

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 +++

<u>DESIGN</u>

•LUXURIOUS DESIGN WITH BLACK SUEDE SLEEVE <u>PRICE</u> 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:

➤ <u>« WHITE LUMINO-SAPTM »</u> :

N° 1 Mint extract + Rose extract= Visibly reduce dark spots
N° 2 Acid salicylic + glycyrhetinic + Totarol wood extract = smooth pores

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

BRIGHTENING PIGMENTS =

$N^{\circ}4$ 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





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



GLOBAL ANTI-AGEING BRIGHTENING COMPACT FOUNDATION

BRIGHTENING&TRANSPARENT FINISH Medium coverage DISCONTINUATION OF AGE WHITE COMPACT

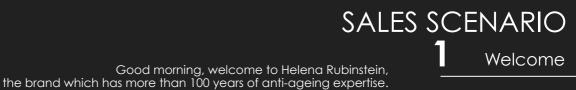
* reduces the appearance of fine lines and wrinkles ** Auto-evaluation on 63 Asian women

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.





Focus in the mirror

Presenting The product

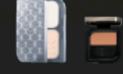


Skincare Advice



Make-up Advice







Finalize









absorb excess of sebum for a 12 hours lasting."

Our products are developed with the highest requirement.

develop skincare at the frontier of aesthetic medicine.

your complexion and amplify its pure brightness."

"I'd like to introduce to you PRODIGY WHITE

the new compact foundation

for a clarified radiant complexion.

We have an exceptional partnership with LACLINIC-MONTREUX, in Switzerland, that allows us to

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

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

that instantly reveals skin pure brightness for a rejuvenated complexion.

and dark spots, pores, smoothing wrinkles, and defining face contours

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

If I have understood well, you would like to instantly rejuvenate

Its caring formula, thanks to the "White Lumino-SapTM", targets the five factors of lack of brightness, reducing dullness, shadows

"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.

YES Follow the procedure presented in the FOCUS brochure

NO Offer an appointment according to the customer's availability

REFORMULATE

Suggest that the customer joins the HR address book