

KEY MESSAGE TO CONVEY & REMEMBER

For the 1st time, the V-Shaping technology in a skincare product to Lift the features and reshape contours.

LIFTING EFFECT WITHOUT SURGERY
Tightening – Resculpting
Lift – Firmness – Anti-wrinkle

3 ACTIONS:
LIFT – REFINE – “HOOK”

COLLAGENIST
V-LIFT



Who's it for?

For the most demanding women who are looking for expert skincare products to lift the features, reshape facial contours and restore a perfect V-shape.

Diagnosis

- Sagging of neck and facial tissues, thickening
- Modification of facial contours

Actions

1. LIFT



V-Peptide™

reinforces the elastin and collagen fibers which preserve the face's architecture.

2. RESHAPE



Lipo-Reducer™

slims down the volumes which weigh down face features.

3. "HOOK"



"Hook" texture

contains a tensing polymer with a notched structure to tighten surface tissue for an instant lifting effect.

A COSMETIC WORLD PREMIERE

THE
V-SHAPING
TECHNOLOGY

Lifting features.
Reshaping contours.

Results: A Surgery-Free Lift Effect.

Resculpted, the facial V is perfectly refined.



- Firmness: 83%
- More defined contours: 72%
- Reduction in double chin volume: 88%**

A full range of tightening and resculpting skincare products



Instant lift serum Resculpted contours
Tightening resculpting cream Lift – firmness – anti-wrinkle
Contour reshaping cream Anti-puffiness – lift Face – neck – chest
Retightening eye-lid cream Lift – Anti-wrinkle
Sculpting foundation Firmness – Anti-wrinkle effect SPF 20

*COLLAGENIST V-LIFT self evaluation on 51 women after 4 weeks
**Result of COLLAGENIST V-LIFT NIGHT measured by fringe projection

SALES SCENARIO

"Good morning Madam, and welcome to HELENA RUBINSTEIN, the cosmetic lifting pioneer.

1 Welcome

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

"My skin is lacking firmness, it's starting to sag around the bottom of my face and my neck. I'd like a skincare product that lifts my features and improves my facial contours."

2 Focus
In the mirror

"To **lift** your features and **reshape** your facial contours, I would recommend Collagenist V-Lift, the 1st skincare product to reproduce the V-Shaping technology used in cosmetic clinics.

As a cosmetic lifting pioneer, the Helena Rubinstein laboratories, have successfully combined two ultra-powerful active ingredients in the heart of the V-Shaping technology to **reinforce the "anchoring" fibers** that maintain the face's structure and to **slim down the volumes of the facial contours**.

Let me give you the opportunity to discover its unique "**hook**" texture, which uses a notched polymer structure to instantly lift the features.

[Whilst applying the product to the customer's hand]
Day after day you will obtain visible results:
A **lift effect** for a **re-sculpted** face and a **perfect V-shape**.

3 Treat



Did you know that there are a few additional techniques you can use to illuminate your skin and give it an instant sculpted effect? It's very easy.

Start by enhancing your skin with the INSTANT V-LIFT sculpting foundation. You will feel the V-Lift effect from the moment it is applied, and the surface of your skin will be tightened for 12 hours. It will make your complexion look 10 years younger.

Then apply the Magic Concealer to disguise dark circles, followed by Wanted Blush to illuminate your features.

4 Enhance



" 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 Flash
Beauty Revelation



YES:
Follow the service process laid out in the FLASH brochure

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

Suggest the client join the HR address book + offer her a discovery of the WANTED fragrance

6 Finalize