

HR

HELENA RUBINSTEIN

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COLLAGENIST, 10 years of excellence in anti-ageing

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HELENA RUBINSTEIN

2001

COLLAGENIST



The 1st «Injection-Free Collagen Effect» skincare

2005

COLLAGENIST
INTENSE FILL



The new, extreme and spectacular
«Injection-Free Collagen Effect» skincare

2008

COLLAGENIST
WITH PRO-XFILL



« Replumping Collagen » Effect.
Visible Result. No Injection.
No compromise.

2010

10 YEARS' RESEARCH

A NEW STATE-OF-THE-ART

ANTI-

AGEING WEAPON

INSPIRATION COSMETIC MEDICINE

V-Shaping, a new facial remodelling technique

To correct neck and face slackening and sagging, a new facial remodelling technique was perfected:

THE V-SHAPING



INSPIRATION COSMETIC MEDICINE

V-Shaping, a new facial remodelling technique

To correct neck and face slackening and sagging,
a new facial remodelling technique was perfected:

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INSPIRATION COSMETIC MEDICINE

V-Shaping, a new facial remodelling technique

To correct neck and face slackening and sagging,
a new facial remodelling technique was perfected:

THE V-SHAPING



LIPO-SCULPTING

STREAMLINE FACIAL CONTOURS

A COSMETIC WORLD PREMIERE
THE V-SHAPING TECHNOLOGY

LIFTING FEATURES. RESHAPING CONTOURS.

COLLAGENIST V-LIFT

The facial V
THE FACIAL DIAGNOSIS
HELENA RUBINSTEIN

THE FACIAL V

The facial diagnosis Helena Rubinstein



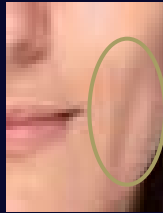
THE 3 TYPES OF AGEING

▪ Skeletization

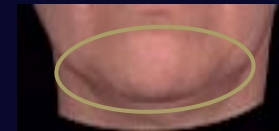
▪ Sagging

▪ Thickening

LOSS OF DENSITY
WRINKLES



SKIN SLACKENING
LOSS OF SUPPORT
MODIFICATION OF FACIAL OVAL



NEW



THE FACIAL V

The facial diagnosis Helena Rubinstein

TO FIGHT SAGGING AND THICKENING

- Lift the contours
- Streamline facial contours
- Reinforce the structural firmness



3 ACTIONS TO V-SHAPE THE FACE

1. LIFTING

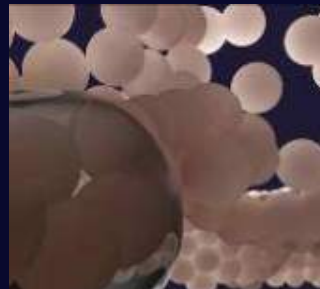


V-PEPTIDE™

Combination of peptides & ceramide

Reattaches structural fibers
(collagen and elastic fibers)*

2. RESHAPING



LIPO-REDUCER™

Composed of glaucine that takes targeted action on the fat cells

Reduces the volumes to slim
the facial contours.

3. «HOOK»



«HOOK» TEXTURE

Surface tensing

A “notched” structure for an
immediate lift effect on the
surface.

