



POWER BEAUTY
SINCE 1902

THE NEW PRODIGY

TRAINING MODULE



POWER BEAUTY SINCE 1902 | HR 3 TERRITORIES | 1ST ENCAPSULATED BIO-SAP | THE NEW MOLECULAR BIO-SAP | NEW PRODIGY vs PREVIOUS PRODIGY | THE NEW PRODIGY | SKIN STRUCTURE ZOOM | NEW MOLECULAR BIO-SAP ACTION | PRODIGY EYE TECHNOLOGY | IN-VITRO IN-VIVO TEST | SENSORIAL EXPERIENCE | SALES SCENARIO

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

HELENA RUBINSTEIN
NEW BRAND STATEMENT

POWER BEAUTY SINCE 1902



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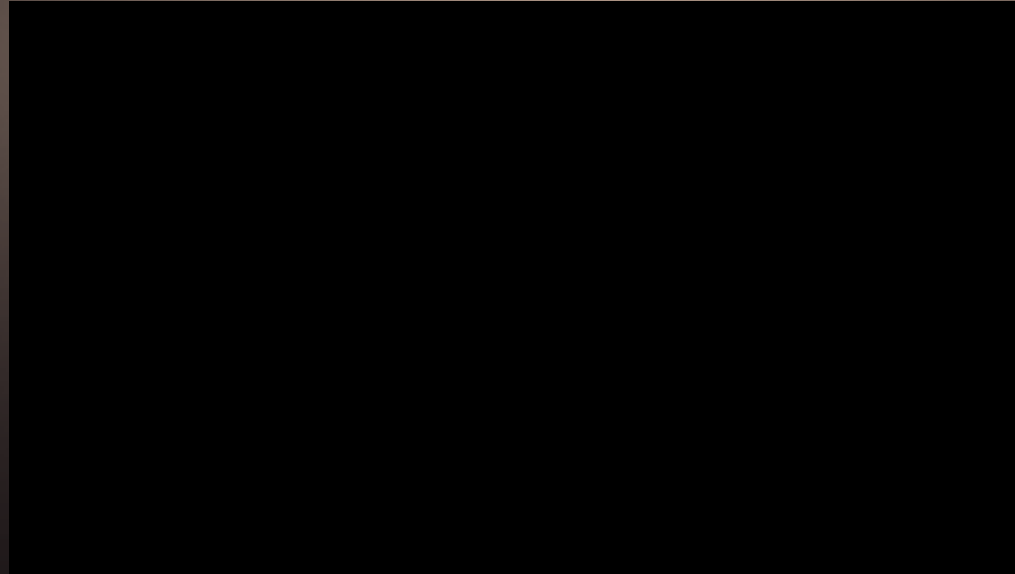
POWER BEAUTY
SINCE 1902





POWER BEAUTY
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POWER BEAUTY
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POWER BEAUTY SINCE 1902

THE MOST
DEMANDING WOMEN

THE MOST
ACTIVE INGREDIENTS

THE HIGHEST
CONCENTRATIONS

THE MOST
SUMPTUOUS TEXTURES

RESULTS CHALLENGING THE
AESTHETIC MEDICINE EFFICACY





POWER BEAUTY
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HELENA RUBINSTEIN

THE 3 SCIENTIFIC TERRITORIES



POWER OF NATURE

"I want a global anti-ageing action"

PRODIGY

MOLECULAR BIO-SAP
VEGETAL STEM CELL



COLLAGEN EXPERTISE

"I need targeted efficacy on visible signs"

COLLAGENIST

MICRO IMPLANTS
COLLAGEN INJECTIONS
LIFTING & V-SHAPING



LA CLINIC AT HOME

"I need a radical and immediate correction"

Re-PLASTY

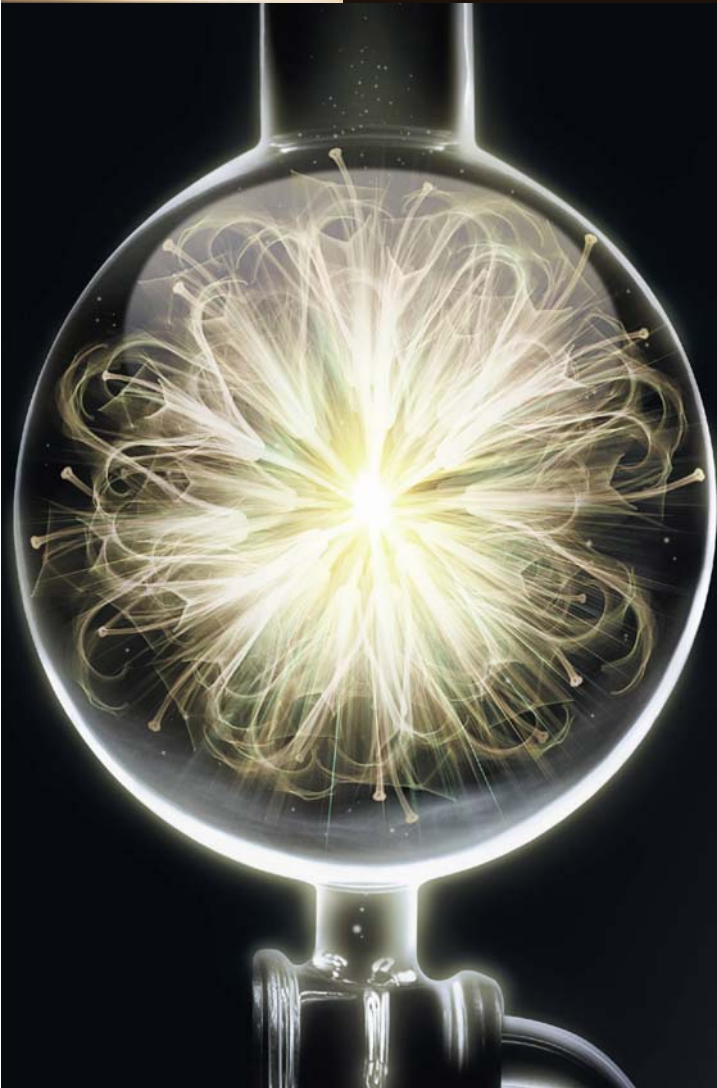
MESOLIFT PEELING LASER
POST INTERVENTION CARE



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POWER OF NATURE



Description: cutting-edge technique in the field of nature and vegetal cells (vegetal stem cells, bio-sap) which plays a role in cell regeneration and stem cell grafting to renew aged and damaged cells.

Technological feat: conserving the power of these cells, whose lifespan is very limited

Keywords: Cellular Regeneration

POWER BEAUTY HR
SINCE 1902 3 TERRITORIES

1ST ENCAPSULATED
BIO-SAP

THE NEW
MOLECULAR BIO-SAP

NEW PRODIGY vs
PREVIOUS PRODIGY

THE NEW
PRODIGY

SKIN STRUCTURE
ZOOM

NEW MOLECULAR
BIO-SAP ACTION

PRODIGY EYE
TECHNOLOGY

IN-VITRO
IN- VIVO TEST

SENSORIAL
EXPERIENCE

SALES SCENARIO



POWER BEAUTY
SINCE 1902

THE 1ST ENCAPSULATED BIO-SAP™



IN 2002,
HELENA RUBINSTEIN CREATED
THE 1ST ENCAPSULATED BIO-SAP™

POWER BEAUTY
SINCE 1902

HR
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POWER BEAUTY
SINCE 1902



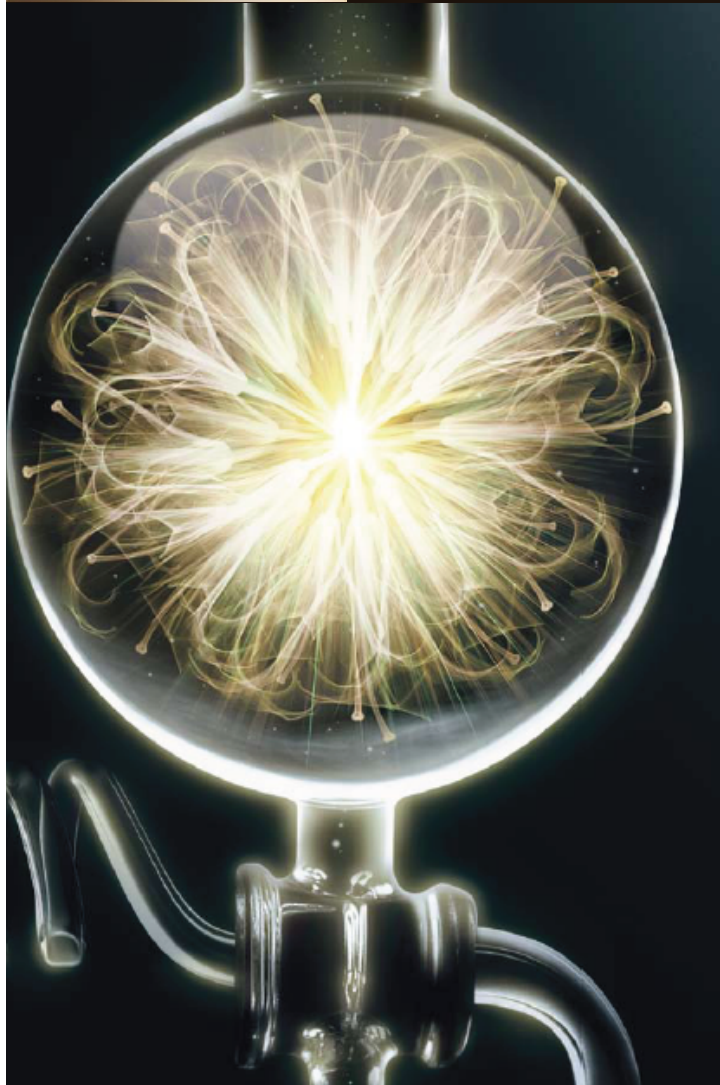
AFTER 10 YEARS OF RESEARCH
AND INNOVATION...

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POWER BEAUTY
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TECHNOLOGICAL BREAKTHROUGH



THE NEW
MOLECULAR BIO-SAP™

A « YOUTH TRANSFUSION »
EVEN AT THE DEEPEST DERMIS

POWER BEAUTY | HR
SINCE 1902 | 3 TERRITORIES

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THE NEW PRODIGY



LIKE SAP TRANSFUSING LIFE AT THE
HEART OF THE PLANT...

