

POWER BEAUTY  
SINCE 1902



PRODIGY  
POWERCELL  
EYE URGENCY  
YOUTH GRAFTER – THE SOS EYE PATCH

CHINA

## KEY POINTS TO KNOW & REMEMBER

### • 1 APPLICATION = 15 DAYS OF EYE CARE TREATMENT RESULTS

- **POWERFUL RESULTS:** INSTANT DE-PUFFING – INSTANT SMOOTHING – INSTANT LIFTING EFFECT
- **POWERFUL ASSOCIATION** OF CUTTING-EDGE BIO-CELLULOSE & VEGETAL STEM CELLS
- **FUNCTIONALITY:** INSTANTLY REGENERATE THE EYE AREA WHILE GOING ON WITH YOUR DAILY LIFE.
- **SECOND SKIN EFFECT:** PENETRATION EFFICACY

## VEGETAL STEM CELLS: 100% ACTIVE POWER

**MAJOR BREAKTHROUGH:** Tested & compared to the greatest anti-ageing active principles, Vegetal Stem Cells of Oceanic Crista reveal an exceptional activity on the 3 essential mechanisms of ageing: **CELLULAR REGENERATION<sup>1</sup>**, **TISSULAR REPAIR<sup>1</sup>**, **ANTI FREE-RADICAL DEFENSE<sup>1</sup>**.

## BIO-CELLULOSE: POWERFUL BIO-TECHNOLOGICAL INNOVATION

Dense network of fibres possessing a 3D structure similar to the layers of reticular tissue in the skin with exclusive properties:

- **Regenerating power<sup>1</sup>** to promote skin repair.
- **Soothing power<sup>1</sup>** to appease inflammatory signals, source of hyper pigmentation.
- **Perfect fusion with the skin** to infuse the formula intensively and evenly, thanks to air-tight innovative material. Sensorial feeling.

## EXCEPTIONAL INSTANT RESULTS PROVEN : 1 APPLICATION = 15 DAYS OF EYE TREATMENT\*

RESULTS	15 DAYS OF EYE CARE TREATMENT	1 EYE PATCH APPLICATION
Rested eye area	80%**	80%**
Homogeneity	77%**	77%**
Decrease of signs of fatigue	70%**	70%**

### STRONG INSTANT RESULTS 1 EYE PATCH APPLICATION

Skin regeneration	70%**
Eye bags reduction	73%**
Lifting of the skin	66%**

IN ONE APPLICATION,  
THE EQUIVALENT RESULTS  
OF 15 DAYS OF EYE CARE TREATMENT



## YOUTH GRAFTER PRODIGY POWERCELL RITUAL

youth grafter  
the sos eye patch

youth grafter  
the serum

youth grafter  
the eye care



<sup>1</sup>: In vitro tests  
\*Self-assessment on 30 women  
\*\* Percentage of subjects having observed an improvement / a decrease of the item

# SALES SCENARIO

« Hello Madam, welcome to HELENA RUBINSTEIN POWER BEAUTY SINCE 1902. HELENA RUBINSTEIN is the cutting edge anti-ageing beauty brand at the forefront of scientific innovation for the most demanding women by creating products highly concentrated in active ingredients with visible results. »

“If you look at your skin around your eye contour, in the mirror, what would you like to improve? Show me...”

« I look like tired, I have dark circles, puffiness. I would like a skincare which instantly repairs my eye contour! »

« Let me introduce you PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH. **One application of this patch is equivalent to 15 days of eye care treatment.** From the 1st application, this intense "infusion" of vegetal stem cells has an **instant de-puffing, smoothing and lifting effect on your eye contour.**

*[Whilst showing Prodigy Powercell Eye Patch to the client]*

This patch is made of **bio-cellulose**, a cutting edge cosmetic network of fibres **with strong soothing and regenerating properties that fusions perfectly with your skin for an intense permeation.**

It associates the unprecedented restoring power of **vegetal stem cells of Oceanic Crista** to fight against the signs of ageing.

Highly functional, you can use this patch while going on with your daily life routine. The SOS Eye Patch could be **used weekly** for an instant anti-fatigue boosting effect **or as a 6-day cure** for enhanced results.

**At the end of the cure, enhanced results on:** the signs of tiredness are reduced, eye contour is decongested, puffiness and dark circles are reduced. The eye contour area is lifted and smoothed.

**For a daily optimal efficiency,** apply in the morning Prodigy Powercell, **Serum** and **Prodigy Cream** to the whole face and neck to visibly rejuvenate your skin, fortifying and moisturizing continuously. For the eye contour, apply Prodigy Powercell **Eye Care** for an immediate visibly younger and regenerated gaze.»

1 Welcome

2 Focus in the mirror

3 Treat



WEEKLY OR 6-DAY CURE



EVERY DAY & NIGHT

4 Enhance

Did you know that there are a few additional techniques you can use to illuminate your skin and give it an instant rejuvenated effect? It is very easy.

For a smoother, more toned and radiant complexion with a nude skin finish, apply **Prodigy Powercell Foundation**, the first youthful complexion grafter (a serum foundation) offering you a double dose of vegetal stem cells in complement of Prodigy Powercell Serum.

Next, apply **Magic Concealer** to erase dark areas and **Wanted Blush** to illuminate your facial features.



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:  
Follow the service process laid out in the FOCUS brochure

NO:  
Offer an appointment according to the client's availability

6 Finalize

Give the client the opportunity to join the HR address book + propose trial samples of HR products