



ESSENTIAL POINTS TO KNOW & REMEMBER

- > Tree of life created in 1960, re-invented today
- > A powerful secret of life: the longevity properties of Moringa, called "the tree that never dies"
- > A cleanser and lotion trilogy to purify, protect and stimulate energy into the skin

FORMULA SECRETS

The Moringa Complex:

- > Purify: Moringa seeds proteins = reduces smoke and pollution particles
- > Protect: Moringa seeds peptides = anti-free-radical properties (against daily aggressions)
- > Stimulate: Seaweed extracts = capacity to stimulate cell renewal

VISIBLE SKIN RESULTS

Every day, Life Moringa Complex infuses its vital purifying, protective and stimulating energy into the skin to restore its beauty.

Skin surface is smoother and softer.



TREE OF LIFE

THE TREE OF LIFE TRILOGY

TREE OF LIFE SOUFFLE CREAM

SUPREME CLEANSING CREAM



Purifies and cleanses, absorbs impurities and prepares the skin to the TREE OF LIFE lotions

TREE OF LIFE HERBAL LOTION

SILKY HERBAL LOTION



Enriched with acacia honey: gently exfoliates, moisturizes and refreshes the skin

TREE OF LIFE HONEY LOTION

CLARIFYING ENRICHED HONEY LOTION



Enriched with chamomile: moisturizes, soothes, comforts and softens the skin



SALES SCENARIO

1 Welcome

"Good morning Madam, and welcome to HELENA RUBINSTEIN, let me present you TREE OF LIFE, the legendary cleansing line created in 1960 by HELENA RUBINSTEIN herself, and reinvented today."

2 Focus in the mirror

"For your cleanser and lotion ritual, would you like to offer your skin a stimulating energy effect or a soothing comfort effect?"

3 Cleanse

"TREE OF LIFE is inspired by the longevity properties of Moringa tree, which is a centuries-old tree from Himalayas. The two lotions contain the Life Moringa Complex. Start cleansing the face with SOUFFLE CREAM Supreme cleansing cream to absorb the impurities while preserving moisture. The skin is perfectly clean and ready for the lotion ritual application.

Follow the ritual with :
-TREE OF LIFE HONEY LOTION Clarifying enriched honey lotion
To protect, stimulate and wake up your complexion while providing moisture. This lotion gently refreshes your skin.

OR

-TREE OF LIFE HERBAL LOTION Silky herbal lotion, to restore the radiance, comfort and soften your skin. This lotion moisturizes and soothes your skin."



4 Treat

"Prime skin using Prodigy Powercell serum to provide daily protection and repair.

Then, according to your concerns, apply your usual HR skin care routine (such as Prodigy)."



5 Flash Beauty revelation

" 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 process laid out in the FLASH brochure

NO:
Offer an appointment according to the client's availability

6 Finalize

Suggest the client to join the HR address book