

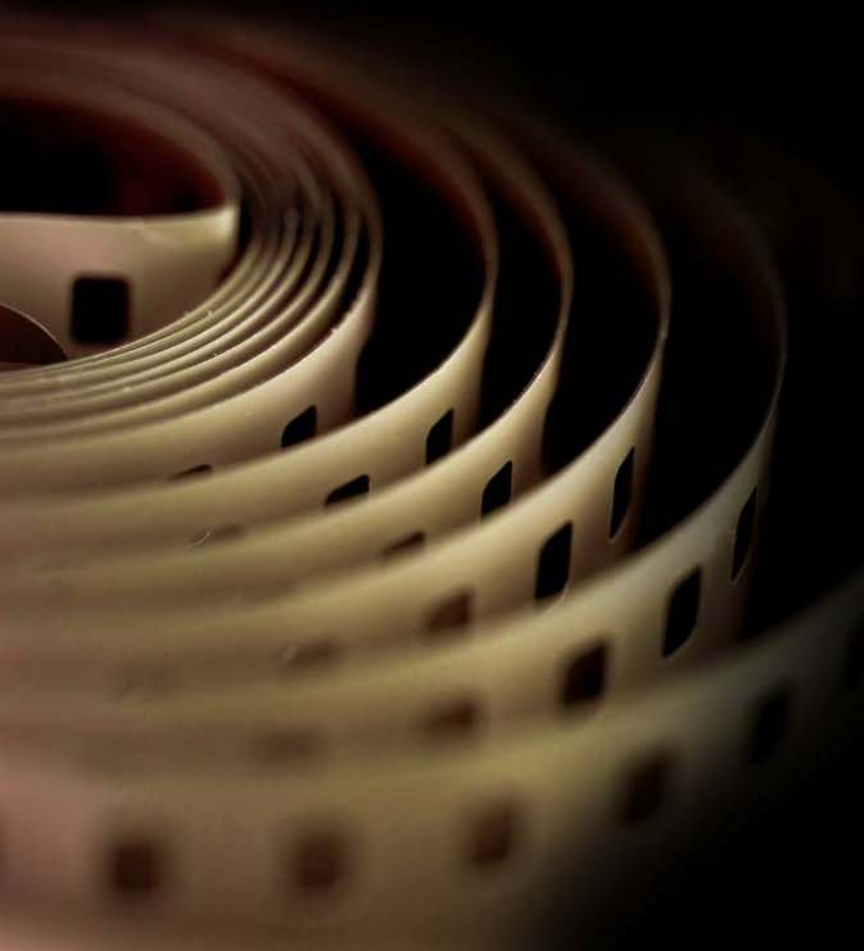


POWER BEAUTY
SINCE 1902



FILM

HR
HELENA RUBINSTEIN



POWER BEAUTY
SINCE 1902



POWER BEAUTY
SINCE 1902

MENU



POWER BEAUTY

SINCE 1902

HR
HELENA RUBINSTEIN

BRILLIANT WOMEN

HR, THE SPIRIT OF LUXURY

HR, A UNIQUE LINK

SKINCARE

MAKE UP

THE HR APPROACH TO ADVICE

LATEST NEWS





HR
HELENA RUBINSTEIN



HR, A UNIQUE LINK

POWER BEAUTY
SINCE 1902



HR
HELENA RUBINSTEIN

BRILLIANT WOMEN

POWER BEAUTY
SINCE 1902



HR
HELENA RUBINSTEIN



Helena Rubinstein

POWER BEAUTY
SINCE 1902

MENU



HR
HELENA RUBINSTEIN

A PIONEERING AND
VISIONARY WOMAN, A SCIENTIST
AND ESTHETE





“ EVERY MINUTE OF MY LIFE
HAS BEEN EMPLOYED IN
DEFENDING MY IDEAL WHICH
IS TO BUILD A FORTRESS,
AGAINST TIME ”

Helena Rubinstein





HR
HELENA RUBINSTEIN



“ FOR
AUDACIOUS
AND ”
DEMANDING
WOMEN
Helena Rubinstein

POWER BEAUTY
SINCE 1902

MENU



IF YOU WERE HELENA RUBINSTEIN



IF YOU WERE HELENA RUBINSTEIN



WHAT WOULD YOU SAY ABOUT TIME?

