

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH TRAINING MODULE



POWER BEAUTY
SINCE 1902

HR
3 TERRITORIES

INNOVATION 2012
PRODIGY POWERCELL
EYE PATCH

EXCEPTIONAL
RESULTS

PRODIGY POWERCELL
THE RANGE

SALES
SCENARIO

HR SKINCARE

POWER BEAUTY
SINCE 1902



HELENA RUBINSTEIN
NEW BRAND STATEMENT



POWER BEAUTY SINCE 1902

POWER BEAUTY
SINCE 1902

HR
3 TERRITORIES

INNOVATION 2012
PRODIGY POWERCELL
EYE PATCH

EXCEPTIONAL
RESULTS

PRODIGY POWERCELL
THE RANGE

SALES
SCENARIO

HR SKINCARE

POWER BEAUTY
SINCE 1902



POWER BEAUTY SINCE 1902

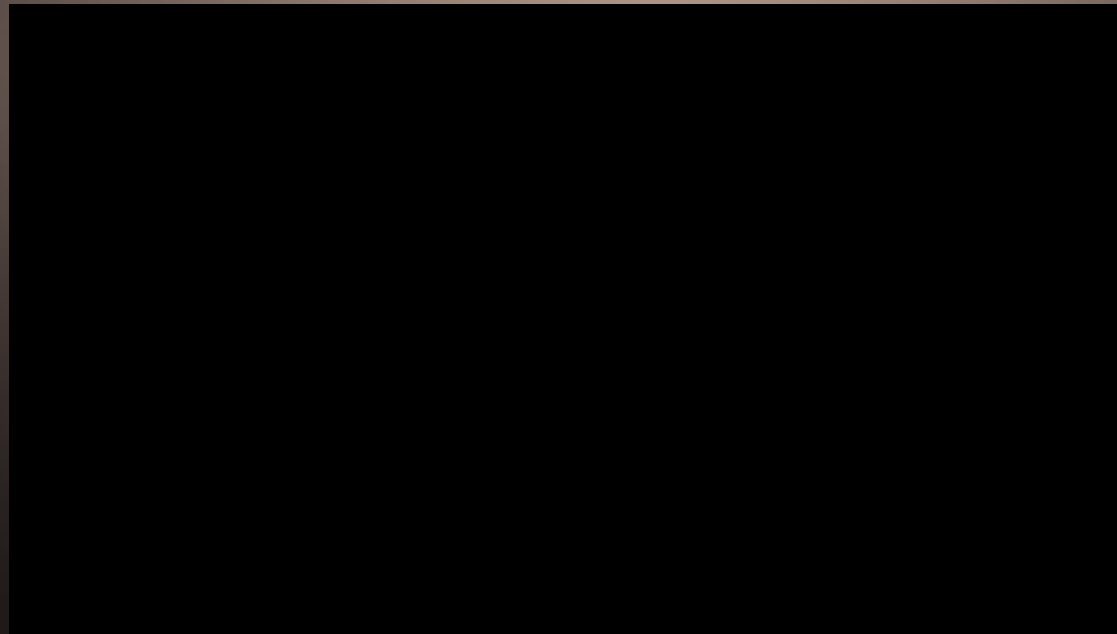
POWER BEAUTY
SINCE 1902



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



POWER BEAUTY
SINCE 1902



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

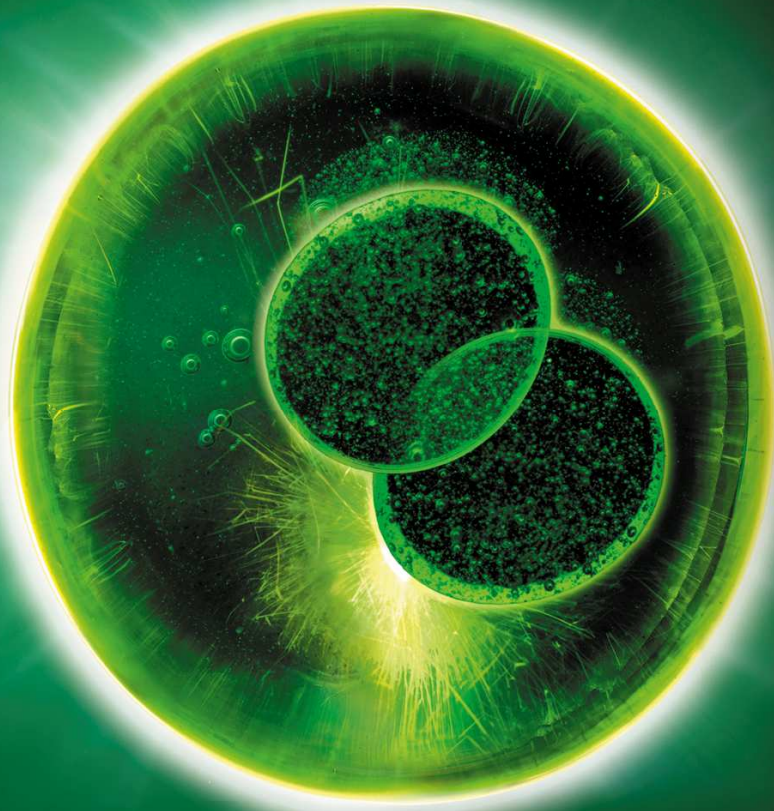


LA CLINIC AT HOME

"I need a radical and immediate correction"

Re-PLASTY
MESOLIFT PEELING LASER
POST INTERVENTION CARE





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

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

PRODIGY
