



KEY POINTS TO KNOW & REMEMBER

DOUBLE THE EYE-OPENING EFFECT*

- > **ULTIMATE EYE-OPENING EFFECT**
 - Inspired by professional lash lifting techniques
- > **LIFTED LASHES + CAPTIVATING VOLUME**
 - Exclusive Helena Rubinstein Python Brush
 - Ultra-grip formula
- > **SENSORIAL DESIGN**
 - Python leather-like feel

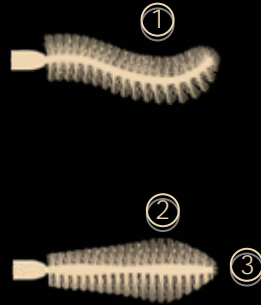
HR
HELENA RUBINSTEIN

LASH QUEEN FATAL BLACKS WP

A UNIQUE BRUSH/WP FORMULA DUO

> HELENA RUBINSTEIN EXCLUSIVE PYTHON BRUSH

- ① **INTERNAL CURVE TO GRIP THE LASHES**
 - Lashes lifted from the roots
 - Instant volume
- ② **LATERAL BRISTLES**
 - Optimized volume
- ③ **TIP**
 - Catches and fans short lashes from the inner corner



> ULTRA-GRIP WATERPROOF FORMULA

WAX™ COMPLEX

- High Buildable volume and lift

TRIPLE POLYMERS SYSTEM

- Embraces every lash, sets the wide-open look
- Gives the mascara waterproof 12h wear properties

CERAMIDES + PRO-VITAMIN B5

- Fortify, protect, hydrate








DESIGN: PYTHON LEATHER-LIKE FEEL

> TEXTURED PACKAGING

- A unique technology used for the first time ever in cosmetics
- A precious casing with metallic scales

WP MASCARA GEOGRAPHY

VOLUME

+ LENGTH	+ INTENSITY	+ SEPARATION	+ CURVE	+ EYE-OPENING EFFECT
LASH QUEEN WP	LASH QUEEN FELINE BLACKS WP	LASH QUEEN FEATHER	LASH QUEEN SEXY BLACKS WP	LASH QUEEN FATAL BLACKS WP
				
VOLUME LENGTHENING	INTENSE VOLUME AND LENGTHENING	VOLUME SEPARATION	VOLUME CURVE	LIFT AND INSTANT VOLUME

ULTIMATE
EYE-OPENING EFFECT
FOR FATAL SEDUCTION

lifted lashes
captivating volume

*Clinical tests on 25 women with WP formula – Average increase from 53% to over 100% (applied on eyelashes without make-up)

SALES SCENARIO

1 WELCOME

"Hello Madam and welcome to HELENA RUBINSTEIN, the pioneering brand in mascaras for over 70 years."

2 PRESENT

"Allow me to present you LASH QUEEN FATAL BLACKS WATERPROOF, the 1st mascara to double the eye-opening effect and lifts the lashes*."

[Place the mascara in the client's hand]



"LASH QUEEN FATAL BLACKS WATERPROOF allows to maximize the eye-opening effect: its **exclusive Python brush** immediately **lifts lashes** from the roots and brings **instant volume**."

The **ultra-grip formula** embraces every lash along its whole length enhancing the up-lifting effect and bringing optimum volume **from the very first application for 12hours**."

Moreover its embossed shiny scales and **highly-luxurious feel** is inspired by precious python leather."

3 TARGET IN THE MIRROR

1 The client is interested in eye-opening volume:

Proceed to steps 4 & 5 - treat and enhance.

2 The client wants another type of mascara result:

Ask the following question: "What lash result are you looking for?"

Recommend the appropriate HR mascara, and proceed to steps 4 & 5 - treat and enhance.

4 TREAT

"Because skincare brings 50% of the make-up result, prepare the skin for an instant rejuvenating effect, with Collagenist Eye Zoom or Prodigy Powercell Eyecare."



5 ENHANCE

"**Illuminate** dark areas with Magic Concealer."

"Next, **enhance** your look by applying Wanted Eyes eye shadow on the eyelid and the Fatal Blacks WP or Feline Blacks eye pencil along the lash base."

"**Finish** with LASH QUEEN FATAL BLACKS WATERPROOF mascara to **open your eyes**."



6 FOCUS

"Madam, if you have a few moments, I would be delighted to show you how to carry out this beautifying routine at home."

Beauty Revelation

YES
Follow the service procedure laid out in the FOCUS brochure

NO
Offer an appointment according to the client's availability

7 FINALIZE

Suggest the client join the Helena Rubinstein address book.

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