



HR
HELENA RUBINSTEIN

FATAL EYE-OPENING EFFECT
LIFTED LASHES
CAPTIVATING VOLUME



AN OBJECT OF DESIRE THE MAGNIFICENCE OF PYTHON



LASH QUEEN FATAL BLACKS

FATAL EYE-OPENING EFFECT



EYE-OPENING EFFECT A FUNDAMENTAL EXPECTATION FOR WOMEN

HELENA RUBINSTEIN:
THE FIRST BRAND WHO ANSWERS TO THIS EXPECTATION



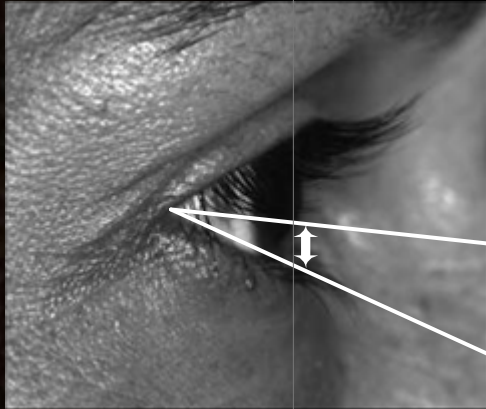
LASH QUEEN FATAL BLACKS

FATAL EYE-OPENING EFFECT

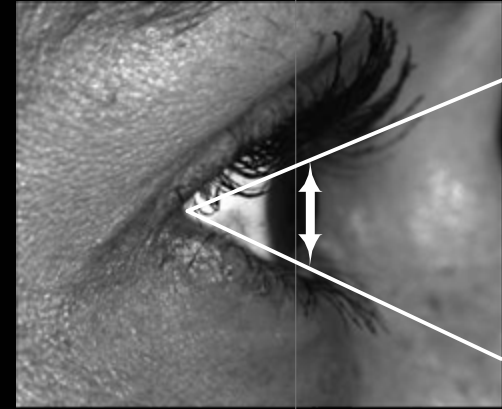
HR
HELENA RUBINSTEIN

DOUBLE THE EYE-OPENING EFFECT*

Example - Subject 1

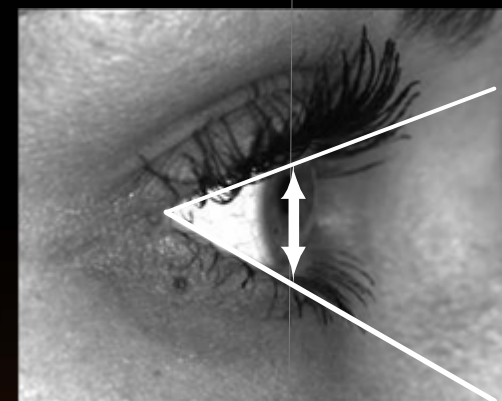
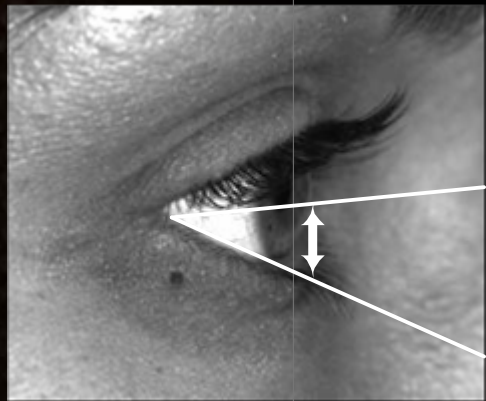


