



THE ESSENTIAL TO SAY, TO REMEMBER

THE LIPSTICK OF ALL TEMPTATIONS

In a single click, discover:

- > The fascinating power of CAPTIVATING COLORS
- > The VISIBLY REJUVENATING power of a comfortable anti-ageing formula
- > The power of attraction of a PRECIOUS JEWEL

WANTED  
ROUGE

TECHNOLOGY

> LIP SERUM COMPLEX COMPOSED OF:

1) BETA-X JELLY: PRO-XYLANE (shapes and moisturises) and ROYAL JELLY (smoothes and softens) provide an anti-ageing effect.

+

2) HYALURONIC ACID: rehydrates and plumps.

> ANTI-FEATHERING AGENTS

> 4-HOUR COLOR WEAR

HR COLOR UNIQUENESS :







- > Perfect pigments balancing, for "foolproof" shades
- > Luminous range of "tailored" shades
- > Visibly rejuvenating make-up effect



CAPTIVATING  
COLORS

VISIBLY  
REJUVENATING

LIPSTICK		LIP GLOSS	
Comfort	Shine	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

# SALE 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"

**2** Target  
in the mirror

1. "What color 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 color that suits me and gives me a healthy glow"



"First of all, nourish and repulp your lips with  
the unmissable Collagenist Lip Zoom lip care"

**3** Treat

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

[Place the jewel lipstick 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" lipstick application  
with shade 101 "Possess"

**NO:**

Recommend the "foolproof"  
tailored shade

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

"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  
LS. As soon as it's applied, it markedly strengthens its rejuvenating effect."

"The final touch, for a perfect match with shade 101 "possess",  
is the nail polish Ritual Color, shade 101 "possess".

**4** illuminate



"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** 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