

Re-PLASTY 2011 LAUNCHES

HR
HELENA RUBINSTEIN



INTRODUCTION

Re-PLASTY LASERIST

Re-PLASTY LASERIST
SALES SCENARIO

Re-PLASTY AGE RECOVERY

Re-PLASTY AGE RECOVERY
SALES SCENARIO

GEOGRAPHY
OF SKINCARE

ESSENTIALS TO REMEMBER



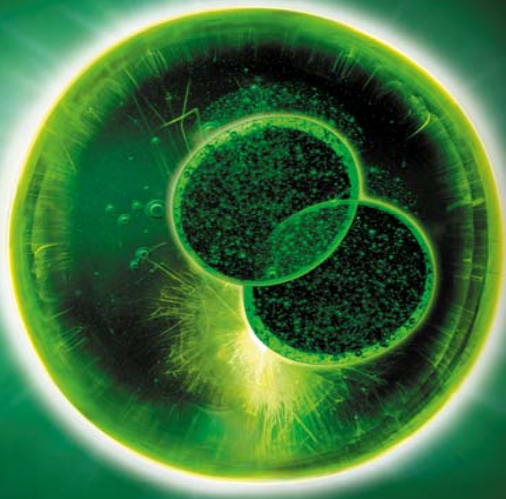
HELENA RUBINSTEIN POWER BEAUTY SINCE 1902



HR, power beauty since 1902
for the most demanding women:

The most concentrated formulas for
immediate results before aesthetic
medicine.

HELENA RUBINSTEIN POWER BEAUTY SINCE 1902



THE BEST OF
PRODIGIOUS
NATURE

A UNIQUE
COLLABORATION WITH
EXPERTS IN MEDICINE
AND SCIENTIFIC
RESEARCH



THE MOST
CONCENTRATED
FORMULAS



SOMPTUOUS
TEXTURES

INSTANTLY VISIBLE
RESULTS



HELENA RUBINSTEIN POWER BEAUTY SINCE 1902



UNPRECEDENTED
ALLIANCE WITH
LACLINIC MONTREUX



1ST 2011 SEMESTER GEOGRAPHY

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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

LACLINIC 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



Re-PLASTY INSTANT COSMETIC INTERVENTION

OUR UNIQUENESS

HR
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A UNIQUE COLLABORATION IN THE SELECTIVE MARKET WITH ONE OF THE MOST PRESTIGIOUS AESTHETIC MEDICINE CLINICS OF THE WORLD

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Re-PLASTY AGE RECOVERY

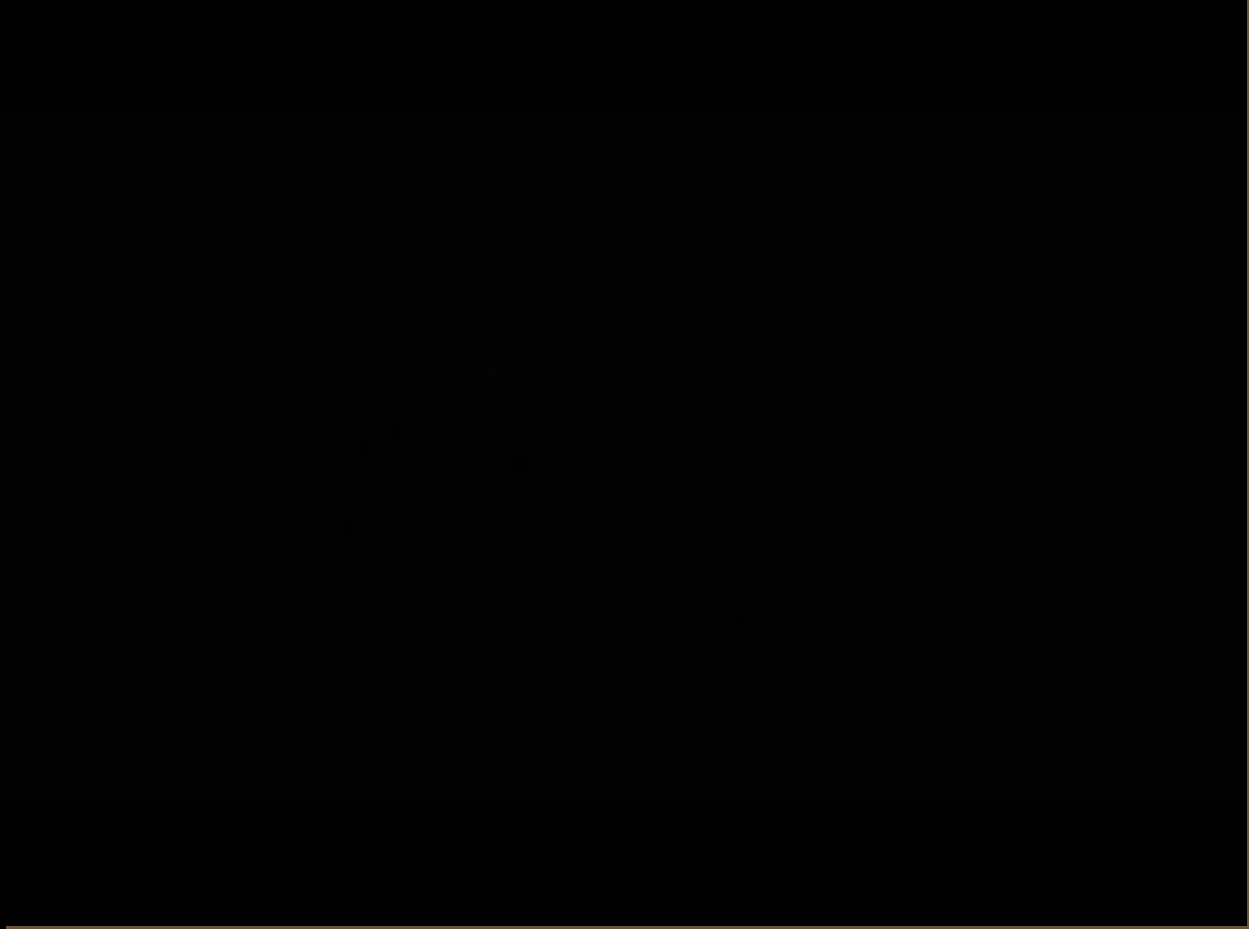
Re-PLASTY AGE RECOVERY
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OUR UNIQUENESS



