

PRODIGY  
POWERCELL  
FOUNDATION  
TRAFFIC STOPPING

“DISCOVER THE FIRST FOUNDATION SERUM AS CONCENTRATED IN VEGETAL STEM CELLS AS THE PRODIGY POWERCELL SERUM.”

“LET ME INTRODUCE YOU TO THE DOUBLE YOUTH GRAFTING POWER.”



PRODIGY POWERCELL SERUM DISCOVERY



**> DO**  
Place a drop of serum on the client's hand

**> SAY**  
1<sup>st</sup> youth grafter: 100% of the active power of vegetal stem cells



**> DO**  
Smoothing serum application

**> SAY**  
Reduces wrinkles, reinforces tone, recreates radiance



**> DO**  
The client feels, observes and appreciates the result

**> SAY**  
After 5 days, the visible signs of younger skin



PRODIGY POWERCELL FOUNDATION DISCOVERY



**> DO**  
Shake before use. Place a drop of foundation on the client's hand with the dropper

**> SAY**  
PRODIGY POWERCELL FOUNDATION, the first foundation as concentrated in vegetal stem cells as the PRODIGY POWERCELL serum



**> DO**  
Apply foundation with brush

**> SAY**  
Fluid texture, hydrating effect, easy to apply Perfect yet imperceptible make-up result



**> DO**  
The client touches, feels and appreciates the result

**> SAY**  
Combined action of skincare and make-up: double youth grafting power

**> RESULT**  
Complexion is smoothed, uniform, fresh and radiant with youth skin smoothed uniformity recreated nude skin sensation

# TWO FOUNDATION SERUMS WITHIN THE HELENA RUBINSTEIN COMPLEXION OFFER

## PRODIGY POWERCELL

YOUTHFUL  
COMPLEXION  
GRAFTER  
FOUNDATION



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

FRESH AND ULTRA-FLUID TEXTURE  
LIKE A SERUM

VEGETAL STEM CELLS  
SMOOTHING LIGHT ACTIVE

DROPPER APPLICATION TECHNIQUE,  
PRECIOUS AND PRECISE DOSAGE

## PRODIGY LIQUID LIGHT

RADIANT  
COMPLEXION  
SERUM  
FOUNDATION



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

FLUID CREAM TEXTURE

BIO SAP  
LIQUID LIGHT COMPLEX

AIRLESS BOTTLE,  
PROTECTED FORMULA

**1** Keywords

**2** Texture

**3** Star ingredients

**4** Presentation