

KEY POINTS TO KNOW & REMEMBER

- **FOR WHO ?** Demanding women seeking a high daily UV and pollution protection with immediate healthy glow result and anti-ageing benefits.
- **SKIN CONCERNS:** skin exposed to UV - age damages - Lifeless skin & dull complexion
- **RESULTS:** Day after day, skin is protected against UV, photo-ageing & pollution - age damages are less visible. Instantly, reveals vibrant radiance & revive natural healthy glow – Day after day, skin youth is visibly preserved.
- **USE:** Every morning, after all HR cream, apply on face, neck and décolleté, avoiding the eye contour.
- **PRICE:** 60€ - 30ml (PPI)- 5985 JPY

CUSTOMER'S KEY WORDS:

"My **skin** has **wrinkles**, my **complexion is dull and lifeless**. It is **exposed** everyday to **UV & pollution**. I'm seeking a base which **protects** my skin from **UV, pollution and photo-ageing**. I want to fight against **dull skin** and to have a **fresh healthy glow**, with **natural coverage**."

RESULTS:

Instantly, the fresh rosy formula reveals a vibrant radiance and revives a natural healthy glow. Day after day, skin is highly protected against UV, photo-ageing and pollution. Skin youth is visibly preserved.

TEXTURE:



Feather-light texture, which instantly melts on the skin.

TECHNOLOGY

SKINCARE EXPERTISE:

- **1 "Strong UVA & UVB protection" SPF 50+:**
A synergetic complex of **two UV filters, Mexoryl SX®+ XL** technology, offering a **high protection against UVB and UVA** responsible for photo-ageing signs.
- **2 "Advanced Youth Complex":**
Combination of purple rice extract and vitamin E (2 powerful anti-oxidant actives) + sun flower extract possessing a strong anti-free radical activity.
This complex fights against premature signs of ageing and lifeless skin.
- **3 "Pollution Defense System":**
Shea seedcake extract known to help detoxify skin against daily urban aggressions and blocks pollution induced by heavy metals.
This system protects skin from dullness caused by pollution.

MAKE-UP EXPERTISE:

"ROSY REVIVER COMPLEX"

Rosy tone provides healthy glow. The illuminating pigments, counterbalance and relight dull skin with an instant healthy rosy tone.



SALES SCENARIO

Welcome to Helena Rubinstein, this brand has more than 110 years of anti-ageing expertise. Our products are developed with the highest requirement. We have an exceptional partnership with LACLINIC-MONTREUX, 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..."

"Every day I feel that I my complexion is dull, I feel my skin is ageing and lifeless, I need radiance."

HOOK

"What if you could have an expert color corrector base with a complete photo-ageing protection ?"

"Let me present you **PREMIUM UV GLOW REVIVING BASE-ROSY**. It is a base which allies HR's best skincare and make-up expertise.

It is a nude finish **rosy base** that combines high **UV and pollution protection to a rosy shade in a skincare to fight against unhealthy and lifeless skin.**

For this high protection, it contains a **synergetic complex of two UV filters, Mexoryl® SX+XL technology (SPF 50+-PA+++)** to create a **strong barrier against UVB, but also UVA**, which is responsible for **skin photo-ageing**.

To fight against premature ageing signs due to photo-ageing and lifeless skin, the **"ADVANCED YOUTH COMPLEX"** combines 2 powerful **anti-oxidant** and **anti-free radicals actives**.

To **detoxify** skin against daily **urban aggressions** and **heavy metals pollution**, the **"POLLUTION DEFENSE SYSTEM"** protect from **dullness**.

Moreover, thanks to the **"ROSY REVIVER COMPLEX"**, that **counterbalance dull skin** and **lifeless complexion**, face is instantly relighted with an instant healthy glow.

[Whilst applying PREMIUM UV GLOW REVIVING BASE-ROSY to the customer's hand]

Its **feather-light texture** instantly melts on your skin. Your skin tone becomes immediately radiant with an ultra natural cover.

Upon application, skin is **radiant** and **protected against UV and pollution**. The appearance of **dull skin is counterbalanced and relighted with an instant fresh healthy glow**.

Skin youth is visibly preserved.

Finally, enhance your skin with your favorite HR Foundation. You will appreciate its great choice of expert effects and textures.

"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.

1 Welcome

2 Focus in the mirror

3 Treat

Re-PLASTY range

OR

PRODIGY range

OR

POWERCELL range

OR

LIFE PEARL range

+



PREMIUM UV GLOW REVIVING BASE -ROSY SPF 50 +

4 Enhance

HR FOUNDATION range

5 Focus Beauty Revelation

6 Finalize

PREMIUM UV ROSY BASE SENSORIAL DISCOVERY

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.

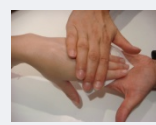
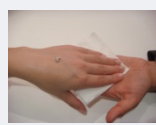
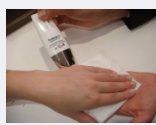


2. LOTION



- With a cotton soaked with lotion, prepare your customer's hand, using smoothing movements.

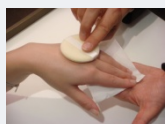
3. PREMIUM UV ROSY BASE



- Then, apply (with very elegant gestures) one small touch of the texture on customer's hand.

4. FINALIZATION (OPTION)

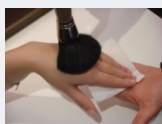
With a puff:



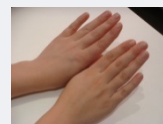
"Now I apply a powder to to set complexion and illuminate your skin"

OR

With a powder brush:



"Now I apply a powder to set complexion and illuminate your skin"



"You can compare your both hands, you can see, your skin tone is instantly radiant with natural healthy glow."

"The feather-light texture instantly melts on your skin. Your skin tone immediately becomes radiant with natural cover."