PIONEER OF HIGH TECH NATURALITY



2002

ENCAPSULATED
BIO SAP

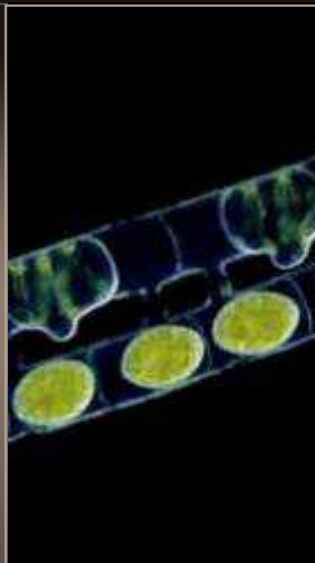
PRODIGY



2006

BIO-MATIRCET™
PLANT TISSUE EXTRACTS
IN EMBRYONIC STATE

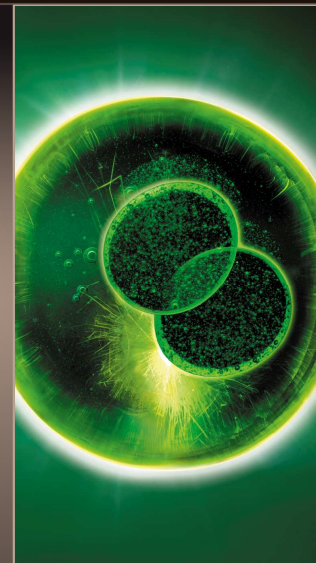
PRODIGY TISSULAR



2009

BIO-SEVE EXTRÊMET™
NATIVE VEGETAL CELLS
OF SEQUOIA &
VIGNA FLOWERS

PRODIGY EXTREME



2010

VEGETAL STEM CELLS
OF OCEANIC CRISTA

PRODIGY
POWERCELL



2012

MOLECULAR
BIO-SAP

THE NEW
PRODIGY



POWER BEAUTY
SINCE 1902

HR
3 TERRITORIES

INNOVATION 2012
PRODIGY POWERCELL
EYE PATCH

EXCEPTIONAL
RESULTS

PRODIGY POWERCELL
THE RANGE

SALES
SCENARIO

HR SKINCARE

POWER BEAUTY
SINCE 1902



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

POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL EYE URGENCY
THE SOS EYE PATCH

2012

HR CONTINUES TO DRIVE INNOVATION FORWARD

POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL EYE URGENCY
THE SOS EYE PATCH

POWERFUL RESULTS:

1 APPLICATION

=

15 DAYS OF EYE CARE TREATMENT RESULTS

POWER BEAUTY
SINCE 1902



HELENA RUBINSTEIN CREATES...

