



HR

HELENA RUBINSTEIN

MASCARA SAGA



HELENA RUBINSTEIN

70 YEARS OF INNOVATION, 70 YEARS OF EXPERTISE

HR has been revolutionising 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



SPECTACULAR
Mascara

1993



GENEROUS
Mascara

1996



SPIDER EYES
base

2004

MASCARA SAGA



MILESTONE DATES IN THE MYTH OF HELENA RUBINSTEIN MASCARAS

DRESSED-UP EYES SAGA



LASH QUEEN

2004



LASH QUEEN
WATERPROOF

2006



LASH QUEEN
FELINE BLACKS

2007



LASH QUEEN
FEATHER

2009



SPECTACULAR
EXTENSION MASCARA

2009



LASH QUEEN
FELINE
EXTRAVAGANZA

2010

And in 2010

THE SAGA CONTINUES



S, FOR...



S ENSUAL



S EDUCTIVE



S CANDALOUS



S, FOR...

S EXY



NON DEFINITIVE VISUAL

HR
HELENA RUBINSTEIN

HR
HELENA RUBINSTEIN

THE CURVE OF DESIRE



*

NEW
LASH QUEEN
SEXY BLACKS
PUSH-UP VOLUME
& PROVOCATIVE CURVES

* non-final visual
do not diffuse

www.helenarubinstein.com

LASH QUEEN SEXY BLACKS

First mascara with lace detailing.

PUSH-UP VOLUME
PROVOCATIVE CURVES



LASH QUEEN SEXY BLACKS "MASCARA CRAFTSMANSHIP"

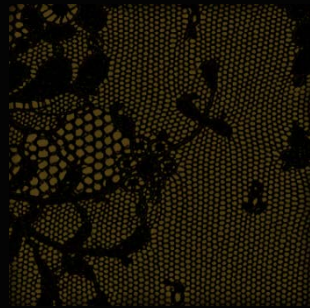
HR
HELENA RUBINSTEIN

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



LASH QUEEN SEXY BLACKS 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 PUSH-UP VOLUME - PROVOCATIVE CURVES

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

SCULPTING 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

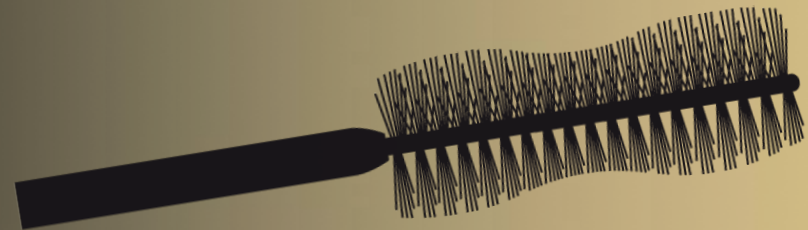


LASH QUEEN SEXY BLACKS 90-60-90 CURVE BRUSH

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

+ INTENSE

+ SEPARATION

+ CURVE

SPECTACULAR
EXTENSION
MASCARA

LASH QUEEN

LASH QUEEN
FELINE BLACKS

LASH QUEEN
FELINE
EXTRAVAGANZA

LASH QUEEN
FEATHER COLLECTION

LASH QUEEN
SEXY BLACKS

LONG LASH
MASCARA



SPECTACULAR
LENGTHENING

VOLUME
LENGTHENING

INTENSE VOLUME
AND LENGTHENING

INTENSE
INSTANT VOLUME
AND LENGTHENING

VOLUME
SEPARATION

VOLUME
CURL

NATURAL

COMPETITION

HR



Lash Queen
Sexy Blacks

PUSH-UP VOLUME
PROVOCATIVE CURVES

LE HR +

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

DIOR



Diorshow
Iconic

HIGH DEFINITION
LASH CURLER MASCARA

THE HR LOSB +:

- VOLUME + GENEROUS

CHANEL



Exceptionnel

INTENSE VOLUME
AND CURL MASCARA

THE HR LOSB +:

- SCULPTING + GENEROUS VOLUME
- BETTER CURVE EFFECT

LANCÔME



Virtuôse

DIVINE LASTING CURVES
AND LENGTH MASCARA

THE HR LOSB +:

- BETTER CURVE EFFECT

YSL



Infini Curl

VOLUMIZING MASCARA
FOR INFINITE CURL

THE HR LOSB +:

- BETTER CONTROLLED LASHES
- HIGH-TECH BRUSH 90-60-90

Tests faits en interne

THE GAME OF MAGIC QUEENS

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

Our first Magic Queen discovers in the fold
of a black mink fur sleeve the first Lash Queen...



