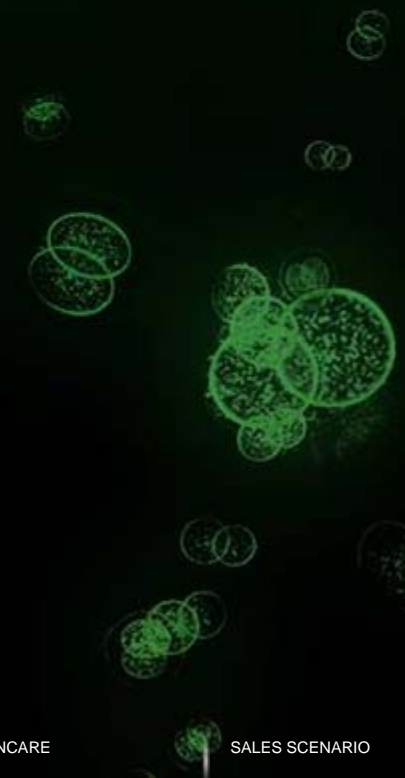


HR

HELENA RUBINSTEIN



PRODIGY
PIONEER FOR
10 YEARS

INNOVATION 2011
PRODIGY POWERCELL
NIGHT SHOT

EXCEPTIONAL
RESULTS

PRODIGY POWERCELL
THE RANGE

HR SKINCARE

SALES SCENARIO

PRODIGY

PIONEER OF HIGH TECH NATURALITY

HR
HELENA RUBINSTEIN



2002

ENCAPSULATED
BIO SAP

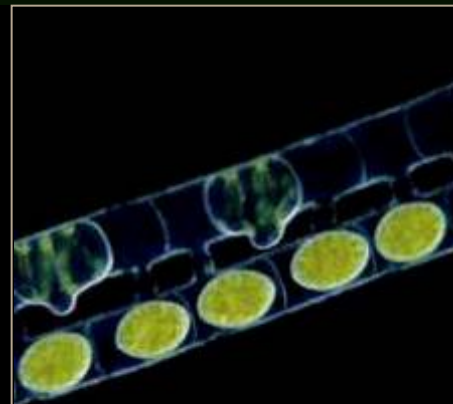
PRODIGY



2006

BIO-MATIRCE™
PLANT TISSUE EXTRACTS
IN EMBRYONIC STATE

PRODIGY TISSULAR



2009

BIO-SEVE EXTRÊME™
NATIVE VEGETAL CELLS
OF SEQUOIA & VIGNA FLOWERS

PRODIGY EXTREME



2010

VEGETAL STEM CELLS OF
OCEANIC CRISTA

PRODIGY POWERCELL



PRODIGY
PIONEER FOR
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PRODIGY POWERCELL

HR
HELENA RUBINSTEIN



1 YEAR OF SUCCESS*

7 AWARDS

4 PATENTS FOR THE FORMULA

2 SCIENTIFIC PUBLICATIONS

1 POWERCELL SOLD EVERY 3 MINUTES

AROUND THE WORLD

PRODIGY
PIONEER FOR
10 YEARS

INNOVATION 2011
PRODIGY POWERCELL
NIGHT SHOT

EXCEPTIONAL
RESULTS

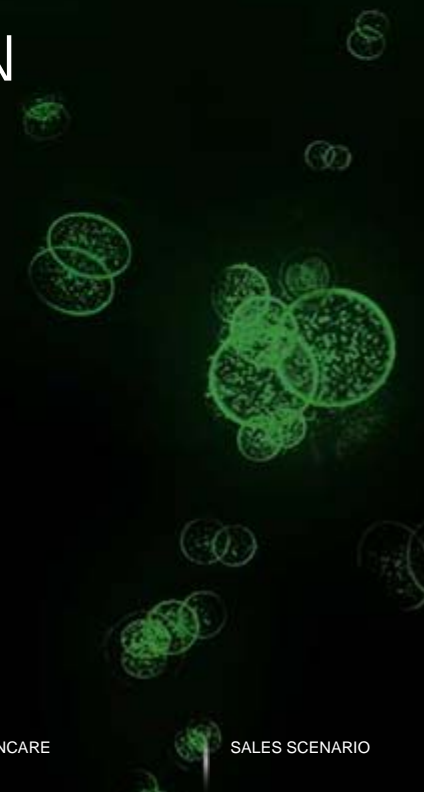
PRODIGY POWERCELL
THE RANGE

HR SKINCARE

SALES SCENARIO



2011, HELENA RUBINSTEIN CONTINUES TO DRIVE INNOVATION FORWARD



HELENA RUBINSTEIN CREATES...

