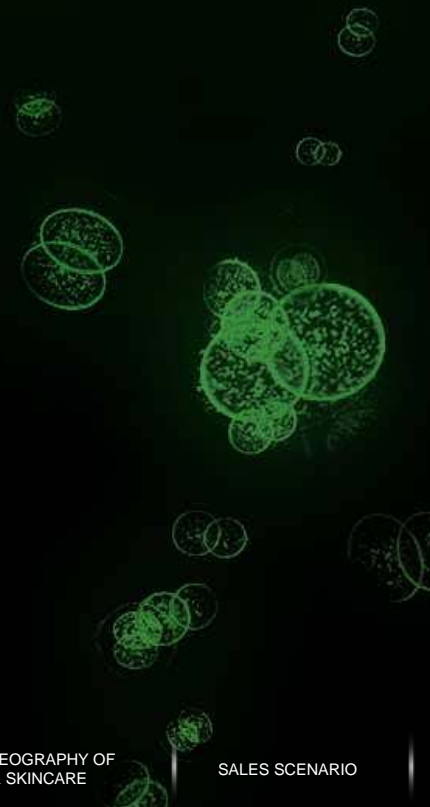


HR

HELENA RUBINSTEIN



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OCEANIC CRISTA
A MIRACLE OF NATURE

PRODIGY POWERCELL
YOUTH GRAFTER

AN EXCEPTIONAL
LAUNCH

PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

PRODIGY RANGE

PIONEER OF HIGH TECH NATURALITY

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2002

ENCAPSULATED
BIO SAP

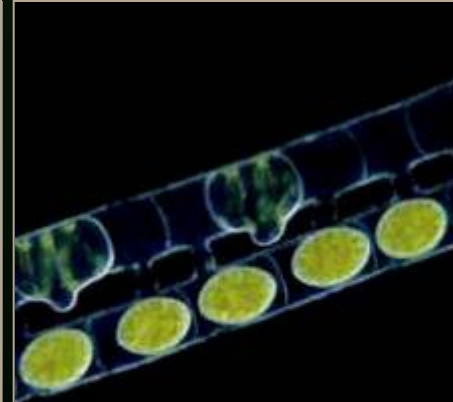
PRODIGY



2006

BIO-MATIRCE™
PLANT TISSUE EXTRACTS
IN EMBRYONIC STATE

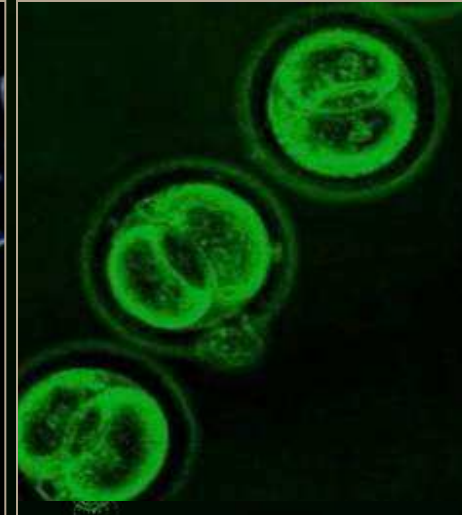
PRODIGY TISSULAR



2009

BIO-SEVE EXTRÊME™
NATIVE VEGETAL CELLS
OF SEQUOIA & VIGNA FLOWERS

PRODIGY EXTRÊME



2010

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YOUTH GRAFTER

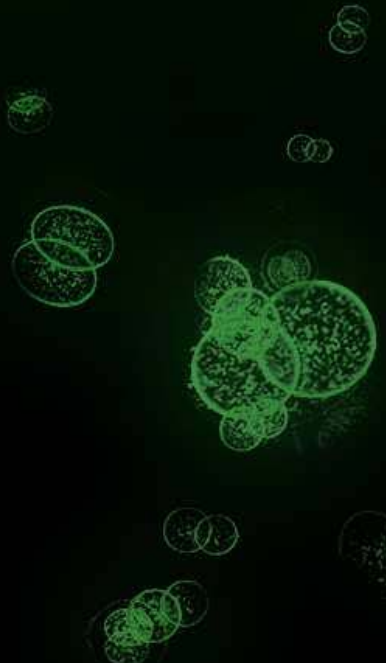
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HR SKINCARE

SALES SCENARIO

MAJOR BREAKTHROUGH ON VEGETAL STEM CELLS



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SALES SCENARIO

HELENA RUBINSTEIN CREATES: YOUTH GRAFTER CARE



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SALES SCENARIO

SKIN'S SELF-REGENERATION POWER

THE SURVIVAL MECHANISM OF THE SKIN

HR
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SKIN IS AGGRESSED BY EVERYDAY LIFE,
ITS NATURAL DEFENSES DIMINISH.

THE SKIN HAS A PHENOMENAL SURVIVAL
INSTINCT, READY TO SELF-REPAIR
BY GENERATING NEW CELLS.

WITH AGE, SKIN'S REGENERATIVE
CAPACITY BECOMES EXHAUSTED.

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A POWERFUL PLANT
WITH EXCEPTIONAL
SURVIVAL FACULTIES

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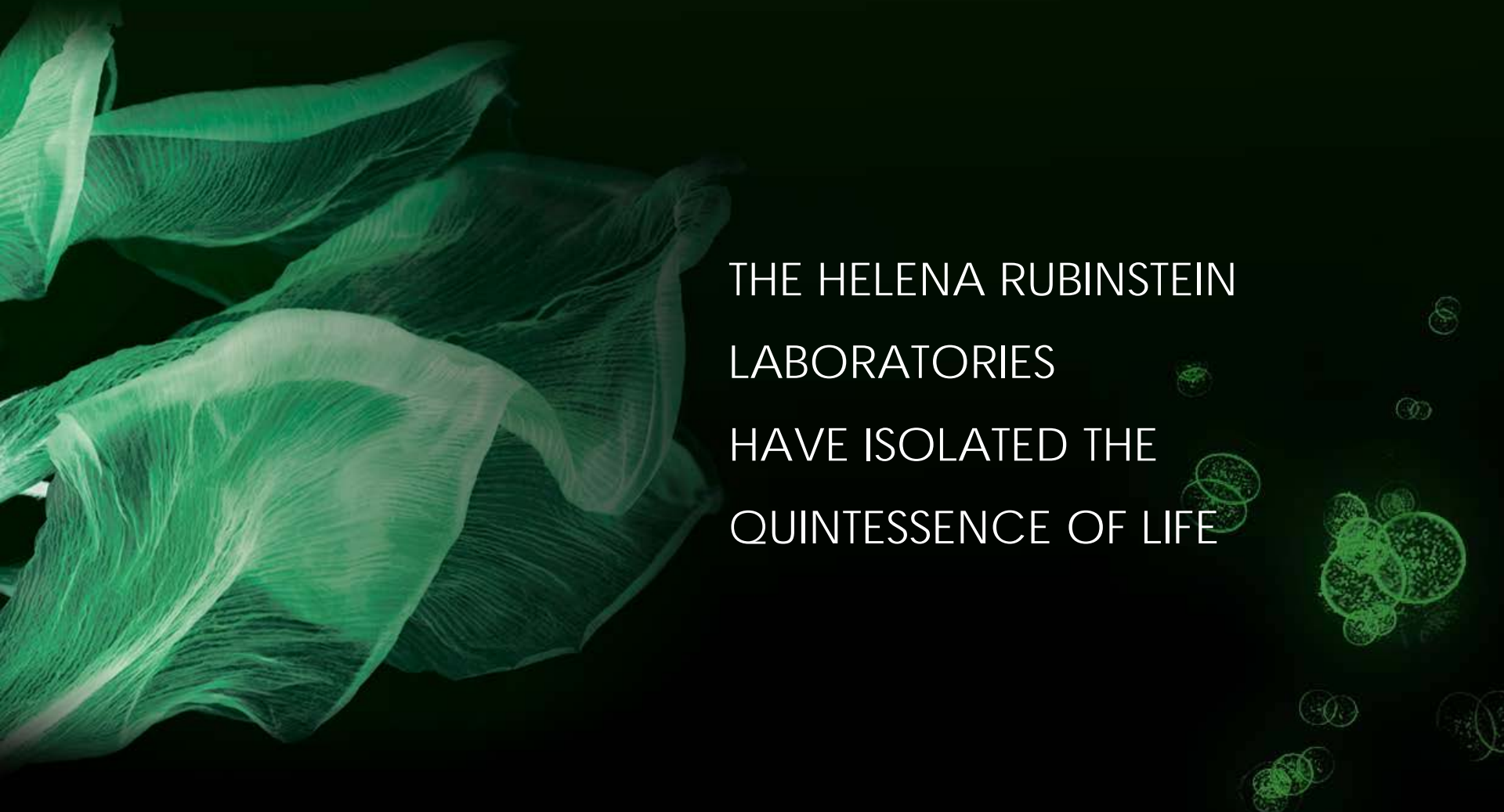
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THE HELENA RUBINSTEIN
LABORATORIES
HAVE ISOLATED THE
QUINTESSENCE OF LIFE