THE V-SHAPING TECHNOLOGY

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1
LIFT

1. LIFTING

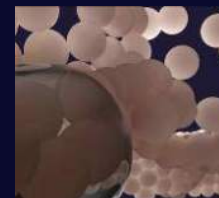


V-PEPTIDE™

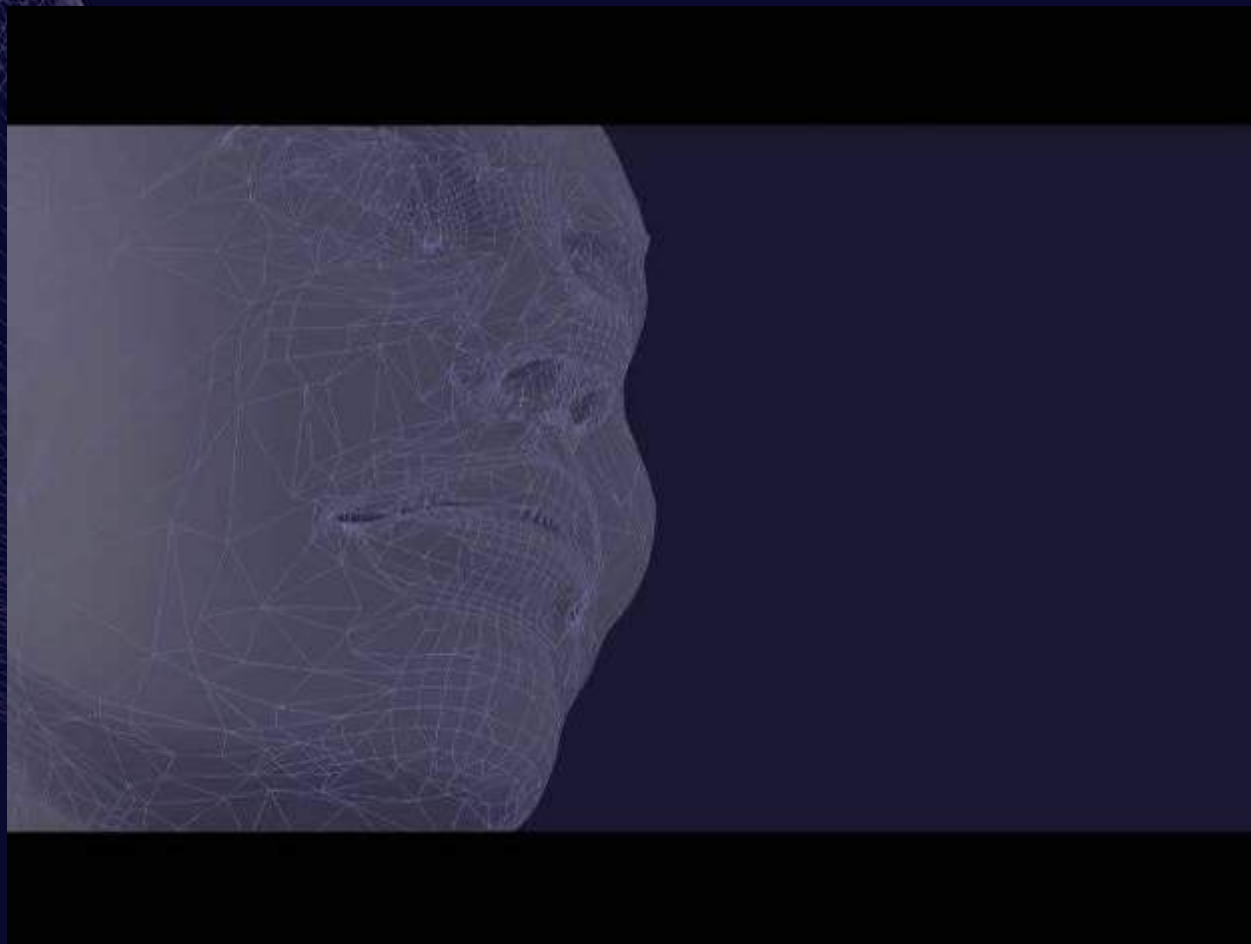
2

RESHAPE

2. RESHAPING



LIPO-REDUCER™



3. «HOOK»



« HOOK » TEXTURE
Surface tensing

VISIBLE RESULTS

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LIFTING EFFECT. WITHOUT SURGERY.

Firmness: 83%*

More defined contours: 72%*

Volume of double chin reduced: 88%**



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1^{ÈRE} MONDIALE COSMÉTIQUE :
LA TECHNOLOGIE V-SHAPING.

LIFTER LES TRAITs, AFFINER LES CONTOURS.

