

FATAL BLACKS

WATERPROOF

EYE PENCIL

MAKE UP RESULT

COMFORTABLE SOFT LEAD

**COLORFUL HIGH PRECISION RESULT** 

NATUREAL PIGMENTS = INTENSE COLOR

WATERPROOF FORMULA

EYE PENCIL

24H HOLD

PERFECT HOLD

TECHNOLOGY

NEW **FELINE BLACKS** EYE PENCIL

EYE PENCIL **VELVETY EFFECT** 

MAKE UP RESULT

SOFT, PRECISE & GLIDING DRAW **ULTRA-SMOOTH TEXTURE EASY TO APPLY** LUMINOUS AND INTENSE COLOR RESULT

TECHNOLOGY

JOJOBA OIL **SMOOTHNESS** CARNAUBA WAX MINERAL MICA PARTICLES = RADIANCE

SECRET OF SEDUCTION

Can be used as eye-liner close to the roots of the upper lashes or blended as a make up base for eyeshadow.

• EXISTS IN 3 SHADES

in perfect harmony with

PACKAGING

tawny brown

Precious and elegant feline decor

Lash Queen Feline Blacks mascara

savage grey

PRECISE, HOMOGENEOUS & LASTING DRAW

VITAMIN E AND VOLATILS AGENTS = WP & HOLD

magnetic black hypnotic taupe captivating bronze

• EXISTS IN 3 SHADES

SECRET OF SEDUCTION

Can be used as eye-liner close

to the roots of the upper lashes

or as a khôl in the inner rim.

PACKAGING

Precious and elegant python leather decor in perfect harmony with Lash Queen Fatal Blacks mascara

## LASH OUEEN MASCARAS GEOGRAPHY

**VOLUME** 

LASH QUEEN + WP

+ LENGTH

**VOLUME** LENGTHENING



+ INTENSITY

LASH QUEEN

FELINE BLACKS + WP

**INTENSE VOLUME** AND LENGTHENING + SEPARATION LASH QUEEN



VOLUME **SEPARATION** 

+ CURVE LASH QUEEN **SEXY BLACKS** 

**VOLUME CURVE** 

+ EYE-OPENING LASH QUEEN



LIFTED LASHES **INSTANT VOLUME** 

## **SALES SCENARIO**

"Hello,
welcome to HELENA RUBINSTEIN, welcome to HELENA

Allow me to present you FELINE BLACKS PENCIL."

welcome to HELENA RUBINSTEIN,

Allow me to present you CRAYON FATAL BLACKS WP."

[ Place the pencil in the client's hand ]

"FELINE BLACKS pencil allows you to combine an ultra-gliding texture with a precise line.

You can use it either as an eye-liner or blended as an eye shadow make up base to sculpt your eyes.

Thanks to this application technique, you can achieve the "feline" look."

"FATAL BLACKS WP pencil permits you to obtain an ultra precise draw that lasts all day long thanks to its texture enriched in volatile agents.

You can use it either as an eye-liner or as a khôl to underline and open your eyes.

Thanks to this application technique, you can achieve the "eye-opening" effect."

Let me share with you few easy and complementary steps to achieve one of these two make up results.

First of all, as skincare is 50 % of make up result,
I advice you to prepare the eye contour using the make up removal All Mascaras!.
Then, to treat your eyes and grace them with an instant rejuvenating effect,
smooth the eye contour with eye care PRODIGY POWERCELL or PRODIGY EYES.

## FELINE LOOK EFFECT FELINE BLACKS EYE PENCIL

- MAGIC CONCEALER **Illuminate** the dark areas.
- FELINE BLACKS EYE PENCIL
   Underline and intensify the outcorner of the eyes.
   Blend it all over the eyelid as a make up base for the eyeshadow.
- WANTED DUO EYE SHADOW Apply the darker shade all over the eye pencil (smoky base). Illuminate the inner corner with the light shade.
- LASH QUEEN FELINE BLACKS MASCARA To underline and length the eyes.

## **EYE-OPENING EFFECT**FATAL BLACKS WP EYE PENCIL

- MAGIC CONCEALER **Illuminate** the dark areas.
- WANTED DUO EYE SHADOW **Illuminate** the inner corner of the mobile eyelid with the light shade. **Intensify** the outcorner with the medium or **dark** shade.
- FATAL BLACKS EYE PENCIL **Underline** the root of the upper lashes as an eyeliner.
  - LASH QUEEN FATAL BLACKS For the **eye-opening** effect.

"Madam, if you have a moment, I would be more than happy to show you how to reproduce this quick beauty makeover at home."

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

Welcome

2 Target in the mirror

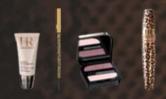
NO 200



Treat

Enhance

FELINE LOOK EFFECT:



EYE-OPENING EFFECT :



Focus
Beauty Revelation

6 Finalise