

POWER BEAUTY
SINCE 1902



Product Training Brochure
Edition 01 | 2012



HELENA RUBINSTEIN
PRODIGY



PRODIGY

POWER BEAUTY
SINCE 1902



POWER BEAUTY SINCE 1902



Dating back to the brand's creation in 1902, the Helena Rubinstein commitment is still apparent in its present-day philosophy "Power Beauty": 110 years of anti-ageing skincare expertise at the service of the most demanding women.

Both a scientist and an aesthete, Helena Rubinstein traveled the world to meet the most forward-thinking scientists of her time.

Her research lies at the heart of the 20th century's major cosmetic success stories: the first automatic mascara in a tube, the first waterproof mascara.

She invented the first beauty salon, advice at points of sale and treatments targeted by skin type.

Today, Helena Rubinstein offers every woman the most concentrated star ingredients and the most sumptuous textures for immediate long term results at the level of aesthetic medicine.

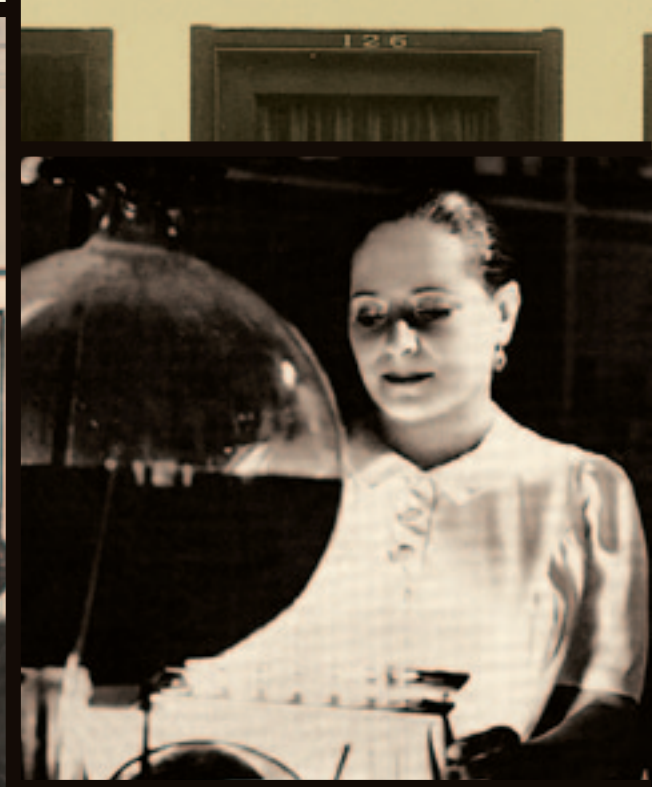
Helena Rubinstein always centered her advice on women's expectations (personalized diagnosis, active listening, global approach) to offer global skincare and make-up solutions.



POWER BEAUTY
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AUDACITY AND PASSION



Melbourne, Australia, 1902: the legendary brand was born here and named after its intrepid creator, Helena Rubinstein.

This petite, 4'8" Polish woman - ever perched on sky-high heels - had emigrated there alone at age 24, to escape a marriage arranged by her parents. She was afraid of nothing and had endless energy and intelligence to spare. Most importantly, when she was just a girl, this eldest of eight daughters learned how to organize, supervise and understand women.

Better yet, she knew all about beauty products: every evening before bed, Helena's mother treated her daughters' faces with a special cream made by chemists who were friends of the family, to protect the girls' fragile skin from the bitter cold. Naturally, when Helena left for the new world, her mother packed twelve little jars of the cream in her case. When Helena saw how the heat and drought ravaged Australian ladies' faces, she came up with the idea to sell her cream.

Once the local women tried it, Helena Rubinstein was a hit. After a few years tinkering with the formula, she opened her first beauty salon in Melbourne, where she did beauty treatments and sold her "Valaze" cream, which was a runaway success with chic young ladies from all over Australia.

The visionary Helena Rubinstein understood how important communication is to women and used mail-order sales to promote her brand.

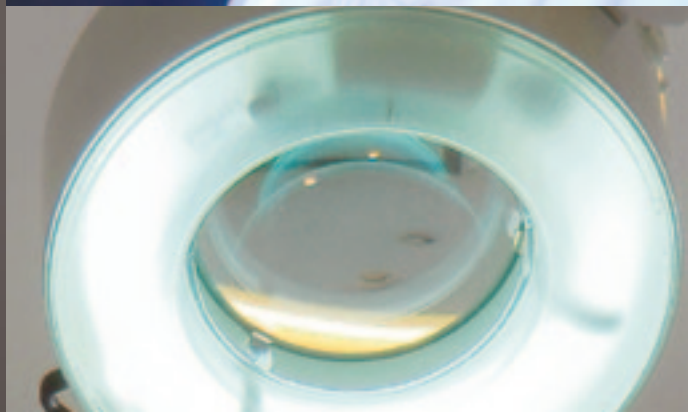




POWER BEAUTY
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AN UNPRECEDENTED
PARTNERSHIP WITH
LA CLINIC-MONTREUX



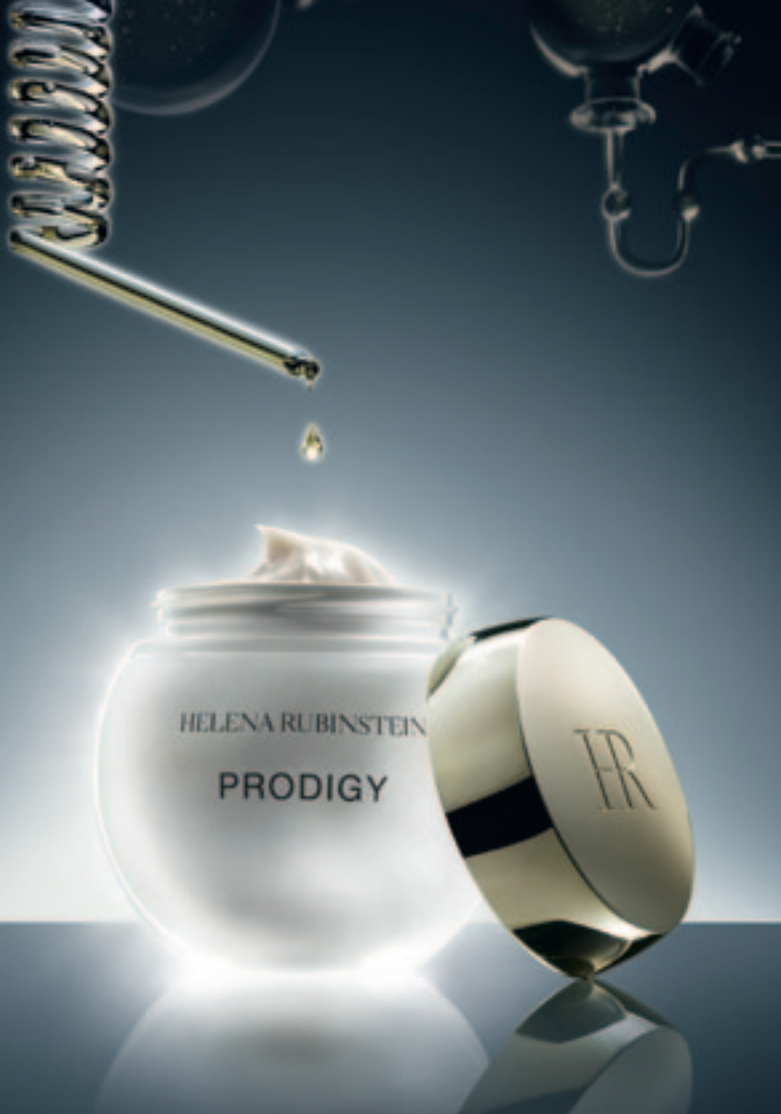
True to its entrepreneurial nature, its open spirit and its quest for innovation, in 2008, Helena Rubinstein joined its own Laboratories with the expertise and talent of Dr. Pfulg.

From this unprecedented scientific partnership in anti-age expertise, Re-PLASTY was born. Dr. Pfulg, founder of LA CLINIC-MONTREUX and renowned cosmetic surgeon, discusses the success of this exceptional partnership.

I feel very close to the Helena Rubinstein brand, since it is, like Laclinic- Montreux, formed by a team of recognized experts in art and science, who performs luxury treatments with spectacular results. We choose minimallyinvasive treatments, and we constantly upgrade them in line with the latest technical breakthroughs. Our range includes laser treatments, injections, mesolift, peels and more. Drawing inspiration from our cosmetic procedures, which are designed for each specific skin type, Helena Rubinstein is on the cutting edge of cosmetic understanding and seeks excellence in results. Helena Rubinstein's products are combined with Laclinic- Montreux's treatments, to guarantee efficacy and progress in beauty. Improving the skin's texture, stimulating radiance, increasing moisturization, smoothing the facial contours...

All these anti-age functions are targeted to ensure facial beauty and youth. The Re-PLASTY range meets the goals more than ever, with anti-age results that reproduce the excellence of aesthetic medicine at LA CLINIC-MONTREUX. The first range of instantaneous procedures, Re-PLASTY, is directly inspired by LA CLINIC-MONTREUX's treatments. Created with the most powerful active ingredients in the highest concentrations, each product in the Re-PLASTY range is a feat of formulation.

