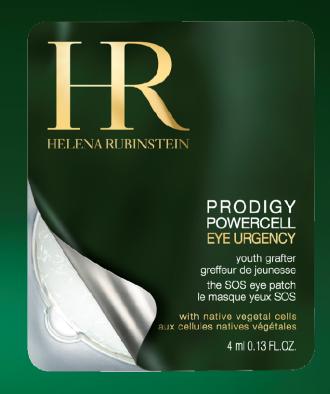


# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH TRAINING MODULE – ASIAN SPECIFIC VERSION







# HELENA RUBINSTEIN NEW BRAND STATEMENT



# POWER BEAUTY SINCE 1902



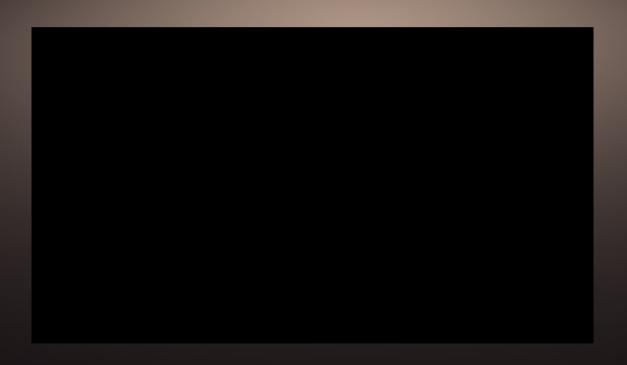
## POWER BEAUTY SINCE 1902

### POWER BEAUTY SINCE 1902





## POWER BEAUTY SINCE 1902







### POWER BEAUTY SINCE 1902

THE MOST

DEMANDING WOMEN

THE MOST ACTIVE INGREDIENTS

THE HIGHEST CONCENTRATIONS

THE MOST SUMPTUOUS TEXTURES

RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICACY











# HELENA RUBINSTEIN THE 3 SCIENTIFIC TERRITORIES



#### POWER OF NATURE

"I want a global anti-ageing action"

**PRODIGY** 

MOLECULAR BIO-SAP
VEGETAL STEM CELL



#### COLLAGEN EXPERTISE

"I need targeted efficacy on visible signs"

**COLLAGENIST** 

MICRO IMPLANTS
COLLAGEN INJECTIONS
LIFTING & V-SHAPING



#### LACLINIC AT HOME

"I need a radical and immediate correction"

Re-PLASTY

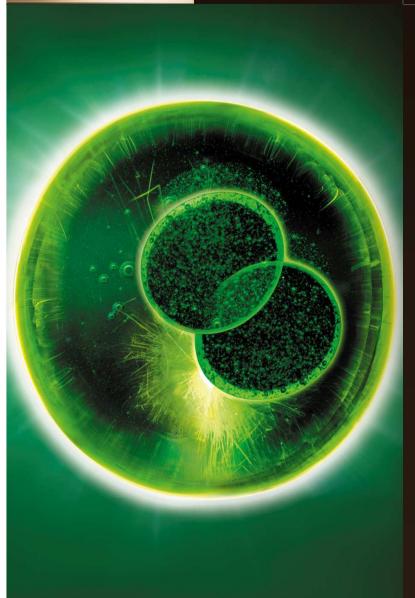
MESOLIFT PEELING LASER POST INTERVENTION CARE







### POWER OF NATURE



**Description:** cutting-edge technique in the field of nature and vegetal cells (vegetal stem cells, bio-sap) which plays a role in cell regeneration and stem cell grafting to renew aged and damaged cells.

