



A NEW DIMENSION IN COMPLEXION BEAUTY



A "NUDE FINISH" FOUNDATION
WITH THE POWER TO HYDRATE...



FOR 24 HOURS
... EVEN AFTER MAKE-UP REMOVAL

HR
HELENA RUBINSTEIN



COLOR CLONE HYDRA-24H

Nude finish foundation
Lasting comfort – SPF 15

COLOR CLONE
HYDRA-24H

nude finish foundation
lasting comfort
fond de teint fini peau nue
confort continu
SPF / FPS 15

PRODUCT

TECHNOLOGY

MAKE-UP RESULT

HR COMPLEXION

THE 3 "NUDES"

COMPETITION



THE UNIFYING POWER OF A FOUNDATION

THE LIGHTNESS OF A TINTED CREAM

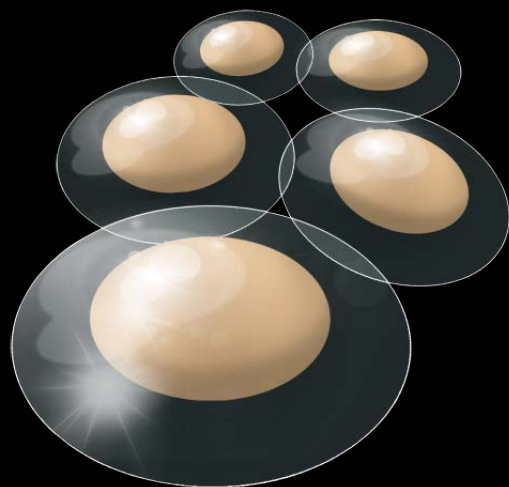
THE FRESH FINISH OF A MOISTURISER



24HR HYDRATION
FOR A NATURALLY SMOOTH
AND UNIFIED COMPLEXION

A LIGHT AND FLUID
HYDRATING FORMULA
WHICH MELTS INTO THE COMPLEXION

HOW IS IT POSSIBLE TO CLONE SKIN'S NATURAL COLOR?



COLOR CLONE PIGMENTS
PERFECT COMPLEXION CREATOR
SINCE 2003

COLOR CLONE REPRODUCES
THE COLOUR STRUCTURE OF SKIN

RECREATES SKIN'S NATURAL TRANSPARENCY

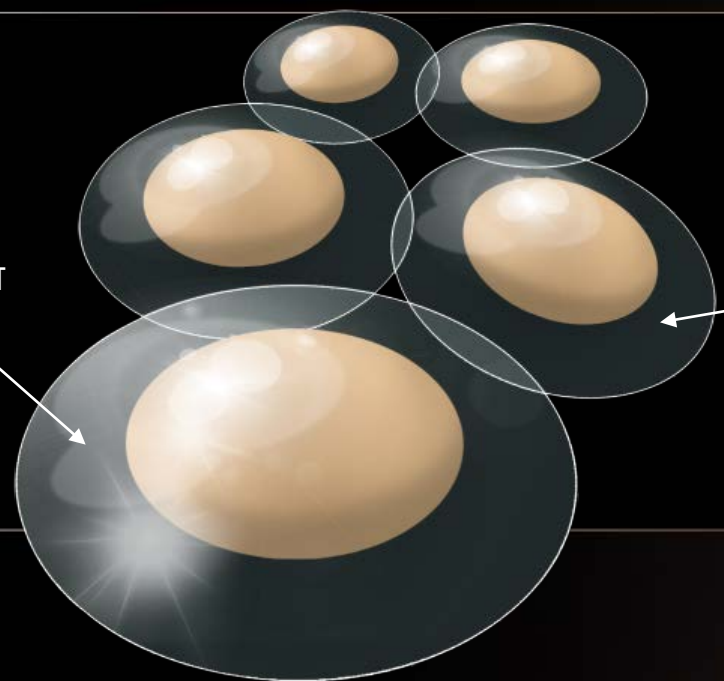
DOES NOT MASK THE SKIN SURFACE

GIVES A UNIFIED, FLAWLESS SKIN TEXTURE

COLOR CLONE PIGMENTS

"DOUBLE ENROBAGE"