FERMETÉ : 83%*
CONTOURS PLUS NETS : 72%*



crème jour

fond de teint

COLLAGENIST V-LIFT

EFFET LIFTING. SANS CHIRURGIE.

Pionniers du lifting cosmétique, les laboratoires HELENA RUBINSTEIN reproduisent la technique du V-Shaping dans un soin.

1. Lifter: le V-Peptide™ vient renforcer les fibres d'élastines et de collagène qui maintiennent l'architecture du visage.
2. Affiner: le Lipo-Reducer désamorce la formation des graisses qui alourdisent les contours. Résultat, le visage retrouve un V parfait.



Test in-vivo de 4 semaines sur Lipo-Reducer. Mesure la diminution du double menton par projection de angles.
*Auto-évaluation sur 51 femmes, 40 à 55 ans, 14 semaines.

A complete tightening and resculpting skincare range with lifting effect

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COLLAGENIST V-LIFT NIGHT
CONTOUR RESHAPING CREAM
FACE, NECK & CHEST



COLLAGENIST V-LIFT
TIGHTENING RESCULPTING CREAM
LIFT - FIRMNESS - ANTI-WRINKLE



COLLAGENIST V-LIFT SERUM
INSTANT LIFTING SERUM
RESCULPTED CONTOURS



COLLAGENIST EYE-LIFT
RETIGHTENING EYE-LID CREAM
LIFT - ANTI-WRINKLE



COLLAGENIST V-LIFT

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Tightening resculpting cream lift – firmness – anti-wrinkle

TECHNOLOGY

V-PEPTIDE™:

Double action on anchoring collagens and the fine network of elastic fibers to reinforce the skin's architecture.

TEXTURE

TIGHTENING « HOOK » TEXTURE : immediate lifting effect

RESULTS

Immediately

More toned and firm

Day after day

Wrinkles fade, the features are visible tightened, as though lifted.

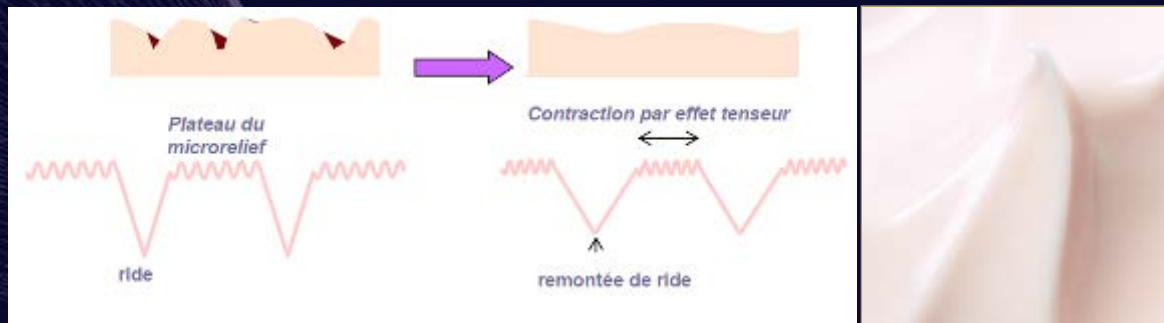


COLLAGENIST V-LIFT

« Hook » Texture

A formulation breakthrough

A tensing polymer with a “notched” structure that allows it to develop a tensing network on the surface of the skin for an immediate lift effect.



The skin is retightened as though « hooked ».

COLLAGENIST V-LIFT NIGHT

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Contour reshaping cream

face – neck - chest

TECHNOLOGY

LIPO-REDUCER™

Slimming active ingredient. Destocks fat cells to reshape the contours of the face during night.

TEXTURE

« MASSAGE-DRAIN » TEXTURE

Fostering natural tissue drainage and helping refine the face overnight

RESULTS

Immediately

Skin is more toned and firm. ** Assessment carried out by an expert on 39 women after 2 months' application
Peau plus tonique, plus ferme

After 4 weeks

Facial contours seem sharper and more defined.

