



FATAL EYE-OPENING EFFECT
LIFTED LASHES
CAPTIVATING VOLUME



AN OBJECT OF DESIRE THE MAGNIFICENCE OF PYTHON



LASH QUEEN FATAL BLACKS WATERPROOF

FATAL EYE-OPENING EFFECT

EYE-OPENING EFFECT A FUNDAMENTAL EXPECTATION FOR WOMEN

HELENA RUBINSTEIN:
THE FIRST BRAND WHO ANSWERS TO THIS EXPECTATION

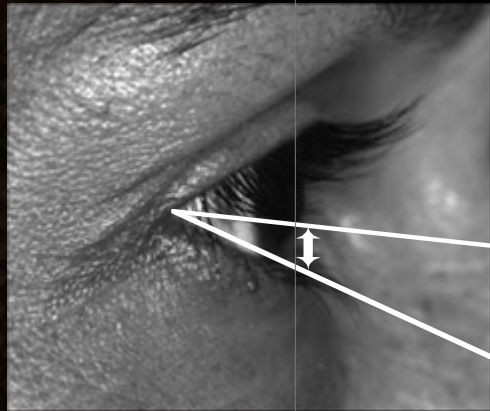


LASH QUEEN FATAL BLACKS WATERPROOF

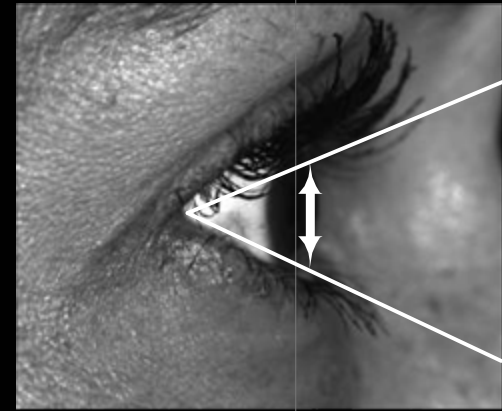
FATAL EYE-OPENING EFFECT

DOUBLE THE EYE-OPENING EFFECT*

Example - Subject 1

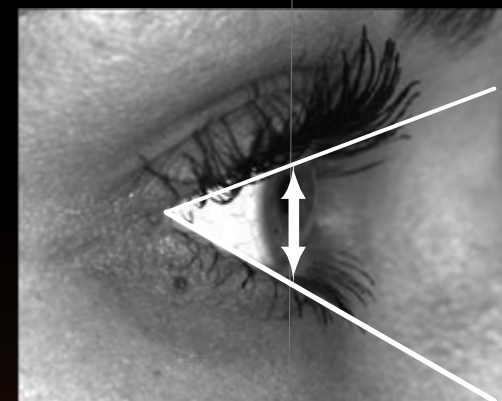
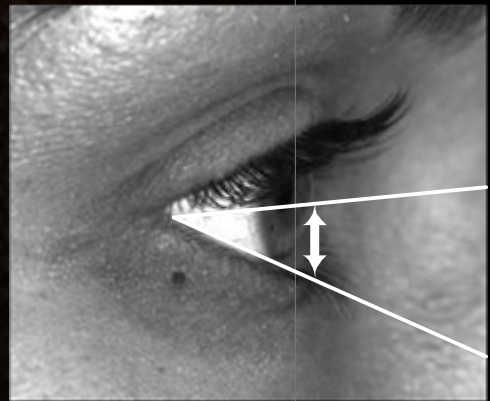