HR
HELENA RUBINSTEIN



PRODIGY
POWERCELL
NIGHT SHOT
YOUTH GRAFTER

PRODIGY
PIONEER FOR
10 YEARS

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SALES SCENARIO

PRODIGY POWERCELL NIGHT SHOT

HR
HELENA RUBINSTEIN



A REAL REPARATIVE "SHOT"

FOR THE SKIN DURING THE NIGHT

RESPECTING THE SKIN'S NATURAL RHYTHM

PRODIGY
PIONEER FOR
10 YEARS

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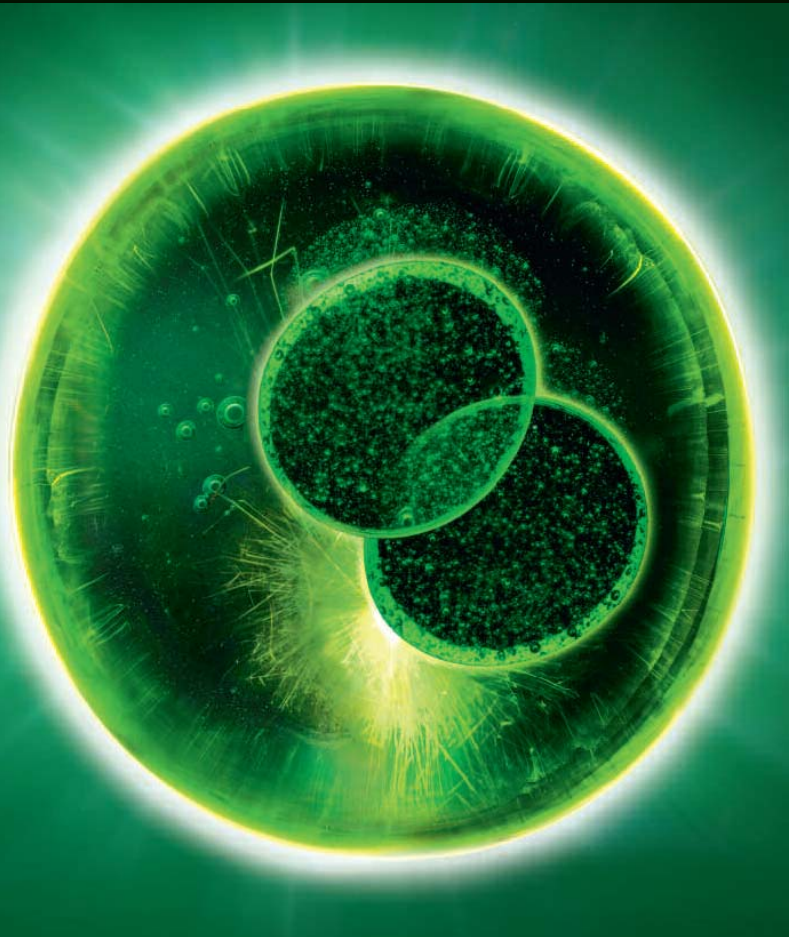
HR SKINCARE

