply the product on and around the lips.

Use the thumb and index finger to firmly pinch around the mouth, perpendicular to wrinkles.

Place added emphasis on the upper and lower lip contour.

"These RE-SHARPEN PINCHES help to reuplift and to reduce wrinkle depth. They also help to restore the upper lip's volume."

2. MAKE-UP APPLICATION:

For an instant visual effect

Depending on the client's request (or mirror diagnosis), choose between the two results (a PERFECTLY DESIGNED SMILE or a LUSCIOUS LUMINOUS SMILE).

FOR A PERFECTLY DESIGNED SMILE

1/ UNDERLINE AND RESHAPE

- Shape the lip contour directly with lip brush.
- Start by the heart of the upper lip and the corners.
- Then join these two parts to achieve the contour with brush.

2/ COLOUR

- Apply WANTED ROUGE with a brush, colouring the entire lips up to contour.



FOR A LUSCIOUS AND LUMINOUS SMILE

1/ COLOUR AND REPLUMP THE LIPS

- Apply WANTED ROUGE with a brush putting colour intensity in the middle of the lips and reshape the corners, when mouth is a little opened, to avoid an excessively pouty look.

2/ BLEND THE COLOUR FOR LIPS WITHOUT ANY DEFINED CONTOUR

- With the tip of the finger, blend the lipstick, colouring right to their natural contour.
- The aim is to shade the lips in varying intensities without a distinct, artificial line around the contour.

LIVE BRILLIANTLY

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INSPIRATION

THE LIPSTICK

COLOUR EXPERTISE

SALES

BROCHURE FOCUS LIPS 15 mins LIP INTERVENTION

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WELCOME

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Act on the heart of the skin for long terms actions

Preserve the smile's youthfulness with instant replumping skincare



**COLLAGENIST
LIP ZOOM**
with pro-Xfill
replumping lip balm
instant volumizer
anti-wrinkle
pro-xylane™

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Apply the product on and around the lips.

Use the thumb and index finger to firmly pinch around the mouth, perpendicular to wrinkles.

Place added emphasis on the upper and lower lip contour.

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INSPIRATION

THE LIPSTICK

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SALES

GROOMING MAKE-UP SUGGESTION

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Shade 101 Possess
Rouge Glamour Red Lips



Eye make-up based on the precision of lines and neutral shades to enhance a very present mouth.

Shade 002 Rosewood Lips, Fresh
and Luminous



Eye make-up based on subtly blended shadows and colours, with no sharp lines, to enhance a seemingly natural mouth.

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COMPETITION

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INSPIRATION





THE LIPSTICK

COLOUR EXPERTISE

SALES

INTERNATIONAL GEOGRAPHY LIPS 2010

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LIPSTICK		LIP GLOSS	
Comfort	Shine		
WANTED ROUGE	WANTED STELLARS	WANTED STELLARS GLOSS	WANTED GLOSS
			
Captivating Colors Visibly Rejuvenating	Stardust Shine & Comfort	Stardust Shine "Silicone" volume	Fascinating Shine "Silicone" volume

INSPIRATION

THE LIPSTICK

COLOUR EXPERTISE

SALES