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2011

HR REVEALS ITS 2 NEW INSTANT COSMETIC
INTERVENTION SKINCARES
WITH LA CLINIC MONTREUX

A 4 YEAR ALLIANCE WITH LACLINIC MONTREUX

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2008

THE 1ST INSTANT ANTI-AGEING INTERVENTION INSPIRED BY THE MESOLIFT PROTOCOL PERFORMED AT LACLINIC MONTREUX

MESOLIFT COSMETIQUE



2009

THE 1ST INSTANT ANTI-AGEING INTERVENTION WHICH REPLICATES THE SOPHISTICATED PEEL PROTOCOL PERFORMED AT LACLINIC-MONTREUX

HIGH DEFINITION PEEL

?

2011

2 NEW INSTANT COSMETIC INTERVENTIONS

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2011

FOR THE 1ST TIME,
THE EFFICACY
OF A LASER SESSION
AT LACLINIC MONTREUX

Re-PLASTY
LASERIST



2011

FOR THE 1st TIME, A NIGHT CARE
HIGHLY CONCENTRATED IN
PROXYLANE (30%) ABLE TO CORRECT
ALL AGE SCARS: WRINKLES, CUTANEOUS
DAMAGE, IMPERFECTIONS

Re-PLASTY
AGE RECOVERY

Re-PLASTY LASERIST

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IN THIS SERUM, THE EFFICACY OF A LASER SESSION
AT LACLINIC-MONTREUX

NEW
Re-PLASTY
LASERIST

REDUCED SPOTS
SEALED-IN RADIANCE
TRANSLUCENT SKIN



AN UNPRECEDENTED ALLIANCE WITH LACLINIC-MONTREUX
FOR AN EFFICACY AT THE EDGE OF AESTHETIC MEDICINE



www.helenarubinstein.com - www.laclic.ch

INTRODUCTION

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Re-PLASTY LASERIST

WOMEN'S CONCERNS "DARK SPOT, THE NEW WRINKLE"

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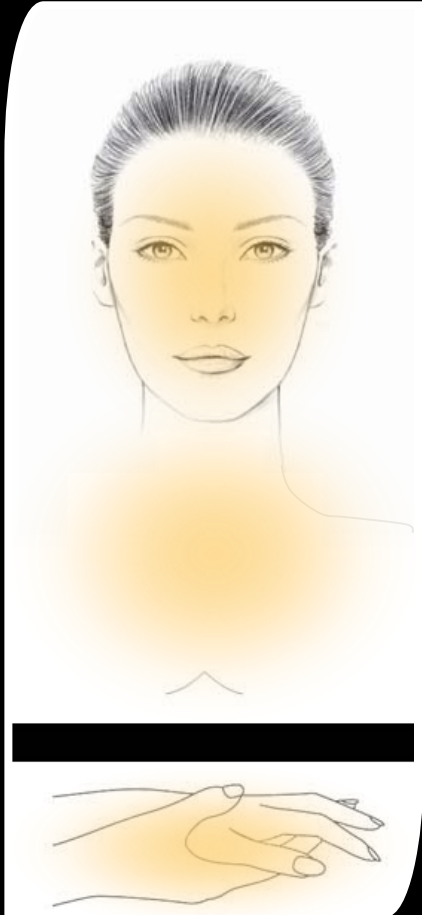
Beyond wrinkles and sagging skin,
chromatic ageing:

- dark spots,
- redness,
- imperfections (granular skin texture which does not reflect light),

is a key concern among women.