LASH QUEEN MASCARA

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

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

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

dressed-up eyes
majestic length and volume



LASH QUEEN FELINE BLACKS

intense adornment for your eyes
majestic length and volume



LASH QUEEN FEATHER COLLECTION

long lasting
feather-light volume



LASH QUEEN SEXY BLACKS

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



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...

YSL EFFET FAUX CILS



LUXURIOUS MASCARA
FOR A FALSE LASH EFFECT

AND WANTS...

FALSE-LASH EFFECT
LENGTHENING
VOLUME AND CURVE
DOE-EYED LOOK

HR ADVISES HER TO USE...

LASH QUEEN SEXY BLACKS



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 BLACKOUT



SPECTACULAR VOLUME
INTENSE BLACK KHOL

AND WANTS...

SPECTACULAR
VOLUME
BLACK
INTENSITY KHOL

HR ADVISES HER TO USE...

LASH QUEEN FELINE BLACKS



INTENSE ADORNMENT
FOR YOUR EYES MAJESTIC
LENGTH AND VOLUME

THE HR + :

- Volume build up and long playtime
- Stretches easily for a feline look
- Thicker, supple lashes
- Sumptuous volume

SALES ADVICE

IF YOUR CLIENT USES...

Lancôme
HYPNÔSE DRAMA



INSTANT FULL BODY
VOLUME MASCARA

AND WANTS...

INSTANT VOLUME
INTENSITY

HR ADVISES HER TO USE...

LASH QUEEN FELINE BLACKS
EXTRAVAGANZA



INTENSE
INSTANT VOLUME
AND LENGTHENING

THE HR + :

- A straight, ergonomic brush with added width to coat the entire lash fringe with even more formula in just one application
- Generous, optimal makeup result

SALES ADVICE

IF YOUR CLIENT USES...

AND WANTS...

HR ADVISES HER TO USE...

Lancôme
HYPNÔSE



CUSTOM-WEAR
VOLUME MASCARA

MADE-TO-MEASURE
VOLUME

LASH QUEEN



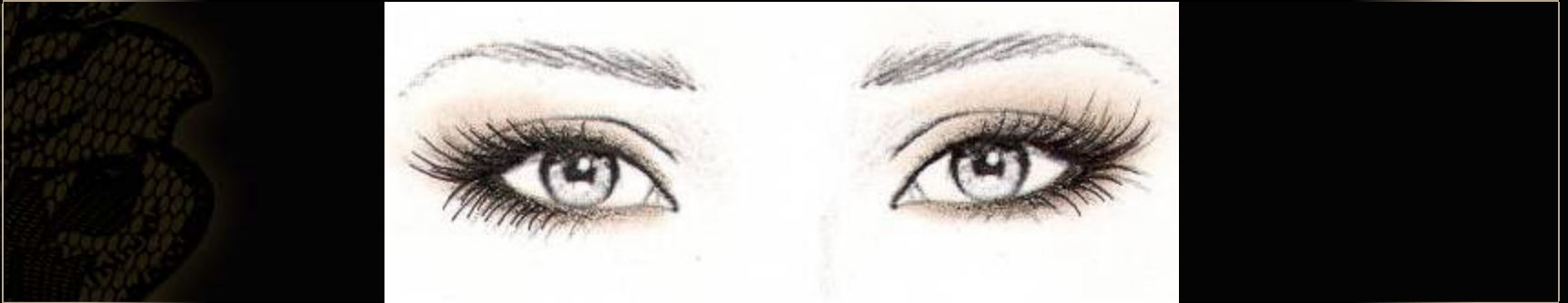
THE HR + :

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

DRESSED-UP EYES
MAJESTIC LENGTH
AND VOLUME

SALES ADVICE TIPS AND TRICKS

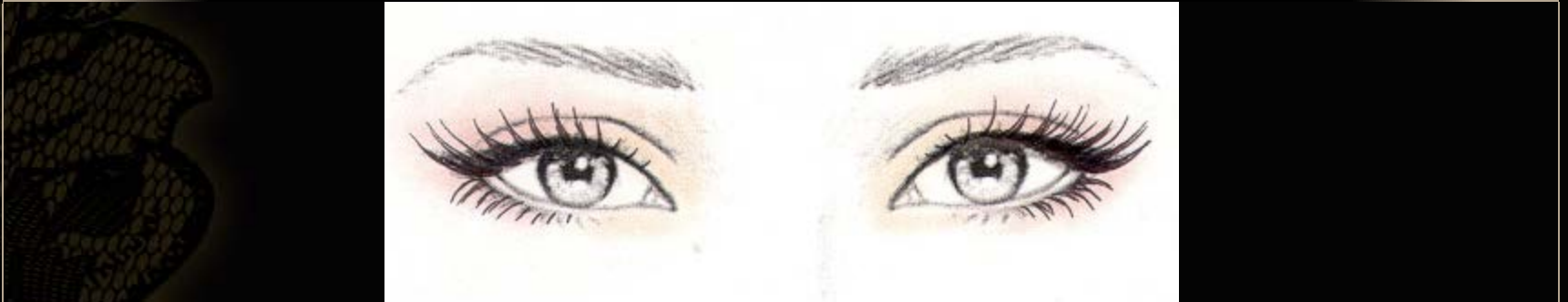
Which look for which Lash Queen?