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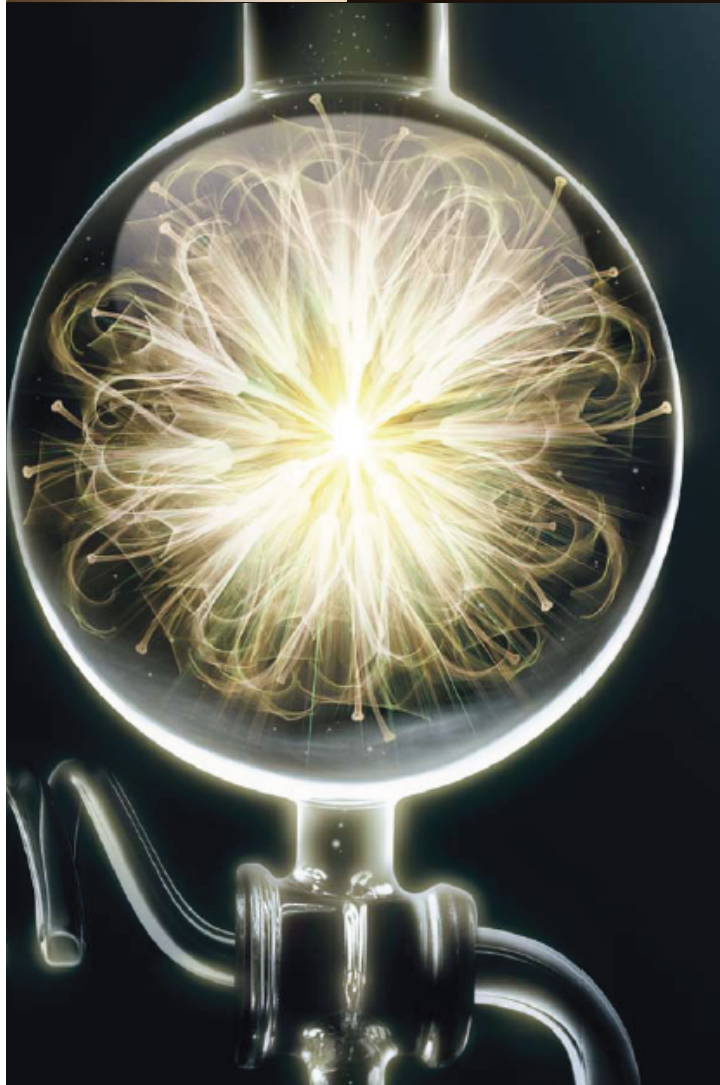


THE NEW PRODIGY IS
A BREAKTHROUGH VEGETAL
SYNERGY FOR A DEEP SKIN RENEWAL

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MOLECULAR BIOLOGY



2012

THE AREA OF MOLECULAR
BIOLOGY FOR HELENA
RUBINSTEIN

POWER BEAUTY HR
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THE NEW PRODIGY

2012

HR REVEALS ITS NEW PRODIGY

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THE NEW PRODIGY

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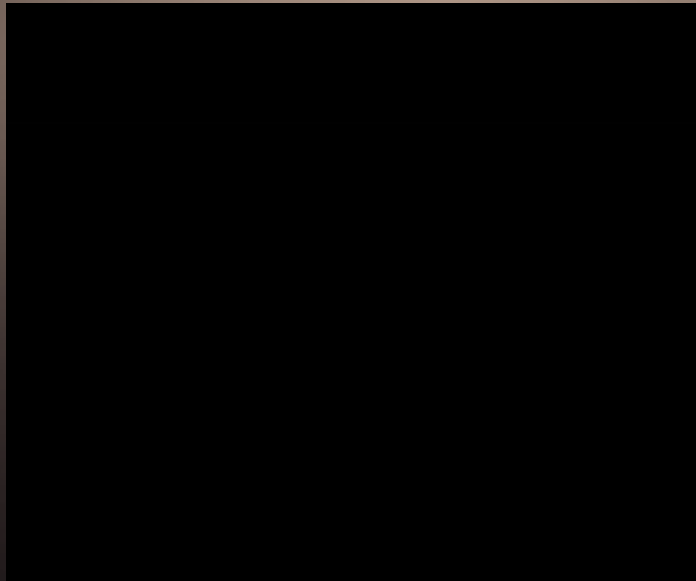
SENSORIAL
EXPERIENCE

SALES SCENARIO



POWER BEAUTY
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THE NEW PRODIGY



POWER BEAUTY
SINCE 1902

HR
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MASTERPIECE OF SCIENCE

THE NEW
PRODIGY

A « YOUTH TRANSFUSION »
FOR A DEEP SKIN RENEWAL

HELENA RUBINSTEIN
PRODIGY

DEEP ANTI-WRINKLE - DEEP REDENSIFICATION - DEEP FIRMNESS
DEEP LUMINOSITY - DEEP HYDRATION

110 years of anti-ageing expertise, 10 years of innovation in botanical biology. The Helena Rubinstein Laboratories have created the 1st Molecular Bio Sap™ to reach the 5 fundamental skin layers, and « transfuse youth » even at the deep dermis. By combining this state of the art global anti-ageing power with a sumptuous and addictive texture, the NEW PRODIGY offers both a unique sensorial experience with outstanding skin results.

www.helenarubinstein.com

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THE MYTH PRODIGY



THE MYTH PRODIGY:

THE FIRST GLOBAL ANTI-AGEING

MORE THAN 1 000 000 SOLD UNITS*
ALL OVER THE WORLD

A SUMPTUOUS PRODIGIOUS TEXTURE
& DELICATE FLORAL NOTES

A SPECTACULAR EFFICIENCY



POWER BEAUTY HR
SINCE 1902

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PRODIGY THE RANGE



The MOLECULAR BIO-SAP is found within our 2
PRODIGY skincare products:



PRODIGY
exceptional deep renewal concentrate
the global anti-ageing cream
50ml - 190 euros



PRODIGY EYES
the global anti-ageing eye balm
15ml - 94 euros



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PRODIGY CREAM

TEXTURES



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



NORMAL SKIN

Unchanged
mythical texture



DRY SKIN

Improved nutritious
texture

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PRODIGY EYE BALM

TEXTURE



EYE BALM



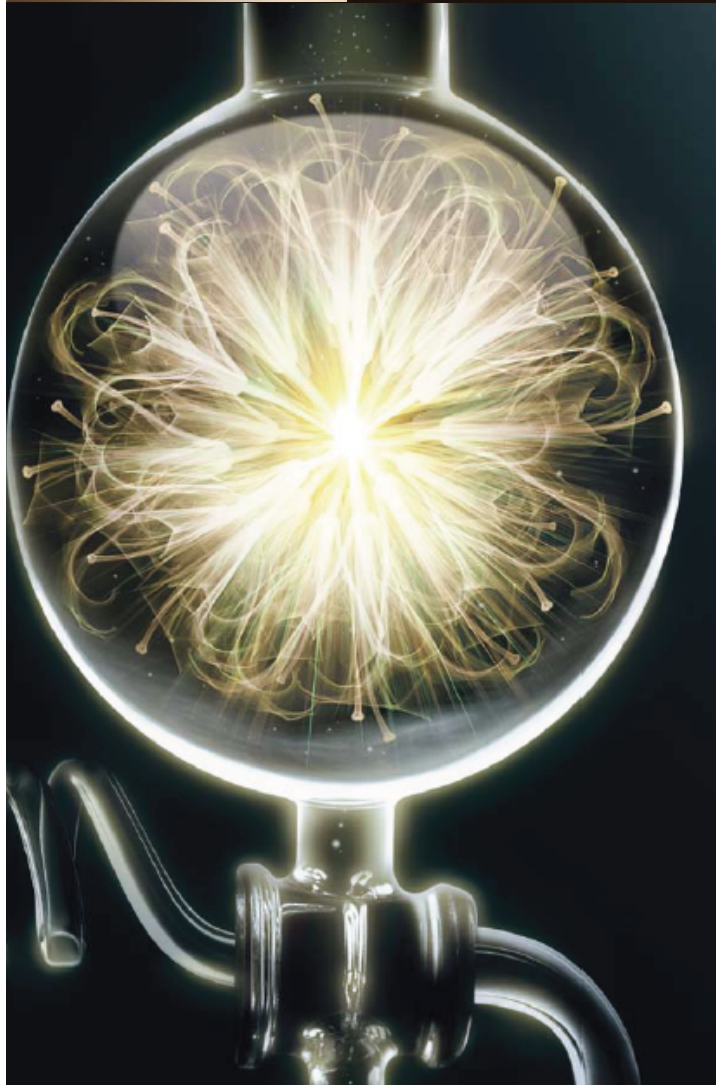
Unchanged
mythical texture





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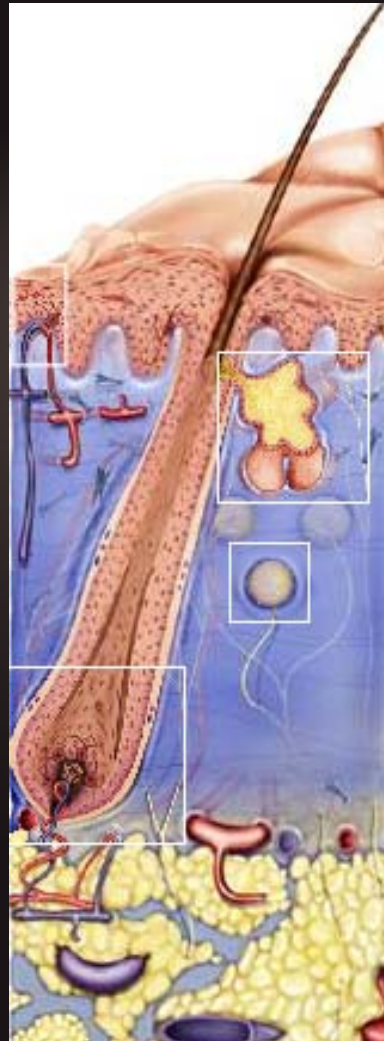
PRODIGY INNOVATION



The Molecular Bio-Sap has been elaborated to act, until the molecular level, on the 5 fundamental skin layers, reaching for the 1st time the reticular dermis, the deepest dermis.

