

KEY POINTS TO KNOW & REMEMBER

MAKE-UP RESULT

- **Tailor-made volume** mascara-**Adjustable** result
- **Lashes defined** to the extreme
- **Pure gold particles to emphasize black** by contrast

DESIGN

- Exclusive jewel design
- Celebrating the 110th anniversary of the brand

PRICE 31.60 Euros

CUSTOMER'S KEY WORDS

« I want volume but I want also to modulate the result according to the intensity that I seek. When I do layering, I always have clumps, so I want volume and definition, that I can control. »

APPLICATION

Apply LASH QUEEN CELEBRATION MASCARA first on the lower lashes, and then on the upper lashes from the root to the tip. You can obtain the volume you seek from natural to more sophisticated, by multiplying the layers.

TECHNOLOGY: A UNIQUE DUO: BRUSH + FORMULA

① UNIQUE "LASH-BUILD" FORMULA FOR A TAILOR-MADE RESULT

Emulsifying agent

New surfactant system



Creamy velvety formula

Pseudo-plastic polymers



Exceptional **playtime for buildable volume**

② SOFT COMB-BRUSH FOR EXTREME DEFINITION

Soft and smooth bristles



Extreme definition + clump-free result

③ EXCLUSIVE COMBINATION OF GENUINE GOLD PARTICLES & MOTHER-OF-PEARL

Micro-particles of **pure gold***

Ultra-reflective mother-of-pearl*



Catches the light to **emphasize black by contrast**

* These micro particles of pure gold and mother-of pearls are totally ophtalmologically approved

④ CARE INGREDIENT

Pro-Vitamin B5



Repairs and protects the lashes

⑤ JEWEL PACKAGING

Ultra-shine lacquered

+ varnished golden glitter



Elegant smooth and soft finish



www.helenarubinstein.com

Volume

+ BUILDABLE

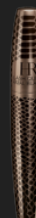
+ LENGTHENING

+ INTENSE

+ DEFINITION

+ CURVE

+ EYE-OPENING



Lengthening

Base



TAILOR-MADE VOLUME
EXTREME DEFINITION
DEEP BLACK

VOLUME
LENGTHENING

INTENSE VOLUME
& LENGTHENING

VOLUME
DEFINITION
(NO CLUMPS)

VOLUME
CURVES

VOLUME
LIFTED LASHES

LENGTHENING
FORTIFYING EFFECT

NATURAL
LENGTHENING
& SEPARATION

LENGTHENING
BASE
+ VOLUME

SALES SCENARIO

HOOK

“Would you like to give your eyelashes THE GIFT OF A PRECIOUS JEWEL?”

«Allow me to present you LASH QUEEN CELEBRATION Mascara, the new mascara from HELENA RUBINSTEIN with a truly exceptional sparkling design, giving your lashes tailor-made volume, to achieve your desired intensity. The brush gives a perfect definition free from clumps ».

“In order to celebrate our mascara expertise and the 110th anniversary of the brand, Helena RUBINSTEIN has created this magnificent shimmering gold mascara”

Give the customer a moment to appreciate the object in her hand

“In addition, the unique combination of its exclusive brush and generous formula brings a unique result: A tailor-made volume, free from clumps and overloading. The particles of pure gold within the formula catch the light and by contrast emphasize the depth of the black”.

To complete your ritual, and because skincare brings 50% of the make-up result, always apply an eye contour skincare product before using make-up. I would suggest PRODIGY EYES.

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, FELINE BLACKS PENCIL and SPECTACULAR EYEBROW POWDER-GEL. Then, apply LASH QUEEN CELEBRATION MASCARA on your lashes.

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 Presenting The product



3 Discovery of The object in the Customer's Hand



4 Skincare Advice



5 Make-up Advice



6 Finalize