

PRODIGY COMPACT

GLOBAL ANTI-AGEING* FOUNDATION
SMOOTHNESS, RADIANCE, 12-hr COMFORT
SPF 35 – PA+++

KEY POINTS TO KNOW & REMEMBER

MAKE-UP RESULTS

MATTE LUMINOUS & EVEN COMPLEXION – GLOBAL SMOOTHING ACTION:

1. Visibly **refined skin texture**
2. **Smoothed wrinkles** as if "polished"
3. Efficient and lightweight coverage

ADDED BENEFITS

1. **12-hr comfort**
2. High protection FPS 35 – PA +++
3. Enriched in **Molecular Bio-sap™** (PRODIGY skincare star ingredients)
4. Two way compact foundation

DESIGN

- Luxurious design : gold pale metallization with black suede sleeve

PRICE

80 Euros / 11,7 grs / 0,41oz

CUSTOMER'S KEY WORDS

"I want a compact foundation because I have oily skin and I want to mattify it."

"I want to rejuvenate and illuminate my face with an even matte finish, but I don't want a mask effect."

"I don't like fluid foundation."

PRODIGIOUS TEXTURE

LIGHTWEIGHT SENSATION & COMFORT

A gentle mineral-enriched texture.
Melts into the skin = no mask effect + refined skin texture
Absorbs excess of sebum & provides shine control all day long

APPLICATION

Apply to the face with the sponge, from the "T" zone blending outward with smoothing movements to create an even finish.

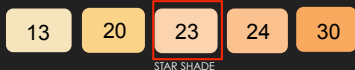
- For a **natural-look** finish, use a **dry sponge**.
- For a **greater coverage**, use a **wet sponge**.

TECHNOLOGY

A COMPACT FORMULA that does not mark fine lines and smooth surface:

- **Molecular Bio-sap™** from PRODIGY technology = **Anti-ageing properties** (Lily bud, Baikal skullcap rhizomes extracts, rice peptides, maïtake, litchi polyphenols)
- **Hyaluronic acid** microspheres = **12h Comfort** (Long lasting high hydration)
- **Pigments** = **Radiant complexion**
- **Very fine powders** = Visibly more **defined skin texture**
- **Hydrophobic powders** = **Control Shine**

5 SHADES:



FOUNDATION GEOGRAPHY

NATURAL

COLOR CLONE



Perfect complexion creator
SPF 10

LASTING

SPECTACULAR



12-hour Extra wear
Anti-dull Complexion
SPF 10

ANTI-AGEING

INSTANT V-LIFT



Sculpting Firmness
Anti-wrinkle effect
SPF 20

PRODIGY LIQUID LIGHT



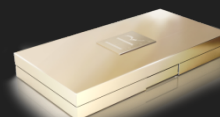
Radiance
Line smoothing
SPF 15 / PA +++

PRODIGY POWERCELL



Youthful complexion
grafter
SPF 15/PA ++

NEW : PRODIGY COMPACT



global anti-ageing*
foundation
smoothness, radiance,
12-hr comfort
SPF 35 / PA +++

HOOK

"Do you want to look younger with a matte light and even complexion?"

Enriched with hyaluronic acid and molecular Bio-Sap™
Perfectly completes the Prodigy skincare routine

**GLOBAL ANTI-AGEING
COMPACT FOUNDATION**



SALES SCENARIO

1 Welcome

Good morning, welcome to Helena Rubinstein, the brand which has more than 100 years of anti-ageing expertise.

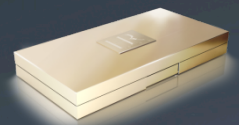
"If you look at your face in the mirror, what would you like to improve? Show me..."

« My complexion is dull, I have a lack of radiance, pores and irregular skin texture and I have wrinkles... »

I am looking for compact foundation to smooth and illuminate my complexion, but without heavy sensation and no mask effect. »

2 Focus in the mirror

3 Presenting The product



REFORMULATE

"You would like to have a matte make-up result but also instantly rejuvenate and smooth your complexion with radiance."

"I'd like to introduce to you PRODIGY COMPACT FOUNDATION the new HR compact foundation that **instantly mattifies, illuminates and smoothes the skin as if polished** for a visibly **rejuvenated complexion**.

Its **caring formula**, perfectly acts in synergy with the PRODIGY skin care range, thanks to the "MOLECULAR BIO-SAP"™.

This "MOLECULAR BIO-SAP"™ contained in the PRODIGY Skincare range, is an exceptional botanical complex that targets the 5 layers of the skin for a youth transfusion.

PRODIGY COMPACT instantly and visibly reveals a prodigious rejuvenated complexion, like a "**youth transfusion** with a **refined skin texture and more defined face contours**, thanks to very fine powders".

Its **lightweight and comfortable texture blends into the skin, without mask effect and absorbs excess of sebum** thanks to hydrophobic powders, for a **12 hours comfort** thanks to hydrophobic powders. Moreover, it contains a **SPF 35 / PA+++ filter** that protects from **photo-ageing**."

3 Skincare Advice

"But first of all, as skincare is responsible of 50% of the make-up result, always prepare your skin with the PRODIGY SKINCARE RANGE."



4 Make-up Advice

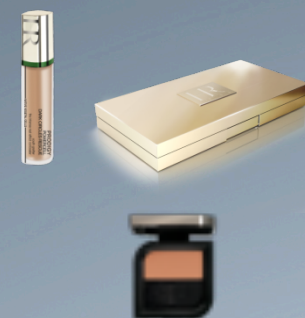
Now, to even your complexion, apply PRODIGY COMPACT FOUNDATION over the entire face with the sponge, repeating smoothing movements and blending from the center outwards.

You can use it dry: for a transparent, natural result.

OR use a moist sponge: for a more sophisticated look and higher coverage.

Soften any shadows with MAGIC CONCEALER.

Highlight the face with WANTED BLUSH.



NO
Offer an appointment according to the customer's availability

YES
Follow the procedure presented in the FOCUS brochure

5 Finalize

Suggest that the customer joins the HR address book