Re-PLASTY aims for unprecedented anti-age results, and it has achieved it.



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SKINCARE

prodigious and powerful beauty

Helena Rubinstein skincare offers the very best results before aesthetic medicine. All the products are formulated with the most concentrated star ingredients in collaboration with experts at the cutting edge of science and medicine such as Dr Pfulg, a worldwide renowned surgeon at LACLINIC-MONTREUX. They are tested in association with state of the art references University Hospitals in Europe.

3 anti-ageing programs to offer women tailor-made solutions:

GLOBAL ANTI-AGEING CARE

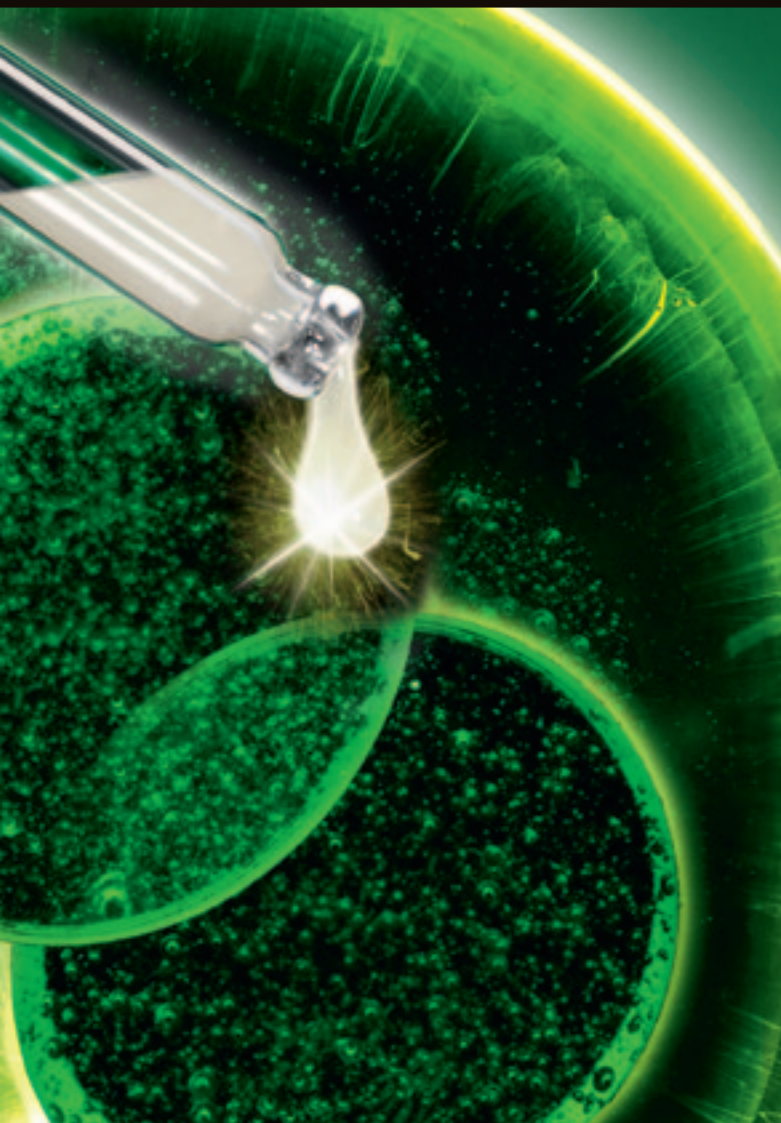
The power of nature: the result of prodigious cellular and tissular research, these products are true life concentrates allowing the global treatment of major signs of skin ageing at each step of women's life.

ANTI-WRINKLE CARE

Collagen expertise: these truly expert products offer targeted anti-ageing solutions on dehydration, wrinkles and sagging for the face, eyes and lips.

INSTANT COSMETIC INTERVENTIONS

Aesthetic medicine efficiency: stemming from an unprecedented partnership forged with LACLINIC MONTREUX, this skincare range reproduces the most cutting-edge techniques used in aesthetic medicine to deliver instant visible results.



“ Hello Madam,
Welcome to HR, the brand with more than 100 years in anti-ageing expertise.
It was created by an extraordinary woman, Mrs Rubinstein, who invented the first cosmetics.
She was convinced that beauty gives a power and that each woman who gives herself the means has the power to be beautiful. Today, we still believe in this “Power Beauty”.
Our products are developed with the highest requirement. We have an exceptional partnership with Laclinic-Montreux, Switzerland, which allows us to create cares at the frontier of aesthetic medicine.
Madam, are you ready to try? ”



POWER OF NATURE

THE POWER OF NATURE
FOR SKIN REGENERATION

THE MOST CUTTING EDGE TECHNIQUES
IN THE FIELD OF VEGETAL SCIENCE AND
STEM CELLS

GLOBAL ANT-AGEING CARE - POWER OF NATURE

REJUVENATION



PRODIGY
POWERCELL

DEEP SKIN RENEWAL



THE NEW
PRODIGY

DEEP NUTRITION



PRODIGY
EXTREME



COLLAGEN EXPERTISE

COLLAGEN EXPERTISE
FOR SKIN REMODELLING

THE MOST ADVANCED TECHNIQUES
TO FILL, LIFT AND RESCULPT
THE COLLAGENIC ARCHITECTURE

ANTI-WRINKLE CARE - COLLAGEN EXPERTISE

ANTI-Ageing HYDRATION



HYDRA
COLLAGENIST

REPLUMPING

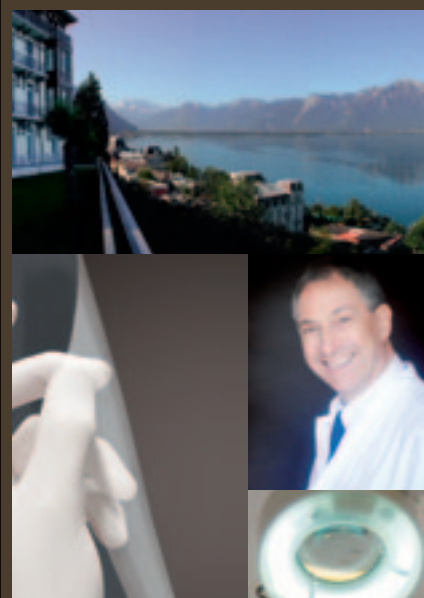


COLLAGENIST
WITH PRO-XFILL

LIFTING



COLLAGENIST
V-LIFT



LACLINIC AT HOME

ADVANCED COSMETIC
INTERVENTIONS
FOR INSTANT SKIN CORRECTION

REPLICATED FROM LACLINIC MONTREUX
MOST ADVANCED CLINICAL PROTOCOLS

Formulated and tested with LACLINIC-MONTREUX

LACLINIC AT HOME



Re-PLASTY
HD PEEL



Re-PLASTY
MESOLIFT



Re-PLASTY
LASERIST



Re-PLASTY
AGE RECOVERY

MUST HAVE SERUM



**PRODIGY
POWERCELL
YOUTH GRAFTER**

Smoothed wrinkles
Radiance
Tonicity

POWER OF NATURE: GLOBAL ANTI-AGEING CARE

From 30
REJUVENATION



PRODIGY POWERCELL
Smoothed wrinkles
Radiance - Tonicity

From 40
DEEP SKIN RENEWAL



PRODIGY
Anti-wrinkle - Redensification
Firmness - Luminosity - Hydration

From 50
DEEP NUTRITION



PRODIGY EXTREME
Deep wrinkle smoothing
Density

COLLAGEN EXPERTISE: ANTI-WRINKLE CARE

From 30
ANTI-AGEING HYDRATION



HYDRA COLLAGENIST
Fine Lines - Hydration

From 40
REPLUMPING



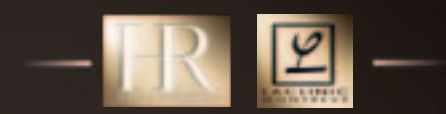
**COLLAGENIST
WITH PRO-XFILL**
Deep Wrinkles - Replumping

From 40
LIFTING



COLLAGENIST V-LIFT
Wrinkles - Resculpting

INSTANT COSMETIC INTERVENTION
Collaboration with LACLINIC-MONTREUX



**Re-PLASTY
MESOLIFT
COSMETIC**
Luminosity
Lifting

**Re-PLASTY
HD PEEL**
Peeling
Fines Lines
New skin effect

**Re-PLASTY
LASERIST**
Anti-Spot
Radiance



**Re-PLASTY
AGE RECOVERY**
Intense repair of all age scars
Pro-Xylane 30%

WRINKLES, LOSS OF TONE, LACK OF RADIANCE
DAILY MICRO-AGGRESSION

POWER BEAUTY
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HR
HELENA RUBINSTEIN

GLOBAL ANTI-AGEING CARE

Visible signs of ageing
From 30 years

“ My skin lacks vitality and radiance and wrinkles are appearing. I would like a product to repair and protect it against daily aggression. ”



PRODIGY POWERCELL

The Prodigy franchise, the quintessence of Helena Rubinstein laboratory expertise, is the protagonist in a real scientific challenge: to provide the skin with the vital energy it needs to fight against the effects of time, with high-performance anti-ageing active ingredients. When formulating Prodigy Powercell, Helena Rubinstein laboratories took inspiration from a plant with exceptional survival faculties and have extracted its native vegetal cells, inserting them into the formulas of prodigious skincare.

