

KEY POINTS TO KNOW & REMEMBER

PROTECTS YOUTH CAPITAL OF THE SKIN AGAINST THE SUN

- UVA & UVB protection
- A **high** protection for **SPF 30**
- A **very high** protection for **SPF 50***
- **Prevents** premature **photo-ageing**
- Enriched in vitamin E for **anti-oxidation** properties
- **Hydration** 24h*
- Evens the tan for a **youthful golden complexion**
- **PPI 50 €**
- **Dermatologically tested**

CUSTOMER'S KEY WORDS:

"I want to protect my skin from the sun damages.
I need a strong or very strong sun protection.
I want sunscreen that is not sticky and without too white color effect on my face."

RESULTS:

Refreshing and intense hydration sensation.
Skin is satin smooth and intensely protected against UVA & UVB rays.
The tan is even, youth capital of the skin is protected.

TEXTURE:

Generous and easy-to-apply texture.
Refreshing touch.

TECHNOLOGY:

SKINCARE EXPERTISE:

- UV RAYS are UVA & UVB:
-UVA responsible for photo-ageing, free radicals production and cancers.
-UVB responsible for pigmentation, sunburn and cancers.

- MEXORYL XL® & MEXORYL SX®:

The formulas combine organic (Mexoryl XL® & XS®) and mineral filters (Titan Dioxid) that reflect and absorb all UV rays.

They have been formulated by HR laboratories to protect the skin against the multiple aggressions of UVA and UVB. The formulas act like a "UV-repellent" and protect the skin from UV rays that are responsible for sunburn and premature ageing from skin deep dermis.

- PROPERTIES:

SPF 30 → Mexoryl XL® = high protection against UVA & UVB

SPF 50* → Mexoryl SX® = very high** protection against UVA & UVB

- Hydration 24h* → Glycerin = High hydrating effect
- Anti-oxidant properties → Vitamin E = Preservation of youthfulness

*Instrumental tests

** SPF 50+ means that the protection is in reality over 60, to comply with European regulations that recommend all protection above SPF 60 must should be notified with the mention 50+ (it is the highest protection category)

Over-exposure to the sun is dangerous. Do not stay too long in the sun, even while using a sunscreen product it does not provide 100% protection. Re-apply frequently and generously to maintain protection.



“Good morning, 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.”

1 Welcome

“If you look at your skin in the mirror, what would you like to improve? Show me...”
 “My skin is ageing and I have spots. I would like to preserve the youthfulness of my skin by protecting it with strong sunscreen ”

2 Focus in the mirror

HOOK

“What if a sun protection preserved your skin youthfulness?”

3 Treat

“Let me present you, GOLDEN YOUTH, the new HR anti-ageing sun care with high and very high protection . GOLDEN YOUTH prevents the premature ageing due to the sun exposure thanks to its sun-filter system containing Mexoryl XL® (for SPF 30) and Mexoryl SX® (for SPF 50) two very efficient filters with large absorption spectrum. It brings high and very high protection against UVB rays that are responsible of pigmentation, sunburn, photo-ageing and cancers, but also against UVA rays responsible of photo-ageing, free radicals and cancers, and that damage the skin deep within and reduce its sun protection capital. More over its formula is enriched with Vitamin E that protects the cell membrane against oxidation, and with powerful hydrating agent, that helps the skin to better resist the erosion of its youth capital. To finish, its generous and easy-to-apply texture provides a refreshing touch and intense hydrating sensation. Tan is even for a youthful and golden complexion. GOLDEN YOUTH is suitable for all skin types. You can apply directly GOLDEN YOUTH right after your daily HR skincare.



4 Enhance

Daily, you can apply GOLDEN YOUTH before your favorite HR foundation. If you want to naturally design your eyes to go to swim, I suggest you to underline your eyes with Fatal Blacks eye pencil WP, and with one of our WP mascaras.



5 Focus Beauty Revelation

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

6 Finalize

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.