



POWER BEAUTY  
SINCE 1902

# SURREALIST EVERFRESH

The 1st mascara that does not dry out  
for breathtaking lashes  
from the 1st to the last day of use

### KEY POINTS TO KNOW & REMEMBER

- The **1st mascara that does not dry out** in its bottle until the last drop.
- MULTI-BENEFIT MAKE-UP RESULT
- Day after day: deployed **volume, length & curves**, ideal **gliding** sensation
- PACKAGING
- **Helena Rubinstein worldwide breakthrough: Everfresh technology:** Exclusive brush-bottle-formula combination
- Luxurious packaging

### CUSTOMER'S KEY WORDS

« I want volume, length and curves with longer application capacities. »  
My mascara often starts drying out after 2 weeks, and I dream to have one that would never dry out in the bottle. I want the same results application after application.»

### APPLICATION

Apply the mascara from the roots to the tips. Use the larger rounded-shaped part to deposit charge, deploy graphically the fringe, with separation. Catch the short lashes (inner and outer corner) with the thin brush end.

### TECHNOLOGY

#### NEW EVERFRESH SYSTEM : UNIQUE BRUSH-BOTTLE-FORMULA TRIO

4 EXCLUSIVE PATENTS PENDING

⇒ Ideally gliding formula preserved until the last drop

- Formula is constantly blended by the brush in the bottle
- It does not dry out

#### EXCLUSIVE ELASTOMER BRUSH SHAPED IN A COROLLA PATTERN

- Lash fringe deployed like a fan



#### MULTI-BENEFIT RESULTS

- Deployed volume
- Graphic length
- Sumptuous curves



#### UNIQUE LUXURIOUS DESIGN

Premium drop-shaped bottle that embodies the Everfresh technology

### HELENA RUBINSTEIN MASCARA GEOGRAPHY

#### Lengthening

+ LENGTHENING

LONG LASH

SPECTACULAR EXTENSION



NATURAL LENGTHENING & SEPARATION



LENGTHENING FORTIFYING EFFECT

#### Volume

+ LENGTHENING

+ INTENSE

+ CURVE

+ EYE OPENING

+ BUILDABLE

LASH QUEEN

LASH QUEEN FELINE BLACKS

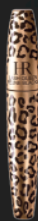
LASH QUEEN SEXY BLACKS

LASH QUEEN FATAL BLACKS

LASH QUEEN CELEBRATION



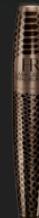
VOLUME LENGTHENING



VOLUME & LENGTHENING



VOLUME CURVES



VOLUME LIFTED LASHES



TAILOR-MADE VOLUME EXTREME DEFINITION

#### Multi-benefit

VOLUME LENGTH & CURVE

SURREALIST EVERFRESH



DEPLOYED VOLUME-LENGTH-CURVES



**HOOK "Guess what it is!  
This is the first mascara that doesn't  
dry out in its bottle until the last day  
of use."**

Lashes will be volumized, longer and  
curled with no make-up alteration over  
time.

**Day after day  
same multi-benefit make-up result.  
Does not dry out in its bottle.**

HOOK  
PHRASE

« Guess what it is!  
This is **THE FIRST MASCARA THAT DOESN'T DRY OUT** in its bottle  
**UNTIL THE LAST DAY OF USE. »**

*(While presenting the product to the customer)*

« Allow me to present you  
the new mascara revolution by Helena Rubinstein:  
SURREALIST EVERFRESH MASCARA,  
**the 1st mascara that does not dry out for volume, length and curve,  
from the 1st to the last day of use.**

This exclusive breakthrough can be achieved  
thanks to the revolutionary Everfresh technology.  
A unique **brush-bottle-formula combination** with 4 exclusive patents,  
that **preserves the ideally-gliding texture until the last drop.**  
This allows a perfect lash make-up from the 1st to the last day of use.  
(this mascara doesn't dry out in the bottle, no make-up result alteration).

Thanks to its exclusive corolla shaped brush, **volume is deployed,  
length is graphic** and **curves** are sumptuous  
**application after application**, as if it was a brand new mascara every day !».

## 1 Hook

## 2 Presenting The product



## 3 Link Selling

“Because skincare brings 50% of the make-up result, after make-up removal  
prepare the skin for an instant rejuvenating effect,  
with PRODIGY EYE .”



“Then, apply PRODIGY POWERCELL EYE URGENCY TREATMENT CONCEALER  
to the apple zone for an immediate and  
lasting anti-dark circle result.”