After 8 weeks

Significant reduction of :

Sagging of the bottom of the face and cheeks -11.9%**

Sagging of the neck -9.7%**



* In vitro ** Assessment carried out by an expert on 39 women after 2 months' application

COLLAGENIST V-LIFT

HR
HELENA RUBINSTEIN

Instant lifting serum resculpted contours

TECHNOLOGY

V-PEPTIDE™ + LIPO-REDUCER™ :
Redefines facial contours with its lifting/refining
dual action technology

TEXTURE

TIGHTENING « HOOK » TEXTURE : immediate lifting effect

RESULTS

Immediately

Skin seems firmer, tightened as if lifted.
After 1 hour, volume of the bottom of the face is reduced.

Day after day

The lower part of the face appears reshaped, the oval visibly
resculpted. Thinner and more feminine, it recovers its perfect V.



COLLAGENIST EYE-LIFT

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Retightening eye-lid cream lift – anti-wrinkle

TECHNOLOGY

V-PEPTIDE™:

Double action on anchoring collagens and the fine network of elastic fibers to reinforce the skin's architecture.

TEXTURE

« HOOK » TEXTURE

« Tensing » sensation for an immediate lifting effect of the eye-lid.

RESULTS

Immediately

Tensing effect: eye-lid lifted, eye contour is smoother, firmer and more toned. Crows feet are reduced.

Day after day

Retightened & repositioned eye-lids.



INSTANT V-LIFT

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Sculpting foundation

Firmness – anti-wrinkle effect – SPF 20

Instantly, the complexion appears 10 years younger.*

INNOVATION V-LIFT
RESCULPTING LIGHT
12H V-LIFT 12H EFFECT

TECHNOLOGY

INSTANT RESCULPTING AND SMOOTHING LIGHT

“V-Chroma” Particles multi-reflecting

Correct shadows and hollow areas for a face that is as if resculpted.

Soft Focus Particles

Anti-wrinkle effect

12-HOUR V-LIFT EFFECT**

Tensor-effect film

Colloidal silica powder

For a perfectly redesigned facial “V”.

“HOOK” TEXTURE

Immediately retightens the features



INSTANT V-LIFT

HR
HELENA RUBINSTEIN

Sculpting foundation

Firmness – anti-wrinkle effect – SPF 20

Instantly, the complexion appears 10 years younger.*

MAKE UP RESULTS

12H V-LIFT EFFECT*

Upon application : the V of the facial contours seems redefined.

After 4 weeks: the skin seems firmer, more supple, smoother**

MEDIUM COVERAGE – SATIN FINISH

Three families of visibly rejuvenating shades:

Pink

for fair to very fair rosy skin tones

Beige

for fair to medium beige and ivory skin tones

Gold

for medium to golden, copper skin tones



COLLAGENIST V-LIFT versus Pro-Xfill



COLLAGENIST with pro-Xfill Replumping filling care

Anti-wrinkle - firmness

CONCERN

Skeletization
Loss of density
Wrinkles

INSPIRATION

Injections

KEY WORDS

COLLAGEN EFFECT. NO INJECTION.
Replumping
Filling
Anti-wrinkle



COLLAGENIST V-LIFT Tightening resculpting cream

Lifting – firmness – anti-wrinkle

Sagging
Thickening
Modification of oval

V-Shaping (lifting & lipo-sculpting)

LIFTING EFFECT. WITHOUT SURGERY.
Tightening
Resculpting
Lifting – Firmness – Anti-wrinkle

WHO IS IT FOR?

«My skin is not as firm any more, it thickens at the bottom of my face and neck. I am looking for a skincare that lifts for a harmonious oval of my face»



HOW ?

LIFTING: V-Peptide™

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

RESHAPING : Lipo-Reducer™

Destocks fat cells which weigh down face features.

« HOOK » TEXTURE

With a "notched" structure for an immediate lift effect.

