

POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL EYE URGENCY TRAINING FILE

POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL EYE URGENCY
TRAINING FILE

WHAT DO YOU KNOW ABOUT DARK CIRCLES?

ALL ABOUT
EYE ZONE

ALL ABOUT
CIRCLES

PPC EYE URGENCY
TREATMENT CONCEALER

TECHNOLOGY

NEW
GESTURE

SHADES

MAKE- UP RESULT

HR EYE
MAKE- UP
SOLUTIONS

SYNERGY OF
2 PRODUCTS

SALES

COMPETITION

THE EYE ZONE IS A SENSITIVE AND FRAGILE ZONE

- AREA OF MOST VISIBLE SIGNS OF FATIGUE
- CONCENTRATES 75 % OF AGE SIGNS

MICRO-BLOOD VESSELS
VISIBLE UNDER THIN SKIN
HYPER PIGMENTATION



DARK CIRCLES

SAGGING
UV EXPOSURE
REPEATED MOVEMENTS
FRICTION
DEHYDRATION



CROW'S FEET
WRINKLES

RELEASED AND ELASTIC TISSUES
MORNING INFLATION
WATER RETENTION



EYE BAGS

TWO KINDS OF DARK CIRCLES

VASCULAR ORIGIN
DEGRADATION OF THE RED BLOOD CELL
DEPOSITS OF PIGMENTS AND IRON



PURPLISH
DARK CIRCLES

HYPER PIGMENTATION
CUTANEOUS DEPOSITS



BISTRE
DARK CIRCLES

ONLY ONE EFFICIENT SOLUTION

STIMULATE MICRO CIRCULATION

ERASE ACCUMULATIONS
OF IRON AND PIGMENTS

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DO YOU KNOW HELENA RUBINSTEIN'S SOLUTION?

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THE FIRST TREATMENT CONCEALER WITH SURFACE AND IN-DEPTH ACTION

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MARK-FREE

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ERASE DARK CIRCLES IN 4 WEEKS

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HR
HELENA RUBINSTEIN

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ACTION/RESULT



A MAKE-UP REVOLUTION

INSTANTLY CONCEALS

ERASE DARK CIRCLES IN 4 WEEKS

MARK-FREE

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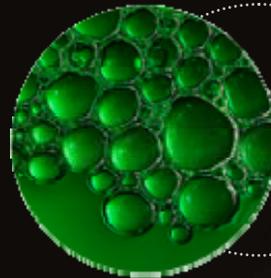
SYNERGY OF
2 PRODUCTS

SALES

COMPETITION

1 SKINCARE UNDERTONE
BREAKTHROUGH

Haloxyl (2%) + Native Vegetal Cells



2 MAKE-UP TONE TECHNOLOGY

Fine mother-of-pearl + Pigments



3 SKIN-SYMBIOSIS TEXTURE

Sensitive texture blending
easily, without marking wrinkles



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HR
HELENA RUBINSTEIN

PRODIGY POWERCELL EYE URGENCY
TRAINING FILE
NEW GESTURE

A NEW GESTURE

"APPLE ZONE" APPLICATION:

- THE ZONE THAT SHOWS THE MOST VISIBLE SIGNS OF FATIGUE
- IT EXTENDS FROM THE EYEBROWS TO THE CHEEKBONES AND FROM THE NOSE TO THE EXTERNAL CORNER OF THE EYES



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PRODIGY POWERCELL EYE URGENCY TRAINING FILE SHADES

2 SHADES DEDICATED TO 2 DIFFERENT TYPES OF DARK
CIRCLES:



WARM BEIGE



BISTRE CIRCLES

NATURAL BEIGE



PURPLISH CIRCLES

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HR
HELENA RUBINSTEIN

PRODIGY POWERCELL EYE URGENCY TRAINING FILE MAKE-UP RESULT



RESULTS

IMMEDIATE:

- CONTRASTS AND SHADOWS ARE BALANCED
- SOFT AND RADIANT VEIL FOR YOUTHFUL LOOK
- OPTIMAL BUILDABLE COVERAGE: MARK-FREE

IN 4 WEEKS:

- DARK CIRCLES ERASED
- VISIBLY DIMINISHED BY 4 WEEKS OF DAILY APPLICATION

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HELENA RUBINSTEIN

PRODIGY POWERCELL EYE URGENCY
TRAINING FILE
HR EYE MAKE-UP SOLUTIONS

Prodigy Powercell
Treatment Concealer



INSTANTLY CONCEALS
DURABLY ERASES

Mark-free
Apple zone application

Magic Concealer



FINAL TOUCH
ANTI-FATIGUE

Correction
Under eye & spots application

Prodigy Liquid Light
Eye Opener



LIGHT OPTIMISER
EYE OPENING EFFECT

Illuminating/smoothing
Band of light application

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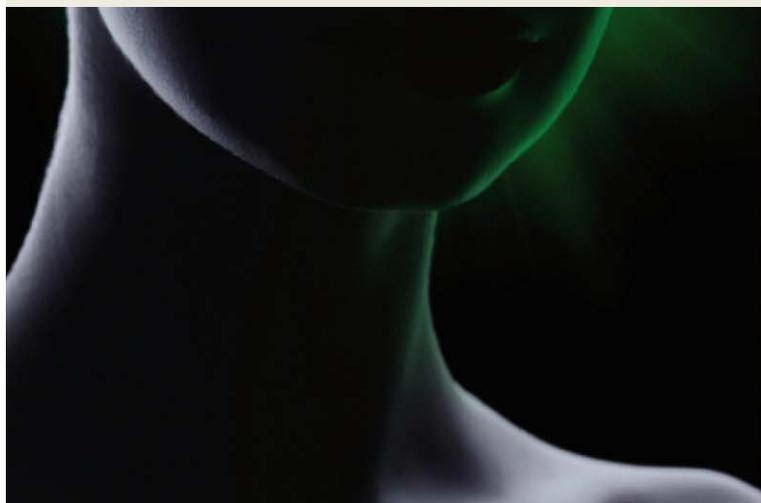
PRODIGY POWERCELL EYE URGENCY
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SYNERGY OF NEW PRODUCTS



RADICAL EYE YOUTH GRAFTERS :

NOT FINAL ;

DO NOT USE UNTIL FURTHER NOTICE



THAT FIGHTS AGAINST CIRCLES

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NOT FINAL ;

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PRODUCT DISCOVERY ON THE CUSTOMER'S HAND

① TREAT



PRODIGY
POWERCELL
EYE CARE

"Madam, first of all, as skincare is 50% of the make-up result, prepare the skin of the eye zone with

PRODIGY POWERCELL EYE CARE

with 100% of the active power of vegetal stem cells."

② CONCEAL



EYE URGENCY
TREATMENT
CONCEALER

"Then, to instantly conceal and treat dark circles lastingly, apply all over the apple zone (from the eyebrows to the cheekbone)

EYE URGENCY TREATMENT CONCEALER

Thanks to its powerful complex, dark circles are reduced in 4 weeks and look diminished immediately."

③ APPRECIATE



"You can see the result immediately on the back of your hand."



HR SPECIAL ADVICE

At home, HR suggests that you apply PRODIGY POWERCELL EYE PATCH to boost and rest your eye contour area



HR SPECIAL TIPS

If your dark circles are really strong, HR suggests that you mask them with MAGIC CONCEALER, on the darkest areas

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HR
HELENA RUBINSTEIN

PRODIGY POWERCELL EYE URGENCY
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SISLEY

PHYTOCERNES +
EYE CONCEALER
WITH
BOTANICAL EXTRACTS



THE HELENA RUBINSTEIN +

- Sensitive texture
- Easy blending
- Mark-free

LA PRAIRIE

CELLULAR
CONCEALING
BRIGHTENING
TREATMENT



THE HELENA RUBINSTEIN +

- Transparent but efficient coverage
- Perfect chromatic balance between eye zone and face