



POWER BEAUTY
SINCE 1902

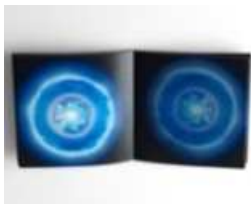
★★★ PRODIGY
NIGHT

SERVICE SCENARIO

HOOK: "Did you know that in the same way an image loses its quality after multiple photocopies, skin cells lose their quality in the course of their cellular division?"

"After a certain number of cellular replications, cells lose the quality of the original cell, as you can see here. [show the flip book to the customer]"

To complete usual training elements (launch sheet & training module) we have developed these elements:



BA FLIPBOOK



BA BROCHURE & IPAD



HAND MODELING



15'/30' POS PROTOCOL



60' CABIN PROTOCOL

To help BA's to illustrate the hook by showing the loss of quality of cells after each cellular replication.

To help BA's to illustrate sales talk: storytelling, technology, tests results, routine, etc. BA's brochure is also available on ipad (pdf file)

To make discover Prodigy Night cream texture to customers thanks to a unique sensorial experience on the hand.

Prodigy Night 15' "flash" & 30' "expert" interventions, performed by BA's, on the POS.

Prodigy Night 60' "premium" intervention, performed by beautician in treatment cabin. A specific Prodigy Night protocol concept is now available.

MORNING :

 +
  +
  +
 

PRODIGY POWERCELL SERUM PRODIGY CREAM PRODIGY EYES PRODIGY POWERCELL FOUNDATION

EVENING :

 +
  +
 

PRODIGY POWERCELL NIGHT SHOT PRODIGY NIGHT CREAM PRODIGY EYES