Re-PLASTY LASERIST

WHERE PIGMENT DEFECTS ARE LOCALIZED



The areas most affected by chromatic ageing are:

- the face,
- the neck and décolleté,
- the back of the hands.



Re-PLASTY LASERIST

HOW CAN WE TREAT CHROMATIC AGEING?

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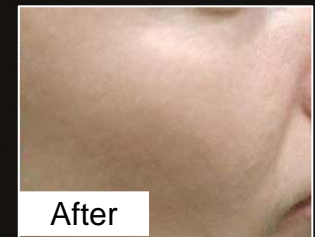


Laser is one of the most effective techniques used in aesthetic medicine to **COMBATS** chromatic ageing.

Re-PLASTY LASERIST WHAT DOES LACLINIC RECOMMEND?



The laser intervention at LACLINIC MONTREUX is a technique in which intense pulsed light is diffused to the heart of skin across 3 wavelength spectra to target the 3 signs of chromatic ageing for a more radiant and unified complexion.



Re-PLASTY LASERIST

A NEW PARTNERSHIP WITH LA CLINIC MONTREUX

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IN THEIR QUEST FOR EXCEPTIONAL AESTHETIC RESULTS, HELENA RUBINSTEIN and LA CLINIC MONTREUX have created a new unprecedented alliance in anti-ageing expertise to replicate a laser intervention in a skincare product.

Re-PLASTY LASERIST

STAR ACTIVE INGREDIENT: THE LASERIST SOLUTION

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Inspired by the laser intervention at LACLINIC MONTREUX, the HELENA RUBINSTEIN Laboratories have developed the **Laserist-Solution**: an innovative association of cutting-edge de-pigmenting molecules.

Associated with escine and hyaluronic acid, the Laserist-Solution allows users to combat:

- dark spots,
- redness,
- irregularities.



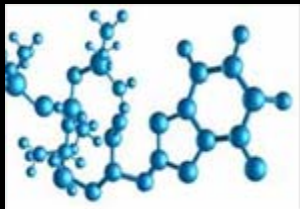
THE EFFICACY OF A LASER SESSION AT LA CLINIC MONTREUX*.

* Evaluation of spot clarity after 8 weeks.

Re-PLASTY LASERIST LASERIST-SOLUTION

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The **Laserist-Solution** is the Re-PLASTY LASERIST range's star active ingredient. This active ingredient offers **global action on pigment spots and irregularities**. It is made up of an innovative association of cutting-edge de-pigmenting molecules.



LHA (patented molecule)

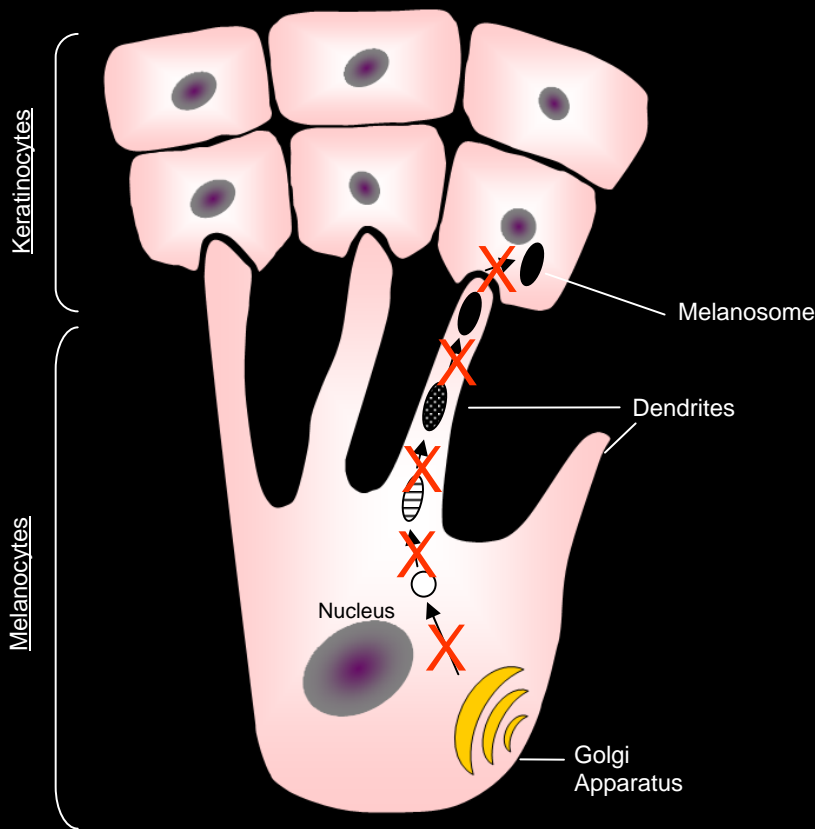
Precise epidermal micro-exfoliation.
>Action on micro-texture and imperfections for smoother skin.