The new Molecular Bio-Sap™ vs Encapsulated Bio-Sap is :

- stronger,
- goes deeper,
- more targeted



↑ EPIDERMIS ↓
DEJ* ↑
↑ 1 ↓
↑ 2 ↓
↓ DERMIS ↑
↑ HYPODERM ↓

Epidermis = **barrier function** (superficial thin layer of the skin)

* Dermo-Epidermal-Junction = **connexion function** between the dermis and the epidermis

Dermis = **structural support function** (collagen and elastin fibers synthesis)

Structured in 2 parts:

- (1) **papillary dermis**
- (2) **reticular dermis**

Hypoderm = **energy reserve function** thanks to fat cells storage (triglycerides)



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NEW MOLECULAR BIO-SAP

DEEP ACTION ON THE SKIN



5. EPIDERMIS



ACTIVE FRACTION OF
JAPANESE LILY BUD



deep hydration

4. DEEP
EPIDERMIS



BAIKAL SKULLCAP
RHIZOMES EXTRACTS



deep luminosity

3. DEJ



RICE PEPTIDES



deep anti-wrinkle

2. PAPILLARY
DERMIS



ACTIVE FRACTIONS OF
MAITAKE



deep firmness

1. RETICULAR
DERMIS



LITCHI POLYPHENOLS



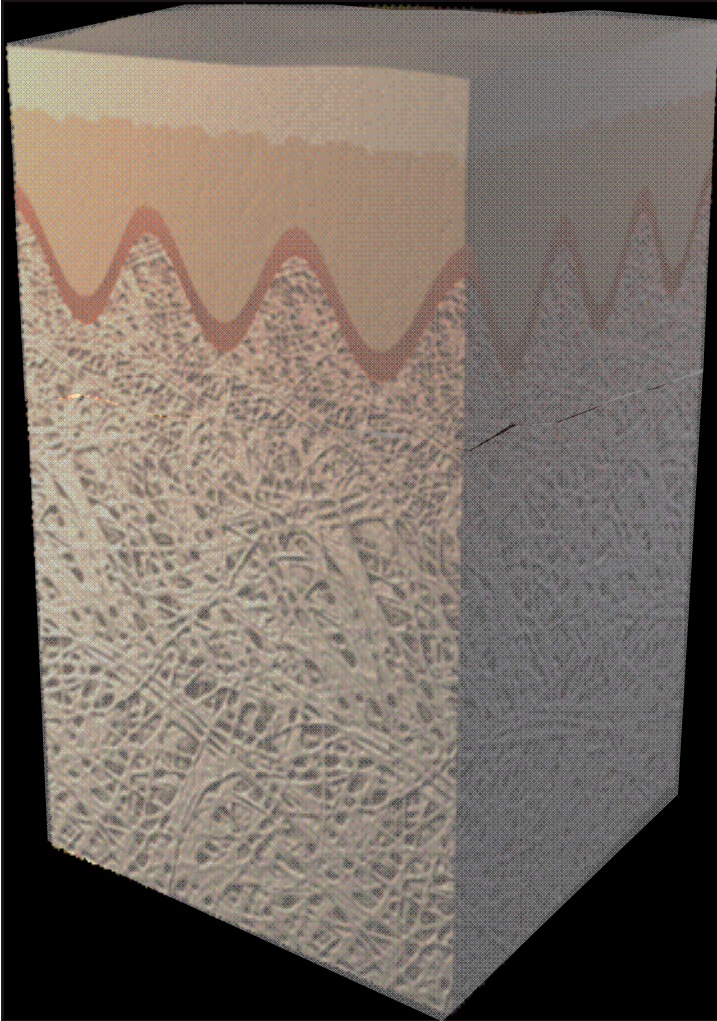
deep redensification



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NEW MOLECULAR BIO-SAP ACTION

DEEPEST DERMIS LEVEL



FOR THE 1ST TIME
ACTION EVEN AT
THE DEEPEST DERMIS AGAINST:

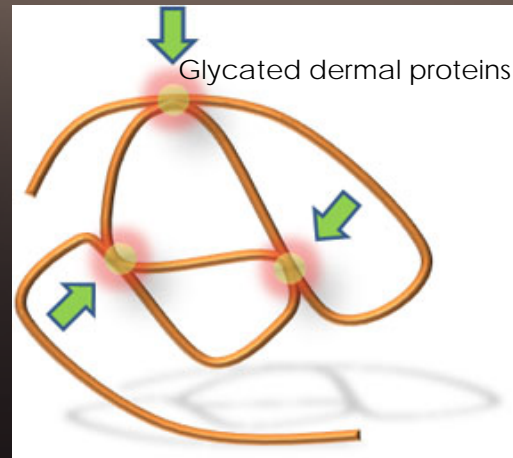
1- GLYCATION
&

2- THE DERMAL SENESCENCE

FOR A DEEP REDENSIFICATION

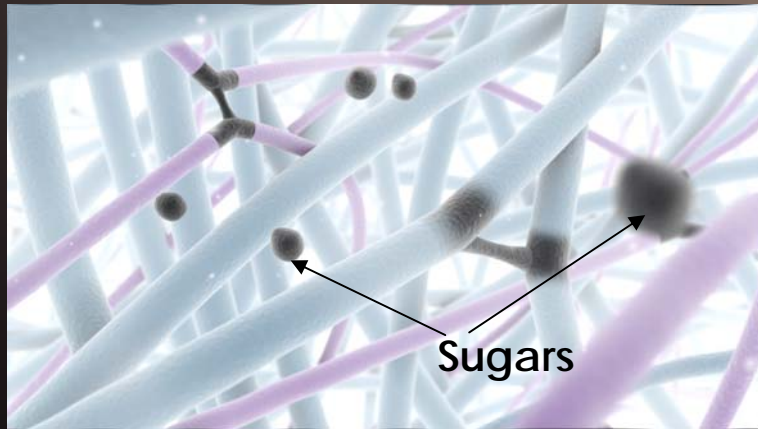
GLYCATION

SUGAR + DERMAL PROTEINS = BRIDGES WHICH STIFFEN COLLAGEN FIBRES

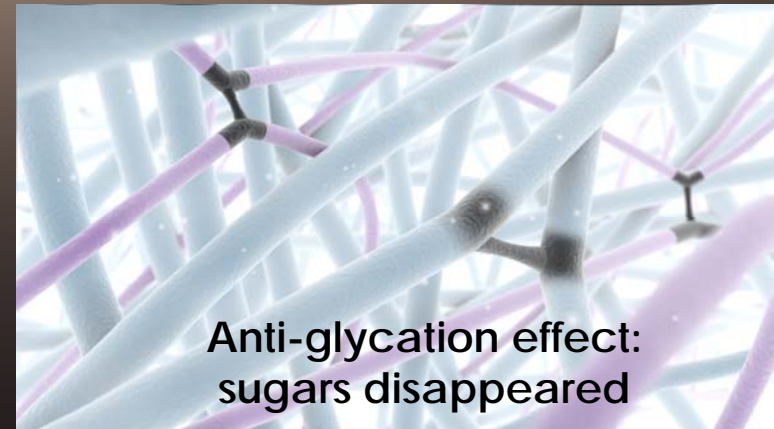


Collagen fibres stiffened by the glycation

THE NEW MOLECULAR BIO-SAP PROTECT COLLAGEN FIBRES FROM SUGAR BONDING (ANTI-GLYCATION ACTION)



Untreated skin (Reticular dermis)

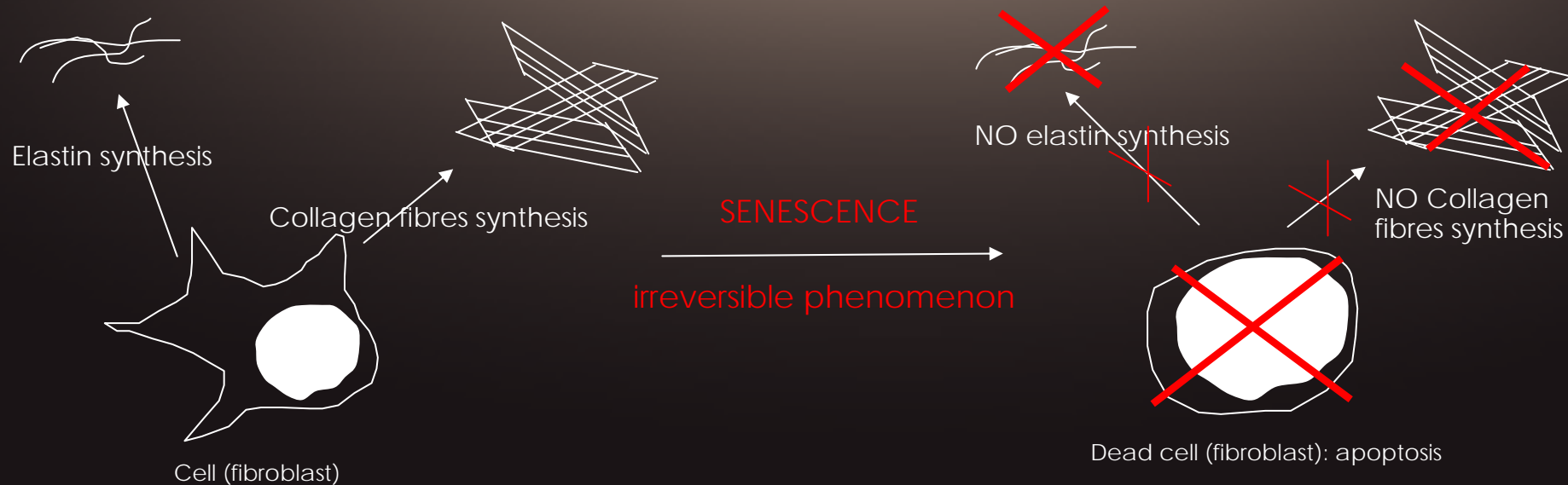


Skin treated with Molecular Bio-Sap (Reticular dermis)

→ DEEP REDENSIFICATION

SENESENCE = CELL DEATH

(example of dermal fibroblasts):





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ACTION ON THE DEEPEST DERMIS
PREVENT THE DERMAL FIBROBLASTS SENESCENCE