BEFORE



AFTER

Example - Subject 2



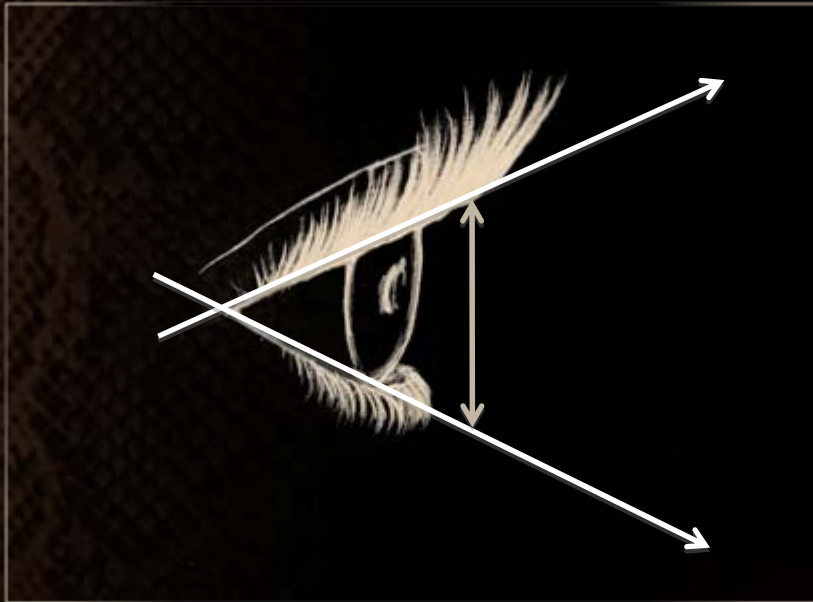
*Clinical tests on 25 women with WP formula – Average increase from 53% to over 100% (on eyelashes without make-up)

LASH QUEEN FATAL BLACKS

EYE-OPENING EFFECT VERSUS CURLLED LASHES

LIFTING EFFECT: NOT TO BE CONFUSED WITH CURLING

LIFT



CURL





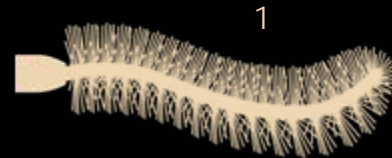
LASH QUEEN FATAL BLACKS

LIFTED LASHES

"PYTHON BRUSH"