ESSENTIAL POINTS TO REMEMBER

Prodigy Powercell, a real scientific breakthrough, is a precious treatment for daily repair that stimulates cell renewal giving visible results.

Youth grafter enriched with an exceptional active ingredient: Oceanic Crista.



YOUTH GRAFTER

WHO IS IT FOR?

All women who want a youth grafter that leaves smooth, gleaming and even skin.

FORMULATION SECRET

NATIVE VEGETAL CELLS OF OCEANIC CRISTA: AN OMNIPOTENT ANTI-AGEING ACTIVE INGREDIENT

Native cells of Oceanic Crista are unique vegetal active ingredients derived from a plant found deep in the ocean. Over centuries, this thousand-year old plant moved onto land. This “life change” drove it to develop incredible faculties of adaptation and survival to resist the hostility of its new natural environment: dryness, light and UV rays. Native Oceanic Crista cells are a real feat of nature, and have been tested against major anti-ageing active ingredients, and have revealed exceptional properties: tissue repair, cell regeneration and anti-free radical protection.

RESULTS

In 5 days, the skin looks renewed. Day after day, the effects include: reduced wrinkles, recreated radiance, fortified skin, anti-free radical protection and 24-hour rehydration.

UNIQUE FEATURE

Each day, the skin is attacked, its natural defences are weakened, wrinkles are more accentuated, skin is less toned, the complexion loses its radiance and becomes dehydrated. Thanks to its survival instinct, it creates new skin cells to regenerate itself. With age, the skin loses its ability to self-regenerate, hence the importance of a youth grafter.

NEW



EYE PATCH

- Bio-cellulose eye patch youth grafter
- Prodigious action for intense regeneration (native vegetal cells from Oceanic Crista): immediate anti-puffiness effect, immediate smoothing, immediate lift effect
- Apply once a week or as a 6-day intensive treatment for reinforced results

THE PRODIGY RANGE: YOUTH GRAFTER

SERUM

- Rich serum, daily repair, youth grafter
- Prodigious action for intense regeneration (native vegetal cells of Oceanic Crista): reduced wrinkles, recreated radiance, fortified skin, anti-free radical protection, 24-hour rehydration
- Apply morning and evening, alone or under your usual daily skincare



NIGHT SERUM

- A nutritious, self-distributing, night serum, youth grafter
- Prodigious action for intense regeneration (native vegetal cells of Oceanic Crista): 5 times more concentrated in native cells than Powercell serum - rested features, reduced wrinkles, recreated radiance, restored firmness, intense rehydration
- Apply in the evening, alone or under your usual daily skincare or in a 1-month treatment, alternating with Powercell serum



CREAM

- Rich cream “youth grafter”
- Prodigious action for intense regeneration (native vegetal cells of Oceanic Crista), anti-oxidant action (Emblica extract, Vit.E), smoothing (LHA)
- Apply morning and evening to thoroughly cleansed skin, after Prodigy Powercell Serum, avoiding the eye contour



EYE CONTOUR

- Refreshing eye care “youth grafter”
- Prodigious action with intense regeneration (native vegetal cells of Oceanic Crista), anti-oxidant action (Emblica extract, Vit.E), draining and detoxifying action (caffeine, escin, Hepes)
 - Apply morning and evening to the eye contour area



High-precision applicator for an immediate, fresh, reinvigorating effect

TIPS & TECHNIQUES

A single drop of this serum is enough to enhance the beauty of the face. Use every morning and evening, alone or under the usual HR skincare product

VISIBLE WRINKLES, LOSS OF FIRMNESS and ELASTICITY, UNEVEN COMPLEXION, LACK OF RADIANCE, DEHYDRATION

POWER BEAUTY
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GLOBAL ANTI-AGEING CARE

Visible signs of ageing
From 40 years

THE NEW PRODIGY

It all began in 2002. Taking inspiration from the miracle of nature, Helena Rubinstein laboratories invented Prodigy, the 1st global anti-ageing skincare product. More than a million jars were sold throughout the world, making Prodigy into a legend.

This legend now benefits from an additional decade of scientific progress, revealed in Molecular Bio-Sap™, which is very concentrated in vegetal active ingredients. This new synergy of active ingredients targets the 5 fundamental layers of the skin and for the 1st time, even at the deepest dermis.

ESSENTIAL POINTS TO REMEMBER

Global anti-ageing skincare able to target the 5 fundamental layers of the skin, even at the deepest dermis for a deep skin renewal thanks to the Molecular Bio-Sap™.

Now, Prodigy goes one step further for a deep skin renewal. Skin is firmer, smoother and more radiant.

“ My skin is dehydrated, my complexion is less even, fine lines and wrinkles are appearing. I want skincare that acts on all levels. ”

WHO IS IT FOR?

All women, from 40 years, who want to combat the 5 signs of ageing: wrinkles, loss of firmness and elasticity, uneven complexion, lack of radiance, dehydration.

FORMULATION SECRET

The new Molecular Bio-Sap™ is a unique synergy of 5 supernatural vegetal ingredients which transfuses its vital power all through the 5 fundamental skin layers with an unprecedented action even at the deepest dermis:

- Prevents dermal cellular senescence, i.e. » presses pause” on fibroblasts ageing and degeneration for a prorogated cellular youth.
- Stops collagen glycation, chemical reaction which stiffens the collagen fibres and prevent them from being renewed.

RESULTS

A “youth transfusion” even at the deepest dermis, for a deep skin renewal: intense anti-wrinkle, intense redensification, intense firmness, intense luminosity and intense hydration.

UNIQUE FEATURE

Molecular Bio-Sap™ is stronger, goes deeper and is much more targeted than encapsulated bio-sap. The formula’s polysensoriality (legendary sumptuous texture and the delicate notes of white flowers) that has made the Prodigy legend what it is, has stayed the same.

PRODIGY – GLOBAL ANTI-AGEING CARE

NEW



DAY CREAM

- Day cream
- “Youth transfusion” even at the deepest dermis for a deep skin renewal
- Apply morning and evening to thoroughly cleansed skin after Prodigy Powercell serum, avoiding the eye contour
- For dry skin, Prodigy also exists in a rich texture version

Face Care

NEW



Eye balm

GLOBAL ANTI-AGEING BALM FOR EYES

- Rich balm
- “Youth transfusion” even at the deepest dermis for a deep skin renewal
- anti-puffiness effect – instant radiance effect – instant tightening effect
- Apply a small amount to the eye contour morning and evening, in light sweeping movements, from the inside working outwards

TIPS & TECHNIQUES

To boost the effects of your anti-ageing skincare, apply Prodigy Powercell serum before Prodigy cream to the face and neck, avoiding the eye contour.

10 YEARS OF SUCCESS

The mythical prodigious & sumptuous texture
Delicate floral fragrance

2002

Encapsulated Bio-Sap™:
Global anti-ageing action

2012

Molecular Bio-Sap™:
- For the 1st time, action until the DEEPEST DERMIS
- Targeted action on the 5 fundamental layers of the skin

SKIN BENEFITS

Global anti-ageing results:
anti-wrinkle, firmness, radiance, uniformity, hydration

IMPROVED SKIN BENEFITS:

Global anti-ageing, renewed skin
from the deep inside for an even velvety and firmer skin
deep hydration, deep luminosity, deep anti-wrinkle, deep firmness, deep densification

VISIBLE WRINKLES, LOSS OF FIRMNESS and ELASTICITY, UNEVEN COMPLEXION, LACK OF RADIANCE, DEHYDRATION

POWER BEAUTY
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HR
HELENA RUBINSTEIN

GLOBAL ANTI-AGEING CARE
THE RANGE
(PREVIOUS TECHNOLOGY)

PRODIGY

“ My skin is dehydrated, my complexion is less even, fine lines and wrinkles are appearing. I want skincare that acts on all levels. ”

PRODIGY – NIGHT TISSULAR



MAJESTIC NIGHT CREAM

- Rich night cream with a relaxing fragrance (Ylang Ylang)
- Prodigious action of Nocta Sève™: densifies (Pro-Xylane™) and revives the nocturnal activity of cells (Chron' Algae), smoothes and illuminates (Ruscus, extract of Beech bud), nourishes (extract of Evening Primrose). Repairs and firms (Bio-Matrix™)
- Apply in the evening to thoroughly cleansed skin

PRODIGY – TISSULAR



GLOBAL ANTI-AGEING REPAIR SERUM

- Repair serum with a "Metamorphosis" texture that is fresh and moisturising on application, smooth and rich to touch
- Global anti-ageing action thanks to the quintessence of Bio-Sap.
- Repairing and regenerating action (Bio-Matrix™: extract of Cedar bud from Japan, to promote tissue regeneration, and extract of Indian Grapevine seed to restructure the skin)
- Apply morning and evening before your usual skincare

PRODIGY – EYE ZONE SERUM



GLOBAL ANTI-AGEING CARE EYE CONTOUR

- Global multi-zone eye contour care with a light, melt-in texture
- Global anti-ageing action (quintessence of Bio-Sap + Argan extract) for prodigious multi-zone results: instant lift effect, lifted eyelids, smoothed-out wrinkles
- Apply from temple to temple in light sweeping movements or under the eye contour

PRODIGY – CLEANSER



EYE BALM

- ANTI-AGEING cleansing foam gel
- Purifying and hydrating action (Bio-Clarté exfoliates and softens (Skin Re-New complexes) protects against free radicals (Shea extract). Contains Aqua-Softyl, known for its water-softening properties
- Lather with water and rinse thoroughly

PRODIGY – MAKE-UP – REMOVER



- Global anti-ageing cleanser
- Global anti-ageing action (purifying Bio-Sap and micro-droplets of concentrated oil): removes make-up, purifies, smoothes, softens and illuminates the skin while preparing it to receive Prodigy skincare
- Apply a small amount of product and massage the face. Rinse well or remove with a moist cotton pad

PRODIGY – LOTION



- Delicate anti-ageing lotion
- Contains the precious encapsulated Prodigy Bio-Sap for an anti-ageing action to complement skin cleansing
- Apply in the morning to prepare the skin for its daily skincare treatments and in the evening to complement the cleansing of the face and prepare the skin for its night skincare

HELENA RUBINSTEIN
PRODIGY

TIPS & TECHNIQUES

To boost the effects of your anti-ageing skincare, apply Prodigy Powercell serum before Prodigy cream to the face and neck, avoiding the eye contour.