SALES SCENARIO

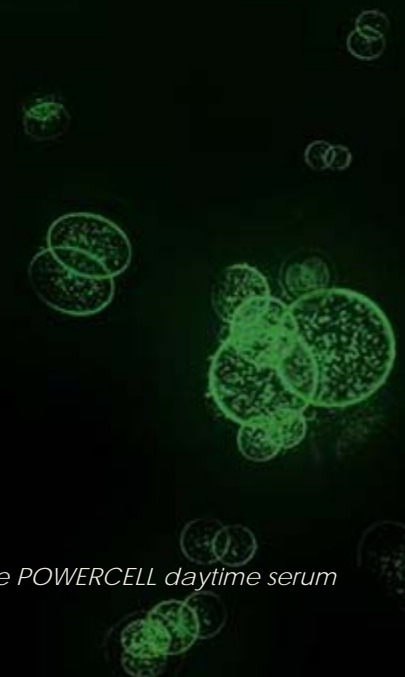


PRODIGY POWERCELL NIGHT SHOT

HR
HELENA RUBINSTEIN



5 TIMES MORE CONCENTRATED
IN VEGETAL STEM CELLS
OF OCEANIC CRISTA*



** Than in the POWERCELL daytime serum*

PRODIGY
PIONEER FOR
10 YEARS

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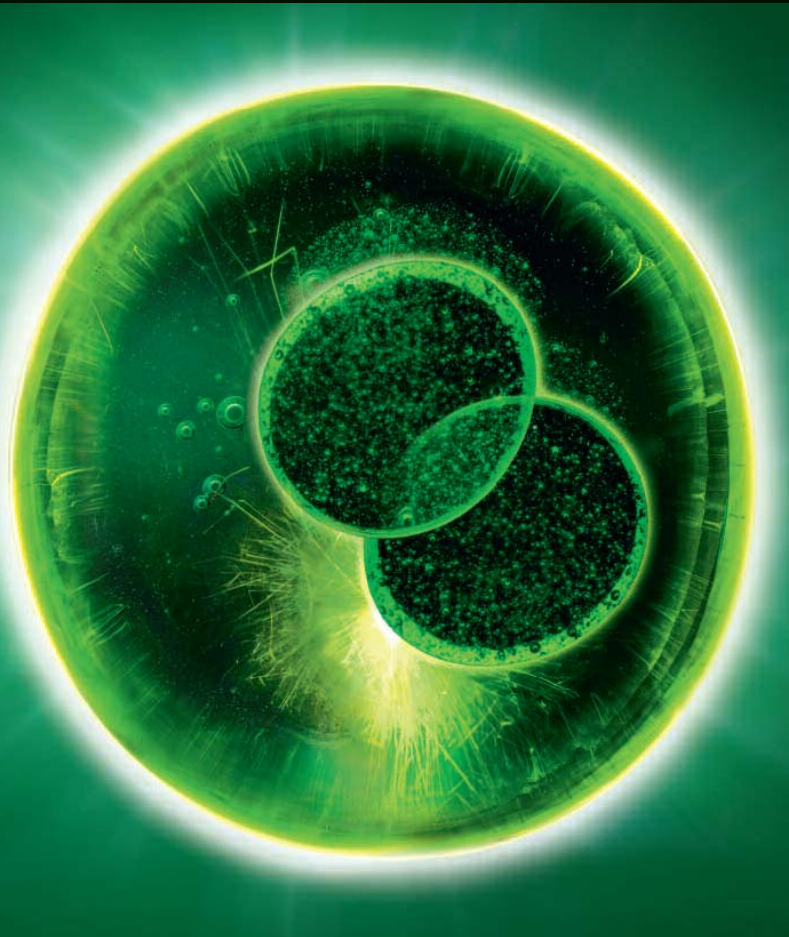
HR SKINCARE

SALES SCENARIO



PRODIGY POWERCELL

NIGHT SHOT – EXCEPTIONAL RESULTS



DAY AND NIGHT, SKIN IS RECREATED,
VISIBLY YOUNGER
RESTED FEATURES – REDUCED WRINKLES
RECREATED RADIANCE – RESTORED FIRMNESS