Anti-tyrosinase activity
reduces melanin transport into keratinocytes.
>Dark spot reduction action.

- WHITE CERAMIDE
- VITAMIN CG
- RED ALGAE EXTRACT

RE-PLASTY LASERIST MELANIN SYNTHESIS



Under the effects of tyrosinase, melanin undergoes 4 stages of maturation:

Stage 1: The melanosome is round and colorless.

Stage 2: The melanosome becomes ovoid and striated ; it begins to migrate towards the dendrite.

Stage 3: The melanosome becomes opaque as it continues its migration.

Stage 4: The melanosome is opaque and situated at the tip of the dendrite before being transported into the neighboring keratinocyte.

The LASERIST-SOLUTION has anti-tyrosinase action and inhibits melanin transport.

Re-PLASTY LASERIST A COMPLETE PROTOCOL

HR
HELENA RUBINSTEIN

The Laserist-Solution is found in high concentrations within our 2 Re-PLASTY LASERIST care products:



INTENSIVELY BRIGHTENING
ANTI-DARK SPOT
CONCENTRATE



INSTANT DARK SPOT
CORRECTOR
highly concentrated in LHA

RE-PLASTY LASERIST

INTENSIVELY BRIGHTENING ANTI-DARK SPOT CONCENTRATE

HR
HELENA RUBINSTEIN

TECHNOLOGY

LASERIST SOLUTION

- Delicately exfoliates and smoothes skin imperfections.
- Effectively combats dark spots.

ESCINE

Reduces redness and soothes skin.

HYALURONIC ACID

Hydrates.



40 ml Gold
dropper bottle

APPLICATION ☀️ 🌙

Apply before SPF 15 day or night cream over face, neck and décolleté (avoiding the eye contour).

TEXTURE

Silky serum with velvety finish for instantly illuminated skin

RESULTS

- Instantly, the complexion is radiant, unified and smoothed.
- Day after day, dark spots, redness and imperfections are reduced. Skin texture is smoother, more homogenous and more translucent.

Re-PLASTY LASERIST INSTANT DARK SPOT CORRECTOR

HR
HELENA RUBINSTEIN

TECHNOLOGY

LASERIST SOLUTION

- Delicately exfoliates and smoothes skin imperfections.
- Effectively combats dark spots.

DIAKALYTES™, MICROPEARL, PIGMENTS

Mask and instantly reduce pigment defects.

PLUM EXTRACT

Hydrates and soothes skin.



Precise dose
brush pen
4 ml

APPLICATION

Apply over an SPF 15 cream, locally on darks on the face and/or hands. Avoid the eye contour.



TEXTURE

Refined and subtly tinted emulsion.

RESULTS

Instantly, dark spots are hidden.

Day after day, dark spots are reduced in size, number and intensity.

RE-PLASTY LASERIST SALES SCENARIO

HR
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“Welcome to HELENA RUBINSTEIN.

A pioneering beauty since 1902,
HELENA RUBINSTEIN offers the best before aesthetic medicine
by creating skincare products highly concentrated in active ingredients
with instantly visible results.”

“What would you like to change on your skin? Show me...”

“Over time, my complexion has become less uniform, it is duller and I have dark spots and redness on my face. I’m looking for the very best in efficacy.”

“One of the most effective techniques used in aesthetic medicine to combat dark spots and redness is laser. At Laclinic Montreux, a globally renowned Swiss clinic, laser interventions involve diffusing pulsed light at the heart of skin to target the 3 signs of chromatic ageing. Today, HR signs an exclusive partnership with Laclinic Montreux to offer you Re-PLASTY LASERIST”

[Apply serum to the client’s hand]

“Re-PLASTY LASERIST replicates the efficacy of a laser session at Laclinic Montreux and offers spectacular instant clinical results. Dark spots and redness are reduced, skin is smoothed, luminous and translucent”

[You can talk about the key active ingredients if the client asks for more information]

For a complete chromatic anti-ageing routine, apply intensively brightening anti-dark spot concentrate under your daily moisturizer over your face, neck and décolleté (avoiding the eye contour). Lastly, for localized imperfections on the face and hands (still avoiding the eye contour), instantly correct all dark spots thanks to the instant dark spot corrector. When using these products, apply high factor anti-UV protection (SPF15 minimum) during the day.