**Technological feat:** preserving the power of these cells, whose lifespan is very limited

**Keywords**: Cellular Regeneration



### PRODIGY PIONEER OF HIGH TECH NATURALITY



ENCAPSULATED **BIO SAP** 

**PRODIGY** 





2006

BIO-MATIRCE™ PLANT TISSUE EXTRACTS IN EMBRYONIC STATE

PRODIGY TISSULAR



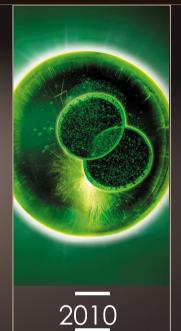
INNOVATION 2012 PRODIGY POWERCELL EYE PATCH

BIO-SEVE EXTRÊME™

NATIVE VEGETAL CELLS

OF SEQUOIA & **VIGNA FLOWERS** 

PRODIGY EXTREME



**VEGETAL STEM CELLS** OF OCEANIC CRISTA

**PRODIGY POWERCELL** 



PRODIGY POWERCELL
THE RANGE

SALES SCENARIO

HR SKINCARE



# PRODIGY POWERCELL EXCEPTIONAL RECOGNITION



2 YEARS OF SUCCESS\*

12 AWARDS

4 PATENTS FOR THE FORMULA

2 SCIENTIFIC PUBLICATIONS

1 POWERCELL SOLD EVERY 3 MINUTES AROUND THE WORLD



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

2012

HR CONTINUES TO DRIVE INNOVATION FORWARD



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

# POWERFUL RESULTS:

1 APPLICATION

15 DAYS OF EYE CARE TREATMENT RESULTS





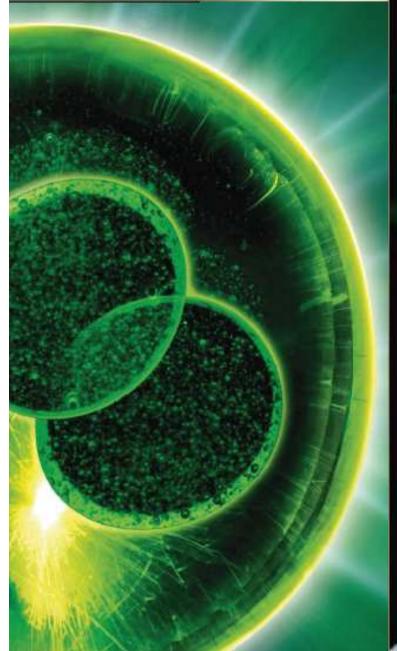
### HELENA RUBINSTEIN CREATES...



# PRODIGY POWERCELL EYE URGENCY

YOUTH GRAFTER
THE SOS EYE PATCH







1 APPLICATION = 15 DAYS OF EYE CARE TREATMENT

INSTANT DE-PUFFING INSTANT SMOOTHING INSTANT LIFTING EFFECT

A second skin eye patch, with the Bio-Cellulose Technology Allied to the power of Oceanic Crista for a youth grafting of the eye contour



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH



THE SECOND SKIN EFFECT
FOR AN INSTANT
YOUTH GRAFTING
OF THE EYE CONTOUR:

INSTANT DE-PUFFING
INSTANT SMOOTHING
INSTANT LIFTING EFFECT



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH TECHNOLOGY



# THE POWERFUL ASSOCIATION OF

VEGETAL STEM CELLS

AND

BIO-CELLULOSE



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

**BIO-CELLULOSE** 



Bio-cellulose patch (photo internal use only)

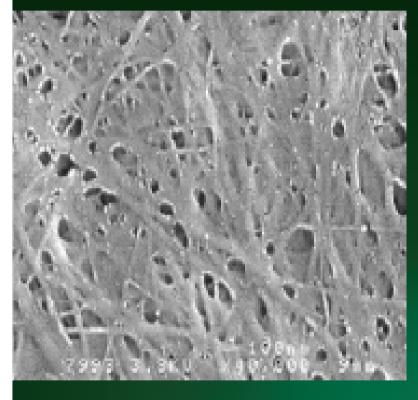
Bio-cellulose: dense network of fibres possessing a 3D structure similar to the layers of reticular tissue in the skin with exclusive properties:

- Regenerating power\* to promote skin repair.
- **Soothing power**\* to appease inflammatory signals, source of hyper pigmentation.
- Perfect fusion with the skin to infuse the formula intensively and evenly while providing a sensorial feeling to the skin.



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

**BIO-CELLULOSE** 



Bio-cellulose (photo internal use only)

What is Bio-cellulose?

A special type of cellulose made only by aerobic fermentation of Acetobacteria:

Biocellulose is a **natural**, **renewable material**, **lying totally in green chemistry** and sustainable development.

