

COLOR CLONE
HYDRA-24H



THE ESSENTIAL TO SAY, TO REMEMBER

- > The unifying power of a foundation, the hydrating efficacy of a moisturiser
- > Smooth and unified complexion nude skin effect
- > Lasting 24hr hydration even after make-up removal

TECHNOLOGY

COLOR CLONE PIGMENTS = NATURAL RESULT

Clone skin's natural colour:
Pigments coated in a layer of transparent silica to allow skin's natural colour to show through.

LASTING 24HR HYDRATION

Two active ingredients with powerful hydrating properties, combined and encapsulated:

- 1) **HYALURONIC ACID** = Instant hydrating efficacy
- 2) **LIPIDURE** = Long-term hydrating efficacy, even after make-up removal

TEXTURE

A light and fluid hydrating formula which melts into the skin.

MAKE-UP RESULT

Light coverage / Flawless nude skin finish.

TIP:

Always choose a shade of foundation close to your natural skin tone.

HR FOUNDATION

COLOR CLONE				SPECTACULAR	V-LIFT	PRODIGY		
HYDRATION	HYDRATION 24H	NATURAL	MATIFYING	LONG WEAR	ANTI-AGEING LIFT	ANTI-AGEING	ANTI-AGEING RADIANCE	
COLOR CLONE HYDRAPACT	COLOR CLONE HYDRA-24H	COLOR CLONE	COLOR CLONE SUBLI-MAT	SPECTACULAR	INSTANT V-LIFT	PRODIGY FOUNDATION	PRODIGY LIQUID LIGHT	
Perfection hydration	Perfection hydration 24H	Color Perfection	Color Perfection matifying	Long wear anti-dull complexion SPF 10	Lifting firmness SPF 20	Global Anti-ageing SPF 20	Radiance Line Smoothing SPF 20	
●	■	●●	●●	●●●	●●●	●●●	●●	
COLOR TO MIX				TAILOR-MADE SHADE				



NUDE FINISH
FOUNDATION
LASTING COMFORT
SPF 15

SALES SCENARIO

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

1 Welcome

"What would you like to do for your complexion? Show me..."

2 In front of the mirror

"What I'd really like is a hydrating foundation which is effective but also very light!"

"My ideal product would be a unifying foundation with the lightness of a tinted moisturiser."

"Let me show you COLOR CLONE HYDRA-24H foundation, which delivers a nude skin finish and lasting comfort."

Present
3 COLOR CLONE HYDRA-24H

[whilst applying COLOR CLONE HYDRA-24H to the client's hand]

"COLOR CLONE HYDRA-24H melts instantly into the skin to gently unify and hydrate the complexion."

It contains two encapsulated active ingredients with powerful hydrating properties: hyaluronic acid to provide instant hydration and lipidure for long-term hydrating efficacy over 24 hours, even after make-up removal."

"Its light texture will deliver a flawless "nude finish" for your complexion."

"We also recommend taking several, very simple complementary steps to achieve a truly fresh and radiant complexion."



Prime skin using Prodigy Powercell serum to provide daily protection and repair.

4 Treat

Then apply the Prodigy Powercell cream or the usual HR skin care product.



Apply COLOR CLONE HYDRA-24H over the entire face, working from the centre outwards.

5 Enhance

Conceal shadowy areas with MAGIC CONCEALER.

Illuminate the complexion by applying 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

Offer the
6 Flash Beauty Revelation service



Give the client the opportunity to join the HR address book and invite her to try the WANTED fragrance

7 Finalise