DEEP WRINKLES, INTENSE DRYNESS, LOSS OF DENSITY

“ My wrinkles are very noticeable, my skin is no longer elastic and is losing density. My usual cream is no longer enough. I would like a product to smooth out my face and visibly rejuvenate it. ”



TIPS & TECHNIQUES

The skin in the eye contour area and the skin around the lips have the same characteristics. The skin in these zones is thin and constantly solicited during expressions, so lines appear more quickly and are more accentuated than on the rest of the face.

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GLOBAL ANTI-AGEING CARE

Radicalised signs of ageing
From 50 years, mature skin

PRODIGY EXTREME

Helena Rubinstein laboratories in association with the famous Laboratoire de Biologie in Liège, known for its work with NASA, have decoded the fundamental role of integrins in the protection of the skin against ageing. Integrins are real “life bridges” which connect the cells to their environment, the extra-cellular matrix. Over time, the activity of the integrins changes, the bridges are broken down and the isolated cells are not able to perform their vital functions.

ESSENTIAL POINTS TO REMEMBER

Global skincare to fight against the visible signs of ageing: deep wrinkles, loss of density, skin dryness, slackening, loss of radiance.

An exclusive complex, Extreme Bio-Sap, reactivates the integrins.



WHO IS IT FOR?

For all demanding women, from 50 years, who want skincare that is able to act against the signs of skin ageing: WRINKLES, LOSS OF DENSITY, SKIN DRYNESS, SLACKENING, LOSS OF RADIANCE.

FORMULATION SECRET

EXTREME BIO-SAP:

1. Native vegetal cells (Sequoia seed extract and Grapevine flower extract). Native vegetal cells stimulate integrin activity* by connecting fibroblasts to the dermal matrix, reactivating collagen, elastin and glycosaminoglycan synthesis.
2. Quintessence of Bio-Sap (Acacia honey, Ruscus, Beech bud extract, Rice peptides and Royal jelly).

RESULTS

Replumped wrinkles, reinforced density, extreme nutrition, facial volumes look reshaped, restored radiance.

UNIQUE FEATURE

WHY USE THE SAME PRODUCT FOR THE EYES AND LIPS?

Because the skin around the eyes has similar features to the skin around the lips: it is thin and constantly solicited during facial expressions. Facial lines in these areas become more quickly accentuated than on the rest of the face.

THE PRODIGY EXTREME RANGE



Face Care

ULTIMATE REJUVENATING CREAM

- Extreme rejuvenating treatment with a rich and precious cream texture
- Action on the 5 radical signs of skin ageing (Extreme Bio-Sap): r eplumps wrinkles, densifies, nourishes and illuminates
- Apply morning and evening to thoroughly cleansed skin



Eye and Lip Treatment

ULTIMATE REJUVENATING CREAM EYES AND LIPS

- Rich, comfortable and precious cream for eye and lip contours
- Action on the 5 radical signs of skin ageing (Extreme Bio-Sap). Anti-puffiness and anti-dark circles
- Apply morning and/or evening to the eye and lip contour, to thoroughly cleansed skin

*In vitro tests conducted by the Laboratoire de Biologie in Liège

SMOOTH, REDUCED DENSITY

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ANTI-WRINKLE SKINCARE

Anti-ageing hydration
From 30 years

“Over time, my skin seems to be dehydrated and I am starting to see small wrinkles. I need more than a basic moisturiser, I need a product that will hydrate my skin deep down, but also preserve all of its youthfulness.”

HYDRA COLLAGENIST

Brought into the spotlight by Helena Rubinstein laboratories: the quality of the collagen matrix is essential for good hydration. In the dermis, the skin's water reservoir, water is not "free", but linked to the collagen matrix. Various types of collagen are found in this matrix. Over time, the collagen matrix becomes disorganised and structural molecules diminish. Water becomes more "free". The skin loses its hydration and youthfulness

ESSENTIAL POINTS TO REMEMBER

INTENSE ANTI-AGEING HYDRATION: a great success, inspired by 10 years of expertise in the study of collagen: Hydra Collagenist, intense anti-ageing hydration skincare for skin that is visibly younger.



MAJOR ANTI-AGEING INNOVATION

WHO IS IT FOR?

All women, from 30 years, who want an anti-ageing treatment for visibly younger skin that is hydrated, toned and smooth.

FORMULATION SECRET

As experts in the study of collagen for over 10 years, Helena Rubinstein laboratories have created a unique technology which acts on holding water inside the skin.

1. DERM-HYDRAFIX COMPLEX stimulates the synthesis of collagen structure molecules* to hold water deep inside the skin, leaving it densified.
2. COLLAGEN MICROSPHERES hold water inside the epidermis.

RESULTS

Hydration is immediately reactivated. Dehydration wrinkles are reduced and the skin is more radiant. Day after day, the skin appears denser, smoother and visibly younger.

HYDRA COLLAGENIST RANGE

HIGH PERFORMANCE ANTI-AGEING HYDRATION DENSIFYING-SMOOTHING SKINCARE

- Deep hydration anti-ageing cream densifying - smoothing
- Hydration is instantly reactivated. Reduction of dehydration wrinkles. Smoother skin
- Apply morning and evening to thoroughly cleansed skin. Available in a gel-cream version for normal/combination skin and in a cream for dry skin



*In vitro tests

DEEP HYDRATION ANTI-AGEING INTENSIVE SERUM

- Deep hydration anti-ageing serum densifying - smoothing
- A fluid, silky texture
- Twice as concentrated in collagen microspheres. Hydration is instantly reactivated. Reduction of dehydration wrinkles. Skin is denser
- Apply morning and evening, alone or under your usual skincare product



DEEP HYDRATION ANTI-AGEING EYE CARE ANTI-FATIGUE - SMOOTHING

- Ultra-light gel-cream texture
- Instant hydration of the eye contour
- Signs of tiredness are reduced. Reduction of dehydration wrinkles
- Apply morning and evening, to the eye contour area
- Instantly absorbed. Sensation of freshness and softness



DEEP HYDRATION MASK - INTENSE RE-INFUSION

- Deep hydration mask, "re-infusion" effect
- The texture infuses into the skin in an instant by enveloping it in a moisturising, ultra-comfortable veil.
- Rich and generous texture
- Apply a thick layer once or twice a week, avoiding the eye contour area. Leave on for 10 minutes, then gently remove the excess using a tissue or moist cotton pad

TIPS & TECHNIQUES

Apply Hydra Collagenist Deep Hydration Mask once or twice a week in a thick layer to impregnate the skin with water from deep within.

Like thousands of water "micro-implants"



LOSS OF VOLUME AND FIRMNESS:
HOLLOW-LOOKING FACE, VISIBLE WRINKLES

“ My face looks hollower as I get older. My skin is less toned. I have noticed that my wrinkles and fine lines are increasingly visible. I would like a product that replumps my skin. ”

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SINCE 1902



ANTI-WRINKLE CARE

Replumping
From 40 years

COLLAGENIST WITH PRO-XFILL

Collagenist Pro-Xfill is an innovation in its own right for Helena Rubinstein, the result of 7 years' continuous research, which led to an advanced formulation for fast, visible performance, with the very greatest respect for the Helena Rubinstein tradition.

ESSENTIAL POINTS TO REMEMBER

Skincare that is able to stimulate the production of the 5 types of collagen responsible for cohesion, density and skin tissue resistance:

- Collagen IV for anchoring
- Collagen I, III and V, responsible for skin cohesion and resistance
- Collagen VII, which is deficient under wrinkles



EXPERT ANTI-WRINKLE FIRMNESS CARE

WHO IS IT FOR?

All women, from 40 years, who want to combat wrinkles and obtain firmer, denser skin.

FORMULATION SECRET

1. ADVANCED FORMULATION, "3D" PRO-XFILL: a complete and exclusive complex that is a collection of active ingredients able to restore volume to the dermis.

PRO-XYLANE™: anti-ageing molecule that restores turgescence (density) to the dermis, by stimulating the production of GAGs, which are able to contain high quantities of water.

RICE DI- AND TRI-PEPTIDES: act as activators of collagen VII production, which is specifically deficient under wrinkles, to restore the cohesion of skin tissue.

GLYCOPROTEINS OF ANTARCTIC ALGAE: "Natural effectiveness" to improve and reinforce the synthesis of anchoring collagen IV

+

COLLASTIM: active ingredient which stimulates the synthesis of collagens I, III, V.

