

HR
HELENA RUBINSTEIN

10 YEARS OF
COLLAGEN EXPERTISE

ANTI-AGEING HYDRATION
INNOVATION

COLLAGENIC HYDRATION
RESEARCH ON DERMIS

NEW TECHNOLOGY: IMPLANT
WATER IN THE HEART OF THE SKIN

2 POWERFUL ACTIONS AT
DERMIS & EPIDERMIS LEVEL

EXCEPTIONAL
HYDRATION RESULTS

THE RANGE &
SKINCARE GEOGRAPHY

SALES
ADVICE

10 YEARS OF COLLAGEN DERMIS EXPERTISE

HR
HELENA RUBINSTEIN



2001

THE 1ST INJECTION-FREE
COLLAGEN EFFECT

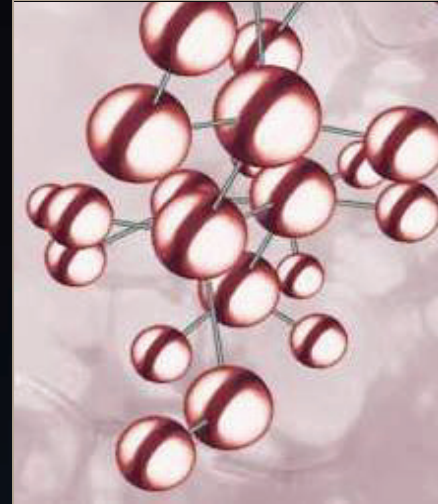
COLLAGENIST



2005

INTENSIVE FILLING EFFECT
WITHOUT INJECTION

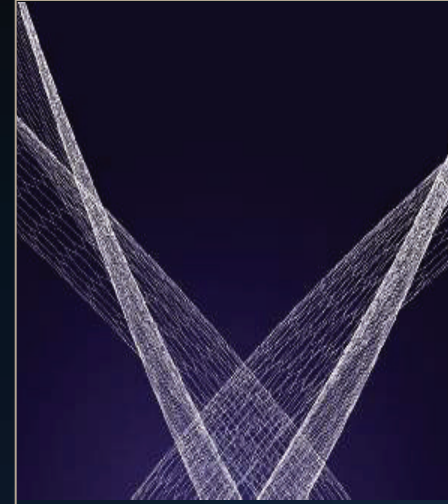
COLLAGENIST
INTENSE FILL



2008

REPLUMPING
COLLAGEN EFFECT

COLLAGENIST
with pro-Xfill



2010

LIFTING EFFECT WITHOUT SURGERY
V-SHAPING TECHNOLOGY

