

POWER BEAUTY  
SINCE 1902

HR  
HELENA RUBINSTEIN

# THE NEW PRODIGY

exceptional deep skin renewal concentrate  
the global anti-ageing cream

## KEY POINTS TO KNOW & REMEMBER

### THE MYTHICAL CREAM

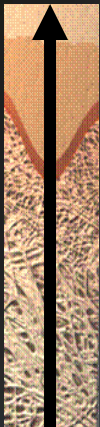
FOR THE 1<sup>ST</sup> TIME IN COSMETICS,  
**A "YOUTH TRANSFUSION" EVEN AT THE DEEPEST DERMIS**  
FOR A DEEP SKIN RENEWAL:

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

A MASTERPIECE OF SCIENCE  
FOR A DEEP "YOUTH TRANSFUSION"

### MOLECULAR BIO-SAP™ TO REACH THE DEEPEST DERMIS:

LIKE SAP TRANSFUSING LIFE AT THE HEART  
OF THE PLANT, THE NEW PRODIGY IS A  
"YOUTH TRANSFUSION" ALL THROUGH THE  
SKIN UNTIL THE DEEPEST DERMIS:  
FROM DEEP INSIDE TO A RENEWED SKIN.



The new Molecular Bio-Sap™ is a unique synergy of 5 supernatural vegetal ingredients which transfuses its vital power all through the 5 fundamental skin layers with an unprecedented action even at **the deepest dermis:**

- Prevents dermal cellular senescence, i.e. "presses pause" on fibroblasts ageing and degeneration for a prorogated cellular youth.
- Stops collagen glycation, chemical reaction which stiffens the collagen fibres and prevent them from being renewed.



10 YEARS OF SUCCESS

The mythical prodigious & sumptuous **texture**  
Delicate floral **fragrance**

2002

2012

Encapsulated Bio-Sap™:  
Global anti-ageing action

**Molecular Bio-Sap™:**  
- For the 1<sup>st</sup> time, **action until the DEEPEST DERMIS**  
- Targeted action on the 5 fundamental layers of the skin

**SKIN BENEFITS:**  
Global anti-ageing results:  
anti-wrinkle, firmness, radiance, uniformity, hydration

**IMPROVED SKIN BENEFITS :**  
Global anti-ageing **Renewed skin**  
from the deep inside for an **even velvety and firmer skin**  
deep hydration, deep luminosity, deep anti-wrinkle, deep firmness, deep redensification

## MYTHICAL TEXTURE, PROWESS OF FORMULATION

Mythical **prodigious texture.**

Sumptuous comfort and a matt, **velvet finish.**

For dry skin, Prodigy is also available in a rich melting texture.

KEY WORDS:

MYTHICAL CREAM

"YOUTH TRANSFUSION" EVEN AT THE DEEPEST DERMIS  
NEW MOLECULAR BIO-SAP™ TECHNOLOGY  
GLOBAL ANTI-AGEING FOR A RENEWED SKIN  
PRODIGIOUS TEXTURE & FRAGRANCE

# SALES SCENARIO

"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."

**1** Welcome

**2** Focus in the mirror

**3** Treat

Do you already know the mythical cream Prodigy?

**NO:**

**New customer:**

"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, Prodigy is a "youth transfusion" all through the skin until **the deepest dermis**, from deep inside to renewed skin.

PRODIGY is the global anti-ageing solution **for a deep skin renewal**: skin is firmer, smoother and more radiant:

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

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

*[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.*

**YES:**

**Customer who has already used PRODIGY:**

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

*[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

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** Focus Beauty Revelation

"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

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

**6** Finalize