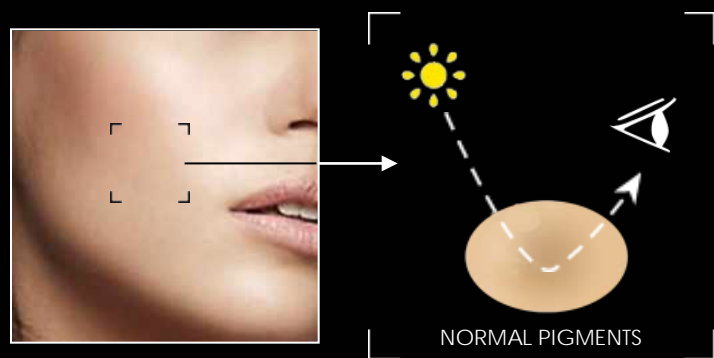
TRANSPARENT SILICA + **MINERAL SALT**
Colour is perceived transparently
Even finish



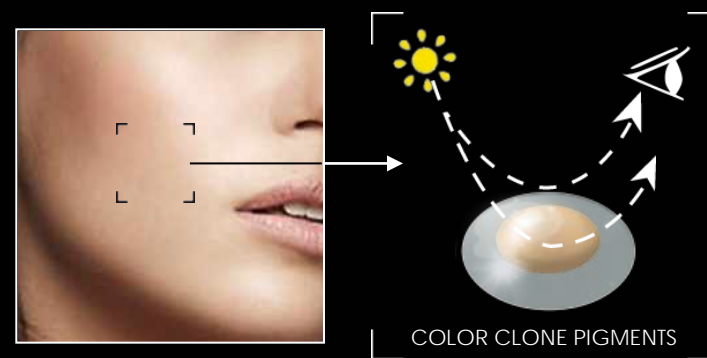
"SKIN AFFINITY"

AMINO-ACIDS
Anchoring of colour

NORMAL PIGMENTS



COLOR CLONE PIGMENTS



Skin is covered with an opaque layer of color

The Color clone pigments network lets skin's natural color show through

HOW IS IT POSSIBLE TO PROVIDE 24HR SKIN HYDRATION?

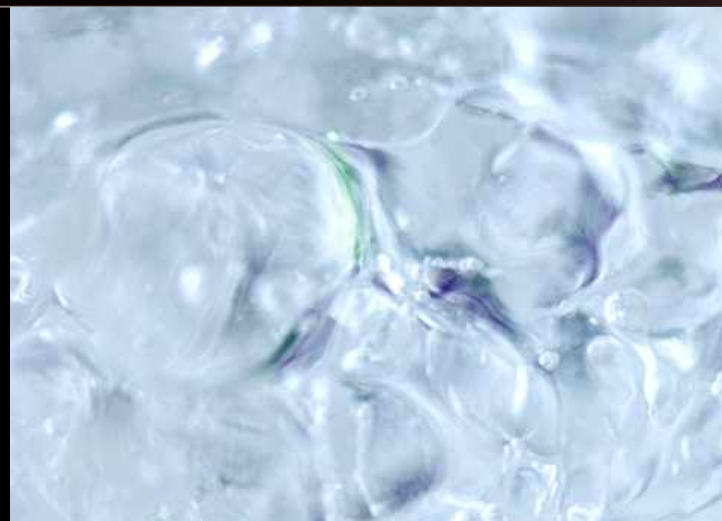
TWO ACTIVE INGREDIENTS ENCAPSULATED
TO DELIVER TWICE THE HYDRATING POWER

LIPIDURE



Long-term
hydrating efficacy

HYALURONIC ACID

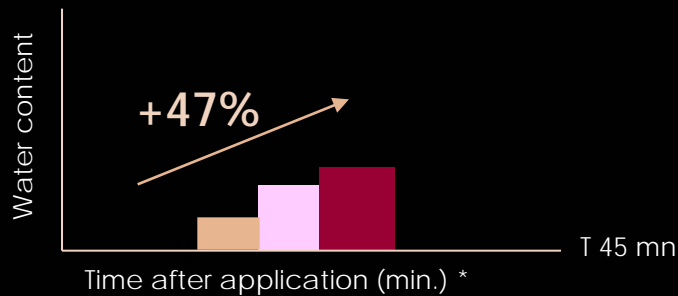


Instant
hydrating efficacy

LET'S COMPARE THE HYDRATING POWER OF...

