

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

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

KEY POINTS TO KNOW & REMEMBER

DAILY COMPLETE CONTROL ON UV, AGEING, POLLUTION, HYDRATION AND COMPLEXION

ADVANCED UVA PROTECTION TO DEFEND THE SKIN AGAINST PREMATURE AGEING DEEP DOWN INTO THE DERMIS

MAKE-UP EXPERTISE WITH "NUDE BB TECHNOLOGY" FOR UNIFIED AND BRIGHTEN SKIN TONE

SKINCARE EXPERTISE :

1 "12h UV block-out"

A reinforced alliance of **Mexoryl® SX and XL** with **high PPD protection**
A strong barrier against UVB but also UVA that is responsible for premature ageing from skin deep dermis

- UVA: responsible for premature ageing and dark spots at the deepest dermis level
- UVB: responsible for sunburn and dark spots at the epidermis level

2 "Ageing block-out":

A performing complex against UV induce ageing signs
Helisun® jasmin extract to fight cell oxidation
Raffermine® soy protein extract to combat elastosis
Prunus and mint extracts to limit dark spots generation

3 "Pollution block-out":

Detoxyl® with vitamin E to protect skin from the attack of harmful particles and heavy metals

4 " 12h moisture lock-in":

Water capture system to fight against loss of hydration accelerated by UV exposure

MAKE-UP EXPERTISE :

New generation **BB Chromatic Equalizing Pigments** to desaturate uneven skin tone with **ultra natural cover**

RESULTS - BB BASE SELF EVALUATION* :

Day after day skin youth is visibly protected (skin looks younger (100%)).
The complexion looks more uniform (100%), the wrinkles and fine lines seem less visible (100%) and the skin feels more moisturized (95%).

ANTI-AGEING WHITENING ROUTINE - 360° CHROMATIC CORRECTION :

LASERIST PROTOCOL TO REDUCE DARK SPOTS, REDNESS AND IMPERFECTIONS

PREMIUM UV TO PROTECT SKIN



re-plasty laserist serum



re-plasty laserist spot corrector

+

ADVANCED PROTECTION



uv 12h
SPF 50 / PA +++

HIGH PROTECTION FOR YELLOWISH COMPLEXION



blue base
SPF 40 / PA +++

ADVANCED PROTECTION FOR UNEVEN COMPLEXION



nude bb base
SPF 50 / PA +++



*In-use test under dermatological control, 4 weeks, 42 female subjects, aged from 18 to 57 years old.

SALES SCENARIO

1 Welcome

"Welcome to HELENA RUBINSTEIN. POWER BEAUTY since 1902, at the service of the most demanding women by creating skincare products highly concentrated in active ingredients with instantly visible results."

2 Focus in the mirror

"If you look at your skin into the mirror, what would you like to improve?"

"Every day I feel that my skin is dry, I see the appearance of wrinkles and dark spots. In addition, I also feel that my complexion is dull and uneven."

3 Treat

"Let me introduce PREMIUM UV Nude BB Base. It is a base which allies HR's best skincare and make-up expertises.

This is the most innovative nude finish **BB base in a high SPF protection with reinforced UVA protection.**

For this high protection, it contains an advanced alliance of Mexoryl® SX+XL to create a strong barrier against UVB and UVA which is responsible for skin damages deep down into the dermis.



EVERY DAY

You can have a **daily complete skincare** with this one product : **anti-ageing, hydration and anti-pollution.** It also contains **BB chromatic equalizing pigments** to instantly unify and brighten complexion.

[Whilst applying PREMIUM UV NUDE BB BASE to the client's hand]

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



EVERY DAY & NIGHT

For a complete anti-ageing anti-darkening results, I invite you to discover the Re-PLASTY LASERIST routine against chromatic ageing. Re-PLASTY LASERIST helps to reduce dark-spots, redness and imperfections for a translucent, luminous and smoothed youthful skin.

4 Enhance

Did you know that there are a few additional techniques to obtain an instant translucent complexion?

First, apply Magic Concealer to erase dark circles. Then, 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.



5 Focus Beauty Revelation

"If you have a few moments, I would be delighted to show you how to carry out this beautifying routine at home."

YES:
Proceed according to the service outlined in the FOCUS brochure

NO:
Suggest an alternative appointment based on the client's availability

6 Finalize

Give the client the opportunity to join the HR address book.