

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

PRODIGY
POWERCELL

YOUTH GRAFTER – THE LOTION

JAPAN

KEY POINTS TO KNOW & REMEMBER

- **POWERFUL RESULTS:** FIRMER SKIN – REVEALED RADIANCE – 24H CONTINUOUS HYDRATION
- **TECHNOLOGICAL BREAKTHROUGH:** 1ST BOTANICAL STEM CELLS LOTION*
- **DAILY ANTI-AGEING & HYDRATING TRIGGER:** 1ST ACTIVATING STEP OF THE POWERCELL ROUTINE

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 REGENERATION¹**, **TISSULAR REPAIR¹**, **ANTI FREE-RADICAL DEFENSE¹**.

SYNERGY OF POWERFUL ACTIVE INGREDIENTS

- **VEGETAL STEM CELLS OF OCEANIC CRISTA**, for an instant repair and an anti-ageing action.
- **VITAMIN E** for a powerful anti-oxidant protection
- **1 OF THE MOST EFFICIENT HYDRATING COMPLEX** for an intense hydration of the skin (24H)².

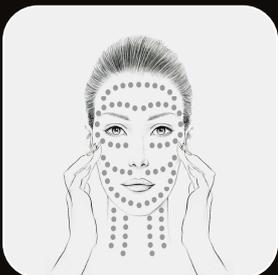
EXCEPTIONAL SELF-ASSESSMENT RESULTS

Instantly, skin is softer, more supple, moisturized and soothed.

After 4 weeks, **skin is smoother (78%)****, **firmer (72%)**** and **skin dullness is reduced (67%)****.

SPECIFIC RITUAL

1- MICROCIRCULATION ACTIVATION



Perform rapid, gentle tapping movements simultaneously to the whole face to activate microcirculation.

2- SMOOTHING



Using two cotton wool pads, simultaneously smooth the lotion onto the forehead area then the T-zone, the chin and the neck.

3- SLIGHT PRESSURES



Using 2 cotton wool pads, exert slight pressure over the whole face and neck simultaneously.

THE 1ST ANTI-AGEING & HYDRATING TRIGGER
BOTANICAL STEM CELL LOTION



* in the L'Oréal Luxury Division & Luxury Japanese market
**self-assessment on 50 women between 30 and 50 years old
1 In-vitro tests

2 Superior efficacy vs Hyaluronic acid 3 hours after application

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 in the mirror, what would you like to improve, show me... »

« My skin is tired, dehydrated, it lacks firmness, vitality, and radiance. I would like a skincare which repairs and moisturizes my skin! »

« Let me introduce you PRODIGY POWERCELL LOTION. The 1st lotion with botanical stem cells that generously moisturizes the skin while also regenerating it.

[Whilst applying Prodigy Powercell Lotion to the client's hand]

This lotion combines all the anti-ageing power of **vegetal stem cells** for an instant repair, **vitamin E** for a powerful anti-oxidant protection and **one of the most efficient hydrating complex** for an intense & continuous hydration of the skin (24H). Its fluid and soft texture melts instantly at the heart of your skin to bring a remarkable power of hydration and regeneration.

Day after day, your skin is **smoother, firmer, continuously moisturized (24H) and its radiance is revealed.**

The lotion is the 1st activating step that triggers the anti-ageing & moisturizing results of the Powercell routine.

For a daily optimal efficiency, apply in the morning Prodigy Powercell Youth Grafter **Serum** and **Cream** to the whole face and neck to visibly rejuvenate your skin, fortifying & moisturizing it continuously. For an intense repair and regeneration of your skin during each phase of the night, apply Prodigy Powercell **Night Shot**, 5x more concentrated in Vegetal Stem Cells*. For the eye contour, apply Prodigy Powercell Youth Grafter **Eye Care** for an immediate visibly younger & regenerated gaze. For an instant de-puffing, smoothing and lifting effect, use Prodigy Powercell **Eye Patch** to the eye contour.

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.

“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

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

1 Welcome

2 Focus
in the mirror

3 Treat

1st Activating Step



EVERY DAY & NIGHT



EVERY DAY & NIGHT



EVERY NIGHT



ONCE A WEEK
OR 6-DAY CURE

4 Enhance



5 Focus
Beauty Revelation

6 Finalize

* than the Powercell daytime serum