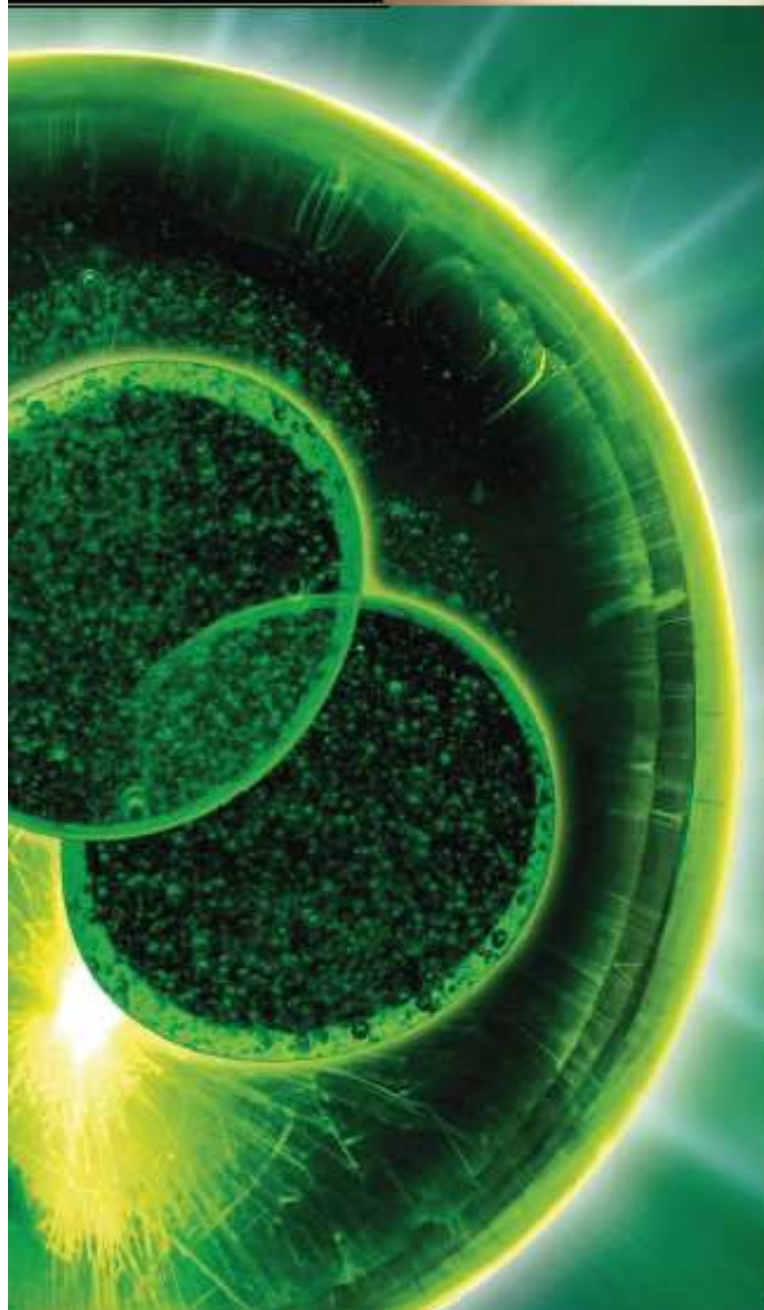


PRODIGY POWERCELL EYE URGENCY

YOUTH GRAFTER
THE SOS EYE PATCH

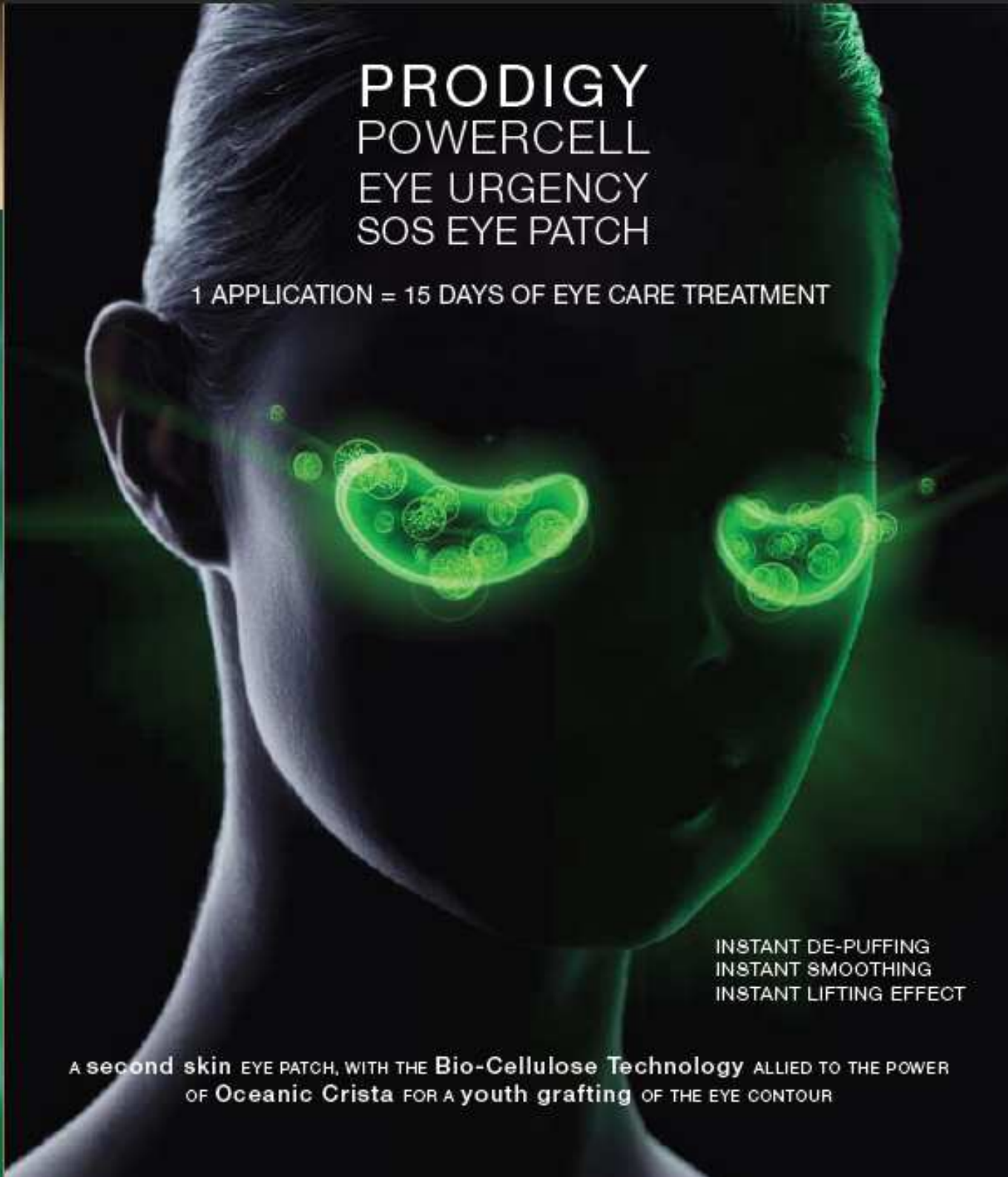
POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN



PRODIGY
POWERCELL
EYE URGENCY
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

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

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

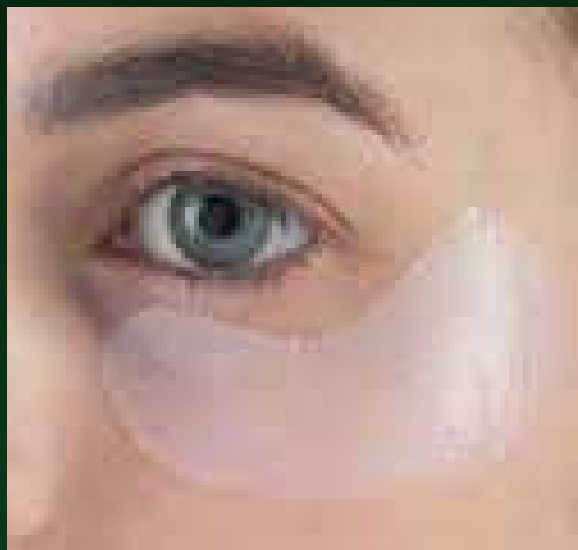
POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL EYE URGENCY
THE SOS EYE PATCH
TECHNOLOGY



THE POWERFUL ASSOCIATION OF
VEGETAL STEM CELLS
AND
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.

