

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

01. wild black 02. tawny brown 03. savage grey

• PACKAGING

Precious and elegant feline decor in perfect harmony with Lash Queen Feline Blacks mascara

FATAL BLACKS
WATERPROOF
EYE PENCIL

EYE PENCIL
24H HOLD

• MAKE UP RESULT

PRECISE, HOMOGENEOUS & LASTING DRAW
COMFORTABLE SOFT LEAD
WATERPROOF FORMULA
COLORFUL HIGH PRECISION RESULT
PERFECT HOLD

• TECHNOLOGY

VITAMIN E AND VOLATILS AGENTS = WP & HOLD
NATUREAL PIGMENTS = INTENSE COLOR

• 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.

• EXISTS IN 3 SHADES

01. magnetic black 02. hypnotic taupe 03. captivating bronze

• PACKAGING

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

LASH QUEEN MASCARAS GEOGRAPHY

VOLUME

+ LENGTH
LASH QUEEN + WP



VOLUME
LENGTHENING

+ INTENSITY
LASH QUEEN
FELINE BLACKS + WP



INTENSE VOLUME
AND LENGTHENING

+ SEPARATION
LASH QUEEN
FEATHER



VOLUME
SEPARATION

+ CURVE
LASH QUEEN
SEXY BLACKS



VOLUME
CURVE

+ EYE-OPENING
LASH QUEEN
FATAL BLACKS



LIFTED LASHES
INSTANT VOLUME

NEW

1 Welcome

"Hello,
welcome to HELENA RUBINSTEIN,

Allow me to present you
FELINE BLACKS PENCIL."

"Hello,
welcome to HELENA RUBINSTEIN,

Allow me to present you
CRAYON FATAL BLACKS WP."

[Place the pencil in the client's hand]

2 Target in the mirror

"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.

3 Treat



4 Enhance

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.

FELINE LOOK EFFECT :



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

5 Focus Beauty Revelation

Suggest the client join the HR address book

6 Finalise