

KEY POINTS TO KNOW & REMEMBER

- **FOR WHO ?** Demanding women seeking global anti-ageing and a serum able to protect skin against daily aggressions, from age 30
- **SKIN CONCERNS:** wrinkles, loss of tone, lack of radiance, daily micro aggressions
- **RESULTS:** in 5 days: smoothed skin – recreated radiance – reinforced tonicity + Skin protected against 25 youth aggressors
- **USE:** Every day and night, apply Prodigy Powercell serum, on face, neck and décolleté, according to specific gesture.
- **PRICE:**
Serum: 111€ - 50ml (PPI)

CUSTOMER'S KEY WORDS:

"My skin **lacks vitality** and **radiance** and **wrinkles** are appearing. I would like a product to **repair** and **protect it against daily aggressions.**"

RESULTS:

Skin is **protected against 25 youth aggressions.**
In **5 days**, the skin is renewed: **smoothed skin – recreated radiance – reinforced tonicity**

TEXTURE:

Deliciously addictive, a combination of an **evanescent serum** and a **soft creamy texture.** It is quickly diffused inside the skin, feeling **aqueous at first** and then procuring a **voluptuous sensation of comfort.**

VEGETAL STEM CELLS: 100% ACTIVE POWER

The vegetal stem cells of Oceanic Crista demonstrate a remarkable effect on the three key mechanisms of ageing: cellular regeneration, tissular repair and anti-free radical defense.

REMARKABLE RESULTS: NEAR TO 100% FOR ALL TYPES OF WOMEN

	WORK LIFE	CITY LIFE	HOUSE LIFE	EXTREME JOB	TOTAL
SKIN IS BETTER PROTECTED	100%	95%	100%	89%	96%
MORE BEAUTIFUL	100%	100%	100%	94%	98%
MORE RADIANT	100%	100%	100%	100%	100%
MORE LUMINOUS	100%	100%	95%	100%	98%
SMOOTHER	95%	100%	100%	94%	97%
LOOKS YOUNGER	87%	100%	100%	94%	95%



**NOW TESTED AGAINST
25 DAILY YOUTH
AGGRESSIONS***

UNIQUE QUANTITATIVE STUDY CONDUCTED
IN SHANGHAI, ON 89 WOMEN UNDER
OXIDATIVE STRESS CONDITIONS:**

"WORK LIFE WOMEN": exposed to computers, cell phone, confined space, indoor light, air conditioning, etc.

"CITY LIFE WOMEN": often exposed to the tobacco, open air, working outside, who travel long distances to go to work, UVA, UVB, Infra-Red, heavy metals, weather changes, etc.

"HOUSE LIFE WOMEN": Housewives exposed to solvents, microwaves ovens, sprays, lack of sleep, etc.

* day light, stress pollution, lack of sleep, tobacco, solvents, etc.
** on 89 women, from 30 to 50 years old, during 28 days

SALES SCENARIO

1 Welcome

2 Focus in the mirror

3 Treat

4 Enhance

5 Focus Beauty Revelation

6 Finalize

Good morning Madam, welcome to Helena Rubinstein, the brand which has more than 110 years of anti-ageing expertise. Our products are developed with the highest requirement. We have an exceptional partnership with LACLINIC-MONTRÉUX, in Switzerland, that allows us to develop skincare at the frontier of aesthetic medicine.

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

"When I look at myself, I feel that my skin lacks vitality and radiance and wrinkles are appearing. I would like a product to repair and protect it against daily aggressions."

"Did you know that only one drop of this mighty green bottle can empower your skin against up to 25 daily aggressions?"

OR

"Do you know the only serum sold every minute around the world?"

HOOK

[BA's showing Prodigy Powercell on her hands]



PRODIGY POWERCELL SERUM



PRODIGY CREAMS



COLLAGENIST CREAMS



PRODIGY EYE CONTOURS



COLLAGENIST EYE CONTOURS

"Let me introduce you PRODIGY POWERCELL serum, **the first youth booster step of your anti-ageing routine.**

Besides the spectacular results on your skin **in only 5 days**, today, we have also proven that a single drop of this serum allows to protect your skin against **25 daily different youth aggressions** such as waves, pollution, UV, etc.

Prodigy Powercell serum is **the 1st vegetal stem cells of the market.** Our Helena Rubinstein Laboratories have identified and isolated vegetal stem cells of Oceanic Crista, a powerful plant with exceptional survival faculties.

The vegetal stem cells contained in **this little green bottle**, simultaneously act on the 3 great anti-ageing mechanisms: **cell regeneration, tissular repair** and **anti free radical defense.**

With Prodigy Powercell, we clinically prove the results: Your skin is recreated : stronger, radically younger. Wrinkles are reduced, tonicity is reinforced, radiance is recreated.

In only 3 years, this little green bottle has made its proofs:

1 serum sold every minutes around the world, 7 awards, 4 patents, 2 scientific publications...

[Propose to your customer to apply on her hand Prodigy Powercell serum, according to the specific hand modeling]

Finally, enhance your skin with Prodigy Powercell Foundation. From the moment of application, you will appreciate its ultra natural "nude effect" and lasting comfort.



PRODIGY POWERCELL FOUNDATION

"If you have a few moments, I would be delighted to show you how to carry out this beautifying routine at home."

YES: Follow the service process laid out in the FOCUS brochure

NO: Offer an appointment according to the customer's availability

Give the customer the opportunity to join the HR address book + propose trial samples of HR products

PRODIGY POWERCELL HAND MODELING

1. PREPARATION

- Disinfect your hands with hydro alcoholic lotion in front of the customer.
- Prepare the workstation with a paper tissue.
- Make sure that all your products and items are prepared.



2. PRODIGY POWERCELL SERUM



TO DO

- Apply Prodigy Powercell Serum by drawing a "25" on the back of customer's hand to illustrate the 25 youth aggressions neutralized by Prodigy Powercell serum.

- Erase the "25" by smoothing the texture all over the hand (except on the fingers).

- Place the customer's hand over a tissue in your passive hand.

- Using all your palm, make penetrate the texture smoothing from base of fingers to wrist.

- Repeat 2 times.

TO SAY

"I'm applying Prodigy Powercell Serum, its fresh and silky texture melts instantly onto your skin.

As I told you before, now, we have also proven that only one drop of this little green bottle allows to protect your skin against 25 daily youth aggressions, in addition to rejuvenate your skin and to boost your skin before the cream."