MICROSPHERES OF MARINE COLLAGEN: for wrinkles that appear "filled".

TARGETED ACTIVE INGREDIENTS: active ingredients and made-to-measure concentrations to perfect each action and each technique.

RESULTS

COLLAGEN "FILLING EFFECT". VISIBLE RESULT, WITH NO INJECTIONS AND NO COMPROMISES.

From the first application, wrinkles are visibly smoothed, skin is more toned, more supple.



LOSS OF VOLUME AND FIRMNESS:
HOLLOW-LOOKING FACE, VISIBLE WRINKLES

POWER BEAUTY
SINCE 1902



ANTI-WRINKLE CARE
THE RANGE

“ My face looks hollower as I get older. My skin is less toned. I have noticed that my wrinkles and fine lines are increasingly visible. I would like a product that replumps my skin. ”

COLLAGENIST WITH PRO-XFILL

COLLAGENIST with PRO-XFILL



REPLUMPING FILLING CARE PRO-XYLANE ANTI-WRINKLE - FIRMNESS

- Hydrating treatment that melts into the skin
- Densifying action with a filling effect, anti-wrinkle firmness (PRO-XFILL + COLLASTIM)
- Smoothing (marine collagen microspheres)
- Apply in the morning to thoroughly cleansed skin. Available in two versions for dry skin and normal to combination skin

COLLAGENIST NIGHT with PRO-XFILL



FORTIFYING CARE PRO-XYLANE ANTI-WRINKLE - FIRMNESS

- Smooth, rich, densifying night cream for all skin types
- Protective action (Malt and Vit.E extracts, Bilberry extract) densifying and fortifying action (Pro-Xfill)
- A real protective "shield" for collagen.
- On awakening, your skin is wonderfully rested
- Apply in the evening to thoroughly cleansed skin

COLLAGENIST SERUM with PRO-XFILL



STATE-OF-THE-ART ANTI- WRINKLE ESSENCE

- Hydrating and melt-in serum, perfect for all skin types
- Intense densifying action (high concentration of Pro-Xfill complex)
- Smoothing action (hyaluronic acid microspheres and collagen)
- Apply morning and evening under your usual skincare

COLLAGENIST PORE GENIUS



REFINING SMOOTHING SERUM ANTI-"SAGGING PORES"

- "Refining" and smoothing serum To reduce visible and dilated pores.
- Fortifying action on collagen fibres and the skin's support structure (Laminaria algae extract)
- Specific action on dilated pores (PORETIGHT SOLUTION: Silica and Salicylic acid)
- Apply morning and evening under your usual skincare

COLLAGENIST EYE ZOOM with PRO-XFILL



- Firming replumping eye care with filling effect
- Intense densifying action (Pro-Xfill) smoothing (collagen microspheres), anti-puffiness and anti-dark circles action (Ruscus extract, Caffeine)
- Apply morning and evening to the eye contour area

COLLAGENIST LIP ZOOM with PRO-XFILL



- Soft balm texture for lips
- Sensual fullness and volume (volumising active ingredients and collagen microspheres)
- Intense densifying action (high concentration of Pro-Xfill complex)
- Apply to lips alone or under your lipstick. Available shades: Skin Beige and Nude Pink



TIPS & TECHNIQUES

Recommend the application of collagenist lip zoom before going to sleep, for replumped lips on awakening

LOSS OF FIRMNESS, SLACKENING AND SAGGING OF TISSUE IN THE FACE AND NECK
IMPERFECT CONTOURS

“ My face is less structured. My skin is no longer firm and my features are puffy. I would like a product that lifts and restores an even face shape. ”



*Instrumental complexion evenness test conducted on 50 women.

TIPS & TECHNIQUES

To complete the Collagenist V-LIFT skincare ritual, recommend INSTANT V-LIFT sculpting foundation. With its 12-hour V-LIFT effect and its resculpting and smoothing light, the complexion looks 10 years younger*.

POWER BEAUTY
SINCE 1902



ANTI-WRINKLE CARE

Lifting
From 40 years

COLLAGENIST V-LIFT

Collagenist V-Lift is an unprecedented innovation. For the first time, Helena Rubinstein has taken inspiration from the V-Shaping technique, a new aesthetic medicine technique that corrects faces with sagging features and lost definition. 3 actions: RESCULPT, REFINE AND REANCHOR. Result: the face shape is better defined, and structured into a "V" shape.

ESSENTIAL POINTS TO REMEMBER

For the 1st time, the V-Shaping technique has been integrated into a Helena Rubinstein anti-ageing treatment to lift and refine the facial features

LIFT EFFECT WITHOUT SURGERY
Tightening effect - Resculpting lift - Firmness - Anti-wrinkle

3 ACTIONS: RESCULPT, REFINE AND REANCHOR



V-LIFT EXPERT CARE

WHO IS IT FOR?

For the most demanding women looking for expert anti-ageing care to lift the facial features and refine the contours by restoring a "V" shape.

FORMULATION SECRET

1. V-PEPTIDE™: RESCULPT
Reinforces the collagen and elastin fibres that support the structure of the face.
2. LIPO-REDUCER™: REFINE
Lighten the volumes that weigh down facial contours.
3. "LIFT" TEXTURE: REANCHOR
Contains a tensing polymer that restructures the tissue on the surface: IMMEDIATE LIFT EFFECT

RESULTS

Facial contours appear more defined, in a well-structured "V" shape.
Result: lift effect without surgery. The face is sculpted and its "V" shape is restored.

COLLAGENIST V-LIFT RANGE

TIGHTENING RESCULPTING CREAM - LIFT - FIRMNESS - ANTI-WRINKLE

- Day cream for face and neck with a rich texture
 - Resculpts and refines the face shape, anti-wrinkle action (Peptide-V™). Lifting effect (tensing polymers)
 - Apply to thoroughly cleansed face and neck in the morning.
- Available in two versions: Dry skin and normal to combination skin



CONTOUR RESHAPING CREAM - (face, neck & chest)

- Night cream with a smooth texture for the face, neck and chest
- Remodels and refines the facial contours (Lipo-Réducteur™). Draining lifting effect (tensing polymers)
- Apply in the evening to thoroughly cleansed face, neck and chest



INSTANT LIFT SERUM RESCULPTED CONTOURS

- Lift serum for face, neck and chest
- Reshapes and refines facial contours (Lipo-Réducteur™). Immediate lift effect (tensing polymers), the facial contours appear resculpted
- Apply morning and/or evening under your usual skincare to the face, neck and chest



RETIGHTENING EYE-LID CREAM LIFT - ANTI-WRINKLE

- Eye contour cream for concentrated eyelid lift
- Resculpts the eye contour area and lifts the eyelids, anti-wrinkle action (V-peptide™). Lift effect (tensing polymers)
- Apply morning and evening to the eye contour area and the immobile upper eyelid

LOSS OF RADIANCE, TIRED FEATURES, DULL AND SAGGING SKIN

“ My skin is dull, tired and has lost its radiance. It needs an instant boost for immediate effectiveness. I am looking for the very best in anti-ageing skincare. ”



POWER BEAUTY
SINCE 1902



INSTANT ANTI-AGEING
COSMETIC PROTOCOLS

Re-PLASTY

MESOLIFT COSMETIC

Inspired by the mesotherapy technique practiced at LACLINIC-MONTREUX, a prestigious Swiss clinic, known for its avant-garde techniques, Helena Rubinstein laboratories have created Re-Plasty mesolift, a new prodigy: cosmetic mesolift, an instant anti-ageing cosmetic protocol.

ESSENTIAL POINTS TO REMEMBER

Instant cosmetic anti-ageing intervention. Cosmetic mesolift gives visible results: ideal plasticity, restored luminosity, visible lift.

Intense anti-ageing action which aims to restore the plasticity and luminosity of youthful skin, as well as leaving the skin more toned with redefined contours. Effective protection against the harmful effects of time and environmental factors



WHO IS IT FOR?

For all demanding women who prioritise the maintenance of facial tone and luminosity: the characteristics of young skin.

FORMULATION SECRET

Exceptional active ingredients inspired by the mesolift technique performed at LACLINIC-MONTREUX:

1. Meso-solution: Vit. C: to fight against free radicals, leave the skin smooth, even out the complexion, improve skin firmness.

Hyaluronic acid: to intensely hydrate and leave the skin more turgescient (dense).

Amino acids: for a restructuring action.

Algae extract: to stimulate cell metabolism.

2. Ferulic acid: a powerful anti-free radical active ingredient, extract of rice grains grown in Japan, to protect the cells against ageing caused by external factors (UVA, pollution, etc.).

RESULTS

With prodigious results on plasticity and radiance, the skin appears firmer and more toned.