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OCEANIC CRISTA

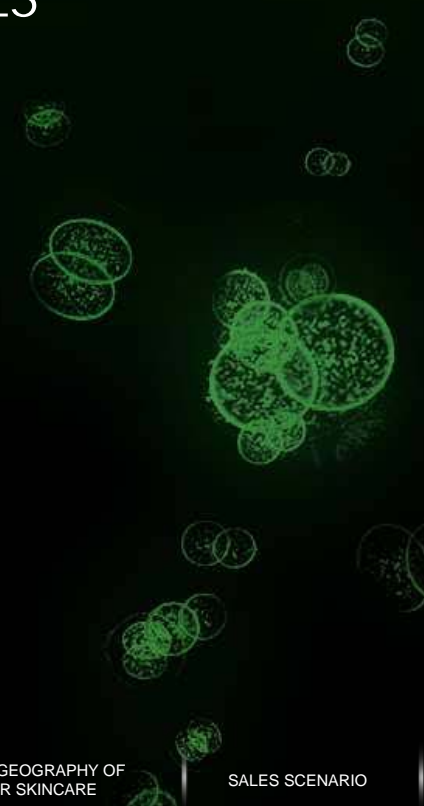
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VEGETAL STEM CELLS

100% ACTIVE POWER



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NATIVE VEGETAL CELLS

3 POWERFUL ANTI-AGEING ACTIVITIES

HR
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1
CELL
REGENERATION

2
TISSULAR
REPAIR

3
ANTI FREE-RADICAL
DEFENSE

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CLINICALLY PROVEN RESULTS

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AFTER 5 DAYS, THE VISIBLE SIGNS
OF A YOUNGER SKIN

1
SMOOTHED
SKIN

2
RECREATED
RADIANCE

3
REINFORCED
TONICITY

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CLINICALLY PROVEN RESULTS

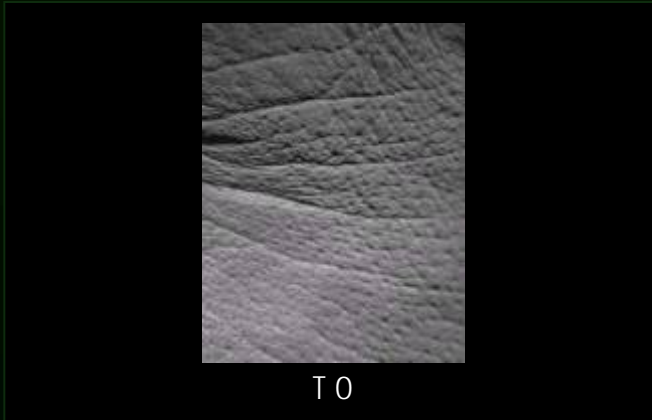
WITH VEGETAL STEM CELLS, THE SKIN RECOVERS
THE QUALITY OF A YOUNGER, STRONGER SKIN.



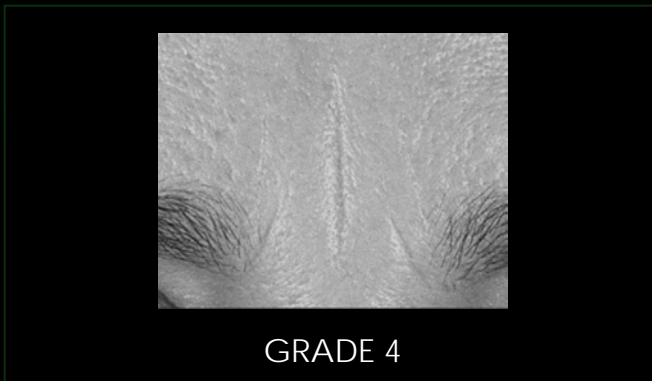
EXCLUSIVE TEST IN THE CUTANEOUS SUBSTITUTES LABORATORY IN LYON FRANCE

CLINICALLY PROVEN RESULTS

AFTER 1 MONTH,
39%* REDUCTION OF THE CROW'S FEET WRINKLES



AFTER 1 MONTH, 72.5% OF WOMEN PRESENT AN IMPROVEMENT OF INTEROCULAR WRINKLES OF AT LEAST ONE GRADE**



*Cosmetoclinical study with imprint analysis / 40 women

**Scored by a dermatologist / 40 women

CLINICALLY PROVEN RESULTS

AFTER ONE APPLICATION
SKIN TONICITY IS IMPROVED BY 15%*

AFTER 1 MONTH
SKIN DENSITY IS IMPROVED BY + 9%**

*Instrumental measurement of biomechanical properties of the skin on 40 women

** Evaluation of the evolution of the cutaneous wrinkling score by a dermatologist according to a photographic scale on 42 women.

WOMEN AGREE

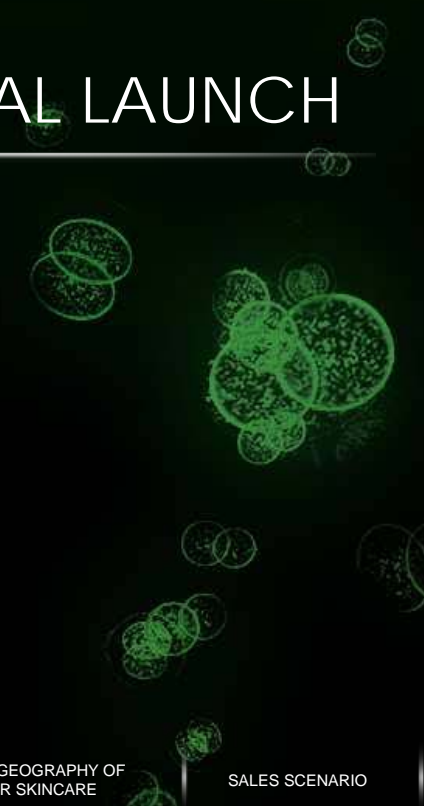
THE QUALITY OF THE SKIN IS VISIBLY IMPROVED.
AFTER 5 DAYS, SKIN IS AS IF RECREATED:

SKIN IS MORE SUPPLE	89%
MORE NOURISHED	92%
MORE RADIANT	77%
MORE LUMINOUS	79%
SMOOTHER	87%
SEEMS YOUNGER	62%

Self evaluation, 50 women



AN EXCEPTIONAL LAUNCH



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YOUTH GRAFTER

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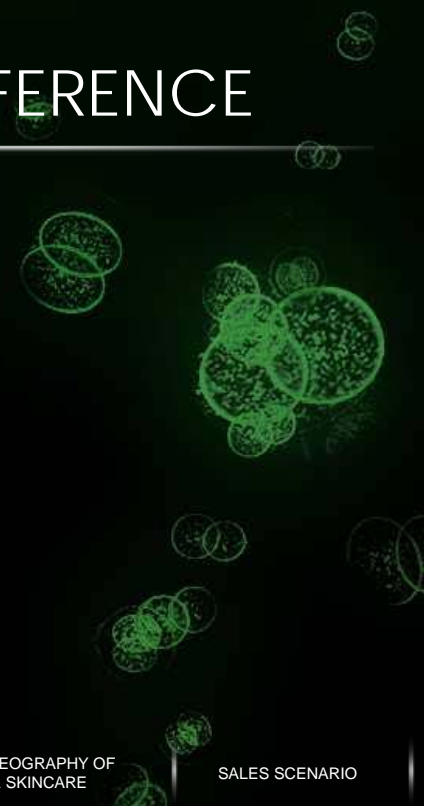
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HELENA RUBINSTEIN



