



# WHEN FOUNDATION EXPERTISE MEETS SKINCARE EFFICACY



# THE POWER OF VEGETAL STEM CELLS IN A FOUNDATION...



...FOR THE FIRST TIME,  
AS CONCENTRATED AS  
THE PRODIGY POWERCELL  
SERUM



NEW

# PRODIGY POWERCELL FOUNDATION

YOUTHFUL COMPLEXION GRAFTER  
LIGHT COVERAGE – NUDE SKIN FINISH

INSERT ADVERTISING VISUAL HERE



# PRODIGY POWERCELL FOUNDATION

YOUTHFUL  
COMPLEXION  
GRAFTER

## PACKAGING



FOR THE FIRST TIME, A FOUNDATION THAT  
COMES IN A DROPPER:

- > A "SERUM-LIKE" APPLICATION TECHNIQUE,  
UNHEARD OF IN FOUNDATIONS
- > PRECIOUS AND PRECISE DOSAGE

A PALE GOLD, JEWEL-LIKE  
METALLIC BOTTLE



# PRODIGY POWERCELL FOUNDATION

YOUTHFUL  
COMPLEXION  
GRAFTER

## AN ULTRA FRESH AND FLUID TEXTURE

- > NUDE SKIN SENSATION
- > FLUID INGREDIENTS = SOFTNESS AND EASY APPLICATION
- > "SMOOTHING-LIGHT ACTIVE" = SOFT FOCUS OPTICAL EFFECT



PRODIGY  
POWERCELL  
FOUNDATION

YOUTHFUL  
COMPLEXION  
GRAFTER

# A SPECIAL APPLICATION TECHNIQUE FOR A UNIQUE TEXTURE

> AN EXPERT BRUSH-BASED TECHNIQUE  
FOR EASY APPLICATION







# PRODIGY POWERCELL FOUNDATION

# VERSUS PRODIGY POWERCELL SERUM

Why use a foundation serum as well as my serum?

=> To gain the double youth grafting power



## SKINCARE

PRODIGY POWERCELL  
SERUM  
YOUTH GRAFTER

BENEFITS  
CELL RENEWAL  
TISSULAR REGENERATION  
ANTI-FREE RADICAL PROTECTION

RESULTS  
REDUCED WRINKLES  
REINFORCED TONICITY  
RECREATED RADIANCE  
24HR REHYDRATION

+



## MAKE-UP

PRODIGY POWERCELL  
FOUNDATION  
YOUTHFUL COMPLEXION  
GRAFTER

BENEFITS  
SKIN'S BARRIER FUNCTION REINFORCED  
SMOOTHED COMPLEXION RADIANT  
WITH YOUTH AND FRESHNESS  
IMPROVED RADIANCE AND SKIN TEXTURE  
SPF15 UV PROTECTION

RESULTS  
SMOOTHED SKIN  
RECREATED UNIFORMITY  
RESTORED FRESHNESS  
NUDE SKIN SENSATION

# PRODIGY POWERCELL FOUNDATION

# VERSUS PRODIGY LIQUID LIGHT

TWO FOUNDATION SERUMS WITHIN THE HELENA RUBINSTEIN COMPLEXION OFFER



### KEYWORDS

UNIFIED COMPLEXION/LIGHT COVERAGE  
HYDRATED SATINY FINISH  
INSTANT FRESH REJUVENATING EFFECT  
AND RADIANT WITH YOUTH COMPLEXION  
NUDE SKIN SENSATION

### TEXTURE

FRESH AND ULTRA-FLUID  
LIKE A SERUM

### STARS INGREDIENTS

VEGETAL STEM CELLS  
AS CONCENTRATED AS THE SERUM

### PRESENTATION

DROPPER APPLICATION, PRECIOUS  
AND PRECISE DOSAGE  
SMOOTHING LIGHT ACTIVE

PRODIGY  
POWERCELL  
FOUNDATION  
YOUTHFUL  
COMPLEXION  
GRAFTER



### KEYWORDS

UNIFIED COMPLEXION/MEDIUM  
COVERAGE  
ENVELOPING VELVETY FINISH  
INSTANT REVITALIZING RADIANCE  
EXTREME COMFORT SENSATION