BEFORE



AFTER

Example - Subject 2



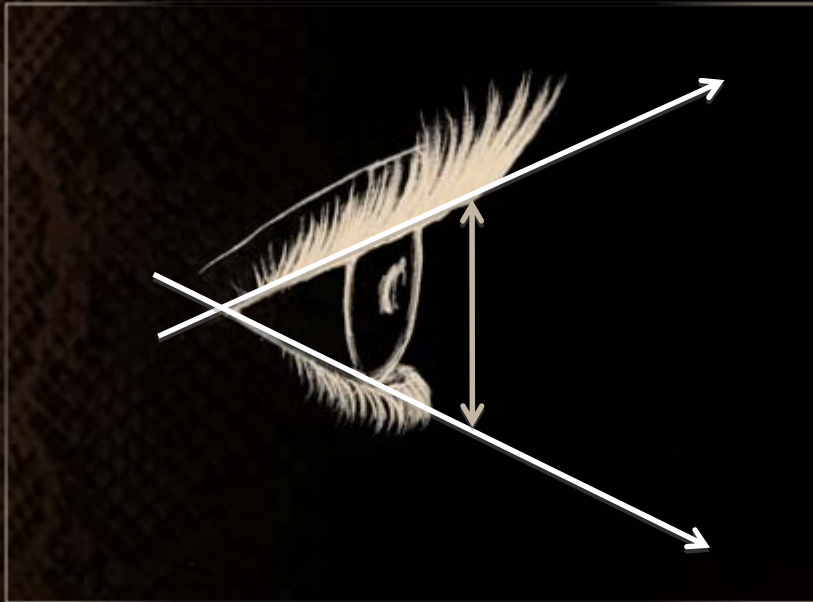
*Clinical tests on 25 women with WP formula – Average increase from 53% to over 100% (on eyelashes without make-up)

LASH QUEEN FATAL BLACKS WATERPROOF

EYE-OPENING EFFECT VERSUS CURLED LASHES

LIFTING EFFECT: NOT TO BE CONFUSED WITH CURLING

LIFT



CURL





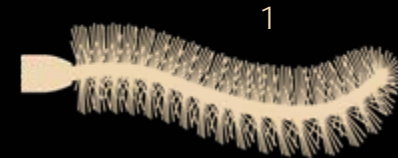
LASH QUEEN FATAL BLACKS WATERPROOF

LIFTED LASHES

"PYTHON BRUSH"

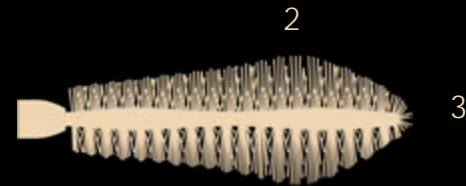
1. INTERNAL CURL

- LASHES LIFTED FROM ROOTS
- INSTANT VOLUME



2. LATERAL BRISTLES

- OPTIMIZED VOLUME



3. TIP

- CATCHES AND FANS SHORT LASHES FROM THE INNER CORNER



LASH QUEEN FATAL BLACKS WATERPROOF

CAPTIVATING VOLUME

VOLUMIZING

“ULTRA-GRIP” WATERPROOF FORMULA WITH A 12H-HOLD

1. WAX™ COMPLEX

- BUILDABLE VOLUME AND LIFT

2. TRIPLE POLYMERS SYSTEM

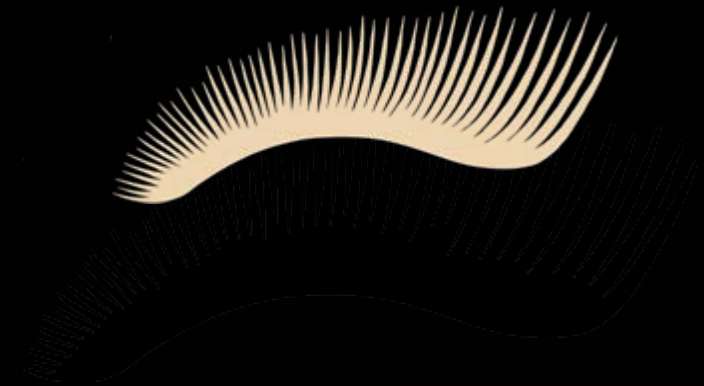
- EMBRACES EVERY LASH, SETS THE WIDE-OPEN LOOK
- GIVES THE MASCARA WATERPROOF AND 12H WEAR PROPERTIES