Vita dura
SENZA PAURA
LA NATURA
INSEGNA COME ADATTARSI
ALL'AMBIENTE OSTILE

Ispirato alla tradizione
Aquila Turp-astonica e Jaffet, una pianta erbacea perenne che cresce nei climi rigidi del Mar Mediterraneo. Per le popolazioni locali è una preziosa benefica. Ma che il suo estratto viene usato per ridare e proteggere la pelle dal freddo. Con un sistema di estrazione sofisticato, oggi l'azienda Dior l'ha messo a punto in un principio attivo che è in grado di migliorare il metabolismo e la circolazione di tipo 3 e 9, il metabolismo e circolano il flusso delle molecole di collagene all'interno e all'esterno delle cellule. Sono i principi attivi di Vita dura che, grazie al suo sistema di estrazione, sono concentrati in un unico e straordinario O20 in 74,43 mg.

Capitale vegetale
La vita non è un'armonia e l'equilibrio, ma un gioco continuo di strategie. Per sopravvivere, ogni pianta produce sostanze che la proteggono dalle avversità. Quelle prodotte dagli scarsi, per milioni di anni, si sono diffuse in natura, dove si è adattate al proprio stile di vita. In natura, esse si adattano a un ambiente ostile, come il freddo, la siccità, la mancanza di luce, la mancanza di acqua, la mancanza di nutrienti. Vita dura è un prodotto che si ispira a questa natura e alla ricchezza del mondo vegetale. Vita dura è un prodotto che si ispira a questa natura e alla ricchezza del mondo vegetale. Vita dura è un prodotto che si ispira a questa natura e alla ricchezza del mondo vegetale.

Dieta mediterranea
Conosciamo Siquia, L. o carota, pianta sempreverde che vive all'ombra del Mediterraneo nel Portogallo. Dalla parte di cui sono composte le foglie, si estraggono i principi attivi che sono i principi attivi di Vita dura. Vita dura è un prodotto che si ispira a questa natura e alla ricchezza del mondo vegetale. Vita dura è un prodotto che si ispira a questa natura e alla ricchezza del mondo vegetale. Vita dura è un prodotto che si ispira a questa natura e alla ricchezza del mondo vegetale.



Marie Claire #103 Date: May 2010 Circulation: 290000 Editorial Volume: 1 (monthly) Page: 188 Cost per page: €7466 MSPE: €7466

marie claire **sovyt**

СОСТАВ
В основе Prodigy Powercell, нового поколения в линейке увлажняющих средств, лежат экстракты из редких растений. Благодаря уникальному способу экстракции, активные вещества растений сохраняют свою структуру и биологическую активность. Это позволяет им эффективно воздействовать на кожу, стимулируя выработку собственного коллагена.

ИЗУМРУДНЫЕ КОЖИ
Активатор молодости Prodigy Powercell, Helena Rubinstein – новое достижение, которое каждый день будет совершенствовать вашу кожу.

ТЕКСТУРА
Восстановитель молодости Prodigy Powercell имеет легкую, нелипкую и нежирную текстуру. Благодаря уникальному способу экстракции, активные вещества растений сохраняют свою структуру и биологическую активность. Это позволяет им эффективно воздействовать на кожу, стимулируя выработку собственного коллагена.

ДЕЙСТВИЕ
Состав Prodigy Powercell увлажняет кожу, стимулирует выработку собственного коллагена, улучшает структуру кожи, повышает ее упругость. Это позволяет ему эффективно воздействовать на кожу, стимулируя выработку собственного коллагена.

MAJOR BIOTECHNOLOGICAL INNOVATION

OCEANIC CRISTA A MIRACLE OF NATURE

PRODIGY POWERCELL YOUTH GRAFTER

AN EXCEPTIONAL LAUNCH

PRODIGY POWERCELL CREAM AND EYE CARE

THE GEOGRAPHY OF HR SKINCARE

SALES SCENARIO



ESCÁPATE AL SPA

Regístrate una desconexión total en el spa ubicado en el HOTEL BAYLON DE GABRIEL en París. En esta zona exclusiva, la península francesa Chichou, podrás disfrutar de un SPA de 400 m² dedicado al bienestar. El bienestar, la alimentación, los rituales, cuidados y el placer de cuidar. Te ofrecemos una carta de bienestar de día y noche por donde es difícil elegir: siempre con los productos L'Oréal.

BÁSICOS DE TU PELO

El día de mañana de tu melena. A través de los productos de la línea **Chouchou XL**, los básicos de belleza de la línea **Chouchou XL** (Shampoo, acondicionador, mascarilla, crema para el cuerpo) te ayudarán a cuidar tu pelo. **Chouchou XL** (Shampoo, acondicionador, mascarilla, crema para el cuerpo) te ayudarán a cuidar tu pelo.

Preventa: 91 400 12 000
 Información: 91 400 12 000
 0312 www.yvesrocher.com
 (3) Con el uso de los productos L'Oréal.



¿CUÁNTOS AÑOS TIENES?

El Prodigy Powercell es el primer tratamiento y promete ser el revolucionario en su categoría. Ofrece un efecto anti-envejecimiento. Al carecer de empuje de choque, la piel se adapta a la acción del producto sin necesidad de mascarilla o tecnología. Este producto es el resultado de la investigación de la Universidad de Lyon.

MÁS LUZ YA!

Adiós al rostro pálido y fatigado del invierno. Las nuevas bases de la línea **Healthy Mix** con activos de frutas (abacate, jengibre, manzana) y melón, por energía y resplandor a la hora de freírse y luminosa (16,50 €).

¡Dale un toque de color! Una pequeña cantidad es suficiente para que las imperfecciones de tu piel pasen desapercibidas. Tonalidad muy consistente y larga duración (27 €).



TELA.com
 Nuevo tratamiento de protección con el color **Biologique**

de vicio

EMMA QUIERE CONOCERLE

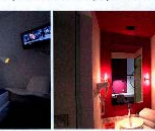


En esta sala privada, el spa de la zona más exclusiva del hotel Baylon de Gabriel, podrás disfrutar de un SPA de 400 m² dedicado al bienestar.



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¿CÓMO CUIDARLO?



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CON EL MAR DE FUNDACIÓN



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Documental en videtas.

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Juventud, divino tesoro

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Juventud, divino tesoro

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ELLE BEAUTY BOOK



HAZTE CON EL ORO

Con esta tarjeta vip, por ser lectora de ELLE, obtendrás dos sesiones de 'make-up' y cuatro productos de alta cosmética.



TE ESTÁN ESPERANDO EN ESTOS PUNTOS DE VENTA EXCLUSIVA

En esta sala privada, el spa de la zona más exclusiva del hotel Baylon de Gabriel, podrás disfrutar de un SPA de 400 m² dedicado al bienestar.



Ojos Armani
 ¿Ago más seductor que unos ojos? Con los ojos Armani te los mollos a la perfección. Además, si compras la máscara Eye To Go o una paleta de colores, tendrás de extra la mini-eyeliner de bolsillo.



Toque YSL
 Las posibilidades de este iluminador milagroso son infinitas. Descúbrelas en una clase práctica profesional de Rouge Éclair. Además, si compras un producto YSL, consigues un neceser supracolor.