1. Time is an assassin
2. I believe time is an ally
3. My ideal: to build a true fortress against time



IF YOU WERE HELENA RUBINSTEIN



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WHAT WOULD YOU SAY ABOUT TIME?

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WHAT WOULD YOU SAY ABOUT WOMEN?

1. All women are different
2. Women are neither beautiful nor ugly
3. There are no ugly women, only lazy ones



IF YOU WERE HELENA RUBINSTEIN



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WHAT WOULD YOU SAY ABOUT BEAUTY?

1. Beauty cannot be standardized, it is as multi-faceted as life
2. Beauty is a quest for perfection
3. Beauty is futile



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HR
HELENA RUBINSTEIN



Demi
Moore

POWER BEAUTY
SINCE 1902

MENU



HR
HELENA RUBINSTEIN



A BEAUTIFUL, INTELLIGENT,
DETERMINED AND DEMANDING
WOMAN

POWER BEAUTY
SINCE 1902

MENU



“ I’M NOT 20, I’M NOT 30,
BUT I’M CERTAINLY
DIFFERENT FROM WHAT
MOST PEOPLE FEEL
SOMEONE IN HER 40s
SHOULD BE ”

Demi Moore





“ I HOPE TOGETHER
WE CAN INSPIRE
EVERY WOMAN TO
LIVE BRILLIANTLY ”

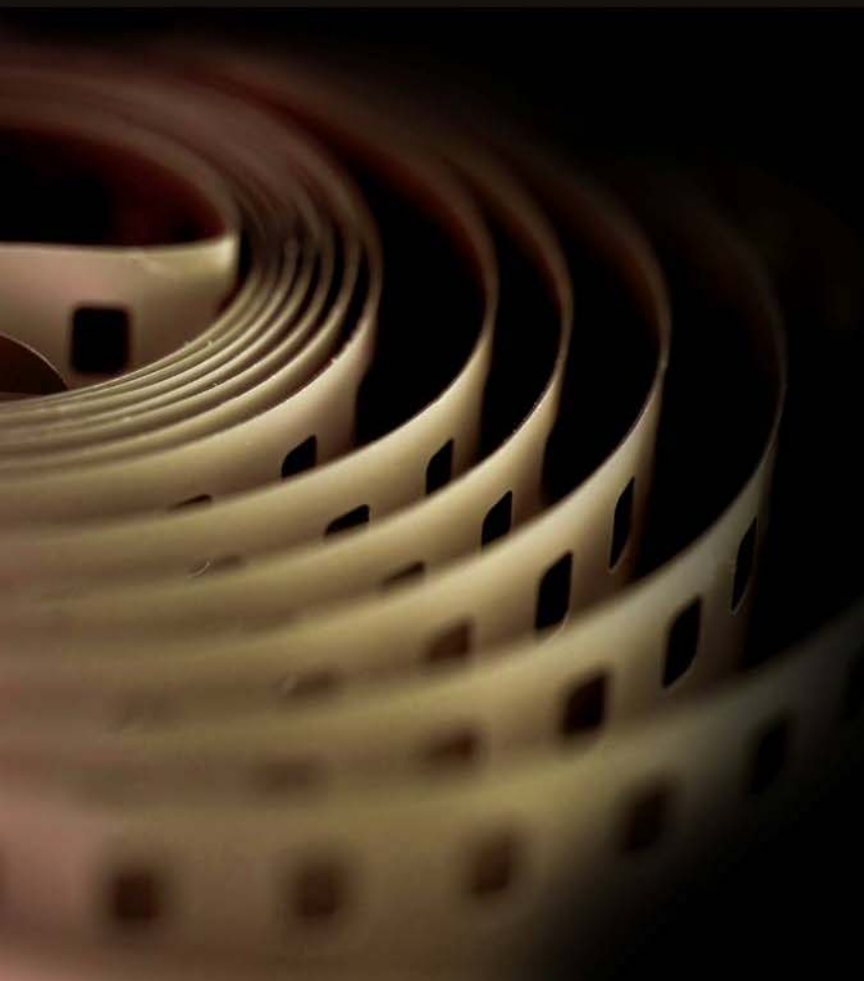
Demi Moore





FILM

HR
HELENA RUBINSTEIN



2007...