THE NEW MOLECULAR BIO-SAP PREVENT DERMAL CELLULAR SENESCENCE OF FIBROBLASTS

→ DEEP REDENSIFICATION



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TECHNOLOGY MOVIE
ACTION ON THE DEEPEST DERMIS

PREVENTION OF SENESCENCE & ANTI -GLYCATION GLYCATION ACTIONS





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TECHNOLOGY MOVIE

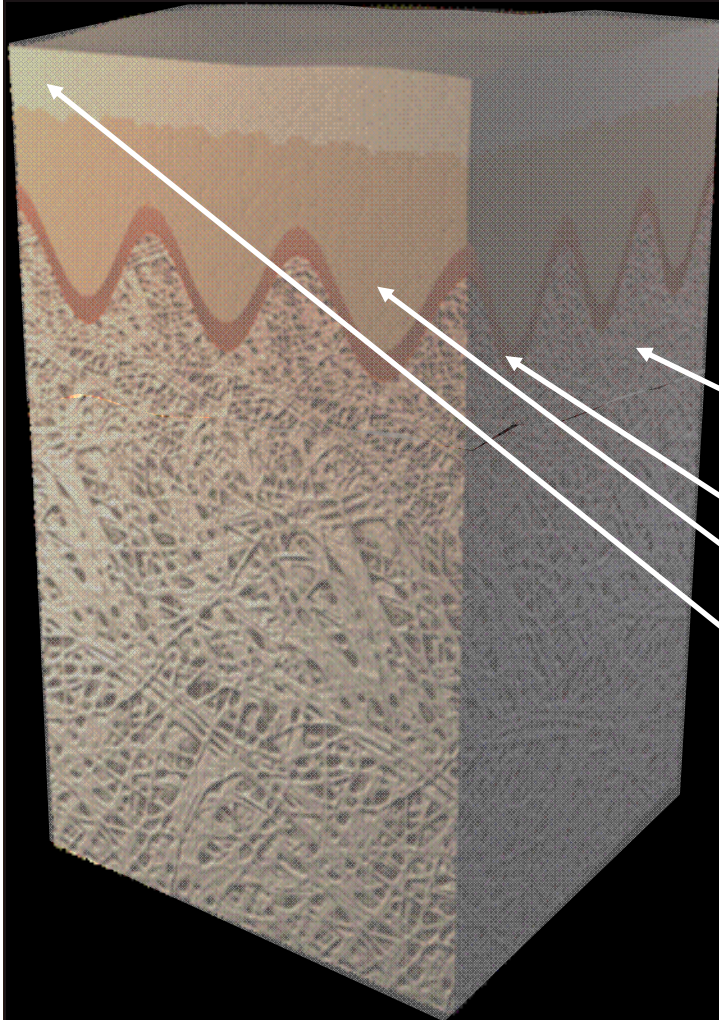
ACTION ON THE DEEPEST DERMIS



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NEW MOLECULAR BIO-SAP ACTION

4 ANOTHER LEVELS



ACTION ON THE 4 ANOTHER
FUNDAMENTAL LAYERS
OF THE SKIN FOR:

A DEEP FIRMNESS

A DEEP ANTI-WRINKLE

A DEEP LUMINOSITY

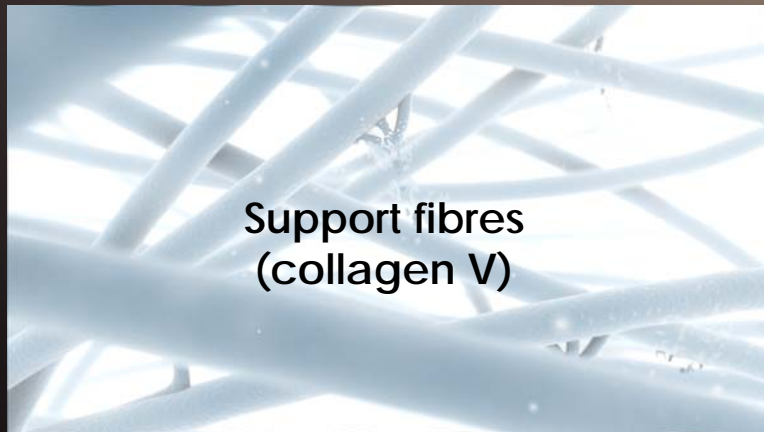
A DEEP HYDRATION



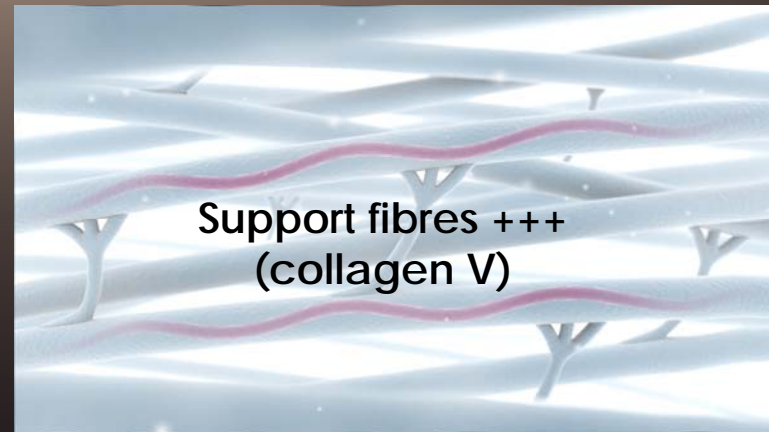
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NEW MOLECULAR BIO-SAP ACTION
PAPILLARY DERMIS LEVEL

THE NEW MOLECULAR BIO-SAP STIMULATES SYNTHESIS OF STRUCTURE MOLECULES (COLLAGEN V)



Untreated skin (papillary dermis)

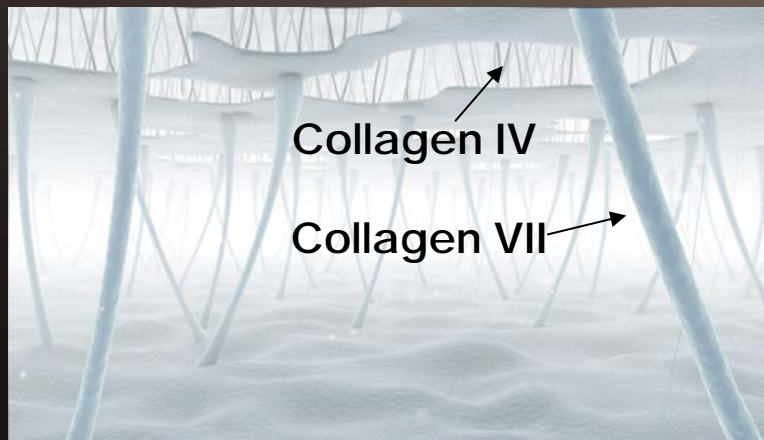


Skin treated with Molecular Bio-Sap (papillary dermis)

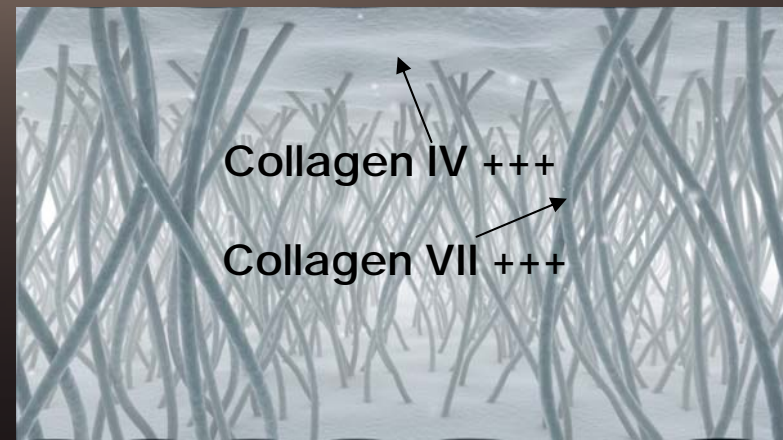
→ DEEP FIRMNESS

STIMULATES THE SYNTHESIS OF FIXING PROTEIN
(COLLAGEN VII)

- PROMOTES THE MOLECULAR SYNTHESIS OF THE DEJ
(COLLAGEN IV)



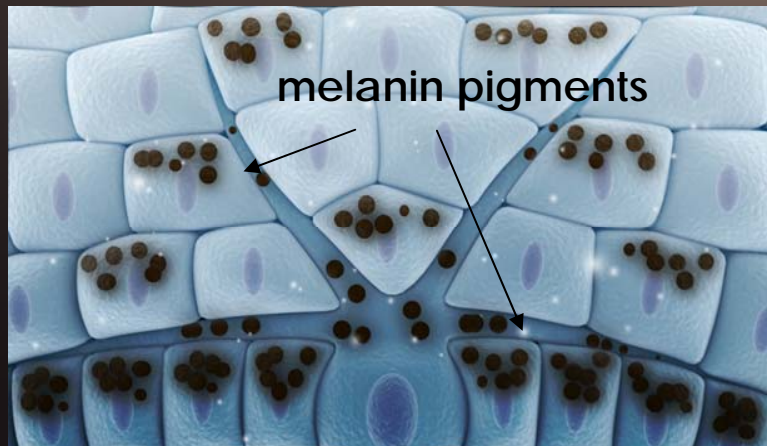
Untreated skin (DEJ)



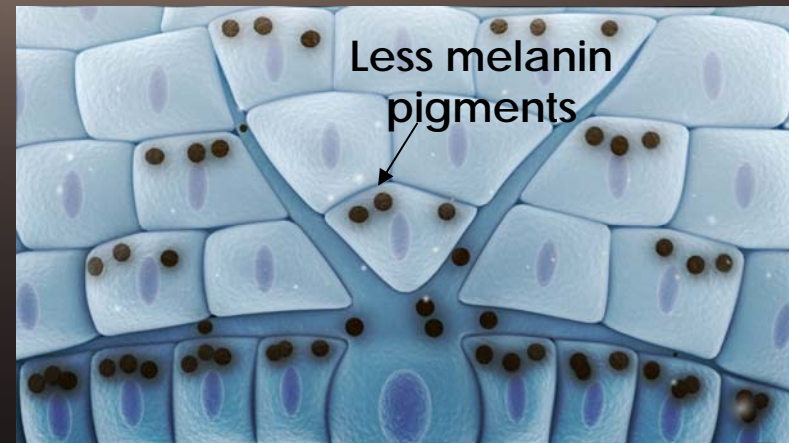
Skin treated with Molecular Bio-Sap (DEJ)

→ DEEP ANTI-WRINKLE

- SLOWS DOWN THE PRODUCTION OF MELANIN
- HAS ANTI-INFLAMMATORY PROPERTIES



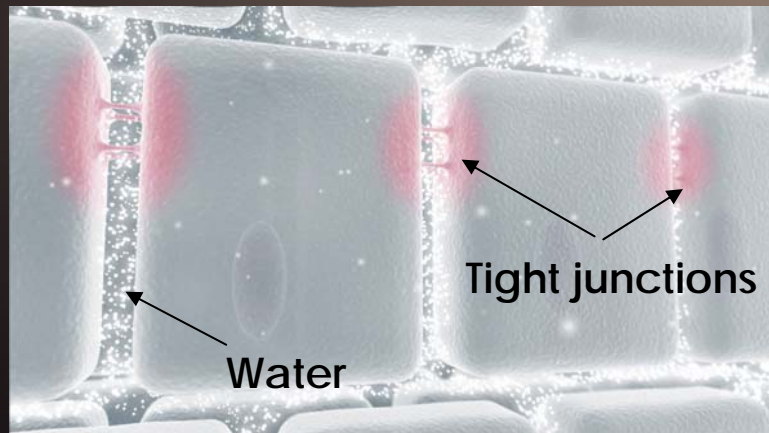
Untreated skin (basal layer)



