

HR
HELENA RUBINSTEIN

PRODIGY POWERCELL YOUTH GRAFTER

KEY POINTS TO KNOW & REMEMBER

MAJOR BREAKTHROUGH
IN THE FIELD OF VEGETAL STEM CELLS

100% ACTIVE POWER

SKIN SEEMS RECREATED:
STRONGER, RADICALLY YOUNGER

REDUCED WRINKLES – REINFORCED TONICITY – RECREATED RADIANCE

For all women from 30 years onwards

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 biotechnological innovation

THE VITAL POWER OF VEGETAL STEM CELLS

100% ACTIVE POWER

The Helena Rubinstein Laboratories have identified the Oceanic Crista, a powerful plant with exceptional survival faculties and have isolated the quintessence of life: VEGETAL STEM CELLS, acting on the 3 major anti-age mechanisms : cellular regeneration, tissular repair & anti free radicals defense.

3 powerful actions

FOR A RECORD-BREAKING REJUVENATING POWER

1. Accelerates cellular regeneration
2. Improves tissular repair
3. Reinforces anti free radicals defense

Clinically proven results

SKIN SEEMS RECREATED:
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REDUCED WRINKLES – REINFORCED TONICITY – RECREATED RADIANCE



MAJOR BREAKTHROUGH
IN THE FIELD OF
VEGETAL STEM CELLS

SALES SCENARIO

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

"What would you like to change on your skin? Show me..."
"My skin is tired, lacking radiance and vitality.
I'm looking for a skincare that rejuvenates my skin".

"Let me introduce you PRODIGY POWERCELL YOUTH GRAFTER, the daily anti-age repair skincare.

Our Helena Rubinstein Laboratories have identified the Oceanic Crista, powerful plant with exceptional survival faculties and have isolated the quintessence of life: VEGETAL STEM CELLS.



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

The native vegetal cells simultaneously act on the 3 great anti-ageing mechanisms: cell regeneration, tissular repair and anti free radical defense.



With Prodigy Powercell, we clinically prove the results:
Your skin seems recreated :
Stronger, radically younger. Wrinkles are reduced, tonicity is reinforced, radiance is recreated.

In order to maximize the benefits of your global anti-ageing routine, I recommend you to apply Prodigy, our prodigious anti-ageing concentrate to provide your skin with smoothness, radiance, firmness, hydration and evenness, and use as a complement Prodigy Eyes on the eye contour.

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's very easy.

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

Then apply the Magic Concealer to disguise dark circles, followed by Wanted Blush to illuminate your features.

" Madam, if you have a moment, I would be more than happy to show you how to do this quick beauty makeover at home."

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 and offer her a discovery of the WANTED fragrance

1 Welcome

2 Focus
In the mirror

3 Treat



4 Enhance



5 Flash
Beauty Revelation

6 Finalize