1 Welcome

2 Focus in the mirror

3 Treat



Day and night



Local day treatment

Re-PLASTY LASERIST SALES SCENARIO



Did you know that there are a few additional techniques to unify your skin, offering an ultra-natural smooth, perfected complexion?
It's very simple.

First, beautify and unify your skin with Color Clone foundation.

Then apply Magic Concealer to fade any imperfections or areas of shadow, touch by touch.

Finally, illuminate your features with Wanted Blush.

4

Enhance



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

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

6

Finalize



LINK SELLING SCENARIO



Re-PLASTY LASERIST PROTOCOL

SERUM CREAM SUITED TO CLIENT NEEDS WITH UV PROTECTION (SPF 15) EYE CONTOUR CORRECTION

The diagram shows a sequence of four skincare products: a serum bottle, a cream jar, an eye contour tube, and a correction tube, each separated by a plus sign. The products are arranged horizontally from left to right. The serum is a small glass bottle with a white dropper. The cream is a round jar with a gold lid. The eye contour is a tall, thin tube. The correction is a shorter, wider tube. All products are gold and black.

NIGHT CREAM

A single jar of night cream, which is a round jar with a black lid and a gold base. The jar is centered in the box.

COMPETITIVE ENVIRONMENT



THE HR +

- Replicates the efficacy of a laser session at LACLINIC MONTREUX.
- Triple anti spot action: Brightening, exfoliant (gentle), anti-redness.
- Hydrates and soothes skin.
- 40ml. Good quality/price ratio.
- Results proven by Besançon University and better than our competitors.

CLINIQUE



EVEN BETTER
CLINICAL

LA PRAIRIE



ESSENCE
CRISTALLINE
DERMO CAVIAR

SISLEY



SISLEYA
CONCENTRÉ
RADIANCE

GUERLAIN



ORCHIDEE
IMPÉRIALE
WHITE SÉRUM
ANTI-ÂGE

COMPETITIVE ENVIRONMENT



THE HR +

- Replicates the efficacy of a laser session at LA CLINIC MONTREUX.
- Triple anti spot action: Brightening, exfoliant (gentle), optical effect.
- Hydrates and soothes skin.

DIOR



DIORSNOW
DARK SPOT
REDUCTION CARE

CHANEL



CHANEL PRECISION
HIGH-PERFORMANCE
ANTI-DARK SPOT
ROLL ON PIGMENT
CORRECTOR

GUERLAIN



PERFECT WHITE DARK
SPOT CORRECTOR
SPF45/PA++

Re-PLASTY AGE RECOVERY

HR
HELENA RUBINSTEIN



AN UNPRECEDENTED ALLIANCE FOR
AN EFFICACY AT THE EDGE OF AESTHETIC MEDICINE



NIGHT AFTER NIGHT, CORRECT ALL AGE SCARS:
WRINKLES - CUTANEOUS DAMAGES - IMPERFECTIONS

NEW
Re-PLASTY
AGE RECOVERY

30% of PROXYLANE
for outstanding skin regenerating results



DR. PFULG, founder of LACLINIC
MONTREUX and pioneering
aesthetic surgeon discloses
the secret of his exceptional
recovery care.



Re-PLASTY AGE RECOVERY WHAT HAPPENS AT NIGHT?

At night, the body functions at a slower pace, whereas the epidermis shifts from its daytime protective mode to its nocturnal repair and regeneration mode:

- Self-repair mechanisms are activated.
- Cell renewal mechanisms are enhanced.
- At night, skin is also more receptive to active ingredients.

Re-PLASTY AGE RECOVERY WHAT HAPPENS AT NIGHT?

HR
HELENA RUBINSTEIN

Night is thus the key time to repair skin...

To help it to combat age scars:

Wrinkles,
Cutaneous damages,
Imperfections.



Re-PLASTY AGE RECOVERY THE SECRETS OF DR PFULG



Dr Pfulg, founder of LACLINC MONTREUX and pioneering aesthetic surgeon, discloses the secret of his exceptional post-intervention care:

30% PROXLANE associated with CICA-SOLUTION to repair all age scars.