RE-PLASTY RANGE

LIFTING-RADIANCE INTENSE CREAM SPF15

- Intense cream with a dense, melt-in texture
- Intense anti-ageing action (Meso-solution), complexion is instantly brightened and UV protection reinforced ("Glow-Filter" + SPF 15). Anti-free radical protection (Ferulic acid)
- Apply in the morning to thoroughly cleansed skin. Available in 2 versions: Dry skin and normal to combination skin



INTENSE CONCENTRATE LIFTING-RADIANCE

- Extreme concentrate with a fluid and melt-in texture
- Intense anti-ageing action (Meso-solution) for enhanced luminosity and recreated plasticity, toned skin and visibly redefined contours. Anti-oxidant protection (Ferulic acid)
- Apply in the morning, alone or under your usual skincare, with light, sweeping movements taking care not to massage



REVIVING EXTREME GEL FOR EYES

- Eye contour gel, fresh, melt-in texture
- Intense anti-ageing action (Meso-solution) for enhanced luminosity and recreated plasticity, toned skin and visibly redefined contours. Anti-oxidant protection (Ferulic acid). Draining action anti-puffiness and anti-dark circles
- Apply in the morning and/or evening by smoothing the product from the outer corner of the eye to the inner corner



TIPS & TECHNIQUES

Have the customer experience the immediate and visible lift effect of the serum by applying it to their neck or the back of their hand.



WRINKLES, IRREGULARITIES, DYSCHROMIA

POWER BEAUTY
SINCE 1902



INSTANT ANTI-AGEING
COSMETIC PROTOCOLS

“ My skin has lost its softness, wrinkles have appeared and I can no longer hide my pigmentation spots. ”

Re-PLASTY

HD PEEL

Created from an unprecedented alliance with the well-known aesthetic medicine clinic, LACLINIC-MONTREUX, Helena Rubinstein laboratories have created Re-Plasty HD Peel. An anti-ageing peeling cosmetic treatment which has taken its inspiration from the peeling treatment protocol conducted at LACLINIC-MONTREUX: 3 combined anti-ageing actions: PEEL - CORRECT - PROTECT with a triple result: reduced wrinkles, diminished dark spots and a more radiant complexion.

ESSENTIAL POINTS TO REMEMBER

Cosmetic anti-ageing peeling treatment for: smooth, even and luminous skin.

Inspired by the sophisticated peeling technique performed at LACLINIC-MONTREUX: 3 combined anti-ageing actions: PEEL - CORRECT - PROTECT. Visible results after 15 days*.



INSTANT COSMETIC TREATMENT

WHO IS IT FOR?

All women who want to restore perfect quality to their skin: minimise wrinkles - smooth out skin roughness - reduce dark spots and skin irregularities.

FORMULATION SECRET

Three actions:

1. Peel - an exfoliating complex inspired by the protocol performed at LACLINIC-MONTREUX: PEEL SOLUTION (glycolic + phytic + lactic acids).
2. Correct - high concentration of specific active ingredients (pure retinol, LHA and HEPES) depending on the various products, for a targeted action.
3. Protect - UVA/UVB filters, anti-free radical active ingredients, hydrating active ingredients.

DIRECTIONS FOR USE

Each Re-PLASTY HD PEEL product can be used alone for a targeted anti-ageing action or combined with the other products in the range for optimum results.

Should always be used with daily skincare containing sun protection (SPF 10 minimum).

Do not apply with another product containing retinol.

RE-PLASTY HD PEEL

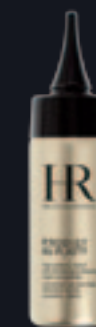
INTENSE WRINKLE REFINING CREAM SPF 10

- Perfecting day cream with a rich texture
- Peeling action (Peel Solution), correction (intense smoothing LHA), protection (SPF 10)
- Apply in the morning to thoroughly cleansed skin



HIGH POTENCY RETINOL NIGHT CONCENTRATE ANTI-WRINKLE DARK SPOT REDUCTION

- Anti-wrinkle night concentrate
- Anti-dark spots
- Peeling action (Peel Solution), correction (Retinol anti-wrinkle Vit. E)
- Apply in the evening to thoroughly cleansed skin before Re-Plasty Age Recovery cream

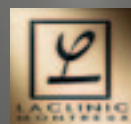


PERFECT SKIN RENEWAL INSTANT PEEL MASK

- Perfect skin renewal instant peel mask
- Peeling action (Peel Solution), correction (renewal action Hepes 10%), protection (urea)
- Apply 2/3 times a week, leave on for 5 minutes and rinse thoroughly



AN UNPRECEDENTED ALLIANCE
WITH LACLINIC-MONTREUX



TIPS & TECHNIQUES

Recommend the peel mask by applying it to the hands to smooth and unify the skin.

*Proven results with tests conducted in association with the CHU (University Hospital) in Besançon. PRODIGY Re-PLASTY HD PEEL products were tested on 10 women (application of the product over 4 weeks) and used in a Peeling protocol at Laclic-Montreux.

“Over time, my complexion has become less even, I have dark spots and redness on my face.”



Re-PLASTY

LASERIST

In association with LACLINIC-MONTREUX, Helena Rubinstein laboratories have taken inspiration from laser sessions which are conducted to fine-tune Re-Plasty Laserist, which targets the 3 factors involved in chromatic ageing: dark spots, redness and surface irregularities.

ESSENTIAL POINTS TO REMEMBER

Instant anti-ageing cosmetic treatment for intense lightening of the complexion and correction of dark spots. Targets the 3 signs of chromatic ageing: dark spots, redness and surface irregularities.

After 8 weeks of use the results are equivalent to a laser session performed at LACLINIC-MONTREUX*



WHO IS IT FOR?

All women who want to fight against dark spots and redness, and unify their complexion.

FORMULATION SECRET

Inspired by this aesthetic medicine technique, Helena Rubinstein laboratories have fine-tuned Laserist-Solution, a unique and patented combination of cutting-edge depigmentation molecules, including LHA, a patented molecule that micro-exfoliates the epidermis.

Laserist-Solution:

- Gently exfoliates and smoothes away imperfections
- Fights effectively against dark spots

RESULTS

Dark spots and redness disappear, the skin is smooth, luminous and sheer.

DIRECTIONS FOR USE

Apply Laserist serum in the morning and evening to the whole face, avoiding the eye contour, neck and chest. In the morning, always apply an additional day cream which contains sun protection (min. SPF 15). In the evening, apply Laserist under Age Recovery.

LASERIST

NEW



SERUM ANTI-DARK SPOT CONCENTRATE INTENSIVELY BRIGHTENING

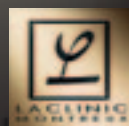
- Silky serum with a velvety finish
- Targets the 3 factors in chromatic ageing: dark spots, redness, surface irregularities
- Apply before the day cream (with SPF 15) or Age Recovery night cream to the face, neck and chest, avoiding the eye contour

NEW



INSTANT DARK SPOT CORRECTOR

- Fine, lightly tinted emulsion
- Immediately conceals dark spots. Day after day, dark spots are reduced in size, number and intensity
- After applying the appropriate serum and cream, apply locally to dark spots on the face and/or hands, avoiding the eye contour



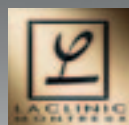
TIPS & TECHNIQUES

Also recommend application of Instant Dark Spot Corrector locally onto the dark spots of hands.

*In vivo test - evaluation of the clarity of dark spots after 8 weeks.

WRINKLES, SKIN DAMAGE, IMPERFECTIONS

“Over time, the signs of ageing seem to be more and more visible, my skin has become uncomfortable.”



TIPS & TECHNIQUES

For optimum repair, Age Recovery can also be used during the day.

POWER BEAUTY
SINCE 1902



INSTANT ANTI-AGEING
COSMETIC PROTOCOLS

Re-PLASTY AGE RECOVERY

Helena Rubinstein laboratories have combined their know-how with the medical expertise of Doctor Pfulg, the founder of LACLINIC-MONTREUX, to fine-tune a treatment that takes its inspiration from post-operative aesthetic medicine techniques: Re-Plasty Age Recovery, a night cream that acts as a regeneration accelerator to combat all the scars left by ageing.

ESSENTIAL POINTS TO REMEMBER

The 1st night cream to be highly concentrated in pro-xylane (30%), and able to correct all the scars of ageing: wrinkles, skin damage and imperfections.

Balm texture with a “sticking-plaster effect”.



WHO IS IT FOR?

For all demanding women looking for exceptional anti-ageing correction during the night, those who already use the other products in the Re-Plasty line, as well as those who undergo aesthetic medicine procedures.

RESULTS

A unique combination of cutting-edge active ingredients:

- Pro-xylane (30%), which accelerates the skin's regeneration rate
- CICA-SOLUTION: a complex inspired by the medical expertise of Dr Pfulg, a combination of hyaluronic and glycyrrhethinic acid, which is highly soothing, repairing and hydrating.

The skin is soothed, nourished and smooth in an instant.

Day after day, epidermal regeneration is accelerated, all the scars of ageing are corrected to reveal restored skin, just like new.

UNIQUE FEATURE

Dr Pfulg always uses Age Recovery for his patients' post-operative care. He has also noticed that Age Recovery accelerates the repair in signs of ageing, particularly during the night, when the skin is more able to self-repair, renew itself and assimilate the active ingredients.

RE-PLASTY AGE RECOVERY

NEW



REPAIR ACCELERATOR NIGHT CREAM

- Balm texture with a healing effect
- Night after night, it corrects all the scars of ageing: wrinkles, skin damage and imperfections
- Apply to the thoroughly cleansed face every evening, after the suitable Re-Plasty serum, avoiding the eye contour

“I would like truly active cleansers, but with a gentle action to preserve my skin’s youthfulness and to respect it...”



LIFE RITUAL

Cleansing is a crucial stage in the daily beauty routine; it prepares the skin to receive treatments and optimises their actions and effects. Helena Rubinstein presents a range of six products for daily cleansing to protect the skin’s youthfulness. A routine made up of three complementary stages: “OXYGENATE”, “FIRM” AND RENEW.