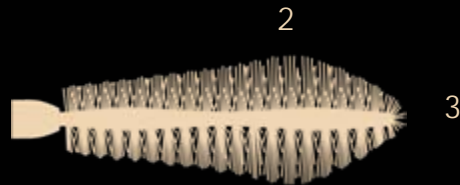
1. INTERNAL CURL

- 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

CAPTIVATING VOLUME

HR
HELENA RUBINSTEIN

VOLUMIZING

“ULTRA-GRIP” FORMULA

1. WAX™ COMPLEX

- INSTANT VOLUME

2. TRIPLE COATING SYSTEM

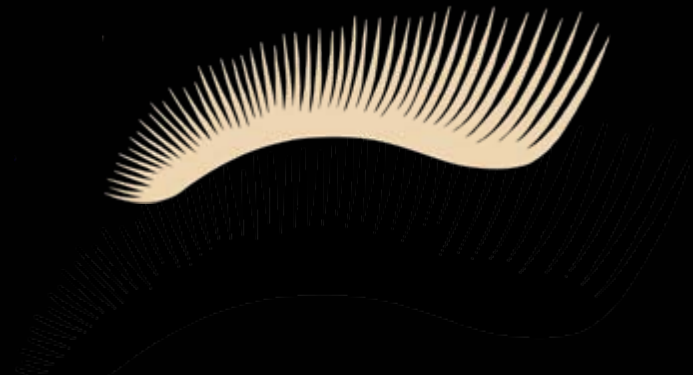
- EMBRACES EVERY LASH,
SETS THE WIDE-OPEN LOOK

3. CERAMIDES

- FORTIFY AND PROTECT

4. PRO-VITAMIN B5

- HYDRATION AND VIGOR





LASH QUEEN FATAL BLACKS

A PRECIOUS OBJECT

HR
HELENA RUBINSTEIN

TECHNICAL INNOVATION
TEXTURED EFFECT PACKAGING
SENSUAL PYTHON TOUCH



LASH QUEEN FATAL BLACKS





HR
HELENA RUBINSTEIN

DOUBLE THE EYE-OPENING EFFECT
FOR FATAL SEDUCTION



NEW MASCARA
LASH QUEEN
FATAL BLACKS

LIFTED LASHES - CAPTIVATING VOLUME

www.helenarubinstein.com

Fatal Blacks

Geography

Competition

Sales



LASH QUEEN FATAL BLACKS

3 FATALLY SEDUCTIVE SHADES

HR
HELENA RUBINSTEIN



01 MAGNETIC BLACK



02 HYPNOTIC BROWN



03 CAPTIVATING BRONZE

LASH QUEEN FATAL BLACKS

MASCARAS GEOGRAPHY

HR
HELENA RUBINSTEIN

VOLUME

+ LENGTH

LASH QUEEN
+ WP



VOLUME
LENGTHENING

+ INTENSITY

CUSTOMIZED VOLUME

INSTANT VOLUME

LASH QUEEN
FELINE BLACKS
+ WP



INTENSE VOLUME
& LENGTHENING

LASH QUEEN
FELINE EXTRAVAGANZA



INTENSE INSTANT
VOLUME & LENGTHENING

+ DEFINITION

LASH QUEEN
FEATHER



DEFINITION VOLUME

+ CURVE

LASH QUEEN
SEXY BLACKS



VOLUME & CURVE

+ EYE OPENING

LASH QUEEN
FATAL BLACKS



LIFT AND
INSTANT VOLUME

Fatal Balcks

Geography

Competition

Sales

LASH QUEEN FATAL BLACKS

COMPETITION

HR



Lash Queen
Fatal Blacks

LIFTED LASHES
CAPTIVATING VOLUME

THE HR LQFB +

- "PYTHON" BRUSH
- VOLUMIZING FORMULA
- ANTI-GRAVITY
- THE 1ST PYTHON EFFECT PACKAGING

DIOR



Diorshow
Extase

INSTANT OVERSIZED
VOLUME

THE HR LQFB +

- OPENING
- LIFTED LASHES
- SEPARATION

CHANEL



Inimitable
Intense

VOLUME, LENGTH, CURL.
HAVE IT ALL. INTENSELY

THE HR LQFB +

- LIFTED LASHES
- FANNED OUT LASHES
- SEPARATION

Estée Lauder



Sumptuous

LASH MULTIPLYING
VOLUME

THE HR LQFB +

- OPENING-UP EFFECT
- LIFTED LASHES
- VOLUME

Tests carried out internally

ADVISE HELENA RUBINSTEIN VERSUS KEY COMPETITORS

LASH QUEEN

SALES ADVICE



IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

ESTÉE LAUDER
SUMPTUOUS



BOLD VOLUME
LIFTING MASCARA

VOLUME
AND LIFT

LASH QUEEN FATAL BLACKS



LIFTED LASHES
CAPTIVATING VOLUME

THE HR + :

- ULTIMATE EYE-OPENING EFFECT
- LIFTED LASHES FROM THE ROOTS
- VOLUME TO THE TIPS OF LASHES

LASH QUEEN

SALES ADVICE



IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

CHANEL
INIMITABLE INTENSE



VOLUME,
LENGTH, CURL.
HAVE IT ALL. INTENSELY

INTENSE VOLUME
AND LENGTH

LASH QUEEN FATAL BLACKS



LIFTED LASHES
CAPTIVATING VOLUME

THE HR + :

- LIFTED LASHES FROM THE ROOTS
- FANNED OUT LASHES, EVEN THE SHORTEST (INNER CORNER)
- SEPARATION

LASH QUEEN

SALES ADVICE

IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

DIOR SHOW EXTASE



LASH QUEEN FATAL BLACKS



INSTANT INTENSE
VOLUME

THE HR + :

- ULTIMATE EYE-OPENING EFFECT
- LIFTED LASHES FROM THE ROOTS
- SEPARATION

MASCARA OVERSIZE
VOLUME

LIFTED LASHES
CAPTIVATING VOLUME

LASH QUEEN

SALES ADVICE

IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

DIOR SHOW ICONIC



HIGH DEFINITION
LASH CURLER
MASCARA

CURVED LASHES
FALSE-LASH EFFECT
LENGTHENED LASHES

LASH QUEEN SEXY BLACKS



PUSH-UP VOLUME
PROVOCATIVE CURVES

THE HR + :