COLLAGENIST
V-LIFT



2011

MAJOR BREAKTHROUGH INSPIRED
BY 10 YEARS OF COLLAGEN DERMIS EXPERTISE

LIKE THOUSANDS OF
WATER MICRO-IMPLANTS

HR
HELENA RUBINSTEIN

MAJOR BREAKTHROUGH INSPIRED
BY 10 YEARS OF COLLAGEN DERMIS EXPERTISE

INCREASE DEEP HYDRATION
FOR VISIBLY YOUNGER SKIN

NEW
**HYDRA
COLLAGENIST**
DEEP HYDRATION ANTI-AGEING



THE 1ST ANTI-AGEING HYDRATION SKINCARE ACTING DEEP DOWN THROUGH TO THE DERMIS

BROUGHT TO LIGHT BY THE HELENA RUBINSTEIN LABORATORIES

IN THE DERMIS,
COLLAGENIC MATRIX QUALITY IS ESSENTIAL
FOR OPTIMAL HYDRATION

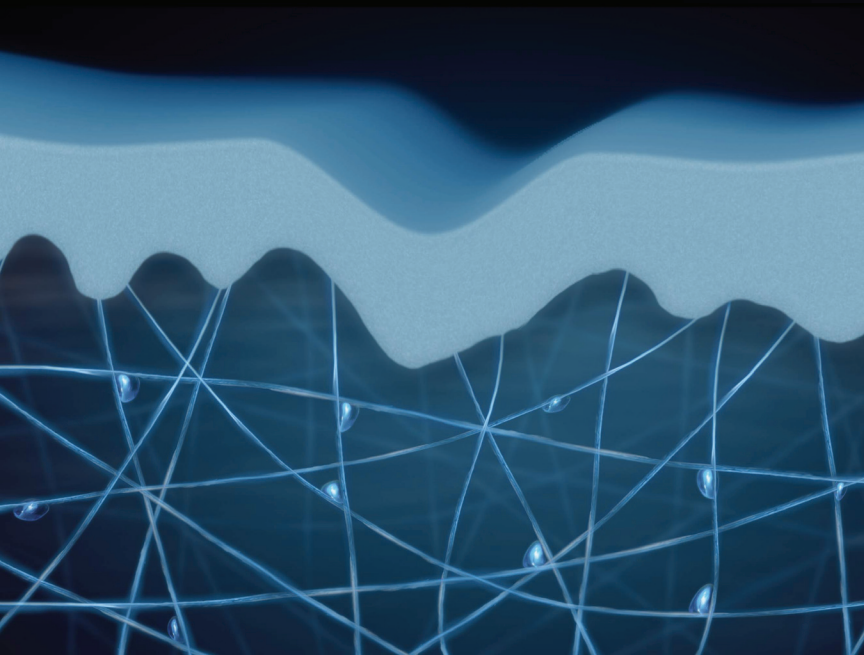
THE DERMIS: A RESERVOIR FOR WATER AND YOUNG-LOOKING SKIN



DEEP WITHIN THE SKIN,
WATER IS NOT FREE

IT IS BOUND TO