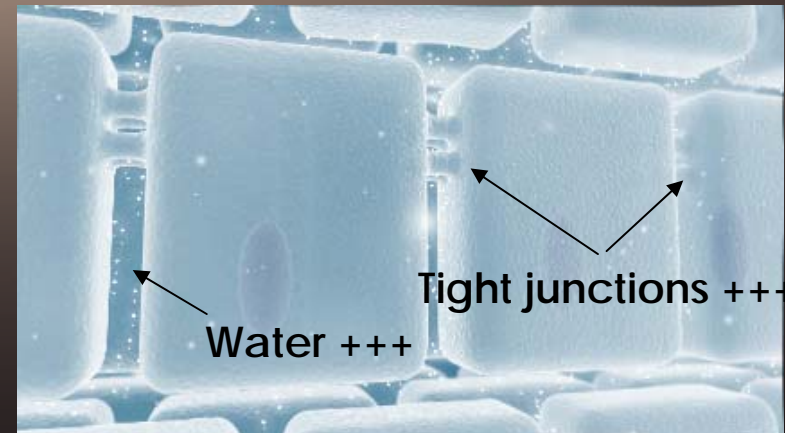
Skin treated with Molecular Bio-Sap (basal layer)

→ DEEP LUMINOSITY

STIMULATES PROTEIN SYNTHESIS MAKING
TIGHT JUNCTIONS



Untreated skin
(granular level)



Skin treated with Molecular Bio-Sap
(granular level)

→ DEEP HYDRATION



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TECHNOLOGY MOVIE
ACTION ON THE 5 SKIN LAYERS

ACTION ON THE 5 FUNDAMENTAL LAYERS OF THE SKIN





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TECHNOLOGY MOVIE

ACTION ON THE 5 SKIN LAYERS



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ESSENTIAL TO REMEMBER

For the 1st time,
global anti-ageing action
UNTIL THE DEEPEST DERMIS:

Prevent dermal cellular senescence

&

Protect collagen against glycation

FOR A DEEP SKIN RENEWAL

POWER BEAUTY
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HR
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PRODIGY EYES
SPECIFIC ACTIVE INGREDIENTS



MOLECULAR BIO-SAP™

+ SPECIFIC EYE CONTOUR ACTIVE
INGREDIENTS



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PRODIGY
RESULTS

RENEWED SKIN FROM THE DEEP INSIDE FOR AN EVEN VELVETY AND TONIC SKIN



DEEP HYDRATION (epidermis)

DEEP LUMINOSITY (deep epidermis)

DEEP ANTI-WRINKLE (JDE)

DEEP FIRMNESS (papillary dermis)

DEEP REDENSIFICATION (reticular dermis)



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THE NEW PRODIGY VS FOLDER PRODIGY

PRODIGY

global anti-ageing concentrate

THE NEW PRODIGY

exceptional deep skin renewal concentrate
the global anti-ageing cream

THE MYTHICAL PRODIGIOUS & SUMPTOUS TEXTURE
DELICATE FLORAL FRAGRANCE

2002

ENCAPSULATED BIO-SAP™ TECHNOLOGY:

Global anti-ageing action on the five
mechanism of skin-ageing.

2012

MOLECULAR BIO-SAP™ TECHNOLOGY:

Targeted action on the 5 fundamental layers
of the skin until the DEEPEST DERMIS:

Prevent dermal cellular **senescence**
&
Protect collagen against **glycation**

SKIN BENEFITS:

- **Global** anti-ageing results
anti-wrinkles, firmness, radiance, uniformity, hydration

SKIN BENEFITS IMPROVED:

Renewed skin from the deepest inside:
even velvety and tonic skin
(firmer, smoother, more radiant skin)
(deep hydration, deep luminosity, deep anti-wrinkle, deep
firmness, deep redensification)



POWER BEAUTY
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ENCAPSULATED vs MOLECULAR BIO-SAP

ENCAPSULATED BIO-SAP Previous Prodigy 2002

ACTIONS ON:

- 1- Hydration → Synthesis of epidermal lipids
- 2- Luminosity → Disruption in melanogenesis
- 3- Anti-wrinkle → Cellular renewal
- 4- Radiance → Skin microcirculation
- 5- Firmness → Support tissue (collagen and elastin)

→ GLOBAL ANTI-AGEING ACTION

MOLECULAR BIO-SAP New Prodigy 2012

ACTIONS ON:

- 1- Deep hydration → Synthesis of protein making tight junction
- 2- Deep luminosity → Formation of melanin in melanocytes slowed down, anti-inflammatory properties
- 3- Deep anti-wrinkle → Synthesis of collagens of the DEJ to regain adhesion between the dermis and the epidermis
- 4- Deep firmness → Synthesis of structure collagens, essential to the papillary dermis

5- Deep redensification → Prevent dermal cellular senescence and protect collagen fibres from glycation

→ TARGETED ACTION FOR A DEEP GLOBAL ANTI-AGEING EFFECT

UNPRECEDENTED IN-VIVO & IN-VITRO TESTS ON THE DEEPEST DERMIS

1. IN-VITRO TESTS :

PART 1: NEW MOLECULAR BIO-SAP : INHIBITION OF AGEING
TARGETS IN THE DEEPEST DERMIS

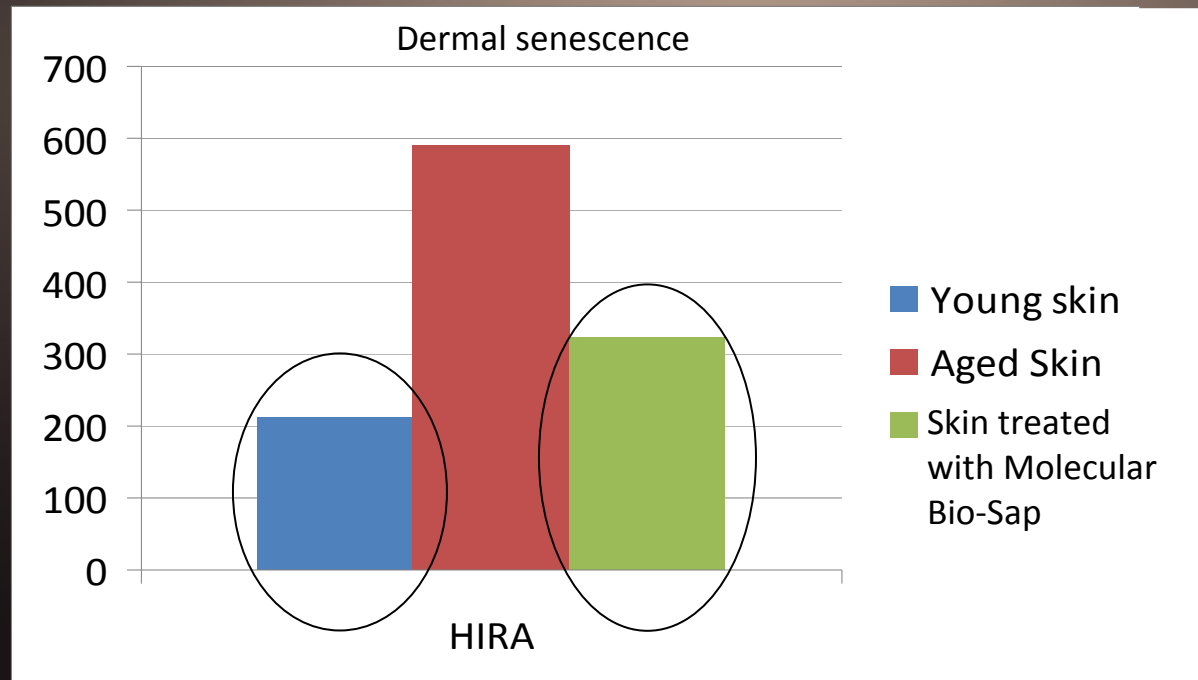
PART 2: NEW MOLECULAR BIO-SAP: SYNTHESIS ACTIVATION OF
3 TYPES OF COLLAGEN EVEN AT THE DEEPEST DERMIS

2. IN-VIVO PROOF OF DEEP DERMAL ACTIVITY:

1. DEEP ANTI-WRINKLE
2. DEEP REDENSIFICATION
3. DEEP ELASTICITY
4. DEEP LUMINOSITY
5. DEEP NUTRITION

INHIBITION OF AGEING TARGETS

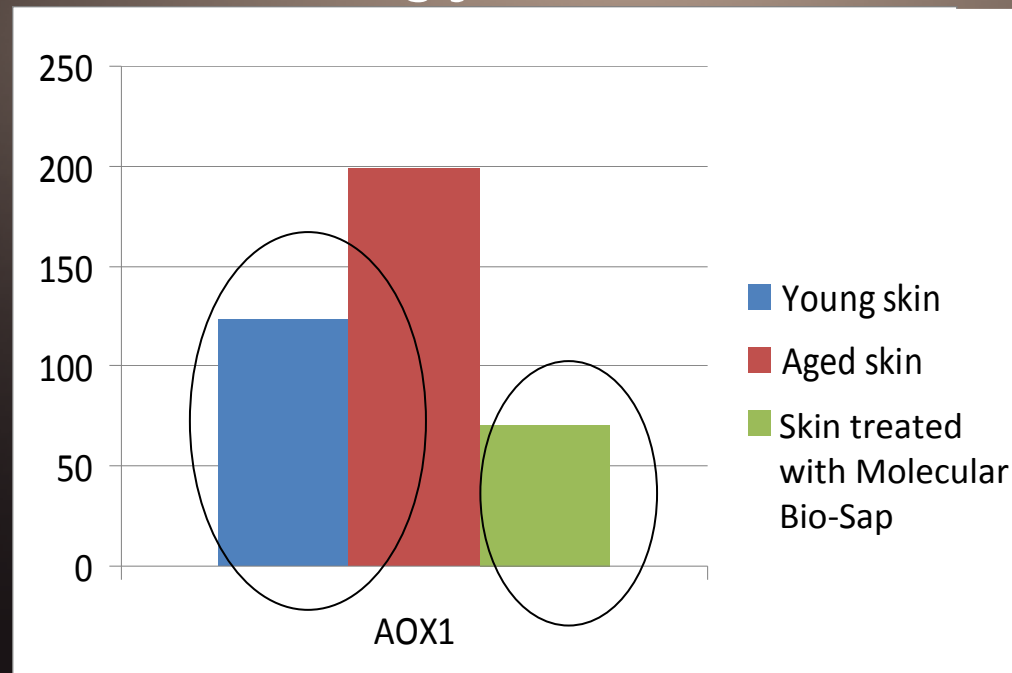
HIRA: encodes a protein that plays an important role in the formation of the dermal cellular senescence (**cell death**).



