

KEY POINTS TO KNOW & REMEMBER

FOR WHO?

Women who want to underline their lashes with volume, but who do not want a sharp line at the roots of their lashes.
Women who do not like eye liner but need to define subtly lash line with volume.

MAKE-UP RESULT

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

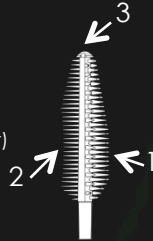
TECHNOLOGY

- PATENTED FLASTOMER DOUBLE RITUAL BRUSH:

- 1) BRISTLE SIDE = ultra-charge at the lash-line ("Between lashes" tattoo effect)
- 2) COMB SIDE = Definition & separation of tips (accentuate the intensity at the roots by contrast)
- 3) TIP = "coma" effect (intensity at the outer corner)

- EBONY-BLACK FORMULA:

ULTRA-BLACK PIGMENTS = Intense make-up
SOFT WAXES+TEXTURIZING AGENT = Instant deposit



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



USE

- NEW APPLICATION GESTURE

One side to create between lashes tattoo effect (side 1).
One side to accentuate lash-line by contrast (side 2).
Tip to catch short outer corner lashes (side 3).

DESIGN

- 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

HELENA RUBINSTEIN MASCARA GEOGRAPHY

Lengthening		Volume					Multi-benefit	
LONG LASH	SPECTACULAR EXTENSION	+ LENGTHENING	+ INTENSE	+ CURVE	+ EYE OPENING	+ BUILDABLE	+ LASH-LINER	+ VOLUME LENGTH & CURVE
		LASH QUEEN	LASH QUEEN FELINE BLACKS	LASH QUEEN SEXY BLACKS	LASH QUEEN FATAL BLACKS	LASH QUEEN CELEBRATION	LASH QUEEN MYSTIC BLACKS	SURREALIST EVERFRESH
								
NATURAL LENGTHENING & SEPARATION	LENGTHENING FORTIFYING EFFECT	VOLUME LENGTHENING	VOLUME & LENGTHENING	VOLUME CURVES	VOLUME LIFTED LASHES	TAILOR-MADE VOLUME EXTREME DEFINITION	LASH-LINER VOLUME	DEPLOYED VOLUME-LENGTH-CURVES

SALES SCENARIO

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 LINER INTENSITY VOLUME MASCARA, **that provides volume & accentuate lash-line without sharp line.** This exclusive breakthrough can be achieved thanks † 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