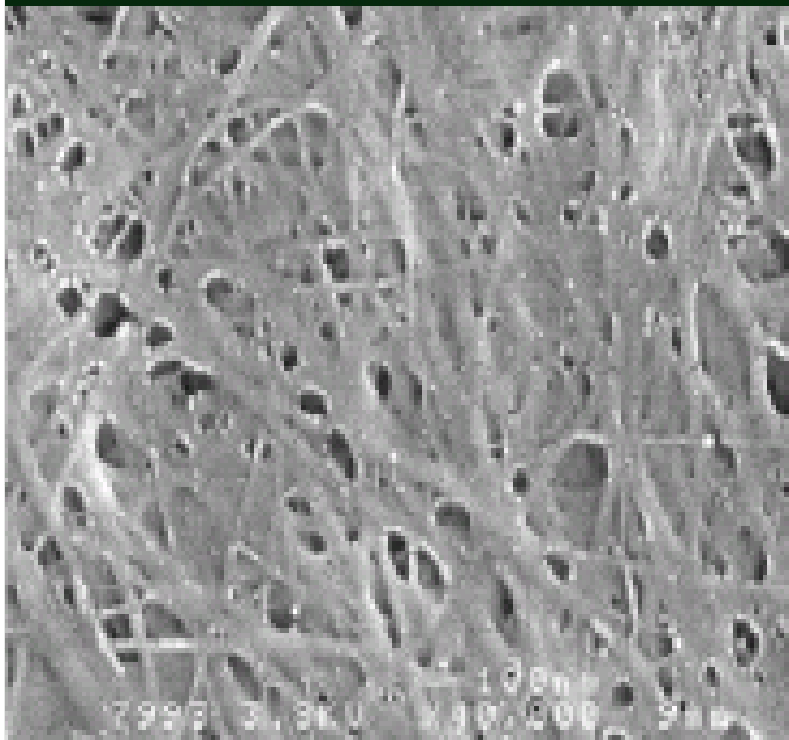
What is Bio-cellulose?

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).



Bio-cellulose

(photo internal use only)

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

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

POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH SPECIFIC RITUAL

1- MICROCIRCULATION ACTIVATION



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

2- PATCH APPLICATION



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.

3- SMOOTHING



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).

4- TAPPING MOVEMENTS



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

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

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

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

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

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH

EXCEPTIONAL SHORT AND LONG TERM RESULTS



ITEMS	FROM THE 1 ST APPLICATION ¹	AT THE END OF THE CURE ²
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

POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL

A COMPLETE RANGE FOR VISIBLE SIGNS OF YOUNGER SKIN



the serum



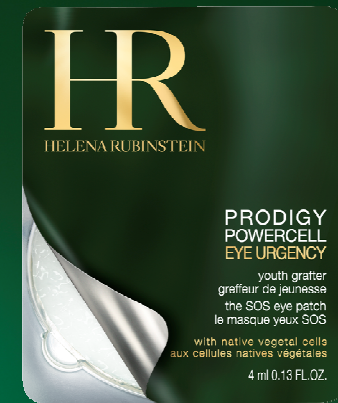
the night serum



the cream



the eye care



the eye mask

POWER BEAUTY
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

« 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. »

1 Welcome

2 Focus in the mirror

3 Treat



WEEKLY OR 6-DAY CURE



EVERY DAY & NIGHT



EVERY 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:
Proceed according to the service outline provided in the FOCUS brochure

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

"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 Night Shot + 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.