Main properties of Bio-cellulose:

- Good adsorption / desorption of liquids,
- High resistance to stretching,
- Good permeability to air,
- Perfect match with the skin (great permeation and moisturizing effects).



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH HOW TO USE IT?



#### **WEEKLY:**

In the morning or at night for an instant anti-fatigue result and rejuvenation of the eye contour

#### AS A CURE:

6 consecutive days for a reinforced youth grafting of the eye contour



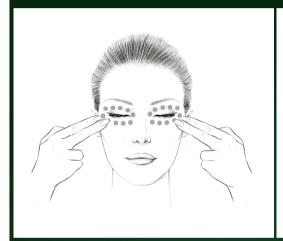
# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH SPECIFIC RITUAL

1- MICROCIRCULATION ACTIVATION

2- PATCH APPLICATION

3- SMOOTHING

4- TAPPING MOVEMENTS



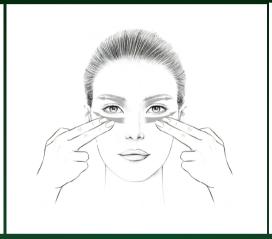
Working on both eyes at the same time, tap gently and rapidly on the skin around the eye to activate the microcirculation.



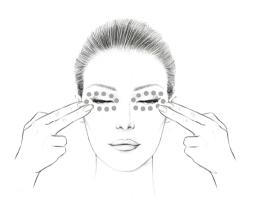
Apply the patch close to the inside corner of the eye, taking care to cover the whole lower area of the eye contour (including the bag). Dual use on either side depending on area of need.



Leave for 15 minutes then remove the patch.



Using repetitive, simultaneous strokes, smooth the excess product from the inside corner of the eye towards the outside to drain and decongest the eye contour area (arches and bags).



Again use rapid, gentle tapping movements to stimulate the contour of both eyes simultaneously and ensure optimum penetration.



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

**EXCEPTIONAL RESULTS** 



# VEGETAL STEM CELLS OF OCEANIC CRISTA:

## SPECTACULAR RESULTS DEMONSTRATED IN VIVO\*

\* In vivo results on vegetal stem cells of oceanic crista vs. placebo, 4 days after the destruction of stratum corneum



## PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

**EXCEPTIONAL INSTANT RESULTS** 

# IN ONE APPLICATION, THE EQUIVALENT RESULT OF 15 DAYS OF EYE CARE TREATMENT\*

RESULTS	15 DAYS OF EYE CARE TREATMENT	1 APPLICATION OF PRODIGY POWERCELL EYE PATCH
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%\*\*

•Self-assessment on 30 women

\*\* Percentage of subjects having observed an improvement / decrease of the item





# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

EXCEPTIONAL SHORT AND LONG TERM RESULTS



ITEMS	FROM THE 1 <sup>ST</sup> APPLICATION <sup>1</sup>	AT THE END OF THE CURE <sup>2</sup>	
PUFFINESS IS REDUCED	(67%)*	(73%)*	
SKIN IS SMOOTHER	(75%)*	(75%)*	
SKIN IS LIFTED	(61%)*	(63%)*	
SIGNS OF TIREDNESS ARE REDUCED	(69%)*	(77%)*	
DARK CIRCLES ARE REDUCED	(NA)*	(69%)*	

\* Self assessment on 51 women of all skin types



## PRODIGY POWERCELL

A COMPLETE RANGE FOR VISIBLE SIGNS OF YOUNGER SKIN JAPAN VERSION



the lotion



the serum



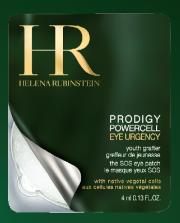
the night serum



the cream



the eye care



the eye mask

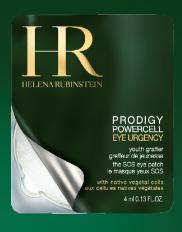


### PRODIGY POWERCELL

A COMPLETE RANGE FOR VISIBLE SIGNS OF YOUNGER SKIN CHINA VERSION







the eye mask

SINCE 1902



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

#### **TECHNOLOGY**

#### 1- VEGETAL STEM CELLS OF OCEANIC CRISTA:

100% active power to act on CELLULAR REGENERATION\*, TISSULAR REPAIR\* and ANTI-FREE RADICAL DEFENSE\*.

