

POWER BEAUTY
SINCE 1902



PRODIGY
POWERCELL
EYE URGENCY
TREATMENT CONCEALER

KEY POINTS TO KNOW & REMEMBER

- THE FIRST TREATMENT CONCEALER WITH DUAL SURFACE AND IN-DEPTH ACTION:
 - MAKE-UP ACTION = INSTANTLY CONCEALS
 - SKINCARE ACTION = DARK CIRCLES ERASED IN 4 WEEKS
- MARK-FREE
- DURABLY YOUTHFUL AND RESTED EYE ZONE

TECHNOLOGY

HIGHLY POWERFUL TREATMENT COMPLEX

① HALOXYL

Micro-vascular stimulation
Elimination of iron



Dark circles treatment
Visibly reduced in 4 weeks

② VEGETAL STEM CELLS

100% active power



Cell regeneration + Tissular repair

③ MAKE-UP TONE TECHNOLOGY

Fine mother-of-pearl



Gives radiance

Pigments



Instantly conceal dark circles



TEXTURE AND APPLICATION

Ultra fluid and skin symbiosis texture

APPLE ZONE APPLICATION



Zone defined by Asian beauty specialists extending from the eyebrows to the cheekbones and from the nose to the external corner of the eyes

2 SHADES FOR ALL DARK CIRCLE TYPES:

- Warm Beige = Bistre dark circles
- Natural Beige = Purplish dark circles

HELENA RUBINSTEIN ADVICE



For a boosted ANTI-PUFFINESS effect:
PRODIGY POWERCELL EYE URGENCY EYE PATCH
(once a week OR 6-day treatment)

PRODIGY POWERCELL EYE URGENCY	MAGIC CONCEALER	PRODIGY LIQUID LIGHT EYE OPENER
INSTANTLY CONCEALS DURABLY ERASES DARK CIRCLES Mark-free Apple zone application	FINAL TOUCH ANTI-FATIGUE Instant correction Under eye & spots application	LIGHT OPTIMISER EYE OPENING EFFECT Illuminating/Smoothing Band of light application

SALES SCENARIO

1 Welcome

"Hello, welcome to HELENA RUBINSTEIN, the anti-ageing expert brand since 1902."

2 Target in
The mirror

"What would you like to enhance about your eye zone? Show me...."

"What I would like is to correct my dark circles, but without leaving marks. I don't like concealer much as it is too thick and makes me looking tired and older. The ideal product would be one that treats my dark circles and conceals naturally at the same time."

3 Present

"Allow me to present PRODIGY POWERCELL EYE URGENCY TREATMENT CONCEALER, the first treatment concealer with double action. It erases dark circles immediately and durably."

"In only 4 weeks, you will see your dark circles toned down, as it acts deep inside the dark circles, thanks to HALOXYL and VEGETAL STEM CELLS."

Your eye zone will be durably rested and youthful-looking."



4 Treat

"First of all, as skin care represents 50 % of make-up results, prepare the eye zone with PRODIGY POWERCELL EYE CARE for an anti-ageing effect."

"Apply PRODIGY EYE URGENCY SOS EYE PATCH once a week or as a 6-day treatment at home for an anti-puffiness effect, and achieve the equivalent of 15 days of eye care treatment in only 15 mins."

"Then, apply PRODIGY POWERCELL EYE URGENCY TREATMENT CONCEALER to the apple zone (eye contour from the eyebrows to the nose including the apple of the cheeks) in a soft veil for an immediate and lasting anti-dark circle result."

"Your eye zone is rested and dark circles are instantly concealed without leaving marks."



5 Enhance
Focus Beauty
Revelation
15 mins

"If you have a moment, I would be more than happy to show you how to do this quick beauty makeover at home."

YES
Follow the procedure
presented in the FOCUS brochure

NO
Offer an appointment
according to the client's availability



6 Finalise

Suggest that the client joins the HR address book