SPECTACULAR RESULTS
DEMONSTRATED *IN VIVO**

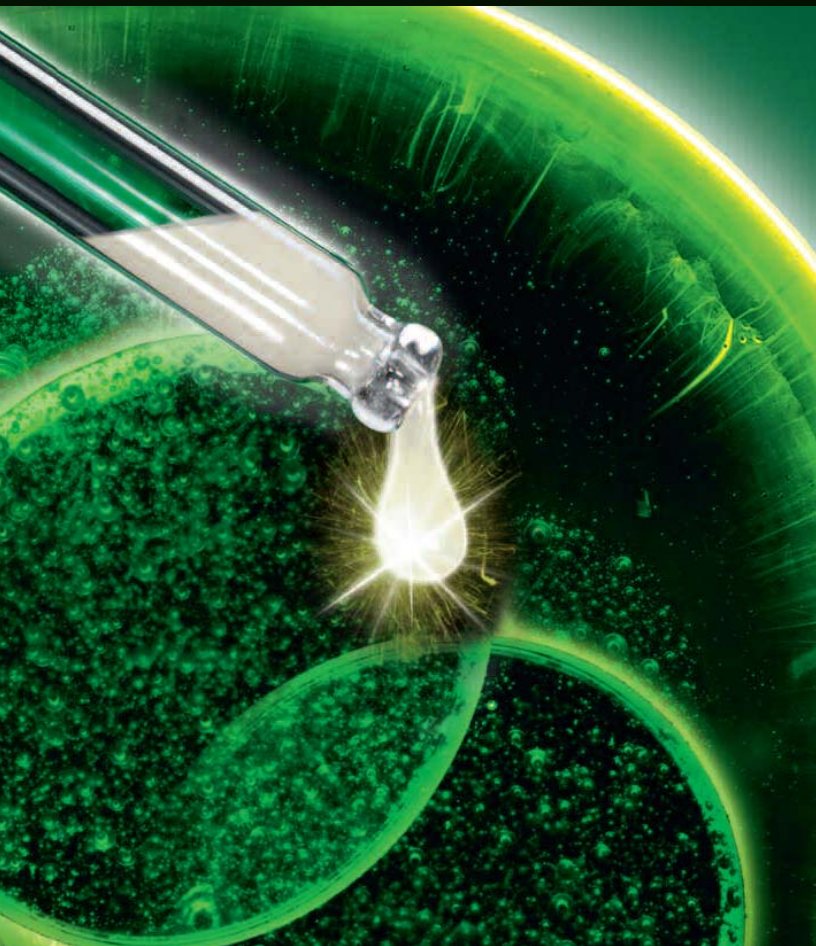


* Résultats in-vivo sur les cellules de Criste Océanique vs. placebo, 4 jours après destruction du stratum corneum



PRODIGY POWERCELL NIGHT SHOT – EXCEPTIONAL RESULTS

HR
HELENA RUBINSTEIN



FROM THE 1ST AWAKENING

FEATURES APPEAR RESTED 85%*

DAY AFTER DAY

SKIN IS SMOOTHER 94%*

MORE RADIANT 81%*

SKIN'S OVERALL APPEARANCE

IS IMPROVED 92%*

* Results of self-assessment amongst 53 women

PRODIGY
PIONEER FOR
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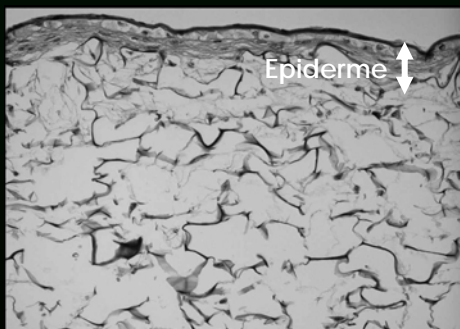


PRODIGY POWERCELL

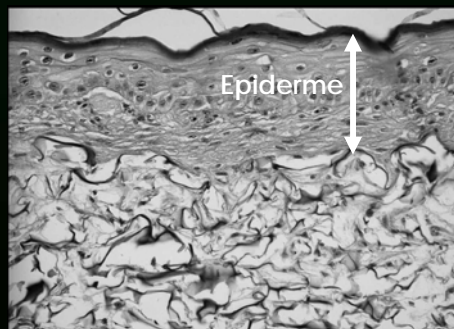
NIGHT SHOT – EXCEPTIONAL RESULTS

VEGETAL STEM CELLS OF OCEANIC CRISTA

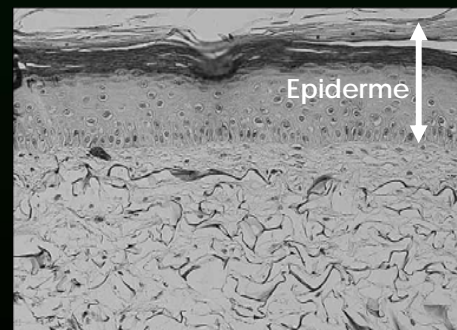
REGENERATION SCIENTIFICALLY PROVEN IN VITRO*



Cultured reconstructed skin using 57-year-old fibroblasts (untreated)



Cultured reconstructed skin using 57-year-old fibroblasts, treated with vegetal stem cells of Oceanic Crista



Cultured reconstructed skin using 22-year-old fibroblasts (untreated)



