



POWER BEAUTY
SINCE 1902

PRODIGY WHITE

GLOBAL ANTI-AGEING* BRIGHTENING
COMPACT FOUNDATION

KEY POINTS TO KNOW & REMEMBER

MAKE-UP RESULTS

TARGETS THE FIVE FACTORS RESPONSIBLE OF LACK OF BRIGHTNESS:

1. VISIBLY REDUCED DARK SPOTS
2. POLISHED, PORE-LESS LOOK
3. SMOOTHED FINE LINES & WRINKLES
4. CLARIFIED RADIANT COMPLEXION
5. VISIBLY MORE DEFINED FACE CONTOURS

LASTING 12HOURS** - SPF 35 PA +++

DESIGN

- LUXURIOUS DESIGN WITH BLACK SUEDE SLEEVE

PRICE

2 500 JPY CASE – 10 000 REFILL 370 CNY CASE – 780 CNY

CUSTOMER'S KEY WORDS

« I want visible and instant benefits against dullness, shadows and dark spots.

I want a compact foundation to obtain a clarified radiant complexion.

I am looking for a lightweight texture and a lasting comfort at the same time. »

TEXTURE

LIGHTWEIGHT SENSATION & COMFORT

A caring texture for a modulable coverage

Melts into the skin = no mask effect/refined skin texture

TECHNOLOGY

A COMPACT FORMULA that targets **5 FACTORS** of lack of brightness:

➤ « WHITE LUMINO-SAP™ » :

N° 1 Mint extract + Rose extract = **Visibly reduce dark spots**

N° 2 Acid salicylic + glycyrrheticin + Totarol wood extract = **smooth pores**

N° 3 Ginkgo Biloba extract = **smooth fine lines & wrinkles**

➤ BRIGHTENING PIGMENTS =

N° 4 **clarified radiant complexion**

N° 5 Visibly more **defined face contours**

➤ HYDROPHOBIC & LIPOPHOBIC POWDER & MINERAL FILLERS

• Absorbs excess of sebum, shine control = avoid make-up deterioration over time

• Oil & Water absorption 5X compared with other fillers

12H LASTING MAKE-UP RESULT

COMPACT FOUNDATION GEOGRAPHY

COLOR CLONE X3
COMPACT



TRIPLE PERFECTION
COMPACT FOUNDATION
9 GR
NATURAL TONE-ON-TONE MAKE-UP RESULT
Light to medium coverage

PRODIGY
COMPACT



ANTI-AGEING
COMPACT FOUNDATION
9 GR
SMOOTH & SOPHISTICATED FINISH
Medium to High coverage

NEW : PRODIGY
WHITE
COMPACT



GLOBAL ANTI-AGEING BRIGHTENING
COMPACT FOUNDATION
11 GR

BRIGHTENING & TRANSPARENT FINISH
Medium coverage
DISCONTINUATION OF AGE WHITE COMPACT

HOOK "Would you like to instantly
rejuvenate your complexion and
reveal its pure brightness?"

Complexion is clarified, radiant and
pore-less for a rejuvenated bright result.

GLOBAL ANTI-AGEING BRIGHTENING COMPACT FOUNDATION

Perfectly completes PRODIGY WHITE
SKINCARE routine inspired by the ghost flower.



* reduces the appearance of fine lines and wrinkles

** Auto-evaluation on 63 Asian women

SALES SCENARIO

1 Welcome

Good morning, welcome to Helena Rubinstein, the brand which has more than 100 years of anti-ageing expertise. Our products are developed with the highest requirement. We have an exceptional partnership with LACLINIC-MONTREUX, in Switzerland, that allows us to develop skincare at the frontier of aesthetic medicine.

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

« My complexion is dull, I have dark spots, lack of brightness and face contours definition, pores, wrinkles...

I am looking for compact foundation to visibly rejuvenate and instantly brighten my complexion. »

REFORMULATE

If I have understood well, **you would like to instantly rejuvenate your complexion and amplify its pure brightness.**"

"I'd like to introduce to you PRODIGY WHITE the new compact foundation that **instantly reveals skin pure brightness** for a **rejuvenated complexion**.

Its **caring formula**, thanks to the "White Lumino-Sap™", targets **the five factors of lack of brightness**, reducing **dullness**, shadows and **dark spots, pores**, smoothing **wrinkles**, and defining **face contours** for a **clarified radiant complexion**.

It contains a **SPF 35 / PA+++ filter** that protects from **photo-ageing**.

Moreover, its **mineral-enriched texture melts into the skin, without mask effect. Hydrophobic powders** and **mineral fillers** absorb excess of sebum for a **12 hours lasting.**"

"But first of all, prepare your skin with the PRODIGY WHITE SKIN CARE RANGE:

First, use the SERUM-IN-LOTION to hydrate and prepare to receive skin care. Then, apply PRODIGY WHITE ESSENCE CONCENTRATE to reveal a deep brightness.

To finish, apply PRODIGY WHITE CREAM to densify and invigorate skin with deep comfort."

"Let me share this information with you: did you know that PRODIGY WHITE skincare range was inspired by an extremely rare flower, THE GHOST FLOWER, that is perfectly white from the roots up to the extremity of its petals, and sources its life force from deep within its roots, to bloom perfectly white?"

Now, to uniform and brighten your complexion, apply PRODIGY WHITE compact foundation over the entire face and neck 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

Suggest that the customer joins the HR address book

2 Focus in the mirror

3 Presenting The product



3 Skincare Advice



4 Make-up Advice



5 Finalize