Re-PLASTY AGE RECOVERY THE SECRETS OF DR PFULG

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HELENA RUBINSTEIN Laboratories have combined their know-how with the medical expertise of Dr Pfulg in order to develop

Re-PLASTY AGE RECOVERY,

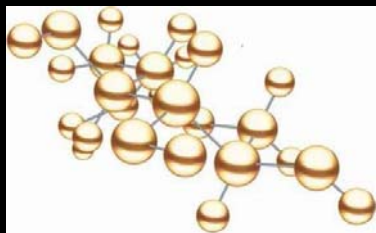
regeneration accelerating night care to combat all age scars:



**WRINKLES,
CUTANEOUS DAMAGES,
IMPERFECTIONS.**

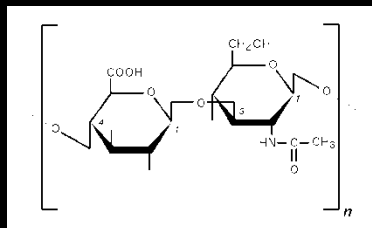


Re-PLASTY AGE RECOVERY THE STAR ACTIVE INGREDIENTS



PROXYLANE

For the first time, the highest concentration (**30%**) of this cutting-edge anti-ageing ingredient ever integrated into night care to obtain outstanding skin recovery speed result.

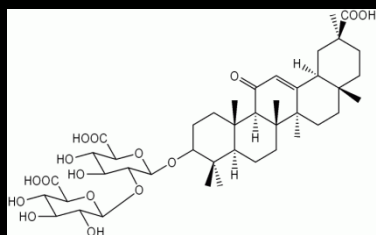


CICA SOLUTION

A complex inspired by the medical expertise of Dr Pfulg, associating hyaluronic acid and glycyrrhizic acid:

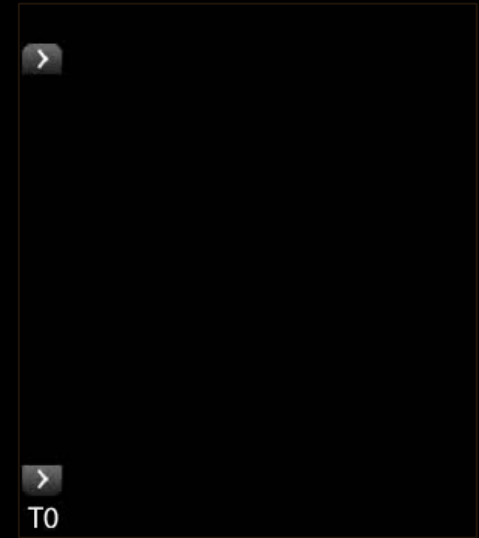
- HYALURONIC ACID, known in esthetic medicine for enhancing skin repair with its band-aid action and preserving the quality of cutaneous tissues.

- GLYCYRRHIZIC ACID, in order to appease skin, this acid acts as an inhibitor of the activators responsible for cutaneous irritations.





Re-PLASTY AGE RECOVERY CLINICAL TESTS



RE-PLASTY AGE RECOVERY SKIN REPAIR ACCELERATING NIGHT CARE

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Both PROXYLANE highly concentrated at 30% and CICA-SOLUTION are at the heart of the new Re-PLASTY AGE RECOVERY night care,

Repair accelerating night care.

RE-PLASTY AGE RECOVERY SKIN REPAIR ACCELERATING NIGHT CARE

HR
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TECHNOLOGY

Highly concentrated PROXYLANE at 30%
Speeds up skin recovery.

CICA-SOLUTION

Promotes skin repair and soothes irritation.

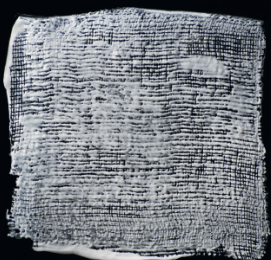


50ml
Black lacquer jar

APPLICATION ☀️🌙

Apply each evening, avoiding the eye contour. HR beauty secret: can also be applied in the morning.

TEXTURE



Melt-in "band aid" effect balm with a cashmere finish.

RESULTS

Instantly, skin is appeased, nourished and smoothed. Day after day, epidermal repair is accelerated. All age scars are visibly corrected. Skin appears brand new.

RE-PLASTY AGE RECOVERY SKIN REPAIR ACCELERATING NIGHT CARE

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HELENA RUBINSTEIN

PRESENTATION

- Ultimate luxury,
- Lacquered glass in bewitching black,
- 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.



SALES SCENARIO

Re-PLASTY AGE RECOVERY

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“Welcome to HELENA RUBINSTEIN.
Pioneering beauty since 1902,
HELENA RUBINSTEIN offers the best before aesthetic medicine by creating products highly
concentrated in active ingredients with instantly visible results.”