1 THE INTENSITY AND SEDUCTION OF A FELINE LOOK

SALES ADVICE TIPS AND TRICKS

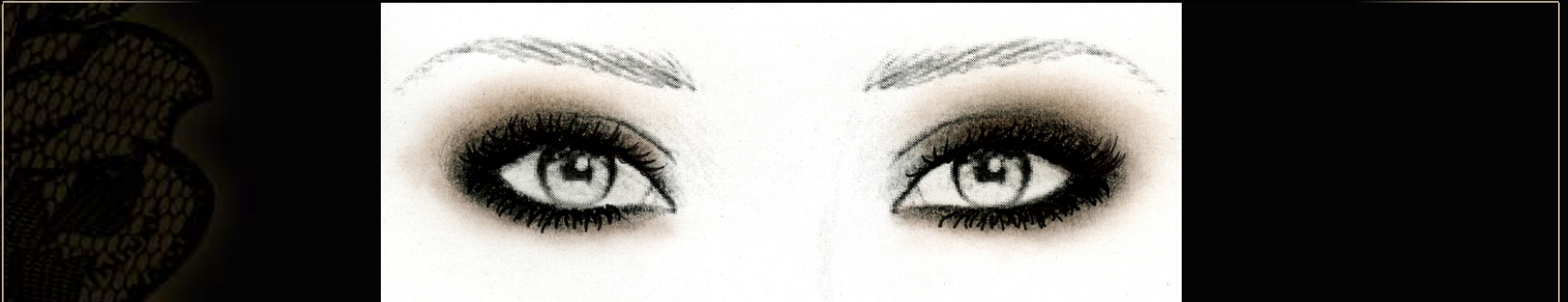
Which look for which Lash Queen?



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 + discover the WANTED fragrance

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"

LIVE BRILLIANTLY

HR

HELENA RUBINSTEIN

HR

HELENA RUBINSTEIN

FOCUS EYES

ENHANCE THE EYES IN 15 MIN!



BEFORE YOU START!

- Ensure the cleanliness of your workstation as well as utensils and products.
- Clean your hands in front of the customer with disinfecting wipes.
- Take products with spatulas disinfected beforehand.
- Protect the customer's clothes and hair.

EXPRESS EYE MAKE-UP REMOVAL

- Cut a cotton pad and roll it into tissue paper in order to obtain a soft pillow.
- Protect the lower eyelid with the pillow.



- Take a cotton pad soaked with ALL MASCARAS and place over the eyes, pressing lightly for 10 seconds over the eyelash area, until the cotton has absorbed the mascara, then slide the cotton pad along the eyelids.

- Perfect the make up removal with Q tips if needed.
- Repeat on the opposite eye.

Preserve the eyes' youthfulness with SKINCARE

FOR INSTANT REVITALISATION AND SMOOTHING OF THE EYE AREA

PRODIGY
RE-PLASTY
REVIVING EXTREME
GEL FOR EYES
 instant anti-ageing
 cosmetic intervention



EXPERT ADVICE

Smooth the REVIVING EXTREME GEL gently from the outer corner of the eye towards the inner corner - in the opposite direction of the wrinkles' natural formation track.

FOR A RE-PLUMPED EYE CONTOUR

COLLAGENIST
EYE ZOOM
 with pro-xylol
 firming replumping eye care
 anti-wrinkle anti-hollow
 pro-xylene™



EXPERT ADVICE

Apply pressure briefly to release the product, then slide the expert applicator along the lower eyelid, from the inner corner toward the outer corner for optimal smoothing action. Place a little product on the upper fixed eyelid. Make the cream penetrate by smoothing it on with your fingers in scissors.

ENHANCE YOUR EYES



1 / UNIFY, SMOOTH AND ILLUMINATE THE EYE AREA

- illuminate shadow zones and erase signs of fatigue, with MAGIC CONCEALER (one shade lighter than the skin tone). Using a brush, slightly powder the areas where concealer was applied with ILLUMINATION LOOSE POWDER.