THE COLLAGENIC MATRIX

THE DERMIS: A RESERVOIR FOR WATER AND YOUNG-LOOKING SKIN



EPIDERMIS

DERMIS

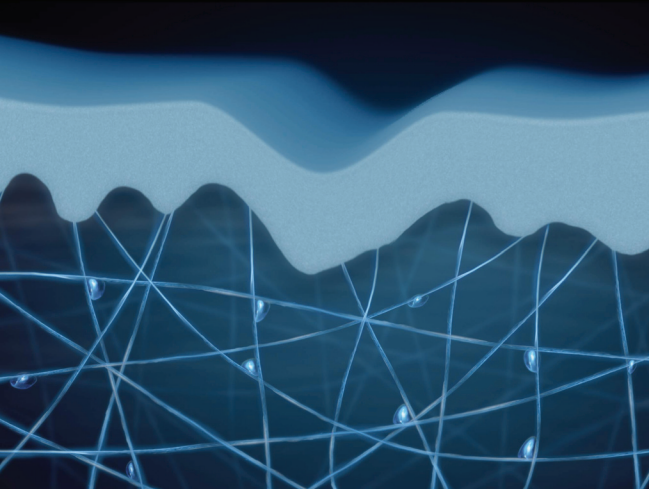
WITH AGE,
COLLAGENIC MATRIX DESTRUCTURES
SKIN LOSES WATER AND YOUTH

ANTI-AGEING HYDRATION BREAKTHROUGH



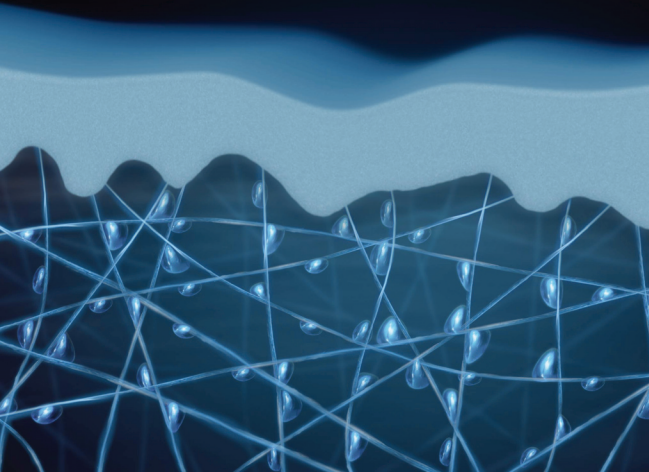
“IMPLANT” WATER AND YOUTH AT THE HEART OF SKIN

2 POWERFUL ANTI-AGEING HYDRATION ACTIONS



EPIDERMIS

DERMIS



EPIDERMIS

DERMIS

— 1 —

DERM-HYDRAFIX COMPLEX

FIX WATER IN THE DERMIS

STIMULATES THE SYNTHESIS OF COLLAGEN STRUCTURE MOLECULES* TO FIX WATER DEEP DOWN AND DENSIFY SKIN

* In vitro

10 YEARS OF COLLAGEN EXPERTISE

ANTI-AGEING HYDRATION INNOVATION

COLLAGENIC HYDRATION RESEARCH ON DERMIS

