

AGEWHITE

MIRROR-LIKE TRANSLUCENCY
BIO-CELLULOSE MASK
ANTI-AGEING WHITENING

KEY POINTS TO KNOW & REMEMBER

CUTTING-EDGE MASK SUPPORT
WITH **BIO-CELLULOSE TECHNOLOGY**

INFUSION OF VITAMIN C
FOR SUPREME MIRROR-LIKE TRANSLUCENCY

CLARIFIED SPOTS, RESURFACED SKIN, BOOSTED RADIANCE

BIO-CELLULOSE: POWERFUL BIO-TECHNOLOGICAL INNOVATION

Material obtained through fermentation of natural micro-organisms with unique properties:

- **Regenerating power*** to promote skin repair.
- **Soothing power*** to appease inflammatory signals, source of hyper pigmentation.
- **Perfect match with the face shape** to infuse the formula intensively and evenly, thanks to air-tight innovative material.

POWERFUL ANTI-AGEING WHITENING COMPLEX WITH VITAMIN C

2 complementary actions:

- **Inhibit tyrosinase**, an enzyme responsible for melanin synthesis, to limit spot creation.
- **Reduce melanin transfer** to the skin's surface, to clarify dark spots.

POWERFUL RESULTS

As of the first application, skin is hydrated and smoothed as if resurfaced (95% of women**).

After 4 weeks, skin is more transparent (78% of women**) and its texture refined (75% of women**).

The skin is intensely radiant and translucent again. Spots are visibly clarified, the skin is perfectly even.

THE ANTI-AGEING WHITENING ROUTINE

AGEWHITE



cleanser lotion eye serum intensive serum emulsion cream



mask

PREMIUM UV



UV 12h
SPF 50 / PA +++ make-up base
SPF 40 / PA +++ blue base
SPF 40 / PA +++



* In vitro tests
** self-assessment of 40 women

SALES SCENARIO

"Welcome to HELENA RUBINSTEIN.
The HR global rejuvenating approach relies on 100 years of expertise
at the service of the most demanding women
to offer the best before aesthetic medicine for instant visible results."

1 Welcome

"What would you like to change on your skin? Show me..."

2 Focus
in the mirror

"With age, I see spots becoming darker on my face. I feel my skin needs a special
treatment to fight against ageing and to recover quickly a perfectly luminous and
transparent skin."

3 Treat

"Let me introduce the new AGEWHITE Mask, to offer your skin an intense and
special treatment for significant results on dark spots and signs of ageing.

This mask is made of **bio-cellulose**, with strong regenerating properties and
a perfect match with the face shape. It contains **vitamin C**, one of the best
anti-ageing whitening ingredients to limit spot creation and clarify dark spots.

Instantly, your skin is **smoothed as if resurfaced**.
After 4 weeks, **spots are visibly clarified**, your skin is perfectly even and its texture
is refined. It is **intensely radiant and translucent** again.

[Follow with the presentation of AGEWHITE routine.]

For a complete anti-ageing whitening beauty routine, I invite you to discover
the AGEWHITE skincare range.

Clean up your face with Cleanser, apply the Lotion and Serum.

For the delicate eye zone, apply Eye Serum.

Then, apply the Hydra-Emulsion or Cream on your face avoiding the eye contour.

Finally, for the day, apply Premium UV Base.

For an intense care, after Power K Serum, infuse your skin with the Mask,
twice a week for 10-15 minutes.



TWICE A WEEK



EVERY DAY & NIGHT



EVERY DAY

Did you know that there are a few additional techniques to obtain an instant
translucent complexion?

First, apply Magic Concealer to erase dark circles.

Then, enhance your skin with AGEWHITE Compact avoiding the eye contour,
to give translucency to your skin.

As you will see, AGEWHITE Compact creates the appearance of skin as if illuminated
from within, with a satin-smooth finish.

Finally, apply Wanted Blush to illuminate your facial features.

4 Enhance



"If you have a few moments, I would be delighted to show you how to carry
out this beautifying routine at home."

5 Flash
Beauty Revelation

YES:
Proceed according to the service
outlined in the FOCUS brochure

NO:
Suggest an alternative
appointment based on the
client's availability

6 Finalize

Give the client the opportunity to join the HR address book