

HYDRA COLLAGENIST

DEEP HYDRATION ANTI-AGEING CARE

Like thousands of
water micro-implants

KEY POINTS TO KNOW & REMEMBER

THE 1st ANTI-AGEING HYDRATION SKINCARE
THAT ACTS DEEP DOWN THROUGH TO THE DERMIS

REACTIVATED HYDRATION
REDUCED DEHYDRATION WRINKLES
DENSER AND SMOOTHER SKIN, VISIBLY YOUNGER

HYDRATION AT THE HEART OF COLLAGENIC MATRIX

In the dermis, collagens are structured by molecules that are true water micro-captors. Collagen experts for over 10 years, HELENA RUBINSTEIN Laboratories create a unique technology to "implant" water at the heart of skin*:

> The DERM-HYDRAFIX complex stimulates the synthesis of the collagen structure molecules* to fix water deep in the collagenic matrix and densify skin

> COLLAGEN MICROSPHERES instantly lock water into the epidermis

DURABLY MASTERED HYDRATION, VISIBLY YOUNGER SKIN

Hydration is instantly and durably reactivated (+53%**).
Dehydration wrinkles are reduced (-21%***).

Day after day, skin is denser and smoother, visibly younger.



ANTI-AGEING HYDRATION BREAKTHROUGH

THE HYDRA COLLAGENIST SKINCARE ROUTINE

deep hydration
anti-ageing cream

deep hydration
anti-ageing intensive serum

deep hydration
anti-ageing eye care

deep hydration
mask



available for
all skin types / dry skin



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...”
“With time, my skin is getting dehydrated and it seems to cause fine lines.
It needs more than just a moisturizer.

2 Focus
in the mirror

I would like a skincare that deeply hydrates my skin and preserves its youth.”

3 Treat

“Let me introduce HYDRA COLLAGENIST,
the 1st anti-ageing hydration skincare that acts deep down through
to the dermis in the collagenic matrix.

Like thousands of water micro-implants,
it increases deep hydration for a denser and smoother skin, visibly younger.

[Whilst applying Hydra Collagenist serum / cream to the client's hand]

Drawing on a pioneering collagen expertise for more than 10 years,
our HR Laboratories have created a breakthrough technology that has the power
to implant water deep down in the collagenic matrix
and lock water into the epidermis.

Hydration is reactivated instantly and durably, dehydration wrinkles are reduced.
Day after day, better hydrated, your skin is denser and smoother, visibly younger.

For a complete deep hydration anti-ageing beauty routine, apply the
Hydra Collagenist Intensive Serum and Cream on your face
avoiding the eye contour.

For the delicate eye zone, apply Hydra Collagenist Eye Care
for an anti-fatigue and smoothing effect.

Once or twice a week infuse your skin with the Deep Hydration Mask.



EVERY DAY & NIGHT



ONCE OR TWICE A WEEK

4 Enhance

Did you know that there are a few additional techniques to smooth your skin and
give it lasting comfort and ultra-natural perfection? It is very easy.

Enhance your skin with Color Clone Hydra-24H foundation.

From the moment of application, you will appreciate
its ultra natural “nude effect” and lasting comfort during the day.

Then apply Magic Concealer to erase dark areas
and Wanted Blush to illuminate your facial features.



5 Flash
Beauty Revelation

“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
outline provided 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
+ discover the Wanted fragrance.

6 Finalize