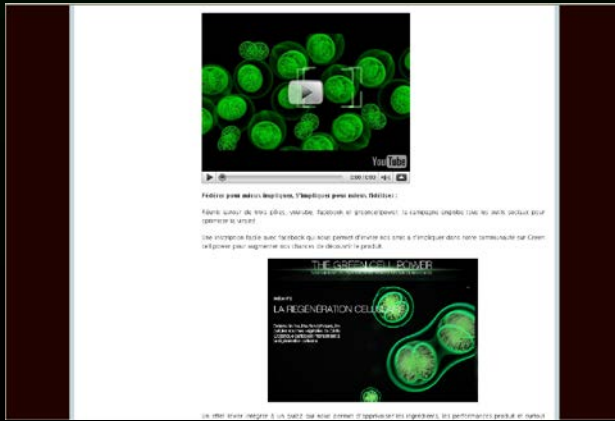


Mini Lancôme
 Difícil tu rutina? ¡No! Con el mini Lancôme cosmético rejuvenecedor, Génifique Crème Active, que de forma efectiva reduce las líneas de expresión, hidrata y nutre a fondo. ¡Comprábalas tu misma!



Consejo Kiehl's
 ¿Has participado en algún taller cosmético? Es tu oportunidad. Te haremos nuestras de Dermatología Solutions y con el mítico Lip Balm (tamaño normal) por el que suspiran las celebridades. ¡por 60 € compra otro regalo extra.

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THE LOFT + VIDEOS NEWS NOT SPOTS

NEWS

MODE BEAUTE GASTRONOMIE MOTEURS HIGH-TECH & DESIGN EVASION & BIENETRE CULTURE

Devenez dès maintenant ambassadrice de la marque Helena Rubinstein!

Jeu, 01 Avril 2010

Helena Rubinstein, marque pionnière des soins anti-âge depuis 1902, est fière de vous présenter PRODIGY POWERCELL, le soin à grafted de jeunesse à PRODIGY POWERCELL, marque une nouvelle étape dans l'apogée scientifique avec d'incompréhensibles résultats qui ont été testés par le Centre de Recherche Cutané de Lyon, la référence internationale de reconstruction de peau. Des résultats spectaculaires : rides réduites, tonus améliorés, peau soignée, hydratée par système hydratant 24h et les résultats prolongés par l'ingrédient clé de Prodigy Powercell, les radicaux libres de Crème Océanique. Helena Rubinstein vous propose de participer à cette révolution. Faites partie des 10 femmes qui auront la chance de tester un équipement de produit extraordinaire ! Pour ce faire, il suffit de répondre à 3 questions sur Prodigy Powercell et à une question ouverte qui obligera les 10 gagnantes. Vous recevrez le produit dès qu'il sera prêt et reflète vos impressions. Vous serez ensuite conviée à une soirée exclusive au cours de laquelle vous recevrez votre kit personnalisé. Vous le recevrez, vous aurez l'opportunité de recevoir un véritable diagnostic de votre peau, des conseils personnalisés proposés par les Beauty Experts Helena Rubinstein ainsi que 500€ de produits à l'une de nos créatrices de produits Prodigy Powercell. Cliquez sur le lien suivant.

PRODIGY POWERCELL YOUTH GRAFTER

HELENA RUBINSTEIN

PRODIGY POWERCELL youth grafter

NATIVE VEGETAL CELLS

AFTER 5 DAYS, THE VISIBLE SIGNS OF A YOUNGER SKIN

SMOOTHED SKIN - REFINED RADIANCE - REINFORCED TONUS

NEW MAJOR BREAKTHROUGH ON VEGETAL STEM CELLS

VEGETAL STEM CELLS COSMO CRISTA BIOTECHNOLOGICAL PRODIGY PRODIGY RESULTS PRODUCT RANGE COMARITY

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THE GREEN CELL POWER REVEAL - PRODIGY POWERCELL, HELENA RUBINSTEIN

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HELENA RUBINSTEIN introduces PRODIGY POWERCELL, AT 5 DAYS, THE VISIBLE SIGNS OF A YOUNGER SKIN SMOOTHED SKIN REFINED RADIANCE REINFORCED TONUS

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LES NOTES RECENTES

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Recevez des messages rapides et courts de Helena Rubinstein.

HRcosmetics

PRODIGY POWERCELL website is now available in spanish, german, italian, french and english!

PRODIGY POWERCELL - Oceanic Crista, a miracle of nature

PRODIGY POWERCELL - The benefits of nature skin

Discover PRODIGY POWERCELL website

AFTER 5 DAYS, THE VISIBLE SIGNS OF A YOUNGER SKIN SMOOTHED SKIN - REFINED RADIANCE - REINFORCED...

PRAISED BY WOMEN

HR
HELENA RUBINSTEIN



"From the first days of use, my skin was noticeably smoother, softer and more radiant"

"A must have!"

"I'm really impressed with the improvement in my skin's quality"

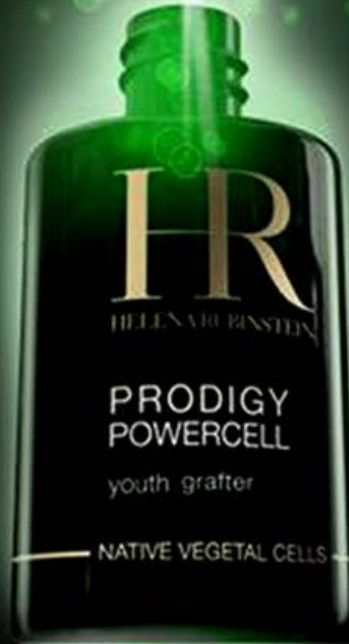
"All you need is a single drop!"

"My skin felt more toned after just one application"

"My skin is glowing with youth!"

"I'm hooked!"

"My skin is reinforced, denser"



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HR SKINCARE

SALES SCENARIO

EXCEPTIONAL VISIBILITY AT POINTS OF SALE

HR
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MAJOR
BIOTECHNOLOGICAL
INNOVATION

OCEANIC CRISTA
A MIRACLE OF NATURE

PRODIGY POWERCELL
YOUTH GRAFTER

AN EXCEPTIONAL
LAUNCH

PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

EXCEPTIONAL VISIBILITY AT POINTS OF SALE



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INTERNATIONAL PRESS CAMPAIGN

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MAJOR BREAKTHROUGH
VEGETAL STEM CELLS
100% ACTIVE POWER

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PRODIGY
POWERCELL
youth grafter
NATIVE VEGETAL CELLS

LIVE BRILLIANTLY

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AFTER 5 DAYS, THE VISIBLE SIGNS OF A YOUNGER SKIN
SMOOTHED SKIN – RECREATED RADIANCE – REINFORCED TONICITY

NEW
PRODIGY
POWERCELL
YOUTH GRAFTER

NEW MAJOR BREAKTHROUGH
ON VEGETAL STEM CELLS

Major Breakthrough, the Helena Rubinstein Laboratories isolate the quintessence of life of oceanic crista: its **vegetal stem cells**.
100% active power to act on 3 essential anti-ageing mechanisms: cellular regeneration, tissular repair, anti free-radical defense*.

VEGETAL STEM CELLS FAVOUR THE REGENERATION OF A HIGHER QUALITY EPIDERMIS, INDICATOR OF A YOUNGER SKIN*.

*in-vitro test

Model of reconstructed skin similar to a mature skin WITHOUT VEGETAL STEM CELLS

EPIDERMIS

Model of reconstructed skin similar to a mature skin WITH VEGETAL STEM CELLS

www.helenarubinstein-powercell.com

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SALES SCENARIO

POWERCELL CONTINUES TO BE POWERFUL...