ENCAPSULATED LIPIDURE + HYALURONIC ACID versus LIPIDURE ALONE

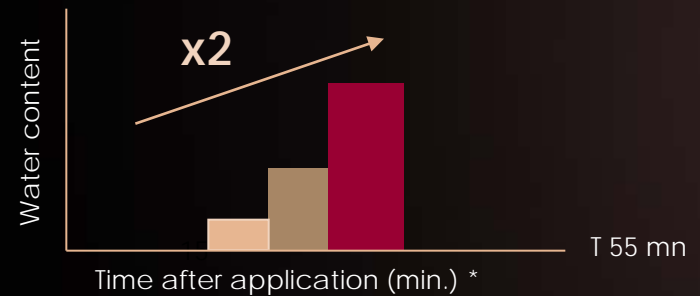
Hydrating power significantly improved



- Stratum Corneum control
- Lipidure HM Micro-capsules only
- Lipidure HM + hyaluronic acid micro-capsules

ENCAPSULATED LIPIDURE + HYALURONIC ACID versus TRADITIONAL MOISTURISER

Hydrating power doubled



- Stratum Corneum control
- Glycerol 7%
- Lipidure HM + hyaluronic acid micro-capsules

* Values to 10 µm



FLAWLESS FINISH AND NUDE SKIN EFFECT
LIGHT AND FRESH

THE COLOR CLONE RANGE



COLOR CLONE HYDRAPACT
Natural effect & hydration



COLOR CLONE HYDRA-24H
Nude effect & hydration 24H



COLOR CLONE
Natural finish



COLOR CLONE SUBLI-MAT
Matte veil effect

RECOMMENDING THE 3 COLOR CLONE "NUDES"



"SATIN NUDE" MAKE-UP RESULT

THE 3 NUDES SATIN NUDE

HR
HELENA RUBINSTEIN

TARGET

YOUR CLIENT WANTS:

A FLAWLESS TONE-ON-TONE
COMPLEXION

A LIGHT, SECOND-SKIN EFFECT

A LIGHT, SATIN-EFFECT FINISH



HR'S ANSWER:

COLOR CLONE

Perfect complexion
Creator

THE 3 NUDES SATIN NUDE

HR
HELENA RUBINSTEIN

TREAT



Prodigy Powercell



Apply Prodigy Powercell cream
or your daily HR skin care

ENHANCE



COLOR CLONE



MAGIC CONCEALER



ILLUMINATION
LOOSE POWDER

TIPS AND TECHNIQUES



WANTED BLUSH

Glowing shade to illuminate or
Sculpting shade to sculpt the face

PRODUCT

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"MAT NUDE" MAKE-UP RESULT

THE 3 NUDES MAT NUDE

HR
HELENA RUBINSTEIN

TARGET

YOUR CLIENT WANTS:

AN ULTRA-LIGHT MATTIFYING
VEIL EFFECT

A MATTE FINISH

A FLAWLESS MATTE COMPLEXION

HR'S ANSWER:



COLOR CLONE
SUBLI-MAT

Perfect matte
complexion creator

THE 3 NUDES MAT NUDE

HR
HELENA RUBINSTEIN

TREAT



Prodigy Powercell



Apply Prodigy Powercell cream
or your daily HR skin care

ENHANCE



COLOR CLONE
SUBLI-MAT



MAGIC CONCEALER



ILLUMINATION
LOOSE
POWDER

TIPS AND TECHNIQUES



COLOR CLONE
Pressed powder

COLOR CLONE

Pressed powder to mattify the T-Zone
and be applied as touch-ups
throughout the day