ESSENTIAL POINTS TO REMEMBER

The daily youth-protecting cleansing routine with “LIFE MORINGA” COMPLEX PERFECTLY CLEAN SKIN THAT IS “OXYGENATED”, FIRM AND RENEWED



FORMULATION SECRET

“LIFE MORINGA” COMPLEX, which is active in the whole range of products, includes:

- Extract of Moringa seed for anti-free radical and anti-oxydant actions
- Green algae extract to stimulate cell renewal and hydrate

COLLAGEN ACTIVATOR: Soya extract only contained in the firming lotions

RENEW COMPLEX: renewing complex with acid is only contained in the peeling lotion.

LIFE RITUAL RANGE



GENTLE FOAMING CLEANSER

- Delicate, ivory-coloured face cream that transforms into a smooth foam on contact with water.
- All skin types
- Gently cleanses, leaving the skin soft and hydrated. Apply to moist face and rinse



PEELING GEL LOTION NIGHT RENEWAL

- Fresh, crystal-clear gel containing glycolic acid, for a gentle exfoliating action.
- All skin types
- Reduces imperfections and unifies the skin texture, while renewing the skin surface with RENEW COMPLEX.
- Apply in the evening under your usual skincare



FRESH CLEANSING MILK

- Fluid, fresh cleansing milk.
- Normal skin
- Easy to apply, perfectly eliminates make-up, leaving the skin with a fresh sensation



LIGHT FIRMING LOTION

- A light, fresh and firming lotion with no alcohol.
- Normal skin
- Completes the cleansing process for normal skin, while stimulating collagen production



SOFT CLEANSING MILK “DE-OXIDIZING”

- Soft, delicate cleansing milk, ophthalmologically tested.
- Dry or weakened skin
- Cleans and intensely nourishes, leaving the skin soft and smooth.
- Gently removes make-up from the face and eyes.



RICH FIRMING LOTION

- Rich and delicate lotion enriched with glycerol and sodium hyaluronate for a soothing and calming action.
- Dry skin
- Completes the cleansing process for dry skin. Nourishes, soothes and stimulates collagen production

TIPS & TECHNIQUES

Think about having the customer discover the peeling gel on the back of their hand, before testing a product’s texture.

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

MAKE-UP



the ultimate rejuvenating power

A visionary woman, Helena Rubinstein was behind some of the 20th century's biggest make-up successes. Ever since, the brand has continued to offer the most demanding women addictive textures enriched with cutting-edge active ingredients; available in universal, timeless and flawless shades to reveal time-defying beauty. A scientist as well as an aesthete, Helena Rubinstein particularly appreciated art. Faithful to their heritage, Helena Rubinstein's make-up creations are true jewels uniting audacious inspiration and high-innovation. They represent the never-ending search for new beauty must haves and surpass every limit.

COMPLEXION

As part of her quest to defy time, Helena Rubinstein creates complexion products at frontier of science and beauty. They master the light to unify, sculpt and rejuvenate the face.

EYES

Helena Rubinstein is behind some of the 20th century's leading cosmetic innovations: the first waterproof mascara in 1939 and the first automatic mascara in a tube in 1958. Helena Rubinstein's eye creations continue to enhance this very precious zone with stunning intensity.

LIPS

Colors and textures that play with shine and shimmer, Helena Rubinstein's lip creations perfect the smile with a hint of youthful sensuality.




master the light to unify, sculpt and rejuvenate the face

For the most demanding women, complexion is a never ending quest for perfection; it is the ultimate aesthetics search.

And to make it come true, according to Helena Rubinstein, it requires absolute scientific creativity.

Sheer, flexible textures in total affinity with the skin combined with state-of-the-art active ingredients and fresh, illuminating shades; Helena Rubinstein's legendary know-how provides women with a perfect, time-defying complexion.

MAKE-UP INNOVATION



To smooth and illuminate the eye zone, discover PRODIGY LIQUID LIGHT EYE OPENER, the first "band of light" that visibly reveals fresh and youthful-looking eyes. More than an illuminator, the ideal complementary step of the concealer.



UNIFY THE COMPLEXION



Foundation

ERASE SHADOWY AREAS



Anti-dark circles

SCULPT AND ILLUMINATE



Powders & Blush

PERFECTING NATURAL MAKE-UP

LASTING MAKE-UP



Natural finish
Ultra light coverage

COLOR CLONE HYDRA-24H
Nude skin effect & hydration



Satin finish
Light coverage

COLOR CLONE
Natural effect



Transparent matte finish
Light coverage

COLOR CLONE SUBLIMAT
Matifying veil effect



Satin finish
High coverage

SPECTACULAR
Anti-dullness effect – 12hr wear

REJUVENATING MAKE-UP

EXPERT MAKE-UP



Nude skin finish
Light coverage

PRODIGY POWERCELL FOUNDATION
Youthful complexion



Satin finish
Medium coverage

PRODIGY LIQUID LIGHT
Smoothing radiant effect



Satin finish
Medium coverage

INSTANT V-LIFT
Sculpting, firming, anti-wrinkle effect



Perfecting &
anti-fatigue concealer

MAGIC CONCEALER



Illuminating smoothing
eye opener

PRODIGY LIQUID LIGHT EYE OPENER



Tailor made
shade creator

COLOR TO MIX

enhance the eyes with stunning intensity

The eyes are a key element in beauty, fully expressing personality and femininity.

For a youthful-looking face, eyes need to be magnified, luminous and subtly highlighted.

To enhance the eyes, Helena Rubinstein combines the art of light and shade with the power of performing formulas and with elegant, universal, timeless colours.

BEAUTY SECRETS

To brighten the eyes, apply MAGIC CONCEALER in small dabs to dark circles and the inner hollow of the eye.



Opt for a shade lighter than your foundation.

UNDERLINE



Crayon Yeux & Sourcils

SCULPT & ILLUMINATE



Eyeshadow

CATCH



Mascara



pioneering expertise,
objects of desire

MASCARA REVOLUTION








Inventor of the 1st waterproof mascara in 1939 and the 1st automatic mascara in a tube in 1958, for over 70 years Helena Rubinstein has been revolutionizing eye make-up and boldly reinterpreting the mascara.

INNOVATION

Remarkable high-performance brushes and incredible formulation expertise, for a captivating feminine look.

PRECIOUSNESS

True jewel products, Helena Rubinstein mascaras rewrite the codes of timeless luxury with ever more audacity.

VOLUME			LENGTHENING			NATURAL EFFECT	
LASH QUEEN			SPECTACULAR			LONG LASH	
							
Majestic Volume & Lengthening	Waterproof Volume & Lengthening	Intense Volume & Lengthening	Feather-light Volume	Push-up Volume Provocative Curves	Lifted lashes & Captivating Volume	Fortifying effect Lengthening & Definition	Lash-to-lash Volume Waterproof & Refillable

Mythical
mascara

perfect the smile with a hint of youthful sensuality

Last but not least of Helena Rubinstein's beauty revelation, the make-up of the lips is the final touch which brings utmost femininity.

Helena Rubinstein offers an entire spectrum of precious effects - from satin to shimmer, high coverage to the most translucent - to play between ultra-natural and voluptuousness expressing the seductive part of your personality.

Helena Rubinstein Laboratories enrich the comfortable textures with Lip Serum Complex and hyaluronic acid to offer a visibly rejuvenating effect and a captivating colour result.

BEAUTY SECRETS



For an instant replumping effect, prime your lips with COLLAGENIST LIP ZOOM and apply a touch of gloss to the centre.

REJUVENATING COLOURS

WANTED ROUGE

WANTED STELLARS



Lipstick

VOLUME SHINE

WANTED GLOSS

WANTED STELLARS GLOSS



Gloss

suncare products for sun-kissed skin

ANTI-AGEING PROTECTION COMBINING 3 ELEMENTS*:

- A patented filtering system for extra-broad spectrum protection against UVA and UVB rays.
- A thermo-active micro-organism sourced from ocean's depths.
- Soy extract to stimulate collagen synthesis**.

Enriched with African Baobab tears, these formulas intensely hydrate and soften skin for an even, lasting tan.

A SUBLIME TAN

The self-tanning skincare products and Prodigious Gel are equipped with light, melt-in textures, creating a moment of intense sensorial pleasure on application. They dress the skin in a sublime veil of light, whilst leaving it supple, smooth and resplendent with beauty.



Sun Care
Anti-ageing Protection

After-sun
Face & Body

Prodigious Gel
Tan Enhancer

Tinted
Self-tanners

Self-tanners
Body

*except oil, self-tanner and prodigious gel

**tests in vitro

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

BEAUTY REVELATION

the Helena Rubinstein approach to advice

Each woman has unique and precious beauty inside her. To reveal this beauty, Helena Rubinstein offers a unique global approach in 3 stages: TARGET – TREAT – ENHANCE

TARGET the woman's needs by asking her to look in a mirror and to explain how she sees her face and her beauty. Essentially, listen to her and target the elements that preoccupy her.

TREAT her skin with a range of global or specialist skincare treatments adapted to her anti-ageing priority.

ENHANCE her face with luminous, subtle make-up designed just for her.



after treating the skin with PRODIGY, apply light
and fresh make-up focusing on complexion radiance.

this make-up is to be applied on skin that has been
re-energized and redensified with PRODIGY EXTREME.
The complexion is light, transparent and the colours are fresh.