3. CERAMIDES

- FORTIFY AND PROTECT

4. PRO-VITAMIN B5

- HYDRATION AND VIGOR





LASH QUEEN FATAL BLACKS WATERPROOF

A PRECIOUS OBJECT

TECHNICAL INNOVATION
TEXTURED EFFECT PACKAGING
SENSUAL PYTHON TOUCH



LASH QUEEN FATAL BLACKS WATERPROOF





HR

HELENA RUBINSTEIN

ULTIMATE EYE-OPENING EFFECT
FOR FATAL SEDUCTION



NEW WATERPROOF MASCARA
**LASH QUEEN
FATAL BLACKS**
LIFTED LASHES - CAPTIVATING VOLUME

www.helenarubinstein.com



LASH QUEEN FATAL BLACKS WATERPROOF

3 FATALLY SEDUCTIVE SHADES



01 MAGNETIC BLACK



02 HYPNOTIC BROWN



03 CAPTIVATING BRONZE



LASH QUEEN FATAL BLACKS WATERPROOF

MASCARAS GEOGRAPHY

VOLUME

+ LENGTH

LASH QUEEN WP



VOLUME
LENGTHENING

+ INTENSITY

CUSTOMIZED VOLUME

LASH QUEEN
FELINE BLACKS WP



INTENSE VOLUME
& LENGTHENING

+ CURVE

LASH QUEEN
SEXY BLACKS WP



VOLUME & CURVE

+ EYE OPENING

LASH QUEEN
FATAL BLACKS WP



LIFT AND
INSTANT VOLUME



LASH QUEEN FATAL BLACKS WATERPROOF

HR



Lash Queen
Fatal Blacks WP

ULTIMATE EYE-OPENING EFFECT
& CAPTIVATING VOLUME

THE HR +

- Eye-opening effect
- lifted & volumized lashes
- Embraces lash by lash
- Amplitude

LAUDER



Sumptuous WP

BOLD VOLUME
LIFTING MASCARA

THE HR LQFB +

- Eye-opening effect
- Lifted lashes
- Separation
- Playtime

DIOR



Diorshow
Extase

FLASH PLUMPING
MASCARA

THE HR LQFB +

- Eye-opening effect
- Lifted lashes
- Separation

LANCÔME



Amplicils WP

FULL DIMENSION
VOLUME MASCARA

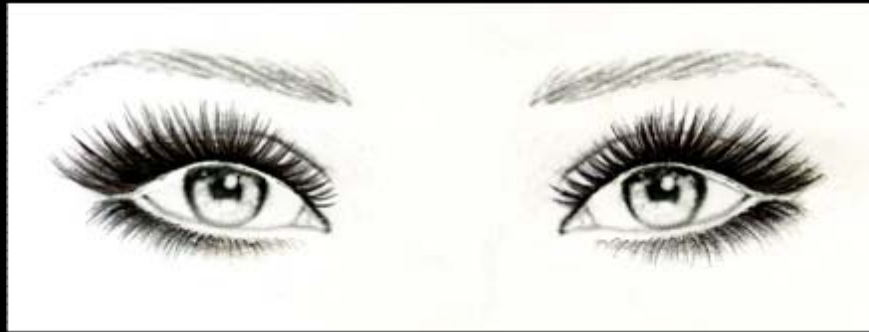
THE HR LQFB +

- Eye-opening effect
- Lifted lashes
- Separation

LASH QUEEN

SALES ADVICE - TIPS AND TRICKS

Which look for which Lash Queen?

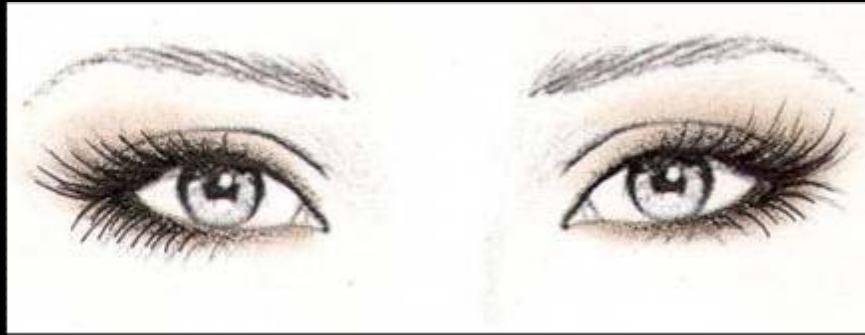


1. CAPTIVATING EYES, FATAL SEDUCTION:
“EYE-OPENING EFFECT”

LASH QUEEN

SALES ADVICE - TIPS AND TRICKS

Which look for which Lash Queen?

