

PRODIGY  
LIQUID LIGHT  
EYE OPENER



NEW

# PRODIGY LIQUID LIGHT EYE OPENER

Illuminating  
smoothing  
Eye opener



# PRODIGY LIQUID LIGHT EYE OPENER

> ILLUMINATING  
SMOOTHING  
EYE OPENER



- > 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 SKINTONE AND EYE-OPENING EFFECT
- > ULTRA-SIMPLE AND INVIGORATING APPLICATION: ERGONOMIC METAL APPLICATOR

# PRODIGY LIQUID LIGHT EYE OPENER

> TECHNOLOGY



- > LIQUID LIGHT COMPLEX  
ILLUMINATING UNIVERSAL SHADE :  
INSTANTLY RADIANCE ACTIVATOR
- > THE BIO-SAP COMPLEX  
ANTI-AGEING EFFECT :  
SMOOTHED AND REVITALIZED EYE ZONE
- > HR EXCLUSIVE ERGONOMIC APPLICATOR  
REFRESHING METAL-TOUCH :  
WELL- RESTED AND ENERGISED EYE  
CONTOUR

# PRODIGY LIQUID LIGHT EYE OPENER

## SALES ADVICE

### THE EXPERT ROUTINE FOR AN INSTANT ANTI-AGEING AND EYE OPENING EFFECT

PRODIGY POWERCELL  
SERUM



“Can I let you in on a secret? You can boost this ritual with our new Youth Gifter for visibly younger looking skin in just 5 days!”

PRODIGY POWERCELL  
THE CREAM



“For in-depth, long-lasting RESULTS, apply PRODIGY POWERCELL cream every day to face and neck, avoiding the eye contour”

PRODIGY POWERCELL  
EYE CONTOUR CARE



“For the delicate eye area, I recommend you apply PRODIGY POWERCELL eye contour care”

COLOR CLONE X3 FLUIDE



“For a perfectly adjusted color, combined to a radiant, smooth and flawless skin texture, apply COLOR CLONE X<sup>3</sup> FLUID FOUNDATION”

PRODIGY LIQUID LIGHT  
EYE OPENER



“For an even out skin tone and eye-opening effect, apply PRODIGY LIQUID LIGHT EYE OPENER in complementary of your concealer ”

MAGIC CONCEALER



“For an highlighting and anti-fatigue effect, hidedark shadows with MAGIC CONCEALER ”

MEILLEURE DEFINITION

# PRODIGY LIQUID LIGHT EYE OPENER

## BEAUTY SECRETS



A FRESH AND YOUTHFUL-LOOKING EYES



### STEP 1

PRODIGY  
POWERCELL  
EYE CONTOUR  
CARE

"For the delicate eye area, I recommend you to apply PRODIGY POWERCELL eye care"



### STEP 2

PRODIGY  
LIQUID LIGHT  
EYE OPENER

« THE LIGHT BAND  
FOR THE EYE ZONE »



"To illuminate and even out the skin tone with a transparent sheen, apply from temple to temple PRODIGY LIQUID LIGHT EYE OPENER before the concealer application "



### TIPS AND TECHNIQUES

For a youthful and eye-opening effect, apply spotlights of PRODIGY LIQUID LIGHT EYE OPENER on the reflecting areas of the face (brow bone, upper cheekbone)



### STEP 3

MAGIC  
CONCEALER



"For an instant anti-fatigue effect, erased dark circles with MAGIC CONCEALER, and blend it outward"

PRODIGY  
LIQUID LIGHT  
EYE OPENER

BEAUTY SECRETS

THE EYE OPENING EFFECT

1

COLOR CLONE X<sup>3</sup>  
FLUID FOUNDATION



"Apply COLOR CLONE X<sup>3</sup>  
FLUID FOUNDATION all over the  
face, blending it outward,  
to create a nude skin finish"

2

MAGIC  
CONCEALER



"For an instant anti-fatigue  
effect, hide dark circles with  
MAGIC CONCEALER,  
and blend it outward"

3

PRODIGY  
LIQUID LIGHT  
EYE OPENER



HELENA RUBINSTEIN  
SPECIAL TIP  
« THE EYE-OPENING EFFECT »

"After the concealer application, on smoothed skin,  
apply touches of light on the upper point  
of the arches and the inner corner,  
to create an eye-opening effect"