1 Welcome

“What would you like to change on your skin? Show me...”

“Over time, signs of ageing seem ever more noticeable on my skin and it feels uncomfortable. When I
wake up in the morning it has still not recovered. I’m looking for the very best in efficacy.”

2 Focus in the mirror

“One of the most effective techniques used in aesthetic medicine to repair skin lesions are post-intervention
treatments which involve applying healing solutions. At Laclinic Montreux, a globally renowned Swiss clinic,
the post-intervention solution used by Dr Pfulg works to correct all age scars and regenerate skin. Today, HR
signs an exclusive partnership with Laclinic Montreux to offer you Re-PLASTY AGE RECOVERY”

3 Treat

[Apply balm to the client’s hand]
“Re-PLASTY AGE RECOVERY, for the 1st time, a night care product highly concentrated in **proxylane (30%)**,
able to correct all age scars: wrinkles, cutaneous damage, imperfections. Instantly, skin is soothed, nourished
and comfortable. Day after day, all age scars are visibly corrected, skin is left looking brand new.”
[You can talk about the key active ingredients if the client asks for more information]

Each evening, alone or after your usual serum, generously apply
Re-PLASTY AGE RECOVERY over the face and neck (avoiding the eye contour).

HR Beauty Secret

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



COMPETITIVE ENVIRONMENT

HR
HELENA RUBINSTEIN



THE HR +

- Replicates the efficacy of Dr Pfulg's exceptional post-intervention care.
- Combats all age scars: wrinkles, cutaneous damages and imperfections.
- 30% proxylane.
- "band aid" effect which envelops skin with instant soothing comfort.

CRÈME DE LA MER



CRÈME DE LA MER

SHISEIDO



FUTURE SOLUTION LX NUIT

LA PRAIRIE



CRÈME DE NUIT ANTI-ÂGE

LINK SELLING SCENARIO



RE-PLASTY MESOLIFT COSMETIC PROTOCOL



Re-PLASTY HIGH DEFINITION PEEL PROTOCOL



Re-PLASTY LASERIST PROTOCOL



THE GEOGRAPHY OF HR SKINCARE

HR
HELENA RUBINSTEIN

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

Anti-wrinkle – Firmness –
Radiance
Uniformity - Hydration

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

ESSENTIALS TO REMEMBER

WHICH Re-PLASTY PRODUCT?



INVITE YOUR CLIENTS TO DISCOVER LA CLINIC AT HOME

"I would like to invite you to discover your skincare from Re-PLASTY,
the first range of instant cosmetic intervention care that
replicates the most cutting-edge Aesthetic medicine techniques.

Let me show you our 4 advanced cosmetic protocols created in partnership with
LA CLINIC MONTREUX to offer you instant radical correction."

WHICH Re-PLASTY PRODUCT?

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LUMINOSITY
LIFTING

REFINED WRINKLE
SKIN QUALITY

ANTI-DARK SPOT
UNIFORMITY

ANTI-WRINKLE
CUTANEOUS
DAMAGES

Re-PLASTY
MESOLIFT COSMETIC



Re-PLASTY
HIGH DEFINITION PEEL



Re-PLASTY
LASERIST

New for 2011



Re-PLASTY
AGE RECOVERY
NIGHT CARE

New for 2011



THE 1ST INTERVENTION
INSPIRED BY THE **MESOLIFT**
PROTOCOL CARRIED OUT AT
LA CLINIC MONTREUX

THE 1ST INTERVENTION
THAT REPLICATES THE **PEEL**
PROTOCOL CARRIED OUT AT
LA CLINIC-MONTREUX

FOR THE 1ST TIME,
THE EFFICACY
OF A LASER SESSION
AT LA CLINIC MONTREUX

FOR THE 1ST TIME, A NIGHT CARE
PRODUCT HIGHLY CONCENTRATED
IN **PROXYLANE (30%)** ABLE TO
CORRECT ALL AGE SCARS:
WRINKLES, CUTANEOUS DAMAGES,
IMPERFECTIONS

RE-PLASTY LASERIST

INTENSIVELY BRIGHTENING ANTI-DARK SPOT CONCENTRATE

HR
HELENA RUBINSTEIN

TECHNOLOGY

LASERIST SOLUTION

Acts against chromatic ageing:

- Delicately exfoliates skin micro-texture and imperfections for smoother, more translucent skin.
- Inhibits tyrosinase and reduces melanin transport into keratinocytes to effectively combat dark spots.

ESCINE

Soothes and reinforces blood capillaries to reduce redness.

HYALURONIC ACID

Fixes water within the upper layers of the epidermis to hydrate.