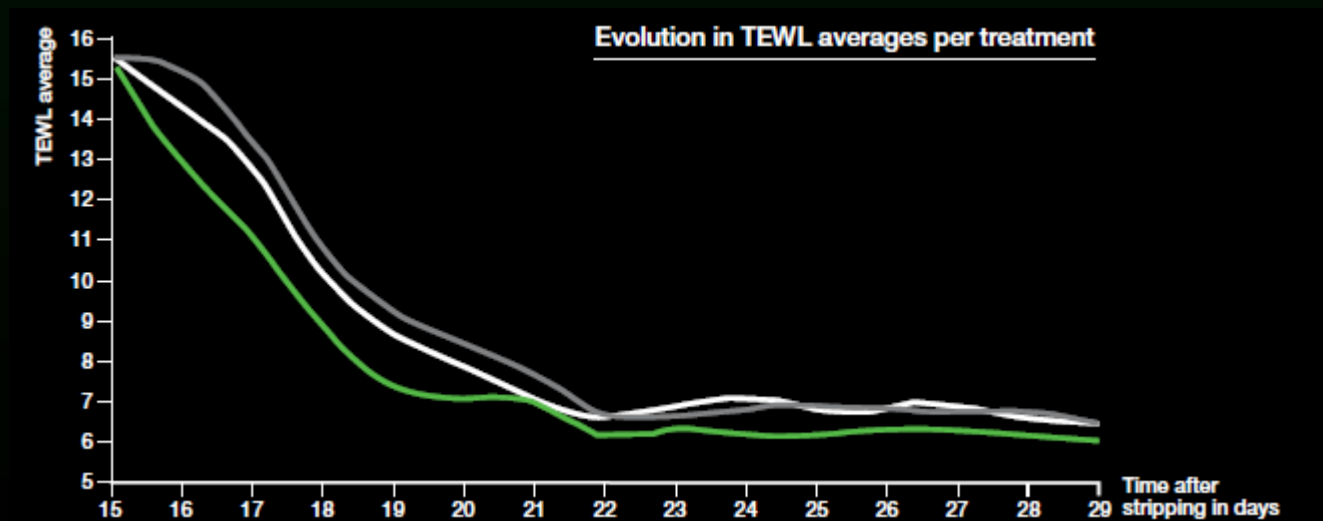


PRODIGY POWERCELL

NIGHT SHOT – EXCEPTIONAL RESULTS

VEGETAL STEM CELLS OF OCEANIC CRISTA

IN VIVO TESTS : ACCELERATE THE SKIN BARRIER REPAIR PROCESS



BY TEWL MEASUREMENTS





PRODIGY POWERCELL THE RANGE



A COMPLETE RANGE FOR VISIBLE SIGNS
OF YOUNGER SKIN



serum



night serum



cream



eye contour



PRODIGY
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HELENA RUBINSTEIN SKINCARE GEOGRAPHY

MUST HAVE SERUM



PRODIGY POWERCELL

Smoothed skin
Recreated Radiance
Reinforced tonicity
24h re-hydration

PRODIGIOUS GLOBAL ANTI-AGEING CARE

From 30



PRODIGY POWERCELL

Fortified skin – Reduced wrinkles
Revealed radiance – Continuous hydration

From 40



PRODIGY

Anti-wrinkle – Firmness –
Radiance
Uniformity - Hydration

From 50



PRODIGY EXTREME

Deep-set wrinkleless smoothed –
Density
Radiance – Extreme nutrition

LA CLINIC AT HOME



PRODIGY Re-PLASTY

MESOLIFT COSMETIC
Active lifting
Radiance injection
Ideal plasticity

SPECIALIST ANTI-AGEING CARE

From 30



HYDRA COLLAGENIST

Deep hydration – Anti-ageing
Densifying - Smoothing

From 40



COLLAGENIST WITH PRO-XFILL

Anti-wrinkle
Replumping - Filling

From 40



COLLAGENIST V-LIFT

Lift – Firmness
Anti-wrinkle



PRODIGY RE-PLASTY HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduces spots

PRODIGY POWERCELL

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. »

1 Welcome

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! »

2 Focus
in the mirror

PRODIGY POWERCELL SALES SCENARIO

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

3 Treat



PRODIGY POWERCELL SALES SCENARIO



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.

4 Enhance



"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

5 Flash Beauty Revelation

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

6 Finalize

SALES SCENARIO



PRIORITY CUSTOMERS
RECRUITMENT

From 30

Serum

1



Morning

et/ou



Evening

+

Cream

2



Morning + Evening

+

Eye contour

3



Morning + Evening

SALES SCENARIO



HR
HELENA RUBINSTEIN