- VOLUME AND CURVE
- EACH LASH, EVEN THE SHORTEST, HAS GREATER VOLUME AND CURVE FROM EVERY ANGLE THANKS TO THE 90-60-90 BRUSH
- FALSE-LASH EFFECT

LASH QUEEN

SALES ADVICE

IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

YSL
EFFET FAUX-CILS



LUXURIOUS MASCARA
FOR A FALSE LASH EFFECT

FALSE-LASH EFFECT
LENGTHENING
VOLUME AND CURVE
DOE-EYED LOOK

LASH QUEEN SEXY BLACKS



PUSH-UP VOLUME
PROVOCATIVE CURVES

THE HR + :

- VOLUME AND CURVE
- EACH LASH, EVEN THE SHORTEST, HAS GREATER VOLUME AND CURVE FROM EVERY ANGLE THANKS TO THE 90-60-90 BRUSH
- FALSE-LASH EFFECT

LASH QUEEN

SALES ADVICE



IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

CHANEL
INIMITABLE



MULTI-DIMENSIONAL
MASCARA

VOLUME
AND LENGTH
SEPARATION
CURVE

LASH QUEEN FEATHER COLLECTION



LONG LASTING
FEATHER-LIGHT VOLUME

THE HR + :

- WELL-DEFINED LASHES
- FEATHERWEIGHT LENGTH
- VOLUME AND SEPARATION,
ZERO CLUMPS
- LONG PLAYTIME

LASH QUEEN

SALES ADVICE

IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

DIORSHOW BLACK OUT



SPECTACULAR
VOLUME INTENSE
BLACK KHOL

SPECTACULAR
VOLUME
BLACK
INTENSITY KHOL

LASH QUEEN FELINE BLACKS



INTENSE ADORNMENT
FOR YOUR EYES MAJESTIC
LENGTH AND VOLUME

THE HR + :

- VOLUME BUILD UP AND LONG PLAYTIME
- STRETCHES EASILY FOR A FELINE LOOK
- THICKER, SUPPLE LASHES
- SUMPTUOUS VOLUME

LASH QUEEN

SALES ADVICE



IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

LANCÔME
HYPNÔSE DRAMA



INSTANT FULL BODY
VOLUME MASCARA

INSTANT VOLUME
INTENSITY

LASH QUEEN FELINE BLACKS
EXTRAVAGANZA



INTENSE INSTANT VOLUME
AND LENGTHENING

THE HR + :

- A STRAIGHT, ERGONOMIC BRUSH WITH ADDED WIDTH TO COAT THE ENTIRE LASH FRINGE WITH EVEN MORE FORMULA IN JUST ONE APPLICATION
- GENEROUS, OPTIMAL MAKEUP RESULT

LASH QUEEN

SALES ADVICE

IF YOUR CLIENT USES...

AND WANTS...

HELENA RUBINSTEIN ADVISES HER TO USE...

LANCÔME
HYPNÔSE



INSTANT FULL BODY
VOLUME MASCARA

INSTANT VOLUME
INTENSITY

LASH QUEEN



DRESSED-UP EYES
MAJESTIC LENGTH
AND VOLUME

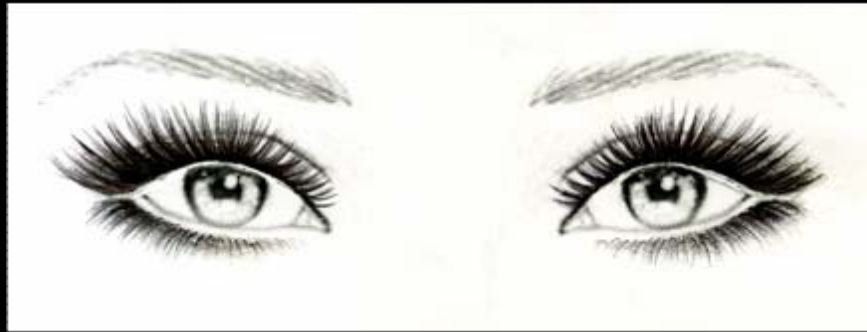
THE HR + :

- A STRAIGHT, ERGONOMIC BRUSH WITH ADDED WIDTH TO COAT THE ENTIRE LASH FRINGE WITH EVEN MORE FORMULA IN JUST ONE APPLICATION
- GENEROUS, OPTIMAL MAKEUP RESULT

LASH QUEEN

SALES ADVICE - TIPS AND TRICKS

Which look for which Lash Queen?