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APRIL 2010



SEPTEMBER 2010

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PRODIGY POWERCELL



YOUTH GRAFTER
THE CREAM

YOUTH GRAFTER
THE EYE CARE



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TWO NEW FORMULAS ASSOCIATING
THE POWER OF OCEANIC CRISTA
STEM CELLS WITH A POWERFUL
ANTI-OXIDANT COMPLEX

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OCEANIC CRISTA
A MIRACLE OF NATURE

PRODIGY POWERCELL
YOUTH GRAFTER

AN EXCEPTIONAL
LAUNCH

PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

PRODIGY POWERCELL

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FOR ULTIMATE ANTI-AGEING DEFENSE
AND VISIBLE SKIN REJUVENATION

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OCEANIC CRISTA
A MIRACLE OF NATURE

PRODIGY POWERCELL
YOUTH GRAFTER

AN EXCEPTIONAL
LAUNCH

PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

EXCEPTIONAL TECHNOLOGY

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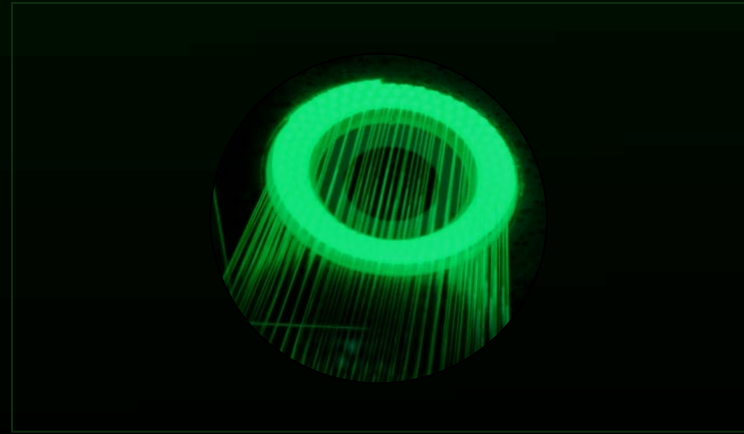
OCEANIC CRISTA
VEGETAL STEM CELLS

100% ACTIVE POWER



EMBLICA EXTRACT
POWERFUL ANTI-OXIDANT

100% ACTIVE DEFENSE



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A MIRACLE OF NATURE

PRODIGY POWERCELL
YOUTH GRAFTER

AN EXCEPTIONAL
LAUNCH

PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

YOUTH GRAFTER THE CREAM

DAILY ANTI-AGING REPAIR AND DEFENSE

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TECHNOLOGY

OCEANIC CRISTA VEGETAL STEM CELLS
EMBLICA EXTRACT, A POWERFUL ANTI-OXIDANT
VITAMIN E & LHA

RESULT

FORTIFIED SKIN, REDUCED WRINKLES,
REVEALED RADIANCE, CONTINUOUS HYDRATION

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OCEANIC CRISTA
A MIRACLE OF NATURE

PRODIGY POWERCELL
YOUTH GRAFTER

AN EXCEPTIONAL
LAUNCH

PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

EXCEPTIONAL RESULTS



REDUCED WRINKLES

After 4 weeks*

Number of wrinkles	-9.9%
Total wrinkled surface	-11.5%
Total length of wrinkles	-13.1%

Results confirmed by women:
96% of women observed smoother skin**

*40 women with crow's feet wrinkles used the product twice a day over 4 weeks

** self-evaluations by 54 women over 4 weeks

EXCEPTIONAL RESULTS



LONG-LASTING HYDRATION

After 4hrs	+28%
After 8hrs	+22%

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OCEANIC CRISTA
A MIRACLE OF NATURE

PRODIGY POWERCELL
YOUTH GRAFTER

AN EXCEPTIONAL
LAUNCH

PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

EXCEPTIONAL RESULTS



RECREATED RADIANCE

More luminous skin	88%
More uniform skin	88%
More regular skin texture	88%
Revitalized	94%

** self-evaluations by 54 women over 4 weeks

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CREAM AND EYE CARE

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HR SKINCARE

SALES SCENARIO

EXCEPTIONAL RESULTS

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POWERFUL ANTI-OXIDANT PROTECTION

35% inhibition of sebum photo-peroxidation
under UVA



*40 women with wrinkles in the crow's feet area used the product twice a day over a period of 4 weeks

** self-evaluations by 54 women over 4 weeks

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SALES SCENARIO

YOUTH GRAFTER THE EYE CARE

ACTIVE ANTI-AGING REPAIR AND DEFENSE
FOR THE EYE CONTOUR

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TECHNOLOGY

OCEANIC CRISTA VEGETAL STEM CELLS
EMBLICA EXTRACT, A POWERFUL ANTI-OXIDANT
CAFFEINE, ESCINE, HEPES

METALLIC APPLICATOR

HIGH-PRECISION FOR AN INSTANT
INVIGORATING AND SMOOTHING EFFECT

RESULT

IMMEDIATE ANTI-PUFFINESS
DESATURATED DARK CIRCLES, SMOOTHED WRINKLES

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INNOVATION

OCEANIC CRISTA
A MIRACLE OF NATURE

PRODIGY POWERCELL
YOUTH GRAFTER

AN EXCEPTIONAL
LAUNCH

PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

EXCEPTIONAL RESULTS

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REDUCED WRINKLES

After 4 weeks*

Number of wrinkles	-12%
Total length of wrinkles	-13%

Results confirmed by women:
90% of women observed their skin was smoother **

*40 women with wrinkles in the crow's feet area used the product twice a day over 4 weeks

** self-evaluations by 54 women over 4 weeks

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A MIRACLE OF NATURE

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YOUTH GRAFTER

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PRODIGY POWERCELL
CREAM AND EYE CARE

THE GEOGRAPHY OF
HR SKINCARE

SALES SCENARIO

EXCEPTIONAL RESULTS



DESATURATED DARK CIRCLES

	After 4 weeks*
Eye contour appears more rested	83%
Dark circles less intense	78%

* Self-evaluations by 54 women over 4 weeks

EXCEPTIONAL RESULTS

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PUFFINESS DECONGESTED*

Reduced puffiness	28.7%
Eye contour skin less slack	13.9%
Upper lid sagging	- 30.7%

Results confirmed by women:
97% of women observed their eyelids were less puffy**

* Proflometric and photographic study carried out on 33 women

** Self-evaluations by 54 women over 4 weeks

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POWERFUL ANTI-OXIDANT PROTECTION

69% inhibition of sebum photo-peroxidation under UVA.

*40 women with wrinkles in the crow's feet area used the product twice a day over 4 weeks

** Self-evaluations by 54 women over 4 weeks

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HR SKINCARE

SALES SCENARIO

HELENA RUBINSTEIN SKINCARE

HR
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DAILY ANTI-AGING REPAIR



must have

PRODIGY POWERCELL

Reduced wrinkles
Reinforced tonicity
Recreated radiance
24hr rehydration

PRODIGIOUS - GLOBAL ANTI-AGING CARE

From 30



PRODIGY POWERCELL

Fortified skin – Reduced wrinkles – Recreated radiance – Continuous hydration

From 40



PRODIGY

Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration

From 50



PRODIGY EXTRÊME

Deep wrinkles smoothed – Density – Radiance – Extreme nourishment

INSTANT ANTI-AGING INTERVENTIONS



PRODIGY RE-PLASTY MESOLIFT COSMETIC

Active lifting
Radiance injection
Ideal plasticity

ANTI-WRINKLE SPECIALIST CARE

From 30



COLLAGENIST REFINER

Anti-wrinkle
Shine control - Texture perfection

From 40



COLLAGENIST WITH PRO-X-FILL

Anti-wrinkle
Replumping – Filling

From 40



COLLAGENIST V-LIFT

Anti-wrinkle
Lifting - Firming

DAILY HYDRATING CARE



PROTECTION PERFECTION

Anti-oxidant



SKIN LIFE HYDRA-REPAIR

Hydration
anti-aging



REPAIR

Intense
nutrition

HR 



PRODIGY RE-PLASTY HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduced spots

SALES SCENARIO

PRIORITY
CLIENT RECRUITMENT

From 30 y.o.

