

POWER BEAUTY  
SINCE 1902

HR  
HELENA RUBINSTEIN

# THE NEW PRODIGY

SENSORIAL EXPERIENCE

1 Hook

"Welcome to HELENA RUBINSTEIN, do you already know the mythical cream Prodigy?"

NO:

Do you want to discover the myth of PRODIGY?

YES:

Do you want to re-discover the myth of the new PRODIGY?

2 HR Innovation

For women who already know Prodigy:

"We kept exactly all the power of an extremely sensorial formula which made the myth of Prodigy"

For women who don't know Prodigy:

Prodigy has an extremely sensorial formula, a mythical prodigious texture and delicate floral notes.

The (new) Prodigy benefits from an HR innovation, the Molecular Bio-Sap which acts **even at the deepest dermis** to improve skin results for a deep skin renewal.

Like sap transfusing life at the heart of the plant, the new Molecular Bio-Sap™ targets the 5 fundamental skin layers **until the deepest dermis** to transfuse a vital impulse, from deep inside to renewed skin.

PRODIGY is the global anti-ageing solution for a deep skin renewal:

DEEP REDENSIFICATION,  
DEEP ANTI-WRINKLE,  
DEEP FIRMINESS,  
DEEP HYDRATION,  
DEEP LUMINOSITY."

3 Sensorial discovery

"Let me unveil the mythical texture that melts instantly into your skin to procure an absolute comfort and a matt, velvet finish."

Let me apply it on your hand by miming the actions on the 5 supernatural vegetal active ingredients on the 5 layers of the skin. Do you feel its immediate softness ?"

With a cotton soaked with lotion, prepare your client hand, using smoothing movements. Then, with a spatula, apply the texture (with very elegant gestures). Applying it to replicate the 5 supernatural vegetal active ingredients of the Molecular Bio-Sap™.

Prepare a tray with Prodigy cream, a spatula, a lotion, kleenex and cottons.



"I apply a rich firming lotion to prepare your hand to receive the skincare."



"I apply 5 points to illustrate the 5 supernatural vegetal active ingredients of the Molecular Bio-Sap™."

Perform the deep enveloping PRODIGY massage, according these four steps:

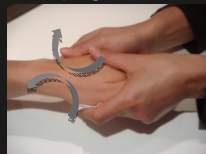
1. Light effleurages



2. Enveloping movements



3. Swiping movements



4. Deep pressure movements



"The mythical prodigious and sumptuous texture melts instantly into the skin to procure an absolute comfort and a matt, velvet finish."

"For the 1st time in cosmetic, a skincare which reaches the deepest dermis for a deep skin renewal."

# SENSORIAL EXPERIENCE

## THE NEW PRODIGY

" Madam, I invite you to compare and appreciate by touching the quality of your skin texture. I let you appreciate its matt and velvet finish. You skin is firmer, smoother and more radiant."

4 Comparison of both hands

" Apply **PRODIGY each morning and each night** on the face and the neck (avoiding eye area). For the delicate eye zone, apply Prodigy Eye Balm for an immediate anti-ageing and smoothing effect. "

5 Application

**HR BEAUTY SECRET**  
"To boost your anti-ageing treatment, apply the Prodigy Powercell serum before the Prodigy Cream on your face avoiding the eye contour."

6 15' Cosmetic Intervention

" Now, I invite you to discover the **15' cosmetic intervention**. Did you know that there are a few additional techniques to smooth your skin and combat the 5 signs of ageing ? It is very easy.

After applying our 3 instant cosmetic intervention skincare products,

- Smooth and unify your complexion with **PRODIGY POWERCELL FOUNDATION**.
- Then apply **MAGIC CONCEALER** to erase dark circles and all trace of fatigue.
- Finally apply **WANTED BLUSH** to illuminate your facial features."



**YES:**  
Proceed according to the PRODIGY 15' Cosmetic Intervention.

**NO:**  
Suggest an alternative appointment base on client's availability.

7 Finalize

" I will prepare your Prodigy skincare and would like to offer you the trial sizes to complete your routine.

If customer purchases Prodigy Cream > Trial sizes: Prodigy Eyes + Prodigy Powercell  
If customer purchases Prodigy Eyes > Trial sizes: Prodigy Cream + Prodigy Powercell

I would be delighted to get your comments any time."  
Give the client the opportunity to join the HR address book.

APPLY



> Apply a small amount of eye contour texture with the tip of the index and middle fingers, working from the inner to the outer corner of the eye.

SMOOTH



> With fingers flat, perform an upwards smoothing movement on the crow's feet area.

DRAIN

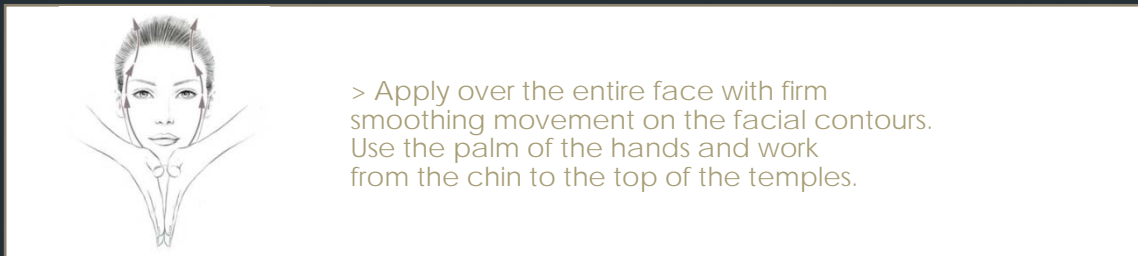


> Drain skin using deep, firm smoothing movements with the fleshy part of the thumbs, under the eyebrow arch along dark circles.

1 Eye care



APPLY

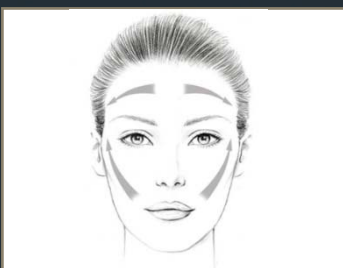


> Apply over the entire face with firm smoothing movement on the facial contours. Use the palm of the hands and work from the chin to the top of the temples.

2 Serum

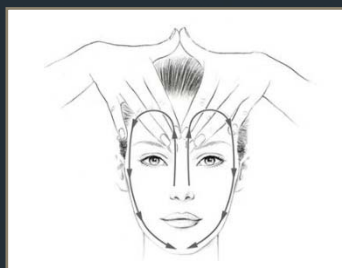


APPLY



> Apply cream over the face and neck using upwards smoothing movements. Use the entire surface of the hand, working from the neck towards the forehead.

SMOOTH



> Using the fleshy part of the fingers, smooth from the sides of the nose to the middle of the forehead, then along the contours and down to the chin.

DRAIN



Perform firm smoothing movements from the chin to the top of the cheeks. Continue horizontally to the ears. Work downwards towards to the jaw line.

3 Cream



4 Enhance

- Smooth and unify your complexion with **PRODIGY POWERCELL FOUNDATION**.
- Then apply **MAGIC CONCEALER** to erase dark circles and all trace of fatigue.
- Finally apply **WANTED BLUSH** to illuminate your facial features.