NEW TECHNOLOGY: IMPLANT WATER IN THE HEART OF THE SKIN

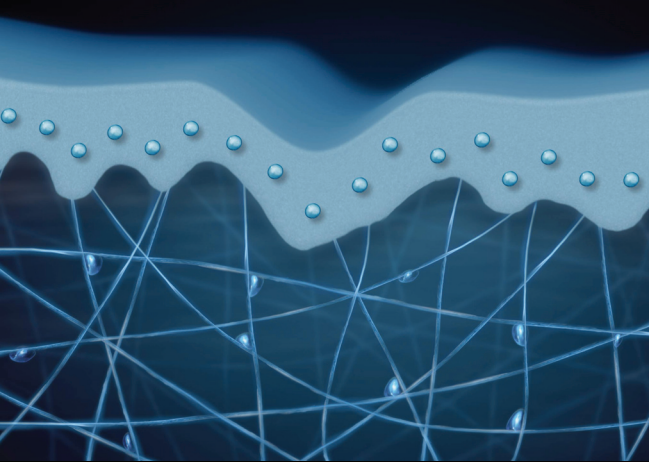
2 POWERFUL ACTIONS AT DERMIS & EPIDERMIS LEVEL

EXCEPTIONAL HYDRATION RESULTS

THE RANGE & SKINCARE GEOGRAPHY

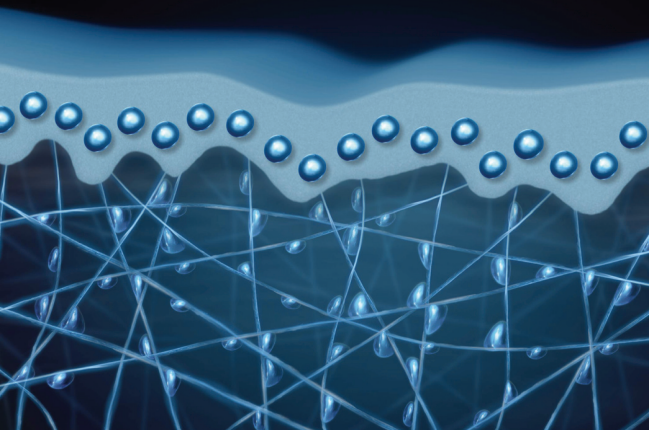
SALES ADVICE

2 POWERFUL ANTI-AGEING HYDRATION ACTIONS



EPIDERMIS

DERMIS



EPIDERMIS

DERMIS

— 2 —

COLLAGEN MICROSPHERES

LOCK WATER IN THE EPIDERMIS

RETAIN WATER INSTANTLY
TO DIFFUSE IT WITHIN TIME

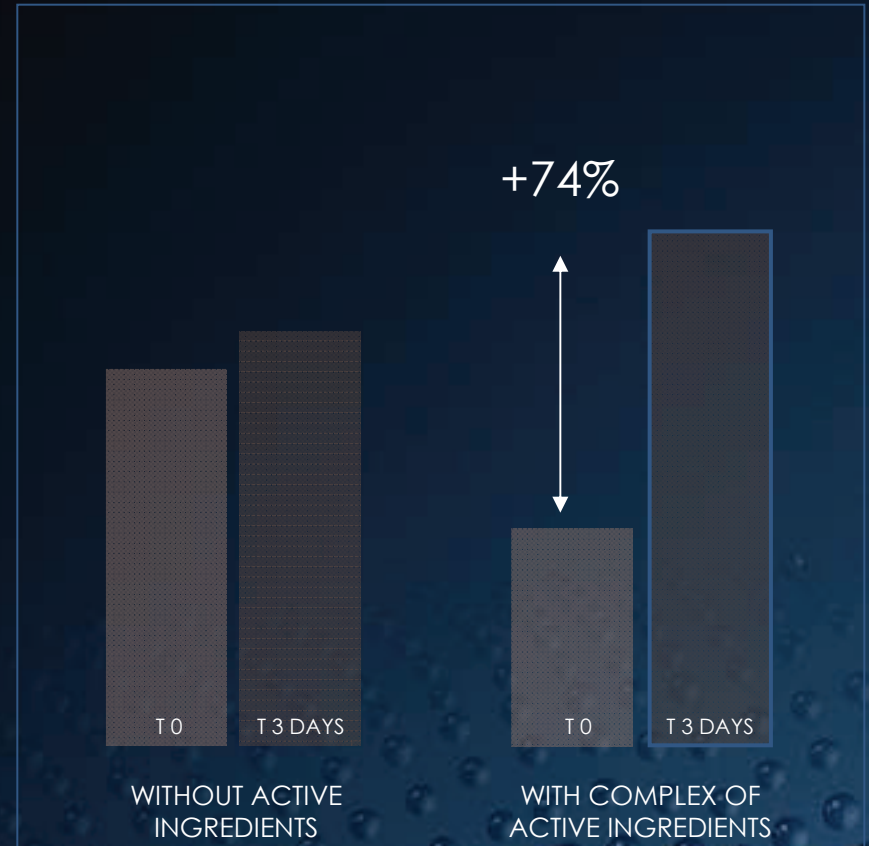
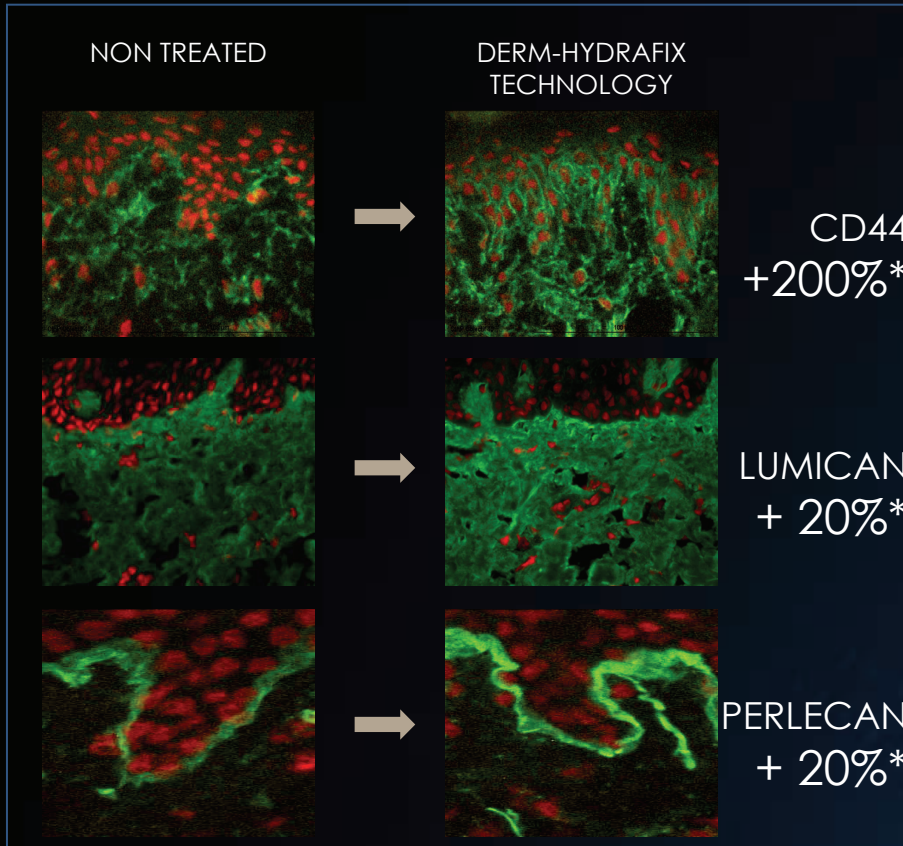
DURABLY MASTERED HYDRATION, VISIBLY YOUNGER SKIN

EXCEPTIONAL ANTI-AGEING HYDRATION RESULTS

IN VITRO

STIMULATES THE SYNTHESIS
OF COLLAGEN STRUCTURE MOLECULES
(=WATER MICRO-CAPTORS IN THE DERMIS)