1



Morning + evening

PRODIGY POWERCELL
Youth grafter

2



Morning + evening

PRODIGY POWERCELL
Youth grafter
Cream

3



Morning + evening

PRODIGY POWERCELL
Youth grafter
Eye contour

SALES SCENARIO



HR CLIENT



1



+

Morning + evening

2



+

3



Example

Prodigy cream user,
does not use serum

PRODIGY POWERCELL
Youth grafter

PRODIGY
Global anti-aging concentrate

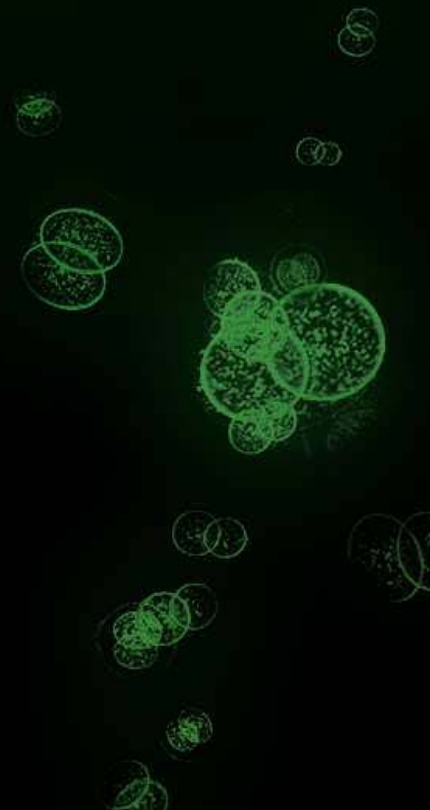
PRODIGY
Global anti-aging eye care

introduce to client's beauty
routine the serum step with
Prodigy Powercell

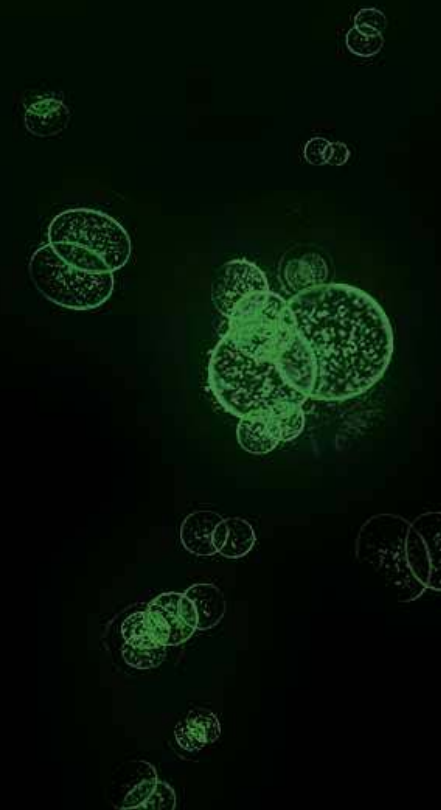


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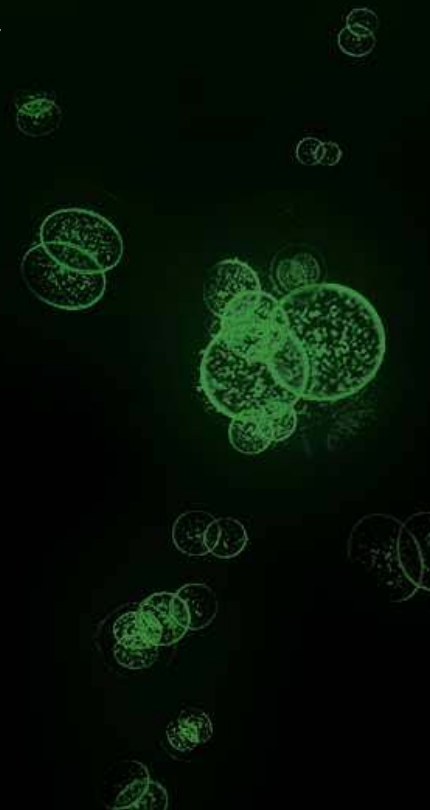
FIND OUT MORE
For internal use



GROUNDBREAKING *IN VIVO* TESTS

carried out by Dr. Piérard
on the exceptional activity of
Oceanic Crista stem cells

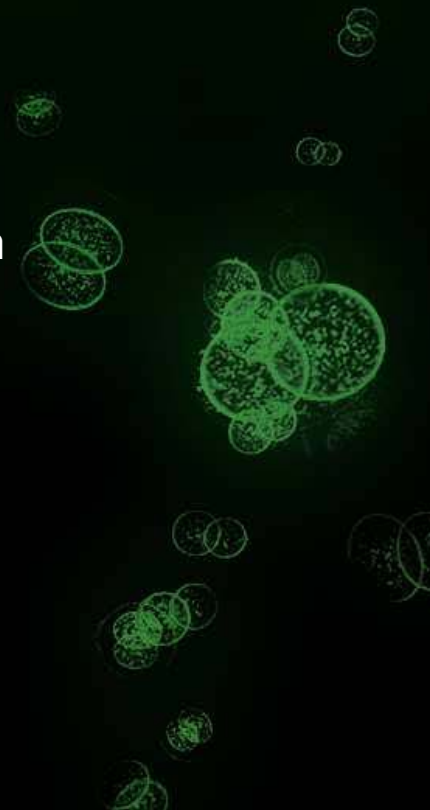
Coming soon...



GROUNDBREAKING *IN VITRO* TESTS

on the exceptional activity of
Oceanic Crista stem cells

Carried out at the reference international Skin
Substitutes Laboratory, Lyon – France



GROUNDBREAKING IN-VITRO TESTS

ON OCEANIC CRISTA VEGETAL STEM CELLS

HR
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Carried out at the reference international Skin
Substitutes Laboratory, Lyon – France

For the very first time, tests prove the prodigious power of native vegetal cells of Oceanic Crista on laboratory reconstructed skin.

A groundbreaking study in the field of cosmetics on skin construction in vitro was carried out at the Lyon Skin Substitutes Laboratory, an affiliate of the French National Scientific Research Center (CNRS), led by Odile Damour. The international reference on the subject of skin reconstruction, this laboratory is specialized in epidermal and dermal reconstruction in vitro using skin grafts.

Spectacular results have demonstrated the remarkable regenerative properties of native vegetal cells of Oceanic Crista for the first time: they promote skin development in vitro, in terms of both its quality and the speed of its reconstruction.

The results observed are remarkable: the study demonstrates that, under the effect of native vegetal Oceanic Crista cells, the epidermis gains a week's head-start in its regeneration process, making it fuller and more differentiated – signs of younger skin.

*Centre National de la Recherche Scientifique française



GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

A FASCINATING SCIENTIFIC ADVENTURE

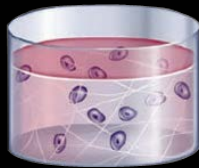
Reconstruction experiment run on skin model in vitro completed in record time at the Lyon Skin Substitutes Laboratory.

THE CHALLENGE OF OBSERVING REGENERATION LIVE

Starting with reconstructed dermis equivalent produced using a technique specific to the Skin Substitutes Laboratory, the challenge was to compare the quality of reconstructed skin in an optimised medium with and without Oceanic Crista native vegetal cells.

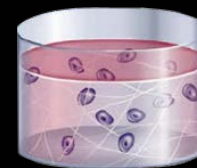
"The reconstructed dermis equivalent the we use is equivalent to skin that has suffered 3rd degree damage – its epidermis is entirely absent," explains Odile Damour. "By seeding keratinocytes onto this 'dermis equivalent' and observing progressive epidermal regeneration, we are effectively imitating the procedure of grafting epidermis onto dermis".

WITHOUT ACTIVE INGREDIENT
OCEANIC CRISTA NATIVE VEGETAL CELLS



Control (C)
Control reconstructed dermis equivalent

WITH ACTIVE INGREDIENT
OCEANIC CRISTA NATIVE VEGETAL CELLS



Trial (T)
Reconstituted dermis equivalent bathed
in medium supplemented
with Oceanic Crista native vegetal cells

GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

IN VITRO SKIN RECONSTRUCTION STUDY REPORT

TIME "0"

The first step is to reconstruct two dermis equivalents starting with fibroblasts (dermal cells) derived from human skin (aged over 50).

One, (C), will be used as a control. The other, (T), will be used to test the effectiveness of Oceanic Crista native vegetal cells.

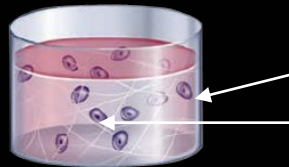
To this end, the fibroblasts extracted are seeded in parallel onto two identical dermal substrates, composites of collagen-glycosaminoglycan-chitosan, bathed in a nutrient-enriched medium.