SIGNING DEMI MOORE





BEHIND THE SCENES WITH DEMI MOORE...



HR
HELENA RUBINSTEIN



WHEN DID DEMI MOORE BECOME HELENA RUBINSTEIN'S MUSE?

1. 2004
2. 2007
3. 2009



HR
HELENA RUBINSTEIN



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HR
HELENA RUBINSTEIN



WHEN DID DEMI MOORE BECOME HELENA RUBINSTEIN'S MUSE?

1. 2004
2. **2007**
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TO CELEBRATE HER MATERNITY, DEMI DARINGLY POSED NUDE AND PREGNANT IN:

1. Vanity Fair
2. Elle
3. Vogue



HR
HELENA RUBINSTEIN



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HR
HELENA RUBINSTEIN



A BRILLIANT ACTRESS, DEMI RECEIVED
INTERNATIONAL RECOGNITION FOR:

1. Mr Brooks
2. Disclosure
3. Ghost



HR
HELENA RUBINSTEIN



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WHICH PRODUCT DOES SHE ALWAYS KEEP IN HER HANDBAG?

1. Wanted Rouge
2. Collagenist Lip Zoom
3. Magic Concealer



A BRILLIANT ACTRESS, DEMI RECEIVED INTERNATIONAL RECOGNITION FOR:

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PIONEERING BEAUTY SINCE 1902...



PIONEERING BEAUTY SINCE 1902...