STIMULATES HYDRATION



*In vitro test on active ingredients

EXCEPTIONAL ANTI-AGEING HYDRATION RESULTS

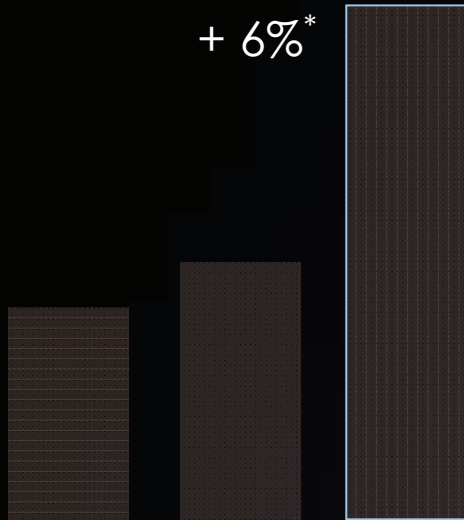


IN VIVO

SUPERFICIAL DERMIS:
INCREASES HYDRATION

INCREASE OF WATER
LEVEL IN THE DERMIS

+ 6%*



NON TREATED
J42

PLACEBO
J42

CREAM
J42

EPIDERMIS:
INCREASES HYDRATION

INSTANT HYDRATION
+ 37.5%**

HYDRATION AFTER 24HR
+ 14.8%**

HYDRATION AFTER 6 WEEKS
+ 30%*

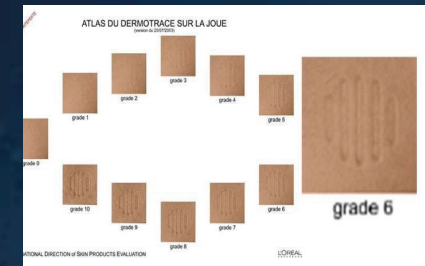
CLINICAL PROOF WITH
DERMOTRACE®

DERMOTRACE



DECREASE OF THE MARK:

-7.6%



* Hydra Collagenist cream. Mesures instrumentales menées au CHU de besançon sur 12 femmes à 6 semaines, utilisation 2 fois par jour

** mesures instrumentales, sur 24 femmes après T2h et T24H

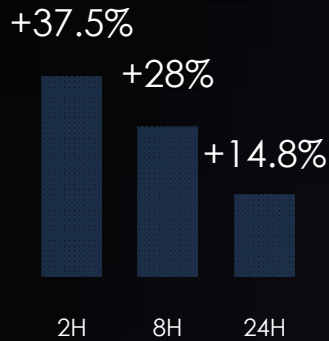
EXCEPTIONAL ANTI-AGEING HYDRATION RESULTS



IN VIVO

CREAM ALL SKIN TYPES

INSTANT AND LONG-LASTING
HYDRATION



DEHYDRATION WRINKLES

-21%

INTENSIVE SERUM

INTENSIVE INSTANT AND LONG-LASTING
HYDRATION



DEHYDRATION WRINKLES

-21%

EXCEPTIONAL ANTI-AGEING HYDRATION RESULTS



WOMEN AGREE

MOISTURIZED	98%
SMOOTHER	98%
DENSER	83%
REDUCED DEHYDRATION WRINKLES	83%
YOUNGER	79%
RADIANT, SUPPLE, QUALITY	98%

Self-evaluation by 50 women

HYDRA COLLAGENIST

A COMPLETE SKINCARE RANGE FOR DEEP ANTI-AGEING HYDRATION



DENSIFYING - SMOOTHING

ANTI-FATIGUE - SMOOTHING

INTENSE RE-INFUSION



CREAM

all skin types / dry skin

deep hydration anti-ageing cream

50ml



SERUM

deep hydration anti-ageing intensive serum

40ml



EYE CARE

deep hydration anti-ageing eye care

15ml



MASK

deep hydration mask

75ml

10 YEARS OF COLLAGEN EXPERTISE

ANTI-AGEING HYDRATION INNOVATION

COLLAGENIC HYDRATION RESEARCH ON DERMIS

NEW TECHNOLOGY: IMPLANT WATER IN THE HEART OF THE SKIN

2 POWERFUL ACTIONS AT DERMIS & EPIDERMIS LEVEL

EXCEPTIONAL HYDRATION RESULTS

THE RANGE & SKINCARE GEOGRAPHY

SALES ADVICE

HYDRA COLLAGENIST

DEEP HYDRATION ANTI-AGEING CREAM
densifying, smoothing



TECHNOLOGY

DERM-HYDRAFIX COMPLEX

stimulates the synthesis of collagen structure molecules* to fix water deep down and densify skin.

COLLAGEN MICROSPHERES

lock water into the epidermis.