#### 2- BIO-CELLULOSE:

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

**Regenerating power\*** to promote skin repair.

**Soothing power\*** 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.



1 pair of patch

#### APPLICATION \*(

**Weekly use** for an instant anti-fatigue boosting effect or as a **6-day cure** for enhanced results.

Leave on for 15 minutes, then remove and massage any remnant into the skin.

#### TEXTURE:

A unique luxurious and sensorial feeling of Bio-cellulose that fusions with the skin. Highly refreshing and soothing formula.

#### SKIN BENEFITS:

In one application, the equivalent result of 15 days of eye care treatment: INSTANT DE-PUFFING – INSTANT SMOOTHING – INSTANT LIFTING EFFECT

\* In vitro tests



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

SALES SCENARIO - JAPAN VERSION

Welcome

2

Focus in the mirror

« 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 Lotion, Serum and Cream to the whole face and neck to visibly rejuvenate your skin, fortifying and moisturizing continuously.

For an intense repair and regeneration of your skin during each phase of the night, apply Prodigy Powercell **Night Shot**, 5 times more concentrated in Vegetal Stem Cells than the serum\*.

For the eye contour, apply Prodigy Powercell Eye Care for an immediate visibly younger and regenerated gaze. »

Treat



WEEKLY OR 6-DAY CURE



**EVERY DAY & NIGHT** 



**EVERY NIGHT** 



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

SALES SCENARIO - JAPAN VERSION

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.

LINE STATE OF THE PROPERTY OF

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."

YFS:

Proceed according to the service outline provided in the FOCUS brochure Suggest an alternative appointment based on the client's availability

6

Finalize

"I will prepare your Prodigy Powercell skincare and would like to offer you the trial sizes to complete your routine.

If customer purchases Prodigy Eye patch > Trial sizes: Prodigy Powercell Serum + Prodigy Powercell cream + Prodigy Powercell eye care

I would be delighted to get your comments any time." Give the client the opportunity to join the HR address book.



# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

SALES SCENARIO – CHINA VERSION

1

Welcome

2

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3

Treat





POWER BEAUTY

HR 3 TERRITORIES INNOVATION 2012 PRODIGY POWERCELL EYE PATCH EXCEPTIONAL RESULTS

PRODIGY POWERCELL

SALES SCENARIO

HR SKINCARE



## PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

SALES SCENARIO – CHINA VERSION

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## PRODIGY POWERCELL

LINK SELLING SCENARIO- JAPAN VERSION

#### THE PRODICY POWERCELL SKINCARE ROUTINE





## PRODIGY POWERCELL

LINK SELLING SCENARIO- CHINA VERSION

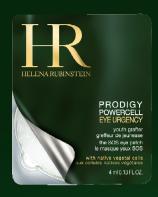
#### THE PRODIGY POWERCELL SKINCARE ROUTINE





# PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

COMPETITIVE ENVIRONMENT



6 pairs - 105 euros

#### THE HR +

- 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

#### **ESTEE LAUDER**



PERFECTIONIST EYE PATCH

#### SK-II



SIGNS EYE MASK

#### DIOR



CAPTURE TOTALE
MULTI
PERFECTION
EYE ZONE PATCH

#### **GUERLAIN**



SUPER AQUA EYE PATCH

#### SHISEIDO



PURE RETINOL INTENSIVE REVITALIZING EYE MASK

#### LANCOME



PRIMORDIALE CELL DEFENSE EYE MASK

#### SPECIALIST ANTI-AGEING CARE

#### PRODIGIOUS GLOBAL ANTI-AGEING CARE

# **HYDRA COLLAGENIST** Specialist anti-ageing care 30+

# COLLAGENIST WITH PRO-XFILL Anti-wrinkle – Replumping – Filling 40+ SCHADENE MANAGEME













PRODIGY



PRODIGY



## Re-PLASTY MÉSOLIFT COSMETIC

**SERUM** 

**CREAM** 

EYE / LIP CARE

Active lifting Radiance injection Ideal plasticity





Re-PLASTY HD PEEL

Skin perfecting Smoothed wrinkles







Re-PLASTY LASERIST

Anti-dark spot Uniformity



#### ANTI-AGEING WHITENING UV

#### AGE WHITE POWER K

Anti-spots - Clarity Translucency











#### PREMIUM UV

Daily UV protection SPF 40 Make-up base SPF 50 12h Hydration



## POWER OF NATURE

YOUTH GRAFTER

PRODIGY POWERCELL



THE 1ST GENUINE "YOUTH GRAFTER' SKINCARE THAT AUTO-REPAIRS SKIN IN RECORD TIME, FOR DAILY REPAIR AND PROTECTION. GLOBAL ANTI-AGEING POWER