### TEXTURE

FLUID CREAM

### STARS INGREDIENTS

BIO-SAP  
LIQUID LIGHT COMPLEX

### PRESENTATION

AIRLESS BOTTLE, PROTECTED  
FORMULA

PRODIGY  
LIQUID LIGHT  
SERUM FOUNDATION

# PRODIGY POWERCELL FOUNDATION

# WITHIN THE HR COMPLEXION OFFER



NATURAL

LONG WEAR

REJUVENATING

COLOR CLONE

SPECTACULAR

V-LIFT

PRODIGY

COLOR  
CLONE  
HYDRA-24H

COLOR  
CLONE

COLOR  
CLONE  
SUBLI-MAT

SPECTACULAR

INSTANT  
V-LIFT

PRODIGY  
POWERCELL  
FOUNDATION

PRODIGY  
LIQUID LIGHT



Color  
perfection  
&  
matify

Color  
perfection

Color  
perfection  
&  
hydration

Long wear  
anti-dull skin

Lifting  
replumping

Global  
anti-ageing

Smoothing  
radiance

# PRODIGY POWERCELL FOUNDATION

# VERSUS COMPETITORS

HR



PRODIGY POWERCELL FOUNDATION

YOUTHFUL COMPLEXION GRAFTER  
IMPERCEPTIBLE COVERAGE  
COMPLEXION RADIANT WITH YOUTH

- LE + HR
- > Precise and precious dropper application
  - > Fluid and fresh texture
  - > Same concentration of vegetal stem cells as a serum

CHANEL



TEINT INNOCENCE FLUIDE

NATURALLY LUMINOUS FLUID MAKEUP

- LE + HR
- > Precise and precious dropper application
  - > Imperceptible fluid texture
  - > Feeling of lightness
  - > Nude skin sensation
  - > No powdered effect
  - > Natural "glow"

DIOR



CAPTURE TOTALE

HIGH DEFINITION SERUM FOUNDATION

- LE + HR
- > Precise and precious dropper application
  - > Fresh, ultra-fluid texture

GUERLAIN



PARURE GOLD

REJUVENATING GOLD RADIANCE

- LE + HR
- > Precise and precious dropper application
  - > Fresh and ultra-fluid texture
  - > Very subtle fragrance

LA PRAIRIE



SKIN CAVIAR CONCEALER

CELLULAR TREATMENT FOUNDATION AND CONCEALER

- LE + HR
- > Precise and precious dropper application
  - > Nude skin sensation
  - > Instant imperceptible effect
  - > Fresh, ultra-fluid texture

DIOR



DIORSKIN NUDE

NATURAL GLOW HYDRATING MAKEUP

- LE + HR
- > Fresh, ultra-fluid texture
  - > Precise and precious dropper application
  - > Nude skin sensation

CHANEL



VITALUMIÈRE

SATIN SMOOTHING FLUID MAKEUP

- LE + HR
- > Texture Fresh, ultra-fluid texture
  - > Precise and precious dropper application
  - > Light fragrance

# PRODIGY POWERCELL FOUNDATION

## SALES

### THE REJUVENATING HELENA RUBINSTEIN BEAUTY RITUAL



#### MUST HAVES

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



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

PRODIGY POWERCELL  
FOUNDATION



"For an instant anti-ageing effect and a complexion that's radiant with youth and a nude skin sensation, I recommend PRODIGY POWERCELL FOUNDATION"

PRODIGY POWERCELL  
SERUM



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



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 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



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PRODIGY POWERCELL  
THE CREAM



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PRODIGY POWERCELL  
FOUNDATION



"For an instant anti-ageing effect and a complexion that's radiant with youth and a nude skin sensation, I recommend PRODIGY POWERCELL FOUNDATION"

PRODIGY LIQUID LIGHT  
EYE OPENER



"For an even out skintone and eye-opening effect and reveal fresh and youthful-looking eyes, apply PRODIGY LIQUID LIGHT EYE OPENER in complement of your concealer "

MAGIC CONCEALER



"For an highlighting and anti-fatigue effect, erase dark shadows with MAGIC CONCEALER "

# PRODIGY LIQUID LIGHT EYE OPENER

## BEAUTY SECRETS

A FRESH AND YOUTHFUL-LOOKING EYES



### STEP 1

PRODIGY  
POWERCELL  
FOUNDATION

"Apply PRODIGY POWERCELL FOUNDATION all over the face, blending it outward, to create a nude skin finish"



### STEP 2

PRODIGY  
LIQUID LIGHT  
EYE OPENER

« THE LIGHT BAND  
FOR THE EYE ZONE »



"To highlight the eye zone, and provide a fresh and youthful effect to the look, 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 inner corner and the upper point of the arches



### 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

PRODIGY  
POWERCELL  
FOUNDATION



"Apply PRODIGY POWERCELL FOUNDATION all over the face, blending it outward, to create a nude skin finish"

2

MAGIC  
CONCEALER



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

3

PRODIGY  
LIQUID LIGHT  
EYE OPENER

