

# Re-PLASTY

## AGE RECOVERY

### CUSTOMER EXPERIENCE



"Welcome to HELENA RUBINSTEIN, do you want to discover an unprecedented cosmetic intervention to repair all age scars?"

"Let me introduce the new instant cosmetic intervention, **Re-PLASTY AGE RECOVERY**, formulated in collaboration with LACLINIC MONTREUX, a prestigious Swiss clinic renowned for its cutting-edge anti-ageing techniques.

For the 1st time, this night care, highly concentrated in **proxylane (30%)** repair all age scars: wrinkles, cutaneous damages and imperfections."

"I invite you to discover its high definition and refreshing texture. Let me apply it on your hand by miming the weft of a gauze. Do you feel its immediate freshness?"

1 Hook

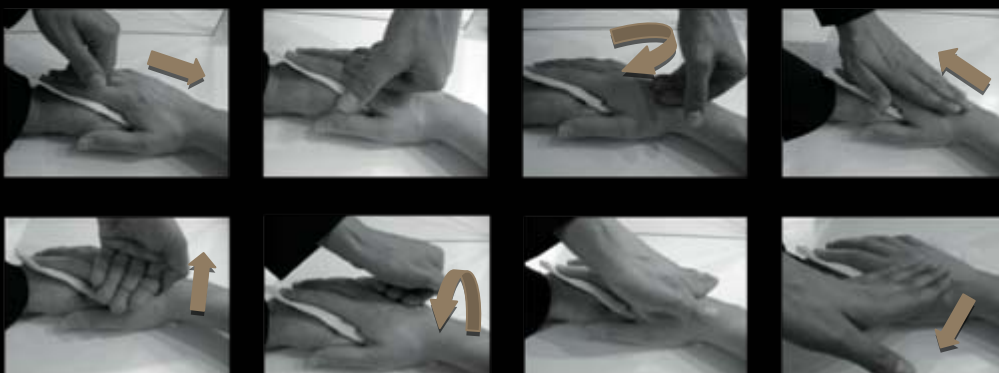
2 HR Innovation

3 Sensorial discovery

With a gauze soaked with lotion, prepare your client hand, using smoothing movements. Then, with a spatula, apply (with very elegant gestures) the texture, crossing it to replicate the weft of a gauze.



Perform the resurfacing Re-PLASTY gesture, crossing your hand to mime the weft of a gauze. "Its "band aid" effect texture melt upon application to envelop the skin with an appeasing comfort."



x 3

x 3

# CUSTOMER EXPERIENCE

## Re-PLASTY AGE RECOVERY

" Madame, I invite you to compare and appreciate the quality of your skin texture."

**4** Comparison  
of both hands

" Apply **Re-PLASTY AGE RECOVERY** each night, alone or after your daily serum, on the face and the neck (avoiding eye area)."

**5** Application

### HR BEAUTY SECRET

"To prolong your skin's repair cycle, apply a light veil of AGE RECOVERY each morning, like a protective, moisturizing gauze."

"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 repair all age scars? It is very easy.

After applying our 3 instant cosmetic intervention skincare products,

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

**6** 15'  
Cosmetic  
Intervention



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

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

Give the client the opportunity to join the HR address book  
+ offer HR skincare samples.

**7** Finalize

# Re-PLASTY

## AGE RECOVERY

HR  
HELENA RUBINSTEIN

### 15' COSMETIC INTERVENTION

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

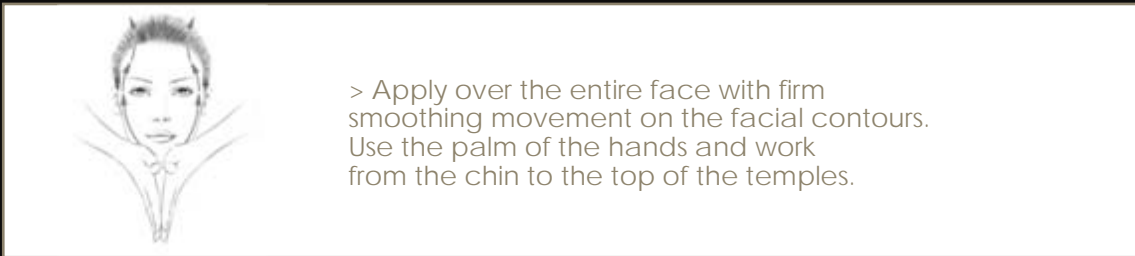


> Drain skin using deep, firm smoothing movements with the fleshy part of the thumbs, under the eyebrow arch along dark circles.

#### 1 Eye care



APPLY

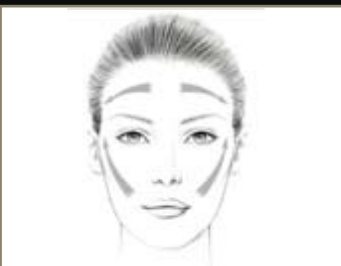


> Apply over the entire face with firm smoothing movement on the facial contours. Use the palm of the hands and work from the chin to the top of the temples.

#### 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 LIQUID LIGHT FOUNDATION**.
- Then apply **MAGIC CONCEALER** to erase dark circles and all trace of fatigue.
- Finally apply **WANTED BLUSH** to illuminate your facial features.

