

POWER BEAUTY  
SINCE 1902



PRODIGY  
POWERCELL  
EYE URGENCY  
YOUTH GRAFTER – THE SOS EYE PATCH

## 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 night serum

youth grafter  
the cream

youth grafter  
the eye care



1: 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 **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. »

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



WEEKLY OR 6-DAY CURE



EVERY DAY & NIGHT



EVERY NIGHT

**4** Enhance



**5** Focus Beauty Revelation

**6** Finalize

\* than the Powercell daytime serum