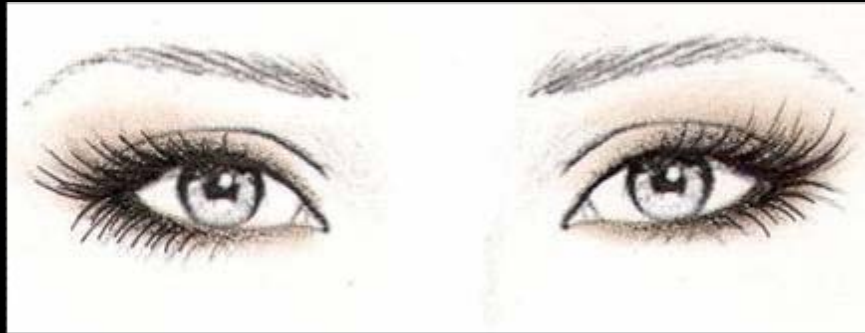


1. CAPTIVATING EYES, FATAL SEDUCTION:
“EYE-OPENING EFFECT”

LASH QUEEN

SALES ADVICE - TIPS AND TRICKS

Which look for which Lash Queen?

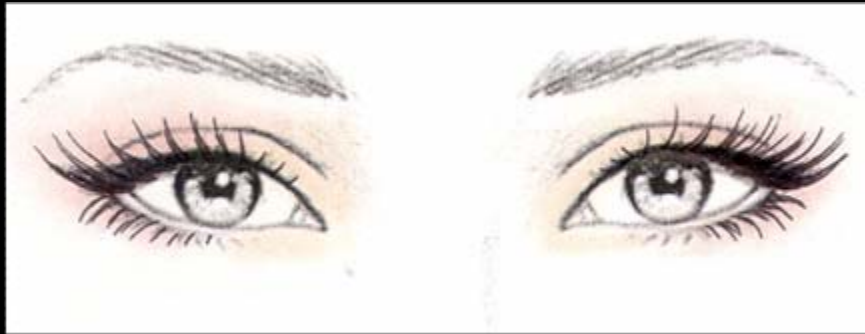


2. THE INTENSITY AND SEDUCTION OF A FELINE LOOK

LASH QUEEN

SALES ADVICE - TIPS AND TRICKS

Which look for which Lash Queen?

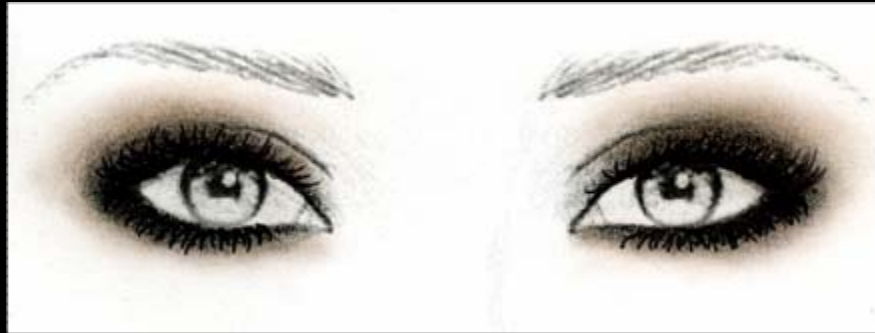


3. SEDUCTION OF A LIGHT AND LUMINOUS “DOE-EYED” GLANCE

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

SELLING TIPS

PRESENT LASH QUEEN FATAL BLACKS 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,
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,
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)**