

PRODIGY POWERCELL FOUNDATION

HR
HELENA RUBINSTEIN

KEY POINTS TO KNOW & REMEMBER

- > DOUBLE YOUTH GRAFTING POWER: A FOUNDATION TO COMPLEMENT SKIN CARE
- > THE HIGHEST CONCENTRATION OF VEGETAL STEM CELLS IN A FOUNDATION
- > NEW "DROPPER" APPLICATION TECHNIQUE FOR PRECISE AND PRECIOUS DOSAGE
- > COMPLEXION SMOOTHED, UNIFORM, RADIANT WITH YOUTH AND FRESHNESS FOR A VISIBLY REJUVENATED COMPLEXION
- > NUDE SKIN SENSATION

TECHNOLOGY

FOUNDATION SERUM AS CONCENTRATED IN VEGETAL STEM CELLS AS PRODIGY POWERCELL SERUM

- > Promotes cutaneous barrier quality and protection
- > Improves skin's texture and radiance even after make-up removal
- > Offers intensive hydration over 12 hours
- > Contains SPF 15 against UV rays responsible for premature skin aging

ULTRA-FRESH TEXTURE

- > Ultra-fluid for easier application
- > Softness and nude skin sensation

SMOOTHING LIGHT ACTIVE

- > Complexion perfectly unified with imperceptible coverage
- > Soft focus effect offers a smoothed appearance



MAKE-UP RESULT

SKIN SMOOTHED/UNIFORMITY RECREATED NUDE SKIN SENSATION

YOUTHFUL COMPLEXION GRAFTER SPF 15
LIGHT COVERAGE - NUDE SKIN FINISH
WITH VEGETAL STEM CELLS

HELENA RUBINSTEIN FOUNDATIONS

COLOR CLONE			SPECTACULAR	V-LIFT	PRODIGY	
24HR HYDRATION	NATURAL	MATITY	HOLD	ANTI-AGEING LIFT	GLOBAL ANTI-AGEING	ANTI-AGEING RADIANCE
COLOR CLONE HYDRA-24H	COLOR CLONE	COLOR CLONE SUBLI-MAT	SPECTACULAR	INSTANT V-LIFT	PRODIGY POWERCELL	PRODIGY LIQUID LIGHT
						
Color Perfection 24hr hydration	Color Perfection	Color Perfection Matity	Long wear anti-dull complexion SPF 10	Lifting Resculpting SPF 20	Global Anti-ageing SPF 15	Radiance, Line-smoothing SPF 20
●	●●	●●	●●●	●●●	●	●●

SALES SCENARIO

1 Welcome

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

2 In front of the mirror

"What would you like to bring to your complexion? Show me in the mirror..."

"What I really want is a very fluid foundation that is not noticeable, but that evens out my complexion effectively."

[as you apply PRODIGY POWERCELL FOUNDATION to the client's hand].

3 Introduce PRODIGY POWERCELL FOUNDATION

"I'd like to introduce you to PRODIGY POWERCELL FOUNDATION, the first ever foundation as concentrated in vegetal stem cells as PRODIGY POWERCELL serum.

This is the ideal make-up to complement PRODIGY POWERCELL serum, offering you a double dose of vegetal stem cells.

Thanks to PRODIGY POWERCELL FONDATION, your complexion will be perfected with light coverage for a nude skin finish.

In perfect synergy with your PRODIGY POWERCELL serum, your skin will be instantly smoother, more toned and more radiant.

Thanks to the new dropper application technique, you can offer a precious and precise dosage of foundation to your face."



4 Treat

Prepare skin with PRODIGY POWERCELL serum for daily protection and repair.

Then apply PRODIGY POWERCELL cream or your usual HELENA RUBINSTEIN skin care.



5 Enhance

For an optimal texture, shake PRODIGY POWERCELL FOUNDATION before use.

Distribute PRODIGY POWERCELL FOUNDATION over the entire face, blending from the center outwards.

Soften any shadows with MAGIC CONCEALER.

Illuminate the face with WANTED BLUSH.



6 Offer the Focus Beauty Revelation service

"If you have a few moments to spare, I'd be delighted to show you how to create this beautiful look at home."

YES	NO
Proceed according to the service routine shown in the FOCUS brochure	Offer an appointment to fit with the client's availability

7 Finalize

Ask if she would like to be included in the HR address book