Treat

Treat



MUST HAVE SERUM PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity
and recreates radiance



PRODIGY

a "youth transfusion" even at the
deepest dermis, for a deep skin
renewal



PRODIGY EYES

erases dark circles and puffiness
and smoothes out wrinkles



Enhance

PRODIGY POWERCELL FOUNDATION

youthful complexion effect

BEAUTY SECRETS

The neck and decollete are fragile and
exposed areas that must be treated with
caution.

Do not hesitate to apply the cream both
morning and night.



MUST HAVE SERUM PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity
and recreates radiance



PRODIGY EXTREME

the ultimate in anti-ageing power
for mature skin, acting on cell
activity and survival



PRODIGY EXTREME EYE AND LIP

nourishes, illuminates, smoothes out
wrinkles, firms and lifts the eyes, erases
puffiness and dark circles and prevents
lipstick bleeding



Enhance

PRODIGY LIQUID LIGHT

radiance and line-smoothing effect

QUICK MINUTE

Sometimes, signs of ageing can become
more visible as the day goes by. To give the
eyes an instant radiance boost, you can
rehydrate the eye contour. Without removing
your make-up, lightly pat on a tiny amount
of PRODIGY EXTREME EYE AND LIP.

POWER BEAUTY
SINCE 1902



COLLAGENIST WITH pro-Xfill
LINK SELLING
REPLUMP AND REFIRM THE FACE,
REDUCE VISIBLY WRINKLES

POWER BEAUTY
SINCE 1902



COLLAGENIST V-LIFT
LINK SELLING
LIFT FEATURES,
RESHAPE CONTOURS

on skin that has been redensified and smoothed with
COLLAGENIST WITH pro-Xfill, apply luminous make-up to fill
an uneven complexion and bring volume to the lips.

on skin that has been firmed and lifted thanks to
COLLAGENIST V-LIFT, achieve an instantly sculpted
make-up result with the tightening effect of INSTANT V-LIFT.

Treat

Treat



MUST HAVE SERUM
PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity
and recreates radiance



COLLAGENIST pro-Xfill
injection-free collagen effect



COLLAGENIST EYE ZOOM

erases dark circles and puffiness,
smoothes out wrinkles

AND / OR



COLLAGENIST LIP ZOOM
replumps the lips



Enhance



COLOR CLONE
FLUID FOUNDATION
transparently

BEAUTY SECRETS

Do your lips feel dry and seem to lack volume? For ultra hydrated, supple and replumped lips, apply a small amount of COLLAGENIST LIP ZOOM lip balm several times a day in the middle of your lips and leave it to melt into the contours.



MUST HAVE SERUM
PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity
and recreates radiance



COLLAGENIST V-LIFT

lifts features, reshapes contours



COLLAGENIST EYE-LIFT

lifts eyelids
lifting anti-wrinkle effect



Enhance



INSTANT V-LIFT

smoothes and resculpts features
firming anti-wrinkle effect

BEAUTY SECRETS

Recommend the sculpting foundation INSTANT V-LIFT to complete the COLLAGENIST V-LIFT routine. Thanks to its 12 hours long V-LIFT effect and to its re-sculpting and smoothing light, complexion looks 10 years longer.

ideal plasticity and an instant lifting effect with Re-PLASTY Mesolift Cosmetic, and an illuminated complexion with PRODIGY LIQUID LIGHT.

Spots, redness and imperfections are reduced for an homogenous and transparent complexion with Re-PLASTY Laserist and an illuminated complexion with PRODIGY LIQUID LIGHT.

Treat

Treat



Re-PLASTY MESOLIFT
SERUM
recreates Mesolift at home



Re-PLASTY MESOLIFT
CREAM
recreates Mesolift at home



Re-PLASTY MESOLIFT
EYE
reduces dark circles and puffiness



Re-PLASTY
AGE RECOVERY
accelerates skin repair



Enhance

PRODIGY
LIQUID LIGHT
radiance and line-smoothing effect

BEAUTY SECRETS

Spread the cream like a veil from the middle of the face towards the contours and neck in a single stroke to ensure that its contouring action on skin plasticity is instantly perceptible.

During the Beauty Revelation, invite your client to discover RE-PLASTY HD PEEL renovating mask by applying a small amount on her hand... within a few seconds, she will perceive its dazzling instant effects.



Re-PLASTY LASERIST
SERUM
the equivalent to a laser session



Re-PLASTY MESOLIFT
CREAM
Recreates Mesolift at home



Re-PLASTY MESOLIFT
EYE
reduces dark circles and puffiness



Re-PLASTY
AGE RECOVERY
accelerates skin repair



Enhance

PRODIGY
LIQUID LIGHT
radiance and line-smoothing effect

BEAUTY SECRETS

Also recommend the INSTANT DARK SPOT CORRECTOR to apply locally on the spots of face and hands;

MUST HAVE
SERUM

GLOBAL ANTI-AGEING CARE

ANTI-WRINKLE CARE - COLLAGEN EXPERTISE

INSTANT COSMETIC INTERVENTION

REJUVENATION

DEEP SKIN
RENEWAL

DEEP
NUTRITION

ANTI-AGEING HYDRATION

REPLUMPING

LIFTING

INSTANT COSMETIC INTERVENTION

TREAT



PRODIGY POWERCELL
Smoothed wrinkles
Radiance
Tonicity



THE NEW PRODIGY
Anti-wrinkle
Redensification
Firmness - Luminosity
Hydration



PRODIGY EXTREME
Deep wrinkle
smoothing
Density



HYDRA COLLAGENIST
Fine Lines
Hydration



COLLAGENIST with pro Xfill
Deep Wrinkles
Replumping



COLLAGENIST V-LIFT
Wrinkles
Resculpting

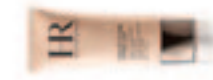


Re-PLASTY MESOLIFT, HD PEEL & LASERIST
Cosmetic intervention
at home



Re-PLASTY AGE RECOVERY
Intense repair
of all age scars
Pro-Xylane 30%

ENHANCE



COLOR CLONE HYDRA-24H
Nude skin effect
& hydration



COLOR CLONE
Natural effect



COLOR CLONE SUBL-MAT
Matifying veil effect



SPECTACULAR
Anti-dullness effect
12hr wear



PRODIGY POWERCELL FOUNDATION
Youthful complexion grafter



PRODIGY LIQUID LIGHT
Smoothing
radiant effect



INSTANT V-LIFT
Sculpting, firming,
anti-wrinkle effect

YOUR EYES

YOUR LIPS

GLOBAL ANTI-AGEING CARE

ANTI-WRINKLE CARE

INSTANT COSMETIC INTERVENTION

TREAT



PRODIGY POWERCELL Youth Grafter
Eye care



PRODIGY Eye Zone Serum



THE NEW PRODIGY EYES
The global
anti-ageing cream



PRODIGY EXTREME EYES & LIPS
Ultimate rejuvenating
cream



HYDRA COLLAGENIST
Deep anti-ageing
hydration eye care



COLLAGENIST EYE ZOOM
Replumping firmness
eye care treatment!



COLLAGENIST EYE-LIFT
Eyelid lifting care
Firming, anti-wrinkle



COLLAGENIST LIP ZOOM
Replumping lip balm
with pro-Xfil



Re-PLASTY MESOLIFT
Extreme eye
wake-up gel

ENHANCE



LASH QUEEN



LASH QUEEN
FELINE BLACKS



LASH QUEEN
FEATHER COLLECTION



LASH QUEEN
SEXY BLACKS



LASH QUEEN
FATAL BLACKS



SPECTACULAR
EXTENSION



LONG LASH
MASCARA



NATURAL
LENGTHENING

At home
mascara



WANTED ROUGE



WANTED STELLARS



WANTED GLOSS



WANTED

BEAUTY SECRETS



ALL MASCARAS!
Two-phase Make-up
Removing Lotion
Remove mascara with a cotton
pad soaked in "ALL MASCARAS".
Dab around the lashes so that the cotton
pad absorbs the mascara, then slide the
pad across the lashes from root to tip.



LIFE RITUAL
Milk and light lotion
Remove make-up with
Life Ritual milk and
remove excess with
the light lotion.



MAGIC CONCEALER
To brighten the eyes, apply
MAGIC CONCEALER in
small dabs to dark circles
and the inner hollow of the
eye. Opt for a shade lighter
than your foundation.



PRODIGY LIQUID LIGHT
EYE OPENER
Apply PRODIGY LIQUID LIGHT
anti-ageing day cream,
foundation or sun face
protection product.
all over the eye zone. Then, apply targeted
spotlights on the upper point of the arches,
and the inner corner.



COLOR TO MIX
Tailor-made shade creator.
2 shades to blend with an
anti-ageing day cream,
foundation or sun face
protection product.



WANTED BLUSH
For a lifting and sculpting
effect, use WANTED BLUSH
in a "sculpting" shade by
applying it to the cheekbones.
For a fresh and healthy look,
add a touch to the tips of the
nose and chin.

ENHANCED LASHES

REJUVENATING COLOURS

STELLARS GLOSS



A large white rectangular area with horizontal gold lines, intended for writing notes.

A large white rectangular area with horizontal gold lines, intended for writing notes.



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www.helenarubinstein.com