Only the medium used in culture T benefits from the addition of the Oceanic Crista native vegetal cells being tested. In both cases, 3 weeks' culture are sufficient to observe the progressive structuring of a collagen-based dermis: this can then be used as a basis for the regeneration of epidermal cells seeded later.

1st step

Collagen matrix with surface fibroblasts

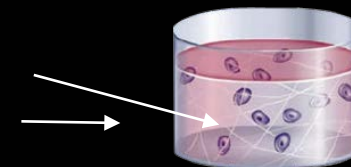
WITHOUT ACTIVE INGREDIENT
OCEANIC CRISTA NATIVE VEGETAL CELLS



Control (C)
Control reconstructed dermis equivalent

Collagen matrix
Surface fibroblasts

WITH ACTIVE INGREDIENT
OCEANIC CRISTA NATIVE VEGETAL CELLS



Trial (T)
Reconstituted dermis equivalent bathed
in medium supplemented
with Oceanic Crista native vegetal cells

GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

IN VITRO SKIN RECONSTRUCTION STUDY REPORT

TIME "21 DAYS"

Results:

At this stage we can already observe the superior quality of the reconstructed dermis in the presence of Oceanic Crista native vegetal cells.



C
The dermis is poorly structured with some fibroblasts grouped together and remaining close to the surface.



T
The dermis is well structured, with fibroblasts evenly distributed



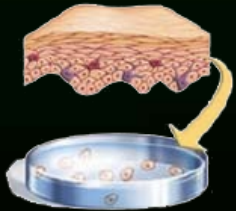
GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

IN VITRO SKIN RECONSTRUCTION STUDY REPORT

TIME "21 DAYS"

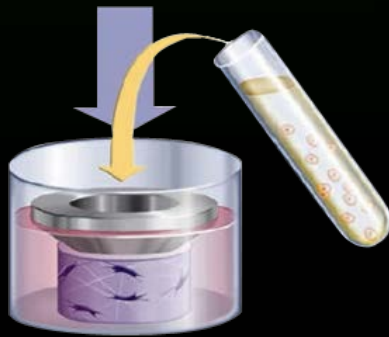
2nd stage

We now introduce keratinocytes (epidermal cells), onto each of the dermis equivalents produced so as to observe their development. The culture is carried out in an immersive medium to which, in case T only, Oceanic Crista native vegetal cells are added.

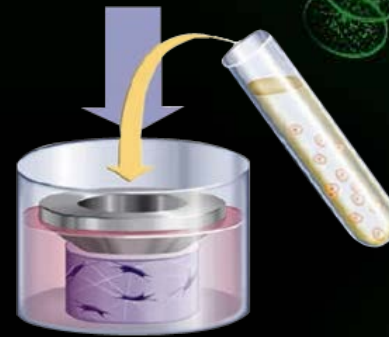


Extraction of keratinocytes from epidermis

The epidermal keratinocytes are placed in suspension before being introduced onto the dermis equivalent.



C
Dermis equivalent + keratinocytes
in immersive medium



T
Dermis equivalent + keratinocytes in
immersive medium supplemented with
active ingredient

GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

IN VITRO SKIN RECONSTRUCTION STUDY BREAKDOWN

TIME "21 DAYS"

3rd stage

Both cultures are given free air exposure.



C



T

7 days after epidermisation, the skin samples are raised to the air/liquid interface using a tripod, which is crucial for epidermal differentiation and formation of the stratum corneum.



GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

IN VITRO SKIN RECONSTRUCTION STUDY BREAKDOWN

TIME " 35 DAYS"

At this point initial observations can be made: both cultures undergo histological and immunohistological analysis.

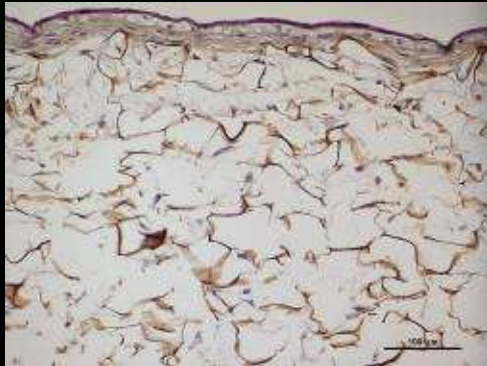
Observations regarding the epidermis

Initial observations are encouraging:

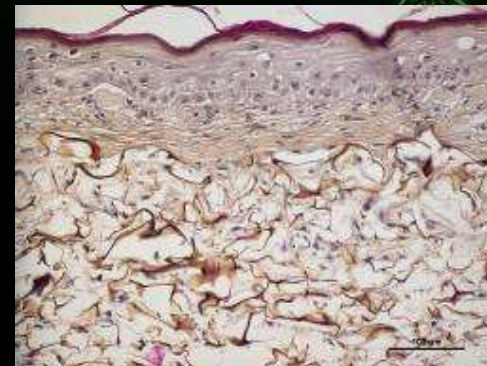
Histological analyses show that, after two weeks, the epidermis of reconstituted skin T, treated with Oceanic Crista native cells, is far thicker, with a pluri-stratified and thickened epidermal layer.

In sample T, the epidermis already appears thickened and pluristratified. It is formed from 3 to 6 suprabasal cell layers while sample C only shows one. Furthermore, it is already differentiated, showing a stratum corneum. Therefore the skin is already almost entirely reconstituted!

Oceanic Crista cells have allowed the epidermis to win a week's head-start in its regeneration process, compared with reconstituted skin not treated with Oceanic Crista native vegetal cells.



C
Epidermis remains very thin,
made up of just one layer.



T
Epidermis is already made up of 3 to 6
layers, and has begun to produce
a corneal layer.

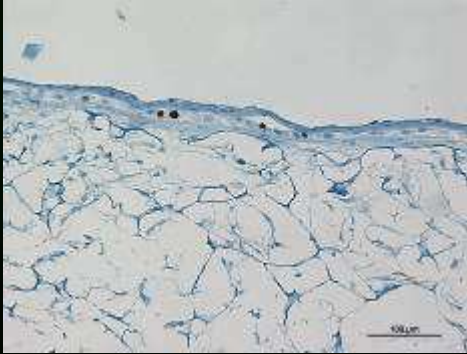
Epidermis X5
thicker on
average

GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

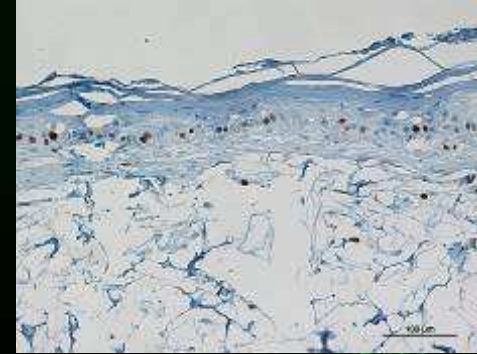
IN VITRO SKIN RECONSTRUCTION STUDY BREAKDOWN

TIME "35 DAYS"

Observations of proliferation marker Ki 67



C
Proliferation marker Ki 67
virtually absent



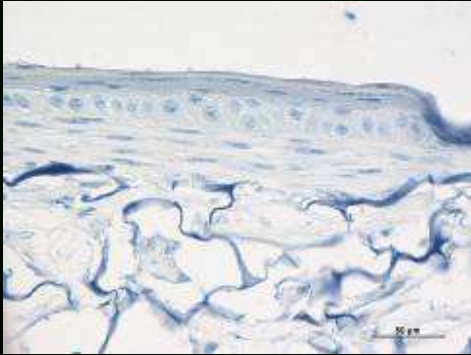
T
Significant expression of
proliferation marker Ki 67

These results are confirmed by the analysis of a proliferation marker (Ki 67): in the treated reconstituted skin, Ki 67 expression in epidermal cells is increased by a factor of 5 compared with the untreated skin, explaining its faster regeneration and suggestive of a long-lasting effect.