1902



1935



1939



2001



2002



2003



2004



2008



2010



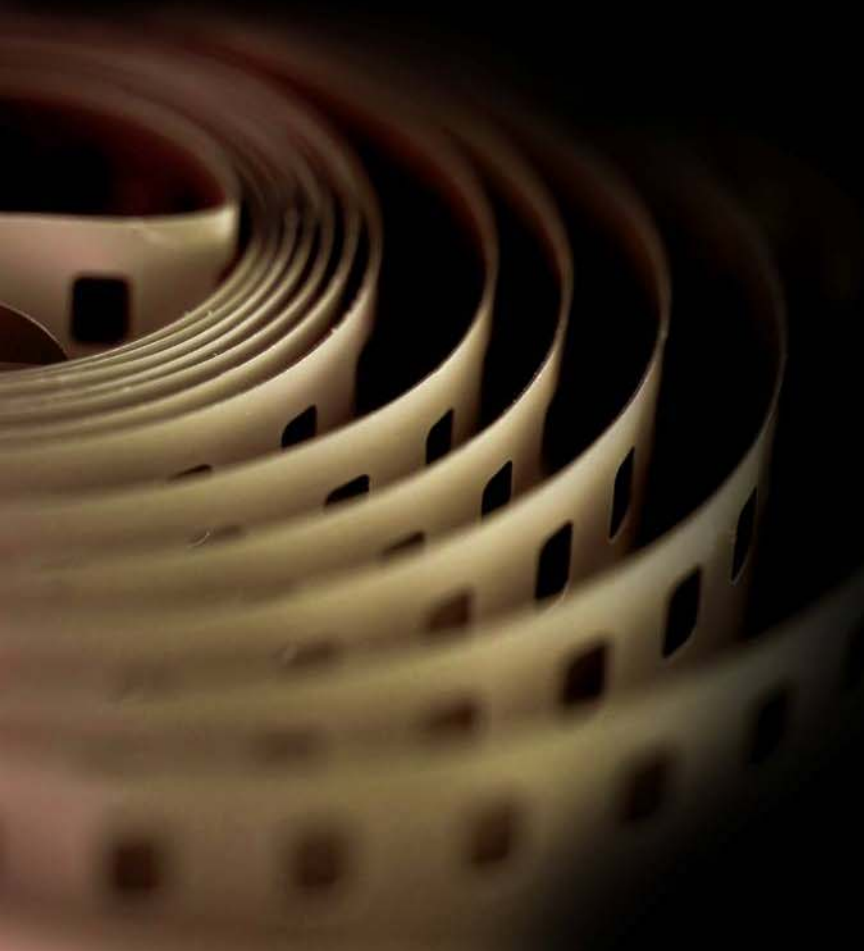
2011





FILM

HR
HELENA RUBINSTEIN



POWER BEAUTY



POWER BEAUTY
SINCE 1902

MENU



HR, THE SPIRIT OF LUXURY

POWER BEAUTY
SINCE 1902



HR, THE SPIRIT OF LUXURY

HR
HELENA RUBINSTEIN



HIGH-TECH



AUDACITY



GLAMOUR



HR CODES OF LUXURY

THE HR MAISON



POWER BEAUTY
SINCE 1902

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HR CODES OF LUXURY

THE HR MAISON



A SIGNATURE



POWER BEAUTY
SINCE 1902

MENU

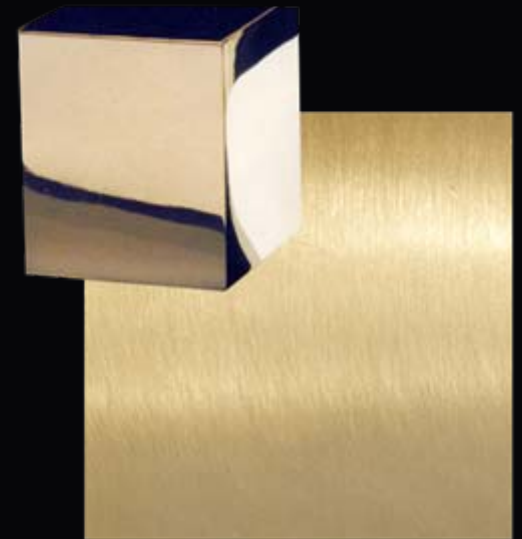
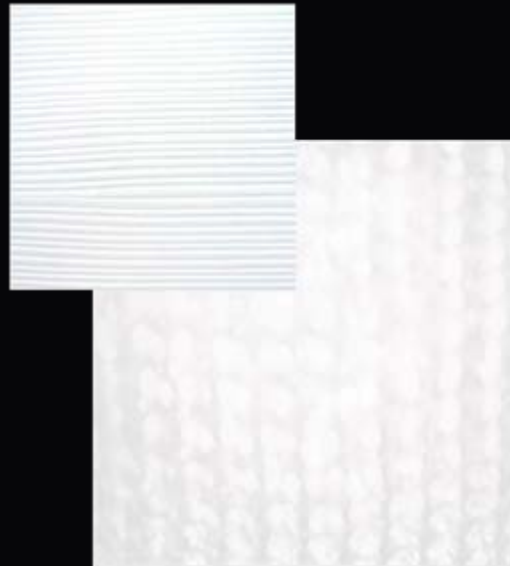
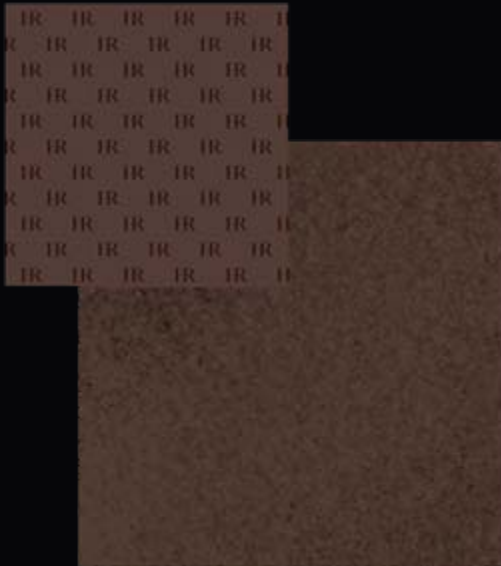


