



POWER BEAUTY
SINCE 1902

EYEBROW POWDER-GEL

Perfect color match
Even natural finish-Flawless 17h hold

KEY POINTS TO KNOW & REMEMBER

MAKE-UP RESULT

- **Color match**, uniformity & **natural finish**
- **Flawless** 17h hold & **waterproof**
- **Eyebrows defined** for youthful look

APPLICATION

- **Precise brush** applicator & **easy to use**
- Long playtime & easy gliding
- Comfortable texture

CUSTOMER'S KEY WORDS

"My eyebrows are not enough defined, and I want them more stronger, but I don't want a make up result too fake"

OR

"I want to design my eyebrows, with a precise sharp line, and I want a long lasting result"

APPLICATION

Apply EYEBROW POWDER-GEL on the skin surface under the hairs of the eyebrow.

Start in the middle, then blend inwards towards the inner corner and outwards towards the outer corner.

Fade it in the inner corner by blending to avoid a strong and sharp "head" of the eyebrow.

TECHNOLOGY: A CREAMY POWDER GEL

① UNIQUE GELLIFIED SYSTEM WITH POWDERY FINISH

Wax + Silica powder = Perfect natural finish

② LONG-LASTING STAY

Volatile oil + Flexible film former = Waterproof 17 h hold

Dermatologically tested / Ophthalmologically tested

③ PRECISE BRUSH APPLICATOR

Soft, right hair length + Precise slanted shape = Soft, precise & expert brush

This brush, with its slanted shape, flawlessly but naturally defines the eyebrow line

3 shades



01
taupe
blonde



02
mahogany
brown



03
Charcoal
Grey*

*One shot



HOOK

“Would you like to give your eyebrow the possibility TO BE NATURALLY PERFECT?”

(While applying the product on the top of the customer’s hand)

« Allow me to present you the new **EYEBROW POWDER-GEL.**

The make up result is **naturally perfect,**
and **color stay flawless for 17 hours.**

Its powder-gel texture is **comfortable,**
and the **application is easy and soft** thanks to its **specific slanted shape brush,** and gives you a **precise and easy draw.**

EYEBROW POWDER-GEL is the best product for a
« **mistake-proof application** » even for untrained women».

“Because skincare brings 50% of the make-up result, prepare the skin for an instant rejuvenating effect, with PRODIGY EYE .”

Then for an immediate and lastingly rested eye zone, apply PRODIGY EYE URGENCY THE TREATMENT CONCEALER and if necessary MAGIC CONCEALER. Make up the eyes with WANTED EYES palette or duo, and FELINE BLACKS PENCIL. Then apply your favorite HR mascara.

Apply **SPECTACULAR EYEBROW POWDER-GEL:**
First, take a small amount of product with the brush, and rub it in the back of the hand to prepare the texture.
Then, apply colour on the skin, under the hairs starting in the center of the eyebrow.
Then blend it inward and outward to avoid a strong sharp line effect in the inner corner.

YES
Follow the procedure presented in the FOCUS brochure

NO
Offer an appointment according to the customer's availability

Suggest that the customer joins the HR address book

1 Welcome

2 Present



4 Skincare Advice



5 Make-up Advice



6 Finalise