

Re-PLASTY LASERIST

KEY POINTS TO KNOW & REMEMBER

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

TARGETS THE 3 SIGNS OF CHROMATIC AGEING:
DARK SPOTS – REDNESS – IMPERFECTIONS

THE REPLICATION OF A LASER INTERVENTION

Inspired by this aesthetic medicine technique, the HELENA RUBINSTEIN laboratories have developed the **Laserist-Solution**, an innovative association of cutting-edge de-pigmenting molecules, with LHA, a patented molecule that precisely micro-exfoliates the epidermis.

>Delicately exfoliates and smoothes imperfections.

>Effectively combats dark spots.

Dark spots, redness and imperfections are reduced, the complexion is more translucent and uniform, radiant with youth.

BRIGHTENING DEMONSTRATED *IN VIVO**

An *in vivo* study has shown that the Re-PLASTY LASERIST routine provides brightening results equivalent to 1 laser session at LACLINIC MONTREUX*.



THE EFFICACY OF A LASER SESSION
AT LACLINIC MONTREUX*

THE INTENSIVE BRIGHTENING ROUTINE: DARK SPOTS, REDNESS, IMPERFECTIONS

Intensive brightening anti-dark spot concentrate

Instant dark spot corrector

Skin repair accelerating night care



must have

SALES SCENARIO

"Welcome to HELENA RUBINSTEIN. 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, I have dark spots and redness on my face. I'm looking for the very best in efficacy."

"Laser is one of the most effective techniques used in aesthetic medicine to combat dark spots and redness. At Laclinic Montreux, a renowned Swiss clinic, laser interventions involve diffusing pulsed light to target the 3 signs of chromatic ageing. Today, HR has signed 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."

For a complete chromatic anti-ageing routine, apply Intensive Brightening Anti-Dark Spot Concentrate under your daily skincare product 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.

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.

"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.

1 Welcome

2 Focus in the mirror

3 Treat



4 Enhance



5 Focus Beauty Revelation

6 Finalize