HR CODES OF LUXURY

THE HR MAISON



A UNIQUE HARMONY OF COLORS AND MATERIALS



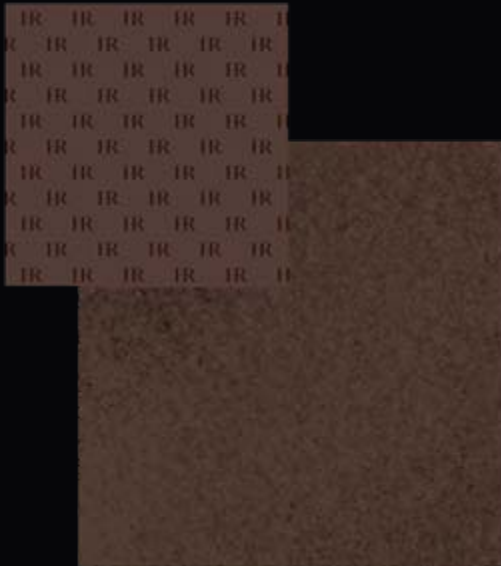


HR CODES OF LUXURY

THE HR MAISON



50% GLAMOROUS TAUPE TO CREATE A SIGNATURE INSTITUTIONAL STYLE



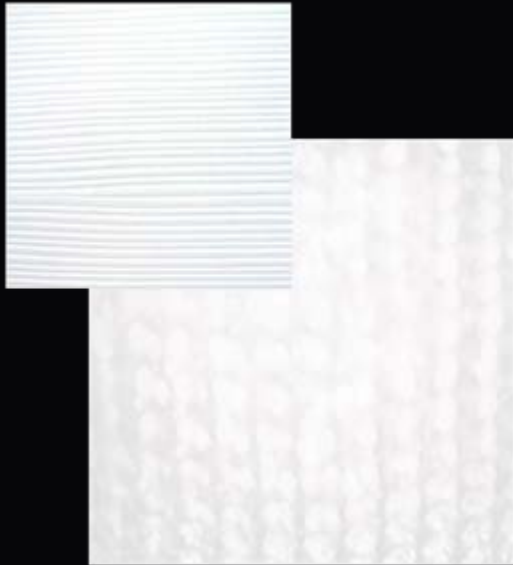


HR CODES OF LUXURY

THE HR MAISON



40% HIGH-TECH WHITE DEDICATED TO SERVICE AND BEAUTY CONSULTATION



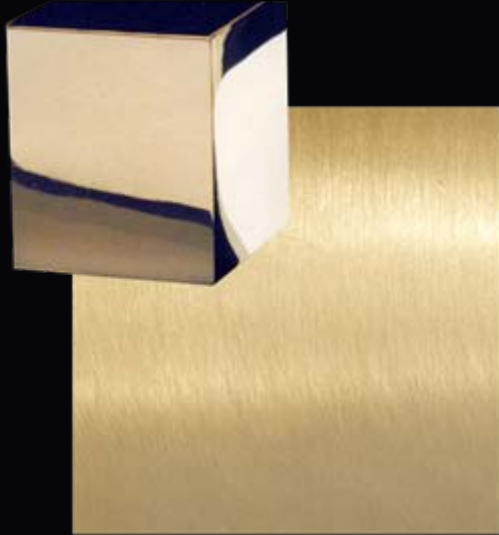


HR CODES OF LUXURY

THE HR MAISON



10% DISCREET LUXURY GOLD FOR ALCOVES, THE HR SIGNATURE





HR AROUND THE WORLD

INTERNATIONAL SPECTRUM, KEY MARKETS SUCH AS ...



EUROPE

- Italy
- Spain
- Germany
- Benelux
- Switzerland
- Greece
- Portugal
- Russia

AMERICA

- Mexico
- Chile
- Argentina

ASIA

- China
- Hong Kong
- Japan

MIDDLE EAST

- Dubai

TRAVEL RETAIL

- Asia
- Europe

HR AROUND THE WORLD

FINLAND, STOCKMANN HELSINKI

HR
HELENA RUBINSTEIN



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SINCE 1902

MENU



HR AROUND THE WORLD

ITALY, LA RINACENTE DUOMO





HR AROUND THE WORLD

SPAIN, MADRID CI SAN JOSE DE VALDERAS



HR AROUND THE WORLD

SPAIN, MADRID ