

PRODIGY POWERCELL

YOUTH GRAFTER

KEY POINTS TO KNOW & REMEMBER

Major breakthrough in vegetal stem cells
100% active power

After 5 days, the visible signs of a younger skin
SMOOTHED SKIN – RECREATED RADIANCE – REINFORCED TONICITY

FOR ALL WOMEN OVER 30

For all women who want to repair the skin from the daily micro-aggressions, protect it and regain the qualities of a youthful skin.

MAJOR BREAKTHROUGH

The Helena Rubinstein Laboratories have isolated the quintessence of life of OCEANIC CRISTA: vegetal stem cells. 100% active power to act on cellular regeneration, fissular repair and anti-free radical defense.

CLINICALLY PROVEN RESULTS

After 5 days, the visible signs of a younger skin.
Smoothed skin, recreated radiance, reinforced tonicity

Today, Helena Rubinstein creates:

PRODIGY POWERCELL YOUTH GRAFTER THE CREAM AND THE EYE CARE

Two new skincare products that associate the prodigious power of Oceanic Crista vegetal stem cells with Emblica Extract, a powerful anti-oxidant, for anti-ageing repair and visible skin rejuvenation.



THE POWER OF VEGETAL
STEM CELLS



The Cream

fortified skin, reduced wrinkles, revealed radiance, continuous hydration



The Eye Care

immediate anti-puffiness, desaturated dark circles, smoothed wrinkles



high precision for an instant reinvigorating and smoothing effect

SALES SCENARIO

1 Welcome

"Welcome Madam to HELENA RUBINSTEIN,
The cosmetic vegetal biotechnology pioneer. "

2 Focus
in the mirror

"What would you like to change on your skin? Show me..."
"My skin is tired, it lacks radiance and vitality.
I would like a skincare that repairs my skin!"

3 Treat

"Let me introduce you PRODIGY POWERCELL YOUTH GRAFTER, the
must-have skincare for daily anti-ageing repair."

Our Helena Rubinstein laboratories identified Oceanic Crista, a powerful
plant with exceptional survival faculties, and extracted its
quintessence of life: 100% active VEGETAL STEM CELLS.

[Whilst applying Prodigy Powercell to the client's hand]

Vegetal stem cells act simultaneously on the 3 principal
anti-ageing mechanisms:
cellular regeneration, tissular repair and anti-free radical defense.

With Prodigy Powercell, we have clinically proven the results:
After 5 days, the visible signs of a younger skin. Skin is smoothed, radiance
recreated and tonicity is reinforced.

For the ultimate anti-ageing defense and visible skin rejuvenation, complete
your Prodigy Powercell beauty routine with The Cream Powercell for a
fortified skin and reduced wrinkles. For the eye contour, apply The Eye Care
Powercell for an immediate "smoothed wrinkles" effect.



4 Enhance

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

Enhance your skin with Prodigy Liquid Light foundation.
From the moment of application, you will appreciate
its visibly rejuvenating radiance effect.

Next, 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 FLASH 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