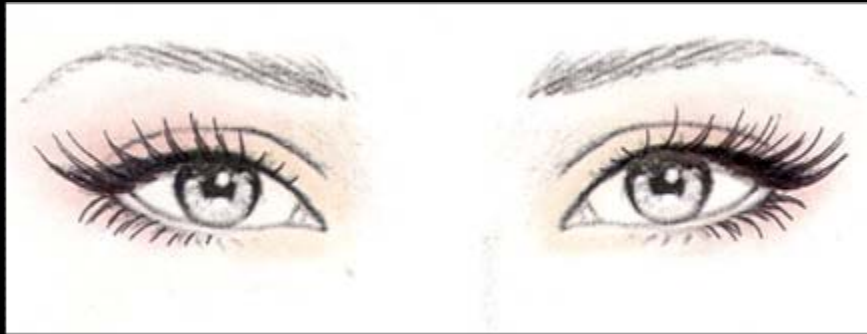


2. THE INTENSITY AND SEDUCTION OF A FELINE LOOK

LASH QUEEN

SALES ADVICE - TIPS AND TRICKS

Which look for which Lash Queen?

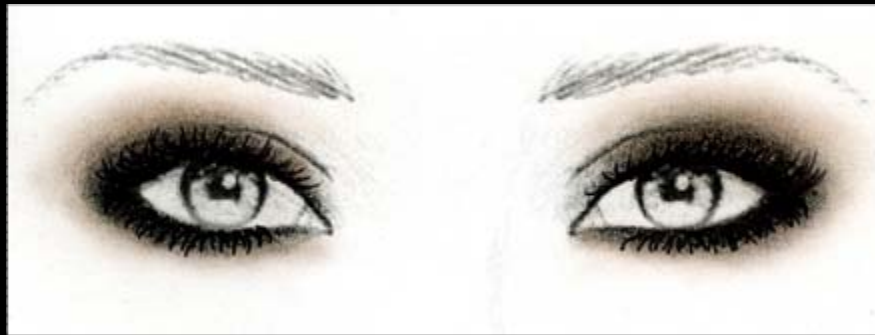


3. SEDUCTION OF A LIGHT AND LUMINOUS
“DOE-EYED” GLANCE

LASH QUEEN

SALES ADVICE - TIPS AND TRICKS

Which look for which Lash Queen?



4. INTENSITY AND SOFTNESS OF A SMOKY-EYE LOOK

LASH QUEEN FATAL BLACKS WATERPROOF

SELLING TIPS

PRESENT LASH QUEEN FATAL BLACKS WP IN 3 EASY STEPS

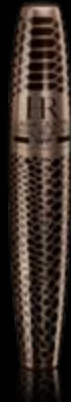
1. WELCOME

"Allow me to present you the 1ST mascara to double* the eye-opening effect*"

2. RESULT DISCOVERY

Put the mascara in the clients hands and say:

"Do you know the difference between curled lashes and lashes lifted from their roots?"



Describe the differences:

"Curled lashes create sensuous eyes but lose some of their length as the lashes are directed downwards. When lashes are lifted, they instantly gain length and the eye is opened."

3. MASCARA DISCOVERY

Pick up the mascara:

"This is the completely new LASH QUEEN FATAL BLACKS WP, the 1ST mascara to double the eye-opening effect*".

Open to show the brush:

"Its python brush has:

A internal curl that sweeps up and lifts lashes from their roots.

A lateral bristles that optimizes volume.

A tip to reach every lash, even the shortest ones"

"LASH QUEEN FATAL BLACKS WP, the 1st mascara with double the eye-opening effect for fatal seduction, lashes lifted from their roots and captivating volume.

Because larger-looking eyes are younger-looking eyes"

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