PRODIGY



A LIFE CONCENTRATE FOR GLOBAL ANTI-AGEING POWER, SIMULTANEOUSLY TARGETING THE 5 ESSENTIAL MECHANISMS OF SKIN AGEING.

ULTIMATE ANTI-AGEING POTENCY

> PRODIGY EXTREME



From 50

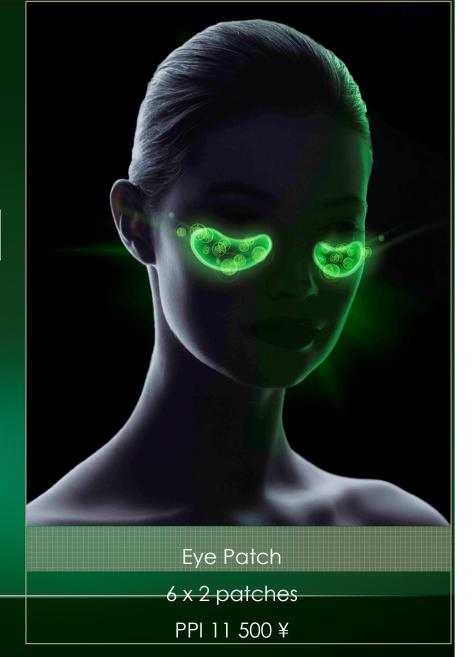
THE 1ST LIFE CONCENTRATE
WITH THE ULTIMATE ANTIAGEING POTENCY TO FIGHT
THE RADICALIZED SIGNS OF
AGEING SEEN IN MATURE SKIN.



## PRODIGY POWERCELL EYE PATCH

PRICE POSITIONNING - JAPAN

15 750 JPY	LAUDER	Perfectionist Eye Patch	Eye Patch	8 pairs
13 860 JPY	GUERLAIN	Super Aqua Mask	Eye Mask	6 U
12 600 JPY	LANCOME	Absolue Premium Bx	Cloth Mask	6 U
11 500 JPY	HR	Prodigy Powercell Eye Patches	Eye Patch	6 pairs
9 450 JPY	DIOR	Capture Totale Multi- Perfection Eyezone patch	Eye Patch	12 pairs
6 825 JPY	SK-II	Signs Eye mask	Eye Patch	14 pairs
6 825 JPY	LANCOME	Primordiale Cell Defense Eye Mask	Eye Mask	8 pairs
6 825 JPY	SHISEIDO	Pure Retinol Intensive Revitalizing Eye Mask	Eye Patch	12 pairs





## PRODIGY POWERCELL EYE PATCH

PRICE POSITIONNING - CHINA

4				
1 280 CNY	HR	PRODIGY POWERCELL EYE MASK	Eye Patch	6 pairs
1 200 CNY	LAUDER	Perfectionist Eye Patch	Eye Patch	8 pairs
1 020 CNY	GUERLAIN	Super Aqua Mask	Eye Mask	6 U
1 000 CNY	LANCOME	Absolue Premium BX Mask	Cloth Mask	6 U
925 CNY	HR	Prodigy Powercell Eye Patches	Eye Patch	6 pairs
720 CNY	DIOR	Capture Totale Multi- Perfection Eyezone patch	Eye Patch	12 pairs
720 CNY	LANCOME	Primordiale Cell Defense Eye Mask	Eye Mask	8 pairs
680 CNY	SK-II	Signs Eye mask	Eyepatch	14 pairs
600 CNY	SHISEIDO	Pure Retinol Intensive Revitalizing Face Mask	Eye Patch	8 pairs