→ HIRA is inhibited in a significant way by the Molecular Bio-Sap, getting closer to the young skin

INHIBITION OF AGEING TARGETS

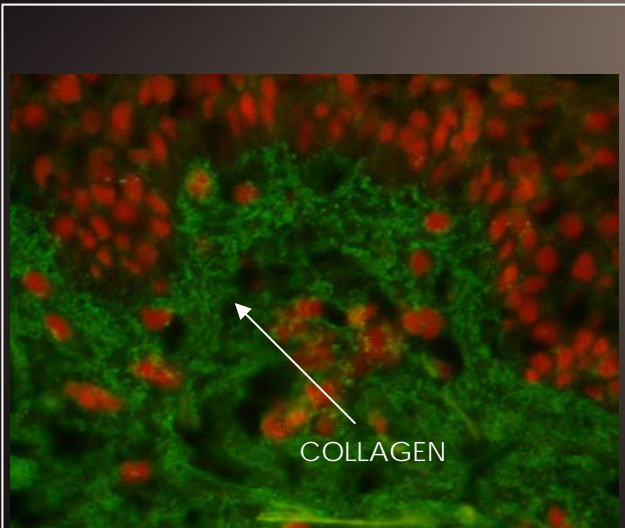
AOX1: molecular target which encodes a molecule which contribute to oxidative stress in ageing skin. (sugar bonding on collagen fibres: glycation).



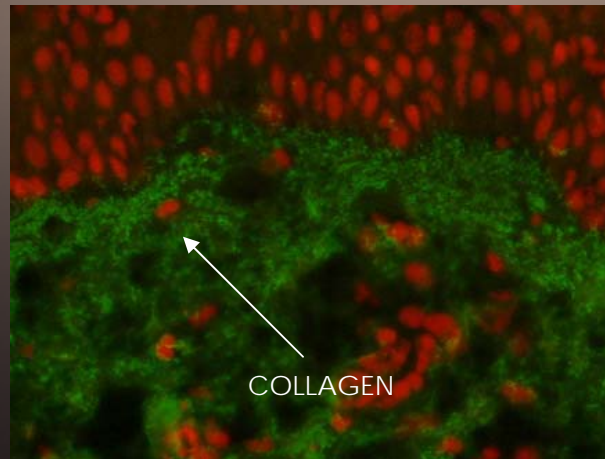
→ AOX1 is strongly repressed by the Molecular Bio-Sap, in a more important way than in the young skin.

SYNTHESIS ACTIVATION OF 3 TYPES OF COLLAGEN EVEN AT THE DEEPEST DERMIS

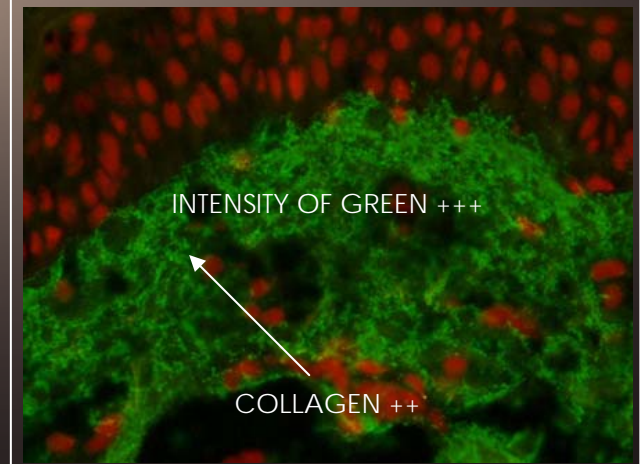
COLLAGEN I : RETICULAR DERMIS (DEEPEST DERMIS)



UNTREATED YOUNG SKIN (J4)



UNTREATED AGED SKIN (J4)

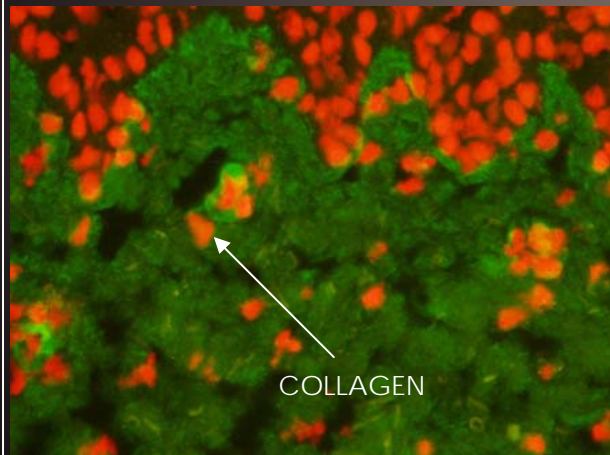


TREATED AGEING SKIN WITH MOLECULAR BIO-SAP (J4)

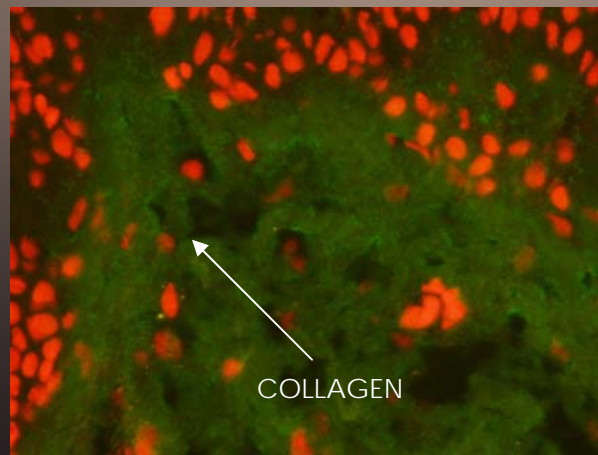
COLLAGEN OF AGED SKIN WITH MOLECULAR BIO-SAP = COLLAGEN OF YOUNG SKIN

SYNTHESIS ACTIVATION OF 3 TYPES OF COLLAGEN EVEN AT THE DEEPEST DERMIS

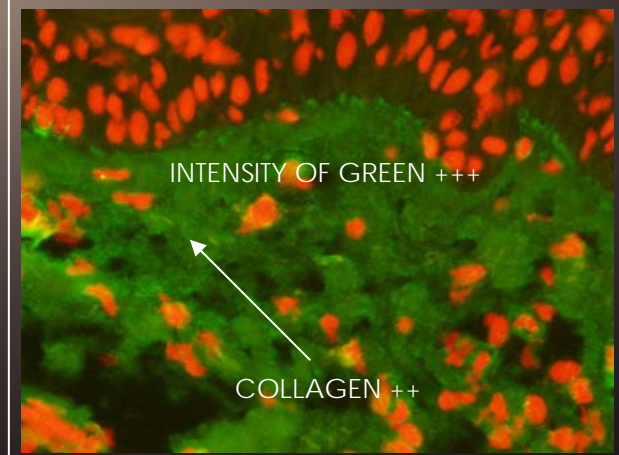
COLLAGEN V : PAPILLARY DERMIS



UNTRATED YOUNG SKIN (J4)



UNTRATED AGEING SKIN (J4)

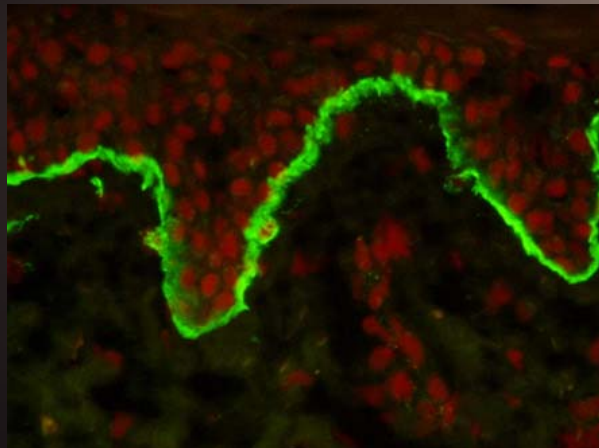


TREATED AGEING SKIN WITH MOLECULAR BIO-SAP (J4)

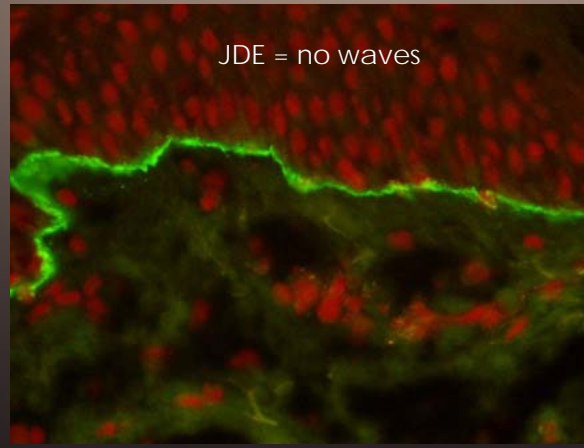
COLLAGEN OF SKIN WITH MOLECULAR BIO-SAP > COILLAGEN OF YOUNG SKIN

SYNTHESIS ACTIVATION OF 3 TYPES OF COLLAGEN EVEN AT THE DEEPEST DERMIS

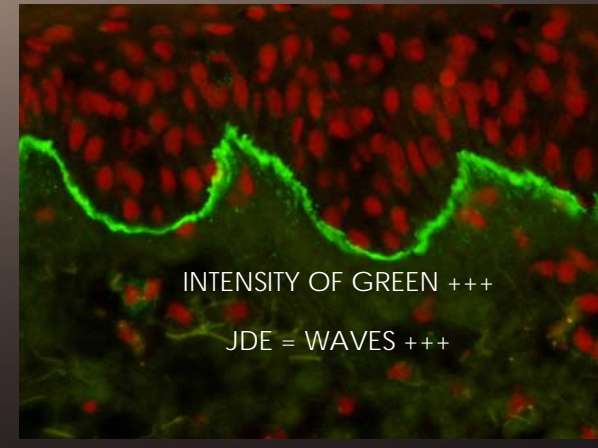
COLLAGEN VII : DERMO EPIDERMAL JUNCTION



UNTRATED YOUNG SKIN (J4)



UNTRATED AGEING SKIN (J4)



TREATED AGEING SKIN WITH MOLECULAR BIO-SAP (J4)

COLLAGEN OF SKIN TREATED WITH MOLECULAR BIO-SAP SLIGHTLY LOWER THAN COLLAGEN OF YOUNG SKIN



POWER BEAUTY
SINCE 1902

PRODIGY
IN-VIVO TEST

IN VIVO-TEST PROTOCOL:

- Unique and long clinical study of 2 months at the CHU of Besançon
- On 20 women of 53 years old
- Twice-daily application on the whole face and the hemi-low neck
- Step 1: measures of the main parameter, the anti-ageing index
- Step 2: verification of the index by relevant, sensitive and in-depth measures on the 5 major signs of skin aging.

