

KEY POINTS TO KNOW & REMEMBER

MAKE-UP RESULT

- **A DEEP LASH-LINE INTENSITY WITHOUT LINER**
- **LASH-LINER VOLUME**
- **ULTRA-BLACK INTENSITY**
- **REPRODUCE ETHNIC "BETWEEN LASHES" TATTOO EFFECT**

TECHNOLOGY

- **PATENTED ELASTOMER DOUBLE RITUAL BRUSH**
- **EBONY-BLACK FORMULA**
- **NEW APPLICATION GESTURE**

PACKAGING

- **UNIQUE METALLIC JEWEL-LIKE OBJECT**
- **INSPIRED BY A TRIBAL TALISMAN NECKLACE**
- **WOOD-LIKE TEXTURE ON METALLIC PACK & PALE-GOLD JEWEL RING**

PRICE

-PPI: 33 euros / 7ml

HOOK "Do you know how to get voluminous lash-liner effect without sharp line?"

THE 1st LASH-LINER VOLUME MASCARA & THE POWER OF BLACK TO REVEAL THE DEEP MYSTERY OF THE EYES

CUSTOMER'S KEY WORDS

"I want to underline my lashes and volume, but I don't want a sharp line on the roots of my lashes. I don't like eye liner, but I want to define subtly my lash-line, with volume to emphasize it."

TECHNOLOGY

EXCLUSIVE PATENTED BRUSH

1) BRISTLE SIDE = "BETWEEN LASHES" TATTOO EFFECT

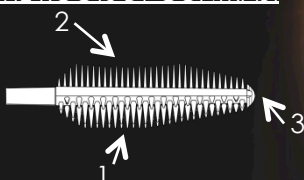
- Ultra-charge at the lash-line between lashes

2) COMB SIDE = ACCENTUATE THE INTENSITY AT THE ROOTS BY CONTRAST

- Tips defined & separated

3) TIP OF THE BRUSH = "COMA" EFFECT

- Intensity at the outer-corner



EBONY-BLACK FORMULA

- High concentration of ultra-black pigments
- Intensifying polymers

APPLICATION

Apply the mascara from the roots to the tips:

- **BRISTLE SIDE (1)** = charge the roots of the lashes + tattoo effect between lashes
- **COMB SIDE (2)** = define the top-half of the lashes
- **TIP (3)** = catch the outer corner short lashes (coma effect)



HELENA RUBINSTEIN MASCARA GEOGRAPHY

Lengthening

LONG LASH

SPECTACULAR EXTENSION



NATURAL LENGTHENING & SEPARATION



LENGTHENING FORTIFYING EFFECT

Volume

+ LENGTHENING

LASH QUEEN



VOLUME LENGTHENING

+ INTENSE

LASH QUEEN FELINE BLACKS



VOLUME & LENGTHENING

+ CURVE

LASH QUEEN SEXY BLACKS



VOLUME CURVES

+ EYE OPENING

LASH QUEEN FATAL BLACKS



VOLUME LIFTED LASHES

+ BUILDABLE

LASH QUEEN CELEBRATION



TAILOR-MADE VOLUME EXTREME DEFINITION

+ LASH-LINER

LASH QUEEN MYSTIC BLACKS



LASH-LINER VOLUME

Multi-benefit

VOLUME, LENGTH & CURVE

SURREALIST EVERFRESH



DEPLOYED VOLUME-LENGTH-CURVES

HOOK
PHRASE

**“Do you know how to get voluminous lash-liner effect
without sharp line?”**

(While presenting the product to the customer)

“ This is the new mascara
by Helena Rubinstein: LASH QUEEN MYSTIC BLACKS MASCARA,
THE 1st LASH- LINER VOLUME MASCARA, **that provides volume &
accentuate lash-line without sharp line.** This exclusive breakthrough can
be achieved thanks to the combination of its exclusive
DOUBLE RITUAL BRUSH & its EBONY BLACK FORMULA.

The bristle side will provide an ultra charge at the lash-line even
between lashes, like a tattoo, to recreate the illusion of a liner. The comb
side will define and separate the tips to emphasize the intensity at the
roots by contrast, and then, the tip of the brush will catch the outer
corner short lashes to recreate the “coma” effect.

The EBONY BLACK FORMULA will provide deep black color
and intense volume.

All these actions will create the visual effect of a perfect and deep
lash-line without sharp line”.

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.”

