



“Welcome to HELENA RUBINSTEIN, do you want to discover our Nude BB Base, your daily complete control on UV, ageing, pollution, hydration and complexion, with reinforced UVA protection?”

PREMIUM UV Nude BB Base contains an alliance of Mexoryl® SX and XL, two different UV filters which permit to protect the skin against UVB but also UVA which is responsible for premature ageing.

BB Chromatic Equalizing Pigments neutralizing and homogenizing the complexion color to instantly unify and brighten skin tone.

1 Hook

2 HR Innovation

3 Sensorial discovery

“Let me apply PREMIUM UV Nude BB Base on your hand.

As you can see, the feather-light texture instantly melts on your skin. Your skin tone immediately becomes evened and fairer with natural cover.

Upon application, skin is moisturized and protected against UV and pollution. The appearance of sun-induced sagginess, wrinkles and dark spots is decelerated.

Can you feel the feather-light texture instantly melts on your skin ?”

With a cotton soaked with lotion, prepare your client's hand, using smoothing movements. Then, apply the texture (with very elegant gestures).

Prepare a tray with PREMIUM UV Nude BB Base, illumination loose powder, lotion, kleenex and cottons.



1. “I apply Clarifying Enriched Honey Lotion to prepare your hand to receive Nude BB Base.”



2. “The feather-light texture instantly melts on your skin. Your skin tone immediately becomes evened and fairer with natural cover.”



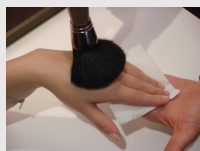
With a puff:



3. “Now I apply a powder to illuminate your skin”

OR

With a powder brush:



3. “Now I apply a powder to illuminate your skin”



4. “You can compare your both hands, you can see, your skin tone is instantly unified and brightened.”

SENSORIAL EXPERIENCE
PREMIUM UV
mexoryl® SX+XL SPF 50 / PA+++ UVA
anti UV-ageing-pollution
12h moisture – nude BB base

4 Comparison
of both hands

“ Madam, I invite you to compare the quality of your skin tone on hands.
I let you experience Nude BB Base's light and velvet finish. Your skin also becomes
moisturized, smoother and more translucent.”

5 Application

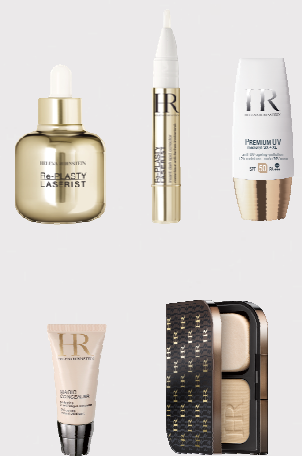
“Apply a drop of **PREMIUM UV Nude BB Base each and every morning** after your
skincare routine on the face (avoiding eye contour).”

6 Anti-Ageing
Whitening routine

“Now, I invite you to discover the Anti-Ageing Whitening routine.
Did you know that there are a few additional techniques
to obtain an instant translucent complexion?
It is very easy.

For a complete anti-ageing anti-darkening results,
apply Re-PLASTY LASERIST Serum and Spot Corrector
against chromatic ageing.
Re-PLASTY LASERIST helps to reduce dark-spots, redness and imperfections
for a translucent, luminous and smoothed youthful skin.

Then, apply Magic Concealer to erase dark circles.
finally, enhance your skin with COLOR CLONE x3 Compact with dry sponge,
avoiding the eye contour, to give translucency to your skin.
As you will see, COLOR CLONE x3 Compact creates the appearance of skin
as if illuminated from within, with a satin-smooth finish.”



YES:
Proceed according to the
ANTI-AGEING WHITENING ROUTINE .

NO:
Suggest an alternative appointment
base on client's availability.

7 Finalize

“I will prepare your PREMIUM UV Nude BB Base and would like to offer you the trial sizes
to complete your routine.
If customer purchases BB base > Trial sizes: Re-PLASTY Laserist serum
I would be delighted to get your comments any time.”
Give the client the opportunity to join the HR address book.