THE HR SOLUTION

COLLAGENIST V-LIFT

For the 1st time, the V-Shaping technique reproduced in a skincare to lift the features and reshape the contours.

RESULT

LIFTING EFFECT. WITHOUT SURGERY.

FIRMNESS: 83%*

MORE DEFINED CONTOURS: 72%*

VOLUME OF DOUBLE CHIN REDUCED 88%**

COMPETITORS

<p>LANCÔME RÉNERGIE MORPHOLIFT R.A.R.E Repositioning Cream IP 15</p>	<p>CLARINS Extra firming day cream Lift Affine Visage</p>	<p>DIOR CAPTURE SCULPT 10 Lifting Firming Cream</p>	<p>ESTÉE LAUDER Résilience Lift Extrême Ultra Lift Firming Cream SPF 15</p>	<p>CLINIQUE Repairwear Lift</p>
				

GEOGRAPHY

SOINS GLOBAUX ANTI-ÂGE



Signes visibles de l'âge
PRODIGY



Signes radicalisés de l'âge
PRODIGY EXTREME

INTERVENTIONS COSMÉTIQUES INSTANTANÉES



MESOLIFT
Perte de fermeté, teint ternes
PRODIGY Re-PLASTY



HIGH DEFINITION PEEL
Rides, irrégularités, dyschromie
PRODIGY Re-PLASTY

SOINS SPÉCIALISTES ANTI-ÂGE



Lift, fermeté
COLLAGENIST V-LIFT



Anti-rides, repulpant
COLLAGENIST



Anti-rides - Pores relâchés
COLLAGENIST REFINER

SOINS RÉPARATEURS TRANSVERSAUX



Hydratation & Nutrition Intense
SKIN LIFE

SELLING SCENARIO

HR
HELENA RUBINSTEIN

1 Welcome

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

2 Focus
In the mirror

"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."

3 Treat

"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**.



SELLING SCENARIO



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

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A COSMETIC WORLD PREMIERE:
THE V-SHAPING TECHNOLOGY.
LIFTING FEATURES. RESHAPING CONTOURS.

FIRMNESS: 83%*
MORE DEFINED CONTOURS: 72%*



night cream

COLLAGENIST V-LIFT
RESCULPTING TIGHTENING CREAM

LIFTING EFFECT. WITHOUT SURGERY.

As a cosmetic lifting pioneer, the HELENA RUBINSTEIN laboratories reproduce the V-Shaping technology in a skincare.

1. Lift: le V-Peptides™ reinforce the elastina and collagene fibers which preserve face's architecture.
 2. Refine: Lipo-Reducers destock fat cells which weigh down face features.
- Resculpted, the facial V is perfectly refined. Instantly, complexion looks 10 years younger.



Test In-vivo de 4 semaines sur Lipo-Firm™. Mesure la diminution du double menton par projection de franges.
*Auto-évaluation sur 01 femmes, 40 à 55 ans, 74 semaines.

COMMUNICATION Merchandising

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COMMUNICATION Merchandising

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COUNTER



DISPLAY
W350xD210xH298mm

SHELVES



GLORIFIER
W172xH170xP73mm

TO KNOW MORE
For internal use only

V-Peptide™

Double action on the skin's anchor network

V-peptide™ is a combination of rice peptides, VAL-GLY dipeptide and a ceramide by-product.