The twice-daily application of the PRODIGY cream allowed the **improvement of the anti-ageing index of 12 % on average to 100 %** of the women on the face - **until 22 %** for a subject.

	Face	Hemi-low neck*
Improvement of forehead wrinkles	18%	-
Improvement at the level of fine wrinkles	12%	-
Improvement of the flexibility	9%	-
Improvement of the homogeneity	8%	-
Decrease og the visibility of spots	11%	5,5%
Improvement of the hydration	44%	12%



POWER BEAUTY
SINCE 1902

PRODIGY

IN-VIVO TEST - STEP 2: SECONDARY PARAMETERS

Efficacy on **wrinkles***:

- 19,7% on forehead wrinkles,
- 19,1% on wrinkles inter superciliary
- 25,3% for those of the nasogénien furrow
- 25,5% for those of the crow's-foot

Efficacy on **density and firmness****:

+7,1% of skin density compared with an untreated skin

Efficacy on **hydration*****:

+11% of hydration

Efficacy on **luminosity**:

- 19% on the olive tint,
- 11% on the beige tint, } Responsible for the mat complexion
- +12% on the pinkish tint, favoring the luminosity
- + 6% of brightness

*Clinical study: evolution of scores on a photographic scale, 8 weeks, 41 women.

** Evolution of score on a photographic scale, 4 weeks, 40 women.

*** On 14 subjects presenting a skin dehydrated to T0.



POWER BEAUTY
SINCE 1902

PRODIGY

EXCEPTIONAL DEEP RENEWAL CONCENTRATE THE GLOBAL ANTI-AGEING CREAM
GLOBAL ANTI-AGEING EYE BALM

TECHNOLOGY

THE MOLECULAR BIO-SAP™:

A "youth transfusion" from the deepest dermis to renewed skin:

Targeted action on the 5 fundamental layers of the skin until the DEEPEST DERMIS:

Prevent dermal cellular **senescence**

&

Protect collagen against **glycation**

EYE BALM: MOLECULAR BIO-SAP + SPECIFIC EYE CONTOUR

ACTIVE INGREDIENTS:

- **BUCKWEATH WAX:** anti-puffiness effect.
- **LIGHT REFLECTING SOFT FOCUS POWDER:** instant illuminating effect.
- **FIRMING POLYMER:** instant tension effect.



50 ml Gold jar



15 ml Gold jar

must have

APPLICATION ☀️🌙

Apply the Prodigy cream on face and neck avoiding the eye contour on day and night.

Apply a small amount of eye contour texture on day and night.

TEXTURES



NORMAL SKIN



DRY SKIN



EYE BALM

The mythical prodigious texture melts instantly into the skin to reveal a sumptuous comfort and a matt, velvet finish.

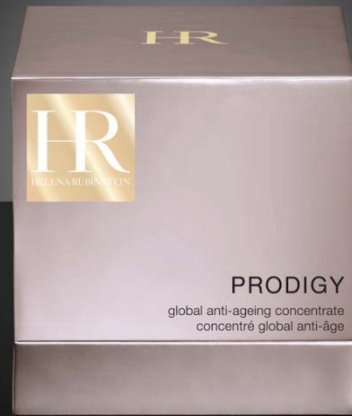
SKIN BENEFITS :

Renewed skin from the deepest inside: even velvety and tonic skin
(deep hydration, deep luminosity, deep anti-wrinkle, deep firmness, deep redensification)

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

PRODIGY
NEW PACK



PRESENTATION

- Ultimate luxury,
- Gold colored case.

You should always remember to present it to your client like a high-fashion piece of jewelry.

Your hand movements constitute a retail tool just like this precious packaging.

POWER BEAUTY
SINCE 1902

HR
3 TERRITORIES

1ST ENCAPSULATED
BIO-SAP

THE NEW
MOLECULAR BIO-SAP

NEW PRODIGY vs
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THE NEW
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SKIN STRUCTURE
ZOOM

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BIO-SAP ACTION

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TECHNOLOGY

IN-VITRO
IN-VIVO TEST

SENSORIAL
EXPERIENCE

SALES SCENARIO



POWER BEAUTY
SINCE 1902

PRODIGY
THE SAME NAME

ORCHIDÉE IMPERIALE



CAPTURE TOTALE



PRODIGY





POWER BEAUTY
SINCE 1902

PRODIGY
SENSORIAL EXPERIENCE IN VIDEO

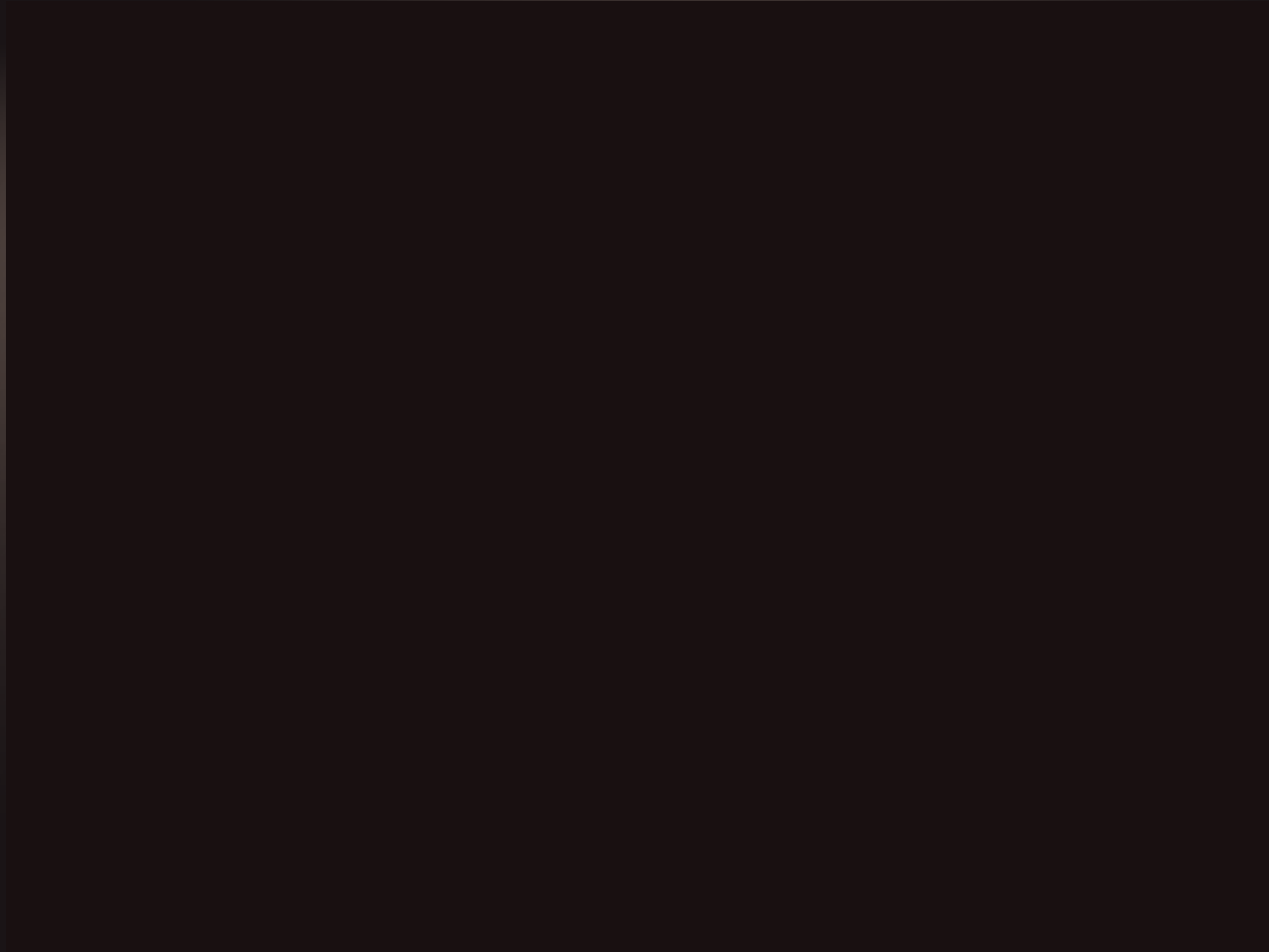
PRODIGY SENSORIAL EXPERIENCE





POWER BEAUTY
SINCE 1902

PRODIGY
SENSORIAL EXPERIENCE IN VIDEO



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 Bio-Sap.

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



Skin preparation: lotion



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

Texture application



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

Perform the deep enveloping PRODIGY specific massage, according these five steps:

1. Light effleurages



2. Enveloping movements



3. Swiping movements



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

4. Deep pressure movements



"For the 1st time, the last one acts on the deepest dermis: the reticular dermis, for a deep redensification".

Finalization: comparison of both hands



"Madame, I invite you to touch your hand and to appreciate the quality of you skin texture. I let you appreciate its matt and velvet finish"



POWER BEAUTY
SINCE 1902

PRODIGY

SALES SCENARIO / Client who already knows Prodigy

"Welcome to HELENA RUBINSTEIN. POWER BEAUTY since 1902, at the service of the most demanding women to offer the best before aesthetic medicine by creating skincare products highly concentrated in active ingredients with instantly visible results."

"If you look at your skin in the mirror, what would you like to improve? Show me..."

"With time, my skin is uncomfortable, it lost density and elasticity, my complexion is uneven, wrinkles and lines are appearing. I am looking for a skincare that can work on every front."

Do you already know the mythical cream Prodigy?
Yes

1 Welcome

2 Focus in the mirror

3 Treat

"What do you like about it?"

"I like its fresh texture, its delicate fragrance..."

"We kept exactly all the power of an extremely sensorial formula which made the myth of Prodigy. The new Prodigy skincare benefits from an HR innovation today, the Molecular Bio-Sap which acts **even at the deepest dermis** to improve skin results for a deep skin renewal."

Now, PRODIGY goes one step further for a deep skin renewal. skin is firmer, smoother and more radiant:

DEEP REDENSIFICATION,
DEEP ANTI-WRINKLE,
DEEP FIRMNESS,
DEEP HYDRATION
DEEP LUMINOSITY.

[Whilst applying Prodigy cream to the client's hand, according to the Prodigy deep enveloping hand modeling]

Invite the client to touch the prodigious velvety finish.

Like sap transfusing life at the heart of the plant, Prodigy is a "youth transfusion" all through the skin until **the deepest dermis**, from deep inside to renewed skin.



EVERY DAY & NIGHT



POWER BEAUTY
SINCE 1902

PRODIGY

SALES SCENARIO / Client who already knows Prodigy

HR BEAUTY
SECRET

To boost your anti-ageing treatment, apply the Prodigy Powercell serum before the Prodigy Cream on your face and neck, avoiding the eye contour. For the delicate eye zone, apply Prodigy Eye Balm for an anti-ageing and smoothing effect.



