

# PRODIGY POWERCELL NIGHT SHOT

YOUTH GRAFTER

DAY AND NIGHT SKIN IS RECREATED,  
VISIBLY YOUNGER

## KEY POINTS TO KNOW & REMEMBER

A REAL "SHOT" OF REPAIR AND REGENERATION OF THE SKIN DURING THE NIGHT

5 TIMES MORE CONCENTRATED IN VEGETAL STEM CELLS<sup>1</sup>

DAY AND NIGHT SKIN IS RECREATED, VISIBLY YOUNGER:

RESTED FEATURES – REDUCED WRINKLES – RECREATED RADIANCE – RESTORED FIRMNESS

## VEGETAL STEM CELLS: 100% ACTIVE POWER

The vegetal stem cells of Oceanic Crista, the very quintessence of life, have been tested and compared with the best-known active anti-ageing ingredients.

They demonstrate a remarkable effect on the three key mechanisms of ageing: cellular regeneration, tissular repair and anti-free radical defense<sup>2</sup>.

## ACCELERATED REPAIR PROCESS PROVEN *IN VIVO*<sup>3</sup>

An unprecedented *in vivo* test has proven the efficiency of vegetal stem cells on the accelerated repair of the skin barrier. The quality of the skin is multiplied by 3.

## EXCEPTIONAL SELF-ASSESSMENT RESULTS<sup>4</sup>

From the 1<sup>ST</sup> awakening, skin is more rested (85%). Day after day, skin is smoother (94%), more radiant (81%), the skin's overall appearance is improved (92%).

## YOUTH GRAFTER PRODIGY POWERCELL RITUAL

youth grafter  
the serum

youth grafter  
the night serum

youth grafter  
the cream

youth grafter  
the eye care



## MAJOR BREAKTHROUGH

VEGETAL STEM CELLS  
100% ACTIVE POWER

<sup>1</sup> Than in the Powercell daytime serum <sup>2</sup> In vitro test  
<sup>3</sup> In-vivo results on Oceanic Crista cells vs. placebo, 4 days after the stratum corneum destruction  
<sup>4</sup> Percentage of self-assessment on 53 women

# SALES SCENARIO

« Hello Madam, welcome to HELENA RUBINSTEIN.  
Pioneer of anti-ageing cosmetic since 1902,  
HELENA RUBINSTEIN offers the best before aesthetic medicine by creating products  
highly concentrated in active ingredients with visible results. »

What would you like to bring to your skin, show me... »

« My skin is tired, it lacks vitality and radiance.  
I would like a skincare which repairs intensely my skin! »

« Let me introduce you PRODIGY POWERCELL NIGHT SHOT.  
Inspired by the cellular therapy in aesthetic medicine, this real "shot" highly  
concentrated in active ingredients repairs and regenerates your skin during each  
phase of the night.

*[Whilst applying Prodigy Powercell Night Shot to the client's hand]*

Every night, a single drop is enough...  
Its formula, 5 times more concentrated\* in vegetal stem cells of oceanic crista\*  
melts in the heart of your skin to bring a remarkable power of repair and  
regeneration.

Night after night, your skin is regenerated and appears visibly younger : your  
features are rested, wrinkles reduced, radiance renewed, firmness restored.

For a daily optimal efficiency, apply in the morning Prodigy Powercell Youth  
Grafter Serum and Cream to the whole face and neck to visibly rejuvenate your  
skin, fortifying and moisturizing continuously.

For the delicate eye contour, apply Prodigy Powercell Youth Grafter Eye Care for  
a gaze visibly younger with immediate anti-puffiness. »

Did you know that there are a few additional techniques you can use to illuminate  
your skin and give it an instant rejuvenated effect? It is very easy.

Enhance your skin with Prodigy Liquid Light foundation.  
From the moment of application, you will appreciate  
its visibly rejuvenating radiance effect.

Next, apply Magic Concealer to erase dark areas and  
Wanted Blush to illuminate your facial features.

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

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

Give the client the opportunity to join the HR address book  
+ propose trial samples of HR products

1 Welcome

2 Focus  
in the mirror

3 Treat



4 Enhance



5 Flash  
Beauty Revelation

6 Finalize

\* than in the Powercell daytime serum