6

Finalize

POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL LINK SELLING SCENARIO

THE PRODIGY POWERCELL SKINCARE ROUTINE

EVERY DAY AND NIGHT

EVERY NIGHT

WEEKLY
OR 6-DAY CURE

must
have



+



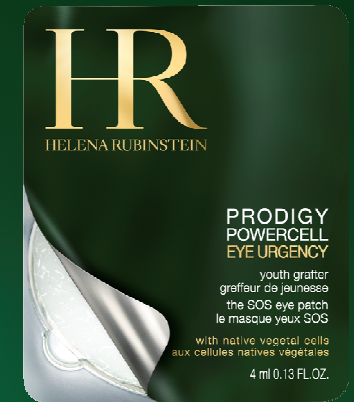
+



+



+



PRODIGY POWERCELL
THE SERUM

PRODIGY POWERCELL
THE CREAM

PRODIGY POWERCELL
THE EYE CARE

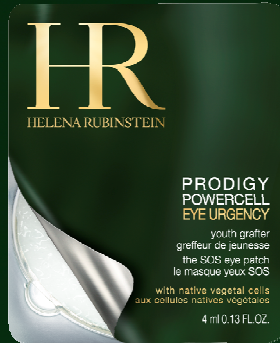
PRODIGY POWERCELL
NIGHT SHOT- THE NIGHT SERUM

PRODIGY POWERCELL
THE SOS EYE PATCH

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

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

POWER BEAUTY
SINCE 1902



HR SKINCARE GEOGRAPHY

1ST 2012 SEMESTER

MUST HAVE SERUM



must have

PRODIGY POWERCELL

Skin smoothed
Radiance recreated
Tone reinforced
24hr rehydration

GLOBAL ANTI-AGEING CARE

From age 30



PRODIGY POWERCELL

Fortified skin – reduced wrinkles
Radiance revealed – Continuous hydration

From age 40



PRODIGY

Deep anti-wrinkle
Deep rehydration
Deep luminosity

NEW
must have

From age 50



PRODIGY EXTREME

Deep wrinkles smoothed – Density
Radiance – Extreme nourishment

LACLINIC AT HOME



must have

Re-PLASTY

MESOLIFT

Radiance
Lift

HD PEEL

Anti-wrinkle
Skin quality

LASERIST

Anti-dark spot
Uniformity

Wrinkle CARE

From age 30



HYDRA COLLAGENIST

High Hydration – Anti-ageing
Densifying - Smoothing

From age 40



COLLAGENIST WITH PRO-XFILL

Anti-wrinkle
Replumping - Filling

From age 40



COLLAGENIST V-LIFT

Lifting – Firmness
Anti-wrinkle

must have



RE-PLASTY AGE RECOVERY

Repair accelerating
night care

GEOGRAPHY NOT FINAL

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

POWER OF NATURE

YOUTH GRAFTER

PRODIGY POWERCELL



From 30

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

GLOBAL ANTI-AGEING POWER

PRODIGY

New for 2012



From 40

FOR THE FIRST TIME
IN COSMETICS,
A "YOUTH" TRANSFUSION
EVEN AT THE DEEPEST DERMIS
FOR A DEEP SKIN RENEWAL.

ULTIMATE ANTI- AGEING POTENCY

PRODIGY EXTREME



From 50

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

POWER BEAUTY
SINCE 1902



PRODIGY POWERCELL EYE URGENCY THE SOS EYE PATCH PRICE POSITIONING - EUROPE

131 €	LAUDER	Perfectionist Eye Patch	Eye Patch	8 pairs
120 €	SK-II	Signs Eye mask	Eye Patch	14 pairs
105€	HR	Prodigy Powercell Eye Patches	Eye Patch	6 pairs
102 €	LANCOME	Absolue Premium Bx Mask	Cloth Mask	6 U
97 €	DIOR	Capture Totale Patch Regard Multi-Perfection	Eye Patch	12 pairs
94 €	GUERLAIN	Super Aqua Mask	Eye Mask	6 U
59 €	SHISEIDO	Pure Retinol Intensive Revitalizing Eye Mask	Eye Patch	12 pairs



Eye Patch
6 x 2 patches
PPI 105€

Source: www.mydrp .net nov 2010

POWER BEAUTY
SINCE 1902



HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

HR
3 TERRITORIES

INNOVATION 2012
PRODIGY POWERCELL
EYE PATCH

EXCEPTIONAL
RESULTS

PRODIGY POWERCELL
THE RANGE

SALES
SCENARIO

HR SKINCARE