2 SPECIFIC TEXTURES FOR THE NEEDS OF EVERY SKIN TYPE

- > A melt-in gel-cream texture that is immediately absorbed, leaving a light, fresh sensation.
- > A generous and rich texture specifically formulated for dry skin, instantly enveloping skin in comfort.

RESULTS

Hydration is instantly and durably reactivated.

Dehydration wrinkles are reduced.

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



* *in vitro* test

HYDRA COLLAGENIST

DEEP HYDRATION ANTI-AGEING INTENSIVE SERUM
densifying, smoothing



TECHNOLOGY

DERM-HYDRAFIX COMPLEX

stimulates the synthesis of collagen structure molecules* to fix water deep down and densify skin.

DOUBLY CONCENTRATED IN COLLAGEN MICROSPPHERES

lock water into the epidermis.

INTENSE HYDRATION TEXTURE

Smooth and velvety, this texture provides instant hydration and freshness that transforms on application into a high-comfort sensation.

RESULTS

Instantly and durably reactivates intense hydration (+53%*). Dehydration wrinkles are reduced (-21%**), skin is firmer and more radiant. Day after day skin is better hydrated, denser, smoother and visibly younger.



Instrumental tests on
* 24 women / ** 40 women

HYDRA COLLAGENIST

DEEP HYDRATION ANTI-AGEING EYE CARE
anti-fatigue, smoothing



TECHNOLOGY

DERM-HYDRAFIX COMPLEX

stimulates the synthesis of collagen structure molecules* to fix water deep down and densify skin.

COLLAGEN MICROSPHERES

lock water into the epidermis.

A MELT-IN GEL-CREAM TEXTURE

Ultra-light and non-sticky, it instantly melts into skin, providing a soothing sensation of freshness and softness to the delicate eye contour area.

RESULTS

The delicate eye contour area is instantly (+58%*) and durably hydrated. Dehydration wrinkles are smoothed. Day after day signs of fatigue disappear: puffiness and dark circles are faded, eyes are visibly refreshed.



* Instrumental test on 25 women

HYDRA COLLAGENIST

DEEP HYDRATION MASK

intense re-infusion



TECHNOLOGY

DERM-HYDRAFIX COMPLEX

stimulates the synthesis of collagen structure molecules* to fix water deep down and densify skin.

COLLAGEN MICROSPHERES

lock water into the epidermis.

INTENSE RE-INFUSION TEXTURE

Generous and rich, this texture progressively infuses and envelops skin in a high-comfort moisturizing veil.

RESULTS

Skin is intensely re-hydrated (+48%*), regaining comfort, elasticity and radiance. Used once or twice a week, this mask durably re-infuses skin with water to prevent the appearance of dehydration wrinkles.



* Instrumental test on 25 women

SALES SCENARIO HYDRA COLLAGENIST



“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. A skincare that deeply hydrates my skin and preserves its youth”

2 Focus in the mirror

“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 unique 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 anti-ageing hydration 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 a week infuse your skin with the Deep Hydration Mask.

3 Treat



EVERY DAY & NIGHT



ONCE OR TWICE A WEEK

SALES SCENARIO HYDRA COLLAGENIST



Did you know that there are a few additional techniques to smooth your skin and give it lasting comfort and a 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.

4

Enhance



“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 FLASH brochure

NO:

Suggest an alternative appointment based on the client’s availability

5

Flash

Beauty Revelation



Give the client the opportunity to join the HR address book + discover the Wanted fragrance.

