

PREMIUM UV

MEXOPLEX® SPF 40 / PA +++

ANTI UV - AGEING - POLLUTION
COLOR NEUTRALIZING BASE - BLUE

KEY POINTS TO KNOW & REMEMBER

ULTIMATE BARRICADE AGAINST DAILY AGGRESSIONS

SKINCARE EXPERTISE WITH "TRIPLE REJECT SYSTEM":
ANTI UV - AGEING - POLLUTION

MAKE-UP EXPERTISE WITH COLOR NEUTRALIZING
BLUE PIGMENTS: ANTI-YELLOWISH COMPLEXION

SKINCARE EXPERTISE: "TRIPLE REJECT SYSTEM"

- **1 "UV-Reject System" SPF 40:**
New filtering system **Mexoplex®** = Mexoryl® SX + Tinosorb® S.
Maximum photo-stability and **synergic boosted efficacy** on UVA and UVB.

UVA Protection

UVB Protection

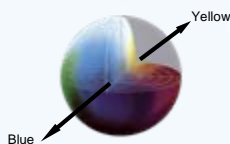


- **2 "Ageing-Reject System":**
Prunus and mint extracts for anti-spots action.
Blueberry extracts against glycation and oxidation, responsible for premature skin ageing and hyper pigmentation.
- **3 "Pollution-Reject System":**
Shea and maize extracts for reduction of particulates adhesion and anti heavy-metals actions.

Day by day the skin is moisturized and protected. The formation of UV induced wrinkles and dark spots is slowed down.

MAKE-UP EXPERTISE: COLOR NEUTRALIZING BLUE PIGMENTS

Blue is the complementary color of yellow. Thanks to the blue pigments, the yellowish complexion is neutralized and skin radiance is restored.



THE ANTI-AGEING WHITENING ROUTINE

AGEWHITE



PREMIUM UV



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."

"What would you like to change on your skin? Show me..."
"Every day, I feel my skin attacked by UV, ageing and pollution.
In addition, I also feel that the color of my complexion tends
to become yellowish with time."

"Let me introduce PREMIUM UV COLOR NEUTRALIZING BLUE BASE.
It is a base that allies the best of HR skincare and make-up expertises.

For the first time, in a high SPF 40 formula, it combines "**Triple Reject System**" against
UV, ageing and pollution with anti-yellowish, **blue pigments**.

It contains **Mexoplex®**, the latest innovation
on UVA - UVB filtering system to combat premature photo-ageing.
It also contains active ingredients fighting against glycation, oxidation and pollution.

[Whilst applying PREMIUM UV COLOR NEUTRALIZING BLUE BASE to the client's hand]

As you can see, the blue-pigmented texture melts instantly and leaves a velvety
feel on the skin. Your skin is illuminated and **yellowish complexion is neutralized**.
Day after day, skin is **protected against UV, ageing and pollution**.

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 avoiding the eye contour.
Finally, apply **PREMIUM UV BLUE BASE**.

For an intense care, use the new AGEWHITE Bio-cellulose Mask twice a week.

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 with dry sponge, 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.

"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
outlined in the FOCUS brochure

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

Give the client the opportunity to join the HR address book.

1 Welcome

2 Focus
in the mirror

3 Treat



EVERY DAY



EVERY DAY & NIGHT

4 Enhance



5 Flash
Beauty Revelation

6 Finalize