4 Enhance

Did you know that there are a few additional techniques to smooth your skin and give it radiance, youthful and freshness? It is very easy.

Enhance your skin with Prodigy Powercell Foundation. From the moment of application, you will appreciate its ultra natural "nude effect" and lasting comfort during the day. Then apply Magic Concealer to erase dark areas and Wanted Blush to illuminate your face.



5 Flash
Beauty Revelation

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

YES:
Proceed according to the service outline provided in the FOCUS brochure

NO:
Suggest an alternative appointment based on the client's availability

"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

6 Finalize

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



POWER BEAUTY
SINCE 1902

PRODIGY

SALES SCENARIO / New customer

"Welcome to HELENA RUBINSTEIN. POWER BEAUTY since 1902, at the service of the most demanding women to offer the best before aesthetic medicine by creating skincare products highly concentrated in active ingredients with instantly visible results."

"If you look at your skin in the mirror, what would you like to improve? Show me..."

"With time, my skin is uncomfortable, it lost density and elasticity, my complexion is uneven, wrinkles and lines are appearing. I am looking for a skin care that can work on every front."

Do you already know the mythical cream Prodigy?

No

1 Welcome

2 Focus in the mirror

3 Treat

"I invite you to discover PRODIGY, the Exceptional Deep Skin Renewal Concentrate, a masterpiece of science for a deep youth transfusion."

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.

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

[Apply Prodigy cream to the client's hand according to the Prodigy deep enveloping hand modeling.]

PRODIGY is the global anti-ageing solution to fight against the 5 signs of ageing;

DEEP REDENSIFICATION,
DEEP ANTI-WRINKLE,
DEEP FIRMNESS,
DEEP HYDRATION
DEEP LUMINOSITY.



EVERY DAY & NIGHT



POWER BEAUTY
SINCE 1902

PRODIGY

SALES SCENARIO / New customer

HR BEAUTY
SECRET

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POWER BEAUTY
SINCE 1902

LINK SELLING SCENARIO

THE PRODIGY
SKINCARE
ROUTINE

PRODIGY CREAM

must
have



PRODIGY EYE BALM

+



HR BEAUTY SECRET

must
have



PRODIGY POWERCELL
SERUM



POWER BEAUTY
SINCE 1902

COMPETITIVE ENVIRONMENT

cream



must have

THE HR +

- For the 1st time, a "youth transfusion" **even at the deepest dermis** for a deep skin renewal.
- Renewed skin from deep inside for an even velvety and tonic skin.
- Mythical prodigious & sumptuous texture.
- Delicate floral fragrance.
- Results on the deepest dermis proven

ESTÉE LAUDER



RE-NUTRIV
INTENSIVE
LIFTING CREAM

LANCÔME



ABSOLUE
PRECIOUS CELLS

DIOR



CAPTURE TOTALE

CHANEL



SUBLIMAGE

SHISEIDO



FUTURE SOLUTION LX



POWER BEAUTY
SINCE 1902

COMPETITIVE ENVIRONMENT

Eye balm



THE HR +

- For the 1st time, a “youth transfusion” **even at the deepest dermis** for a deep skin renewal.
- Renewed skin from deep inside for an even velvety and tonic skin.
- Mythical prodigious & sumptuous texture.
- Delicate floral fragrance.
- Results on the deepest dermis proven

ESTEE LAUDER



RE-NUTRIV
INTENSIVE LIFTING
EYE CREAM

LANCOME



ABSOLUE
PRECIOUS CELLS
EYE

DIOR



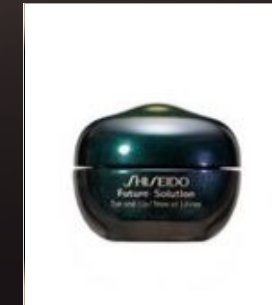
CAPTURE TOTALE
EYE

CHANEL



SUBLIMAGE EYE

SHISEIDO



FUTUR SOLUTION LX EYE



POWER BEAUTY
SINCE 1902

HR SKINCARE GEOGRAPHY

1ST 2012 SEMESTER

MUST HAVE SERUM



PRODIGY POWERCELL

Skin smoothed
Radiance recreated
Tone reinforced
24hr rehydration

PRODIGIOUS GLOBAL ANTI-AGEING CARE

From age 30



PRODIGY POWERCELL

Fortified skin – reduced wrinkles
Radiance revealed – Continuous hydration

From age 40



PRODIGY

Deep anti-wrinkle –
Deep redensification – Deep elasticity
Deep luminosity – Deep nutrition

From age 50



PRODIGY EXTREME

Deep wrinkles smoothed – Density
Radiance – Extreme nourishment

LA CLINIC AT HOME



Re-PLASTY

MESOLIFT
Radiance
Lift

HD PEEL
Anti-wrinkle
Skin quality

LASERIST
Anti-dark spot
Uniformity

SPECIALIST ANTI-AGEING CARE

From age 30



HYDRA COLLAGENIST

High Hydration – Anti-ageing
Densifying - Smoothing

From age 40



COLLAGENIST WITH PRO-XFILL

Anti-wrinkle
Replumping - Filling

From age 40



COLLAGENIST V-LIFT

Lifting – Firmness
Anti-wrinkle



RE-PLASTY AGE RECOVERY

Repair accelerating
night care



POWER BEAUTY
SINCE 1902

POWER OF NATURE: PRODIGY

YOUTH GRAFTER

PRODIGY POWERCELL



From 30

THE 1ST GENUINE "YOUTH GRAFTER" SKINCARE THAT AUTO-REPAIRS SKIN IN RECORD TIME, FOR DAILY REPAIR AND PROTECTION.

GLOBAL ANTI-AGEING POWER

PRODIGY

—
New for 2012
—



From 40

FOR THE FIRST TIME IN COSMETICS, A "YOUTH" TRANSFUSION EVEN AT THE DEEPEST DERMIS FOR A DEEP SKIN RENEWAL.

ULTIMATE ANTI- AGEING POTENCY

PRODIGY EXTREME



From 50

THE 1ST LIFE CONCENTRATE WITH THE ULTIMATE ANTI-AGEING POTENCY TO FIGHT THE RADICALIZED SIGNS OF AGEING SEEN IN MATURE SKIN.

POWER BEAUTY
SINCE 1902

HR
3 TERRITORIES

1ST ENCAPSULATED
BIO-SAP

THE NEW
MOLECULAR BIO-SAP

NEW PRODIGY vs
PREVIOUS PRODIGY

THE NEW
PRODIGY

SKIN STRUCTURE
ZOOM

NEW MOLECULAR
BIO-SAP ACTION

PRODIGY EYE
TECHNOLOGY

IN-VITRO
IN-VIVO TEST

SENSORIAL
EXPERIENCE

SALES SCENARIO



POWER BEAUTY
SINCE 1902

PRODIGY
PRICE POSITIONNING

465 €	CLE DE PEAU	The Cream	30ml
349 €	GUERLAIN	Orchidée Impériale	50ml
345 €	DIOR	L'or De Vie	50ml
340 €	LA PRAIRIE	Skin Caviar	50ml
300 €	SISLEY	Sisleya	50ml
271€	LAUDER	Re-Nutriv Ultimate	50ml
263 €	CHANEL	Sublimage	50ml
262 €	SHISEIDO	Future Solution LX	50ml
230 €	HR	Prodigy Re-plasty Meso	50ml
212 €	LAUDER	Re-Nutriv Intensive Lifting Cream	50ml
208 €	HR	Re-plasty HD Peel	50ml
190 €	HR	Prodigy	50ml
182 €	LANCOME	Absolue Precious Cells	50ml
142 €	DIOR	Capture Totale	50ml
111 €	SHISEIDO	Bio-Performance Super Restoring	50ml
110 €	HR	Prodigy Powercell Cream	50ml

must
have



exceptional deep renewal concentrate
the global anti-ageing cream

50 ml PPI 190 €



POWER BEAUTY
SINCE 1902

PRODIGY EYES

PRICE POSITIONNING

257 €	LA PRAIRIE	Skin Caviar Eyes	20ml
212 €	DIOR	L'Or De Vie Eyes	15ml
148 €	GUERLAIN	Orchidée Impériale Eyes	15ml
135 €	CHANEL	Sublimage Eyes	15ml
129 €	LAUDER	Re-Nutriv Ultimate Lifting Eyes	15ml
127 €	SHISEDO	Future Solution Eyes	15ml
127 €	SISLEY	Sisleya Eyes	15ml
113 €	HR	Prodigy Eye Zone Serum	20ml
102 €	LANCOME	Absolue Precious Cells Eyes	15ml
101 €	HR	Re-plasty Meso Eyes	15ml
101 €	LAUDER	ReNutriv Intensive Lifting Eye	15ml
99 €	DIOR	Capture Totale Flash Défatigant Regard	15ml
94 €	HR	Prodigy Eyes	15ml
81 €	LAUDER	Re-Nutriv Revitalizing Comfort Eye Cream	15ml
70 €	HR	Prodigy Powercell Eyes	15ml
70 €	CHANEL	Ultra Correction Lift Eye	15ml
69 €	SHISEIDO	Bio-Performance Eyes	15ml
65 €	HR	Collagenist Eye Zoom	15ml



the global anti-ageing eye balm

15 ml PPI 94€



POWER BEAUTY
SINCE 1902

QUESTIONS & ANSWERS

THE MOST FREQUENT QUESTIONS

- 1) Why "5 fundamental skin layers"?
- 2) There are less vegetal active ingredients in the new PRODIGY: is it less efficient?



POWER BEAUTY
SINCE 1902

QUESTIONS & ANSWERS

3) As formulas changed, will we find the same sensorial sensation when applying the products?

ABOUT THE BIO-SAP

1) What is Molecular Bio-Sap? What's new with this sap? Why is it "molecular"?

2) Is the Bio-Molecular Sap™, a botanical sap?



POWER BEAUTY
SINCE 1902

QUESTIONS & ANSWERS

3) Why didn't you use a real botanical sap?

ABOUT THE TECHNOLOGY AND THE TESTS

1) What is Molecular Biology ?

2) What are molecular targets? Why don't you talk about genes?



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QUESTIONS & ANSWERS

3) What is glycation ?

4) Fighting glycation isn't new. What does Molecular Bio-Sap bring?



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QUESTIONS & ANSWERS

5) Why leading a 2-month clinical study? Wasn't a month enough to reveal results?

6) Have you demonstrated any action of the molecular targets thanks to Molecular Bio-Sap?



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QUESTIONS & ANSWERS

FROM A STATUTORY POINT OF VIEW

1) What's the origin of the ingredients? Are they natural? Organic?

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

HR
3 TERRITORIES

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