6

Finalize

LINK SELLING SCENARIO



PRIORITY:
RECRUIT NEW HR
CUSTOMERS
FROM 30

CREAM EYE CONTOUR CARE COMPLEXION



Morning + night

+



Morning + night

+



DAILY REPAIR
SERUM
MUST HAVE



INTENSE
HYDRATION
ROUTINE

CREAM EYE CONTOUR CARE COMPLEXION



Morning + night

+



Morning + night

+



INTENSIVE SERUM



HR SKINCARE GEOGRAPHY



MUST HAVE SERUM



must have

PRODIGY POWERCELL YOUTH GRAFTER

Smoothed skin
Recreated radiance
Reinforced tonicity
24h re-hydration

PRODIGIOUS GLOBAL ANTI-AGEING CARE

From 30



PRODIGY POWERCELL

Fortified skin - Reduced wrinkles
Revealed radiance - Continuous hydration

From 40



PRODIGY

Anti-wrinkle - Firmness - Radiance
Uniformity - Hydration

From 50



PRODIGY EXTREME

Deep-set wrinkles smoothed - Density
Radiance - Extreme nutrition

LACLINIC AT HOME



PRODIGY Re-PLASTY MESOLIFT COSMETIC

Active lifting
Radiance injection - Ideal plasticity

SPECIALIST ANTI-AGEING CARE

From 30



HYDRA COLLAGENIST

Deep hydration - Anti-ageing
Densifying - Smoothing

From 40



COLLAGENIST WITH PRO-XFILL

Anti-wrinkle
Replumping - Filling

From 40



COLLAGENIST V-LIFT

Lift - Firmness
Anti-wrinkle



PRODIGY Re-PLASTY HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles - Reduced spots

YOUR SIGNS OF AGEING, YOUR COLLAGENIST

YOUR SIGNS OF AGEING, YOUR COLLAGENIST



YOUR SIGNS OF AGEING, YOUR COLLAGENIST



INVITE YOUR CUSTOMER TO DISCOVER HER TARGETED HR COLLAGEN EXPERT



“Let’s discover your collagen expert that suits your specific anti-age needs.

Collagen experts for over 10 years,

Helena Rubinstein offers you a unique anti-ageing solution....”

YOUR SIGNS OF AGEING, YOUR COLLAGENIST



DEEP HYDRATION
ANTI-AGEING

ANTI-WRINKLE
REPLUMPING - FILLING

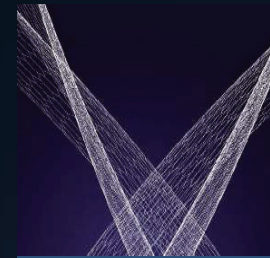
LIFTING – FIRMING
ANTI-WRINKLE



COLLAGENIC
HYDRATION



REPLUMPING
COLLAGEN



ANCHORING
COLLAGEN

HYDRA COLLAGENIST



COLLAGENIST with pro-Xfill



COLLAGENIST V-LIFT



YOUR SIGNS OF AGEING, YOUR COLLAGENIST



FROM 30

FROM 40

FROM 40

SYMPTOMS

DEHYDRATION WRINKLES

LOSS OF MOISTURE
LESS SMOOTH FACE

VISIBLE WRINKLES

LOSS OF VOLUME
FURROWED FACE

SAGGING WRINKLES

LOSS OF FIRMNESS
SLACKENED FACE

CAUSES

DESORGANISATION OF
COLLAGEN MATRIX

DECREASE OF
COLLAGEN FIBERS

DETERIORATION OF
COLLAGEN + ELASTIN

COLLAGEN EXPERT

HYDRA COLLAGENIST



deep anti-ageing hydration
densifying – smoothing

COLLAGENIST with pro-Xfill



anti-wrinkle – replumping – filling

COLLAGENIST V-LIFT



lifting - firming - anti-wrinkle

COMPETITIVE ENVIRONMENT

ANTI-AGEING HYDRATION



ESTÉE LAUDER



HYDRATIONIST

DIOR



HYDRA LIFE

SISLEY



HYDRA GLOBAL

GUERLAIN



SUPER AQUA

10 YEARS OF COLLAGEN EXPERTISE

ANTI-AGEING HYDRATION INNOVATION

COLLAGENIC HYDRATION RESEARCH ON DERMIS

NEW TECHNOLOGY: IMPLANT WATER IN THE HEART OF THE SKIN

2 POWERFUL ACTIONS AT DERMIS & EPIDERMIS LEVEL

EXCEPTIONAL HYDRATION RESULTS

THE RANGE & SKINCARE GEOGRAPHY

SALES ADVICE

SALES SCENARIO

ANTI-WRINKLE SPECIALISTS



IF YOUR CLIENT IS IN HER ... AND NEEDS...

HR ADVISES HER TO USE...

30's

AND USES...



Anti-ageing
Hydration

HYDRA COLLAGENIST



THE HR +

- The first anti-ageing hydration skincare that acts deep down through to the dermis
- Hydration at the heart of collagenic matrix

SALES SCENARIO

ANTI-WRINKLE SPECIALISTS



IF YOUR CLIENT IS IN HER ... AND NEEDS...