PRODUCT

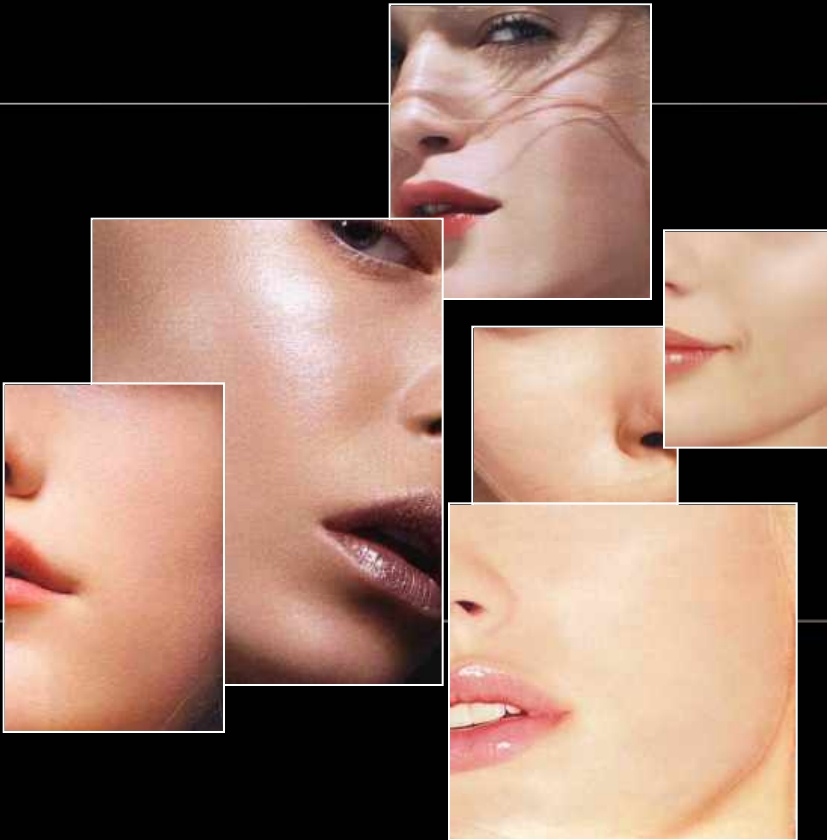
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"HYDRA NUDE"
MAKE-UP RESULT

THE 3 NUDES HYDRA NUDE

HR
HELENA RUBINSTEIN

TARGET

YOUR CLIENT WANTS:

A NUDE HYDRATED SKIN EFFECT

A LIGHT AND SUPPLE SKIN FINISH

AN ULTRA-FRESH AND
NATURAL-LOOKING COMPLEXION



HR'S ANSWER:

COLOR CLONE
HYDRA-24H

Nude finish foundation
lasting comfort

THE 3 NUDES HYDRA NUDE

HR
HELENA RUBINSTEIN

TREAT



Prodigy Powercell



Apply Prodigy Powercell cream
or your daily HR skin care

ENHANCE



COLOR CLONE
HYDRA 24H



MAGIC CONCEALER



ILLUMINATION
LOOSE
POWDER

TIPS AND TECHNIQUES



WANTED BLUSH

Opt for "Glowing" shades to revive and
illuminate the complexion

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CLARINS

Crème Teintée
Haute Exigence



ESTÉE LAUDER

Double Wear
Light



LANCÔME

Hydra Zen
Neurocalm™



DIOR

Diorskin nude



CHANEL

Teint
innocence



YSL

Teint parfait



GUERLAIN

Parure Aqua



SISLEY

Soin teinté
Phyto-hydratant



CONSEIL VENTE SALES SCENARIO

HR
HELENA RUBINSTEIN

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

1

Welcome

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

"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."

2

In front of
the mirror

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

[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."

3

Present
COLOR CLONE
HYDRA-24H



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CONSEIL VENTE SALES SCENARIO



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

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

4

Treat



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

Conceal shadowy areas with MAGIC CONCEALER

Illuminate the complexion by applying WANTED BLUSH

5

Enhance



"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

6

Offer the 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

PRODUCT

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