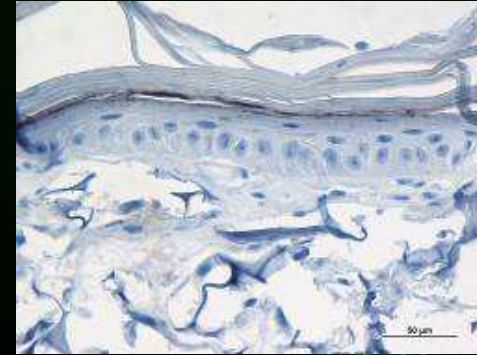
GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

IN VITRO SKIN RECONSTRUCTION STUDY BREAKDOWN

TIME "42 DAYS"



C
Total absence of filaggrin



T
Filaggrin well expressed.

Observation of filaggrin (marker of terminal epidermal differentiation)

Similarly, the analysis of filaggrin expression – a marker of terminal epidermal differentiation (of the corneal layer) – shows that expression is only observed in culture T at this stage.

Skin regains crucial aspects of its barrier function under the action of Oceanic Crista native vegetal cells.

GROUNDBREAKING IN-VITRO TESTS ON OCEANIC CRISTA VEGETAL STEM CELLS

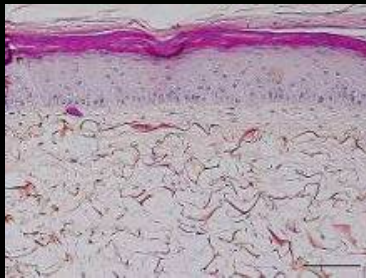
IN VITRO SKIN RECONSTRUCTION STUDY BREAKDOWN

Conclusion

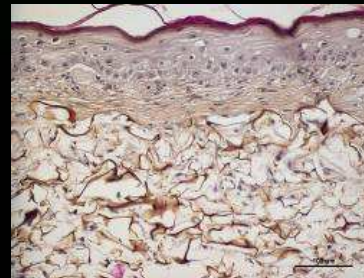
Scientifically proven benefits of accelerated regeneration:

This is the first time this kind of experimental set-up has been orchestrated. Odile Damour believes it is irrefutable that *"Oceanic Crista native vegetal cells promote the rapid development of an epidermal graft onto equivalent dermis and the restoration of its protective functions by stimulating the proliferation and differentiation of epidermal cells"*. Native Oceanic Crista cells show remarkable stimulatory effects: in their presence, the epidermis regains all of its structural qualities, functioning perfectly a week prior to its usual regeneration time within the study's experimental studies.

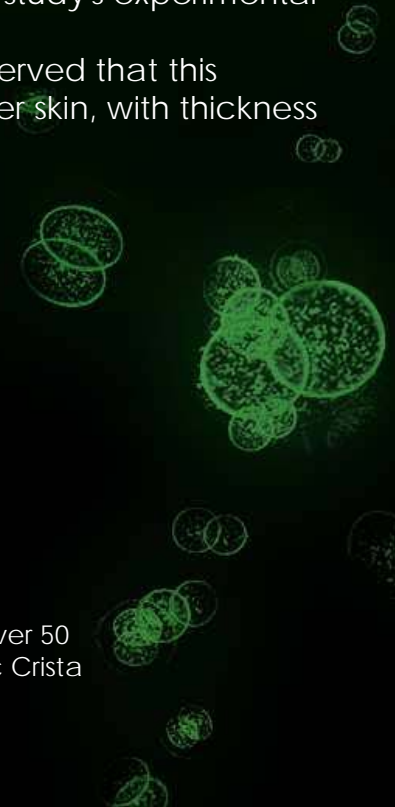
Added to this, after 35 days, under the effects of Oceanic Crista native vegetal cells, we observed that this epidermis on reconstructed skin (fibroblasts extracted from 50 year old skin) resembles younger skin, with thickness almost identical to skin reconstructed using 22 year old fibroblasts:



Reconstructed skin using 22 year old fibroblasts (no active ingredient) (after 42 days)



Reconstructed skin using fibroblasts over 50 years old, in the presence of Oceanic Crista native vegetal cells (after 35 days)



HR SERUMS



TARGET

Daily aggressions (pollution, stress...), wrinkles, lack of tonicity and radiance

Noticeable wrinkles, loss of firmness, uneven complexion

Lacking radiance, drawn features, dull and sagging skin

Wrinkles, uneven complexion and pigmentation

Noticeable wrinkles, loss of volume, hollow features

Loss of firmness, sagging tissues, wrinkles

PRODIGY POWERCELL

Youth Grafter

PRODIGY TISSULAR

Global anti-aging serum

PRODIGY RE-PLASTY MESOLIFT COSMETIC

Extreme lifting Radiance concentrate

PRODIGY RE-PLASTY HIGH DEFINITION PEEL

Night anti-wrinkle concentrate age spot reduction, with advanced retinol

COLLAGENIST with pro-xfill

Cutting-edge Anti-wrinkle concentrate

COLLAGENIST V-LIFT

Instant lift serum for resculpted contours



Daily anti-aging repair

Cellular regeneration
Tissular repair
Anti-free radical defense

Oceanic Crista native vegetal cells

Reduced wrinkles, reinforced tonicity, recreated radiance: The visible signs of stronger, radically younger skin.



Global anti-aging care

Bio-Matrix Japanese cedar bud + Cowpea) Bio-Sap

Skin is as if "rewoven" Reduced wrinkles, Refirmed, smoothed, even toned, luminous skin



Instant anti-aging intervention

Mesolift technique to carry out at home

Meso-solution C¹⁰ Vitamin C + hyaluronic acid + ferulic acid

Lifting and radiance injection for visibly rejuvenated skin Active lift ingredient - Radiance injection Ideal skin plasticity



Instant anti-aging intervention

Clinical peel to carry out at home

Peel Solution + pure retinol + vitamin E derivative

High definition skin result Smoothed wrinkles, reduced dark spots, sublime skin texture



Specialist anti-wrinkle care

pro-Xfill concentrate + collagen micro-spheres and hyaluronic acid

Visible anti-wrinkle result, no injection, no compromise Replumped skin, filled wrinkles



Specialist firming Anti-wrinkle care

V-peptides Lipo Reducer

Lifting effect, without surgery Resculpted, the face rediscovers its perfect V shape Features are tightened, as though lifted. Firmer, tauter skin.

POSITIONING

TECHNOLOGY

RESULT

COMPETITIVE REALM

HR
HELENA RUBINSTEIN



HR plus points

THE VITAL POWER
OF VEGETAL STEM CELLS

3 SUPER POWERFUL ACTIONS

Cellular regeneration
Tissular regeneration
Anti-free radical defenses

CLINICALLY PROVEN RESULTS

Skin is as though recreated.
Stronger, radically younger.
Wrinkles reduced – reinforced tonicity
Recreated radiance

ESTÉE LAUDER

ADVANCED NIGHT REPAIR
SYNCHRONISED RECOVERY
COMPLEX



Timekeeper genes/
DNA

Encourages gene
synchronisation and
repairs damage
(pollution, smoke...)
Optimum protection &
intense hydration

LANCÔME

GÉNIFIQUE
YOUTH ACTIVATOR



Genes/
Youth proteins

Relaunches gene
activity. Stimulates
production of
youth proteins.
Skin is visibly
Rejuvenated after
7 days.

BIOThERM

SKIN VIVO
ANTI-AGING REVERSAL SERUM
RENEWED SKIN PERFECTER



DNA + Genes

Repairs DNA
micro-alterations and
relaunches activity
of cellular life genes.
Tautening effect. Skin
looks brand new.
After 4 weeks, skin's
quality is visibly
rejuvenated.

DIOR

CAPTURE TOTALE
ONE ESSENTIAL
INTENSE CELLULAR REGENERATOR



LAUNCH FOR 2010

Protein

Eliminates molecular
toxins to
reactivate skin
repair and
improve its active
receptiveness to
anti-aging
active ingredients.

TERRITORY

ACTIONS & BENEFITS

HR
HELENA RUBINSTEIN