HR ADVISES HER TO USE...

30's

AND USES...



Anti-ageing
Hydration

HYDRA COLLAGENIST



THE HR +

- The first anti-ageing hydration skincare that acts deep down through to the dermis
- Hydration at the heart of collagenic matrix

SALES SCENARIO

ANTI-WRINKLE SPECIALISTS



IF YOUR CLIENT IS IN HER ... AND NEEDS...

HR ADVISES HER TO USE...

40's

AND USES...



Anti-wrinkle
Firming

COLLAGENIST with pro-Xfill



THE HR +

- Simultaneous action on the 5 collagens in the skin responsible for the firmness and resistance
- Replumped face results
- Triple result: anti-wrinkle, replumping and filling.

SALES SCENARIO

ANTI-WRINKLE SPECIALISTS



IF YOUR CLIENT IS IN HER ... AND NEEDS...

HR ADVISES HER TO USE...

40's

AND USES...



Intense
anti-wrinkle

COLLAGENIST with pro-Xfill



THE HR +

- Simultaneous action on the 5 collagens in the skin responsible for the firmness and resistance
- Replumped face results
- Triple result: anti-wrinkle, replumping and filling.

SALES SCENARIO

ANTI-WRINKLE SPECIALISTS



IF YOUR CLIENT IS IN HER ... AND NEEDS...

HR ADVISES HER TO USE...

40's

AND USES...



Anti-wrinkle
Lifting
Extra - firming

COLLAGENIST V-LIFT



THE HR +

- The first skincare that replicates the V-shaping technique
- Triple result: lifting, re-sculpting and anti-wrinkle
- The facial V is perfectly redefined

SALES SCENARIO

ANTI-WRINKLE SPECIALISTS



IF YOUR CLIENT IS IN HER ... AND NEEDS...

HR ADVISES HER TO USE...

40's

AND USES...



Anti-wrinkle
Extreme lifting
Firming

COLLAGENIST V-LIFT



THE HR +

- The first skincare that replicates the V-shaping technique
- Triple result: lifting, re-sculpting and anti-wrinkle
- The facial V is perfectly redefined

SALES SCENARIO

ANTI-WRINKLE SPECIALISTS



IF YOUR CLIENT IS IN HER ... AND NEEDS...

HR ADVISES HER TO USE...

40's

AND USES...



Lifting
Firming
Wrinkle correction

COLLAGENIST V-LIFT



THE HR +

- The first skincare that replicates the V-shaping technique
- Triple result: lifting, re-sculpting and anti-wrinkle
- The facial V is perfectly redefined

APPENDIX

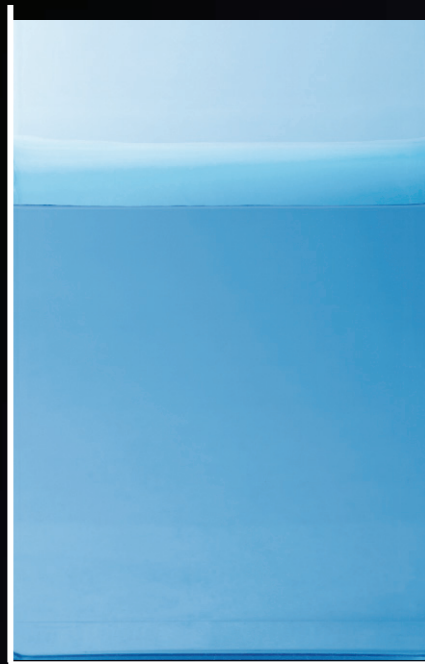
BA DEMO

WATER PEARLS DEMO FOR TRAINING

Recommendation during training session

- Demo:
1. glass container with blue colored water => FREE WATER
 2. glass container with blue colored water and swollen water crystals => BONDED WATER

[Local Purchasing : Water crystals at florist shops and blue ink]



FREE WATER (not bonded to the collagenic matrix)

With age, the collagenic matrix becomes disorganized and loses its ability to fix water. Water flow to the epidermis is disturbed. Skin is poorly hydrated, less toned and the first dehydration wrinkles appear.



BONDED WATER (better structured, denser collagenic matrix)

The HYDRA COLLAGENIST technology is capable of increasing the number of water micro-captors within the collagenic matrix to **fix water** right through to the dermis and increases deep hydration.



HR
HELENA RUBINSTEIN