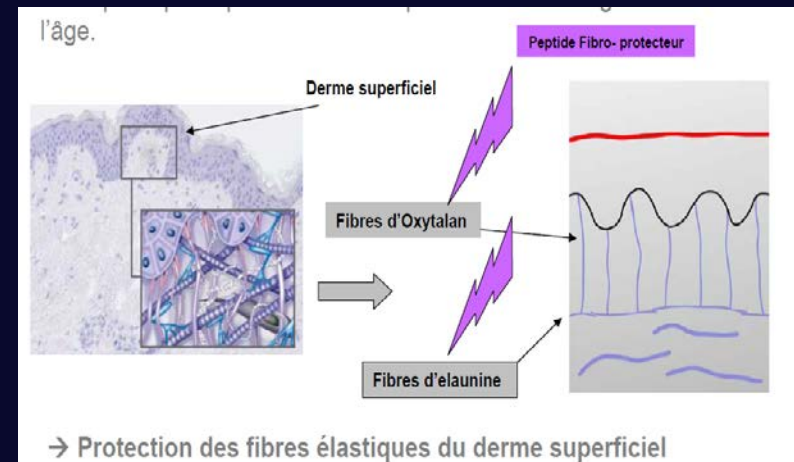
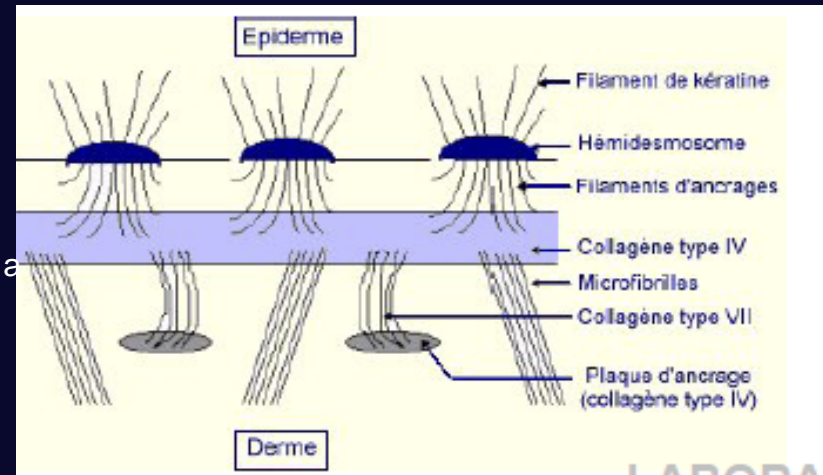
□ Anchoring in the dermal-epidermal junction
Of all the skin's collagens, the VII collagen* has the most impact on anchoring.

Rice peptides boost the synthesis of VII collagens*, the anchoring fibers that act as a pillar in the dermal-epidermal junction.

□ Protective action on the upper layers of the dermis:
A dipeptide (fiber protection) protects against deterioration and reinforces the two types of elastic fibers specific to the upper layers of the dermis: oxytalan* and elaunin* fibers.

* in vitro tests

This action protects and reinforces the skin's elastic network that is responsible for skin tone and suppleness.

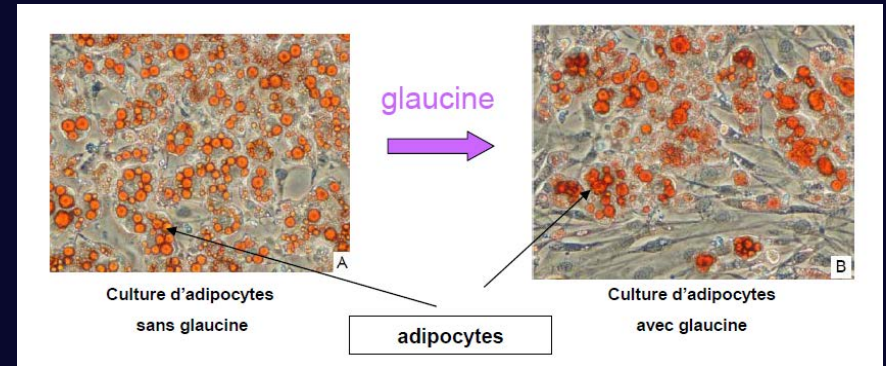


TO KNOW MORE

Lipo-Reducer™

A powerful active ingredient to redefine the lower face

Lipo-Reducer™ is composed of glaucine, a molecule that takes targeted action on the fat cells that release the fats* that thicken the lower face.



Destocking action of glaucine on fatty cells *
*test in vitro

« Hook » Texture

A tensing polymer for immediate “lifting” action

This tensing polymer has a “notched” structure that allows it to develop a tensing network on the skin’s surface for an immediate “lifting” effect.