Gold dropper
bottle
40 ml

APPLICATION ☀️ 🌙

Apply under your SPF 15 daycare or night cream, over perfectly cleansed face, neck and décolleté, avoiding the eye contour.

TEXTURE

Silky, delicately fragranced serum that melts into skin for an intensely velvety finish and instantly illuminated skin.

RESULTS

From the first application, the complexion is instantly radiant and unified. Skin is smoothed. Day after day, dark spots, redness and imperfections are reduced, revealing a smoothed, homogenous and translucent skin texture.

Skin is visibly younger looking.

Re-PLASTY LASERIST INSTANT DARK SPOT CORRECTOR

HR
HELENA RUBINSTEIN

TECHNOLOGY

LASERIST SOLUTION

Highly concentrated in LHA

Acts against chromatic ageing:

- While fully respecting skin, delicately exfoliates micro-texture and imperfections for smoother and more translucent skin.
- Inhibits tyrosinase and reduces melanin transport into keratinocytes to effectively combat dark spots.

DIAKALYTES™, MICROPEARL, PIGMENTS

Offer coverage, illuminating skin with rosy light to instantly reduce chromatic irregularities via an optical effect.

PLUM EXTRACT

Improves hydration and skin texture while soothing.

APPLICATION

Apply locally to dark spots on the face and/or hands. Avoid the eye contour. Before using with high-factor anti-UV protection (SPF 15 minimum).



Precise dose
brush pen
4 ml

TEXTURE

Refined, subtly tinted emulsion which melts into skin to hide dark spots.

RESULTS

From the first application, dark spots are visibly reduced, the complexion is homogenized.

Day after day, dark spots are reduced in size, number and intensity, revealing a more radiant complexion for visibly younger looking skin.

RE-PLASTY AGE RECOVERY SKIN REPAIR ACCELERATING NIGHT CARE

HR
HELENA RUBINSTEIN

TECHNOLOGY

PROXYLANE

The highest concentration in a night care product at 30%.
Speeds up skin recovery.

CICA-SOLUTION

Inspired by post-intervention skincare and the medical expertise of Dr Pfulg.
This complex is an association of hyaluronic acid and glycyrrhizic acid,
which promotes skin repair and soothes irritation.



50ml
Black lacquer jar

APPLICATION

Apply each evening to perfectly cleansed skin free of make-up, avoiding the eye contour. **HR beauty secret**, to prolong your skin's repair cycle, apply a light veil of AGE RECOVERY in the morning, like a protective and hydrating gauze.

TEXTURE

State-of-the-art formulation, this melting balm transforms upon application to envelop the skin with an appeasing comfort. Its "band aid" effect leaves skin visibly repaired.

RESULTS

From the first application, uncomfortable sensations and stretching are reduced. Skin is appeased, nourished, smoothed and regains all its comfort.

Day after day, the epidermal repair is accelerated: skin recovers its essential vital function. Age signs are visibly corrected to reveal intensely restored, perfect and renewed skin.

2011: NAME CHANGE

CLARIFICATION AND SIMPLIFICATION OF GEOGRAPHY



BECOMES



PRODIGY Re-PLASTY MESOLIFT COSMETIC	PRODIGY Re-PLASTY HIGH DEFINITION PEEL	NEW FOR 2011	NEW FOR 2011
Re-PLASTY MESOLIFT COSMETIC	Re-PLASTY HIGH DEFINITION PEEL	Re-PLASTY LASERIST	Re-PLASTY AGE RECOVERY

RE-PLASTY LA CLINIC MONTREUX PRICES

HR
HELENA RUBINSTEIN



MESOTHERAPY

Eyes = 198€ / session

Face = 278€ / session

Neck = 238€ / session

Décolleté = 357€ / session

PEELING

From 238€ to 1190€ / session

LASER

From 150€ to 400€ / session

POST-INTERVENTIONAL CARE

From 160€ / session

RE-PLASTY LA CLINIC MONTREUX PRICES

HR
HELENA RUBINSTEIN



I am hesitating on the price of the products ?

Answer this objection, only if you have the question. Do not forget that the price is subjective and is legitimized by the research, the high concentration of active ingredients, the sensoriality of textures ... Example Re-PLASTY AGE RECOVERY

Madam, the average use of the Re-PLASTY AGE RECOVERY routine is about 3 months.

After 3 nights of use of your skincare, you obtain the same results as a post-interventional care at LaClinic Montreux: repair all age scars; wrinkles cutaneous damages & imperfections.

One Re-PLASTY AGE RECOVERY use of 3 months has a 290€ value while only 1 session of post-interventional care would cost 160€ (average price).



HR
HELENA RUBINSTEIN