FOR AN INTENSE LOOK

2 / STRUCTURE AND INTENSIFY THE EYEBROWS

- If the eyebrows are too thin or too short, work on them a little with the EYEBROW PENCIL, starting in the middle of the eyebrow. Brush inwards and outwards to blend in the corrective result.

3 / UNDERLINE AND INTENSIFY THE EYES

- To extend the eye and "fatten" the rounded shape of the eyeball, use SILKY EYES (01 Silky Black or 02 Soft Brown), to line the base of the top lashes towards the inner corner, blend into the top line to create a kind of dark-coloured base. Proceed likewise on the lower outer corner.

- Apply the lighter shade from WANTED EYES duo to the inner corner of the mobile eyelid for an illuminating effect.
- Apply the darker shade to the mobile eyelid and outer lower corner to set the pencil line.

Recommended shades: 36 39 41 42 47 48 49

4 / OPEN UP THE EYES

- Apply LASH QUEEN, LASH QUEEN SEXY BLACKS or LASH QUEEN FELINE EXTRAVAGANZA in black, brown or plum to open up and intensify the eyes.

FOR A LUMINOUS LOOK

2 / STRUCTURE AND INTENSIFY THE EYEBROWS

- If the eyebrows are too thin or too short, work on them a little with the EYEBROW PENCIL, starting in the middle of the eyebrow. Brush inwards and outwards to blend in the corrective result.

3 / UNDERLINE AND INTENSIFY THE EYES

- Apply the lighter shade from WANTED EYES duo to the inner corner and all over the mobile eyelid for an illuminating effect.
- Apply the darker shade to the outer upper corner to create a lifting effect.
- Extend the eye with a "ice-eye" look using SILKY EYES (01 Silky Black or 02 Soft Brown) line along the upper lash roots all the way to the inner corner. Avoid extending it into a "comma" shape.

Recommended shades: 36 37 40 43 47

4 / OPEN UP THE EYES

- Apply LASH QUEEN SEXY BLACKS, LASH QUEEN FEATHER COLLECTION, or SPECTACULAR EXTENSION in black, brown or plum to open up and expand the eyes.

LIVE BRILLIANTLY



HR
HELENA RUBINSTEIN

EYE SECRETS

TIPS AND TRICKS FOR THE EYES

PROFESIONAL USE ONLY

1 Skin care = 50% of the make-up result

To optimize the skin care's action:



- Good make-up starts with perfect make-up removal
- Smooth the skin care on, never move the teguments around
- Pat lightly over the eye contour (to stimulate blood / lymph microcirculation)
- Do not apply too close to the lash roots (to avoid penetration by capillarity).

2 Concealer, effective, yet invisible



- Use a minute amount, 1/2 a tone lighter than the complexion
- With a precise, lip-brush style applicator
- Only on shadow areas
- Don't apply all over the lower eyelid
- Always do in direct lighting
- Set with a very sheer veil of loose powder

3 The eyebrows, the face's balance



- Brush and style before plucking
- Pluck without "digging" under the inner corner of the eyebrow
- Never do your make-up before plucking and grooming
- Try not to drop your tweezers on the floor (much less accurate with blunt tips)
- Pencil, or any eyebrow make-up, doesn't need to be systematic

4 Mascara, optimal use



- Never "pump" your mascara with the wand: this gets air into the formula, leading it to dry up and age faster
- Wipe out any overload that may form on the brush tip inside the product opening before pulling the wand out
- The maximum lifespan of a mascara is 3 months

5 Mascara, a precise gesture



- Apply mascara in a "zigzag" motion to coat each lash evenly
- Use the tip of the brush to do the outer corner of the eye
- Use a hand mirror to direct your glance and avoid "fraking faces" when applying
- Start with the lower lash line

6 Eye shadow, for a deeper look



- For a charcoal eye, make up the eye first, clean up any little stains, then work on the lower eyelid (complexion + concealer)
- Always work the colour on the back of your hand first to avoid any excesses or texture overload
- Avoid matt shades on marked eyelids

7 Eye pencil, not just a line



- Use the pencil as a smudged base for eye shadows
- Use a pencil first to draw the line you are going to do with eyeliner
- Do not draw "commas" on the outer corner of the eye

8 Eye liner, for a deliberately lined look



- It doesn't have to be systematic
- It must be applied at the same time for better symmetry
- Start with a very fine line and gradually thicken it on both sides simultaneously

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?*



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HELENA RUBINSTEIN