



KEY POINTS TO SAY & REMEMBER

- > The first mascara with lace detailing
- > Push-up volume - provocative curves
- > "90-60-90" curve brush
- > Coating formula with corseting effect

LASH QUEEN SEXY BLACKS



WORLD FIRST IN PACKAGING

- > The world's first 3D lace detailing decor
- > The sensuality of a velvet touch
- > Inspired by Calais lacework

"90-60-90" CURVE BRUSH

- > Flat side = **coating volume**
- > "90-60-90" side = **provocative curve**
- > Bristles slanted towards the left = **elegant separation**

COATING FORMULA WITH "CORSETING" EFFECT

- > Thickening lash-by-lash coating
- > Holds and sets the lash curve
- > Supple and elegant (weightless)

PUSH-UP
VOLUME

PROVOCATIVE
CURVES

VOLUME

+ LENGTH

LASH QUEEN



VOLUME
LENGTHENING

+ INTENSITY

LASH QUEEN
FELINE BLACKS



INTENSE VOLUME
AND LENGTHENING

LASH QUEEN
FELINE EXTRAVAGANZA



INTENSE
INSTANT VOLUME
AND LENGTHENING

+ SEPARATION

LASH QUEEN
FEATHER COLLECTION



VOLUME
SEPARATION

+ CURL

LASH QUEEN
SEXY BLACKS



VOLUME
CURL

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.

1 Welcome



2 Target
in the mirror

3 Treat and
enhance



4 Flash
Beauty
Revelation

5 Finalise

"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.

"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



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