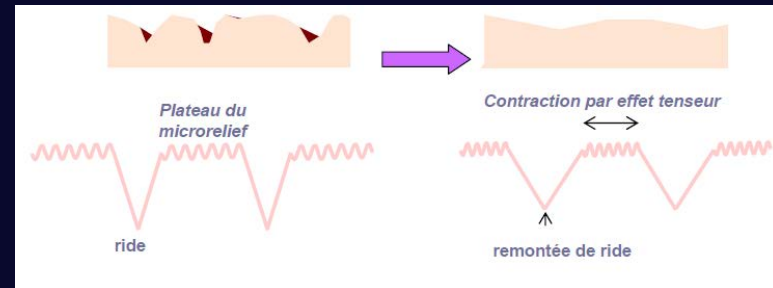


Illustration of stretching effect of tensing polymer

Visible results without surgery

COLLAGENIST V-LIFT

Improved tone and firmness and reduced wrinkles.

Measurement of the skin's biomechanical properties:

Study conducted on 42 women. After a single application: highlighting the product's positive effect on the skin's biomechanical properties.

Tone: +20.1%

Extensibility: +12.6%

Self-assessment

A study was carried out on 51 women over a 4-weeks period.

4 weeks

The skin seems tighter, as if lifted 76%

The skin seems firmer 83%

The facial contours seem better defined 72%

The facial oval seems better defined, as if redefined 62%

The skin seems smoother 72%

Fine lines seem to be diminished 69%

The skin seems younger 66%

COLLAGENIST V-LIFT NIGHT

A reduction in chin volumes, neck slackening and cheek sagging

Instrumental study on the facial V

This study was performed on 30 women for 2 months. The results showed a significant reduction (3.9%) in lower face after two months of treatment.

Clinical study on the facial V

The dermatologist assessed the intensity of lower face thickness (ptosis) and neck skin slackening on 39 women for 2 months. All the characteristics studied showed a significant improvement after 1 month:

	1 month	2 months
Ptosis in the lower face	-6.7%	-11.9%
Neck slackening	-3.4%	-9.7%

Visible results without surgery

COLLAGENIST V-LIFT SERUM

An immediate lifting effect

A self-assessment study was carried out on 52 women over a 4-weeks period

	0 weeks	4 weeks
The Skin seems tighter, as if lifted	85%	93%
The facial contours seem better defined	63%	71%

COLLAGENIST V-LIFT EYE

Retightening eye-lid cream - lift – anti-wrinkle

Measuring the skin's biomechanical properties:

Instrumental measurements performed on 42 women. The skin seemed more elastic, more toned and firmer after 4 hours.

	0/ 4 hours
Extensibility	+12.6 %
Tone	+20.1%
Firmness	+5.9 %

Analysis of micro relief and wrinkles

Self-assessment by women

Consumer tests on 50 women after utilization during 4 weeks show some very significant results:

ITEMS	4 weeks
The skin seems smoother	82%
The eye contour seems better defined	72%
The skin seems tighter, as if lifted	76%
Wrinkles and fine lines seem diminished	72%

TO KNOW MORE

FACE SCULPTOR vs COLLAGENIST V-LIFT

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HELENA RUBINSTEIN



FACE SCULPTOR
Restructuring lift cream
Anti-wrinkle – firmness

CONCERN

Sagging
Marked nasogenien groove
Imperfect contours

INSPIRATION

Lifting

KEY WORDS

LIFTING EFFECT. WITHOUT SURGERY.
Tone up cellular activity
Resculpting
Anti-wrinkle



COLLAGENIST V-LIFT
Tightening resculpting cream
Lifting – firmness – anti-wrinkle

Sagging
Thickening
Modification of oval

V-Shaping (lifting & lipo-sculpting)

LIFTING EFFECT. WITHOUT SURGERY.
Tightening
Resculpting
Lifting – Firmness – Anti-wrinkle