

PRODIGY LIQUID LIGHT EYE OPENER

KEY POINTS TO KNOW & REMEMBER

- > NEW: THE « FIRST BAND OF LIGHT » THAT VISIBLY REVEALS FRESH AND YOUTHFUL-LOOKING EYES
- > MORE THAN AN ILLUMINATOR, THE IDEAL COMPLEMENTARY STEP OF THE CONCEALER: EVEN OUT SKIN TONE AND EYE-OPENING EFFECT
- > ULTRA-SIMPLE AND INVIGORATING APPLICATION: ERGONOMIC METAL APPLICATOR

TECHNOLOGY

LIQUID LIGHT COMPLEX

- > Instantly radiance activator

THE BIO-SAP COMPLEX

- > Anti-ageing effect = smoothed and revitalized eye zone

HELENA RUBINSTEIN EXCLUSIVE ERGONOMIC APPLICATOR

- > Refreshing metal-touch = well-rested and energised eye contour



MAKE-UP RESULT

FRESH AND ILLUMINATED EYE ZONE
REJUVENATING AND LIGHT ENHANCING RESULT
FOR AN EYE-OPENING EFFECT

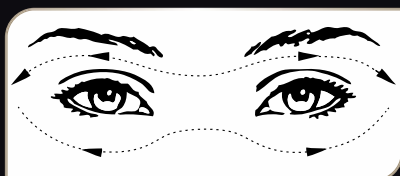
A NEW GESTURE

HOW TO SMOOTH AND ILLUMINATE THE EYE ZONE
IN 3 EASY STEPS



1

EVEN OUT SKIN TONE
WITH PLL EYE OPENER
Band of light
From temple to temple



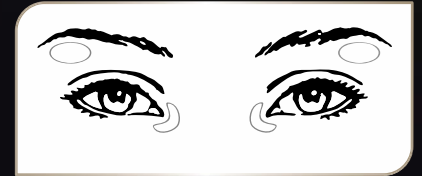
2

CONCEAL DARK CIRCLE
WITH MAGIC CONCEALER
Light erase
Shadows areas



3

OPEN THE EYES BY SPOTLIGHTS
WITH PLL EYE OPENER
Spotlight on targeted points
to open the eyes



ILLUMINATING SMOOTHING
EYE OPENER

SALES SCENARIO

1 Welcome

"Hello, welcome to HELENA RUBINSTEIN, the youthful complexion expert."

2 In front of the mirror

"What would you like to enhance in your eye zone ? Show me..."

"I would like my eye zone to be radiant and younger. I need to awake and refresh my eye contour. I think that my skin around the eyes is dull, and I have circles."

[While applying PRODIGY LIQUID LIGHT EYE-OPENER on the client's hand].

3 Present PRODIGY LIQUID LIGHT EYE OPENER

"Let me introduce you PRODIGY LIQUID LIGHT EYE OPENER, the new HELENA RUBINSTEIN illuminating and smoothing eye opener.

PRODIGY LIQUID LIGHT EYE OPENER, thanks to the liquid light complex and the power of bio-sap, is the "band of light", that provides a visibly wide-open, smoother, radiantly fresh and youthful-looking gaze.

PRODIGY LIQUID LIGHT EYE OPENER illuminates and evens out the skin from one temple to the other, with a transparent sheen.

It is the ideal complementary step to a concealer and is a new, original and easy-to-use "light enhancing" eye opener that will revolutionize your beauty routine.

More over, PRODIGY LIQUID LIGHT EYE OPENER has an ergonomic metal applicator, that gives fresh and invigorating effect to the skin."



4 Treat

First of all, because skincare is 50% of make up result, prepare the skin with Prodigy Powercell range for a daily protection and repair or your usual HELENA RUBINSTEIN skincare.



5 Enhance

- 1) Apply PLL Eye-Opener from temple to temple, including full eye contour and top of the nose with the applicator.
- 2) Blend it as a veil, all over the eye zone by tapping on with fingertips.
- 3) Shake the bottle and apply Color Clone X³ Foundation all over the face blending it outward.
- 4) Erase the dark areas with Magic Concealer (dark circles, outer corner), and blend it tapping on.
- 5) Apply precisely targeted spotlights on the upper point of the arches, and the inner corner to open the eyes.



6 Propose Focus Beauty Revelation

"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	NO
Follow the service procedure laid out in the FOCUS brochure	Offer an appointment according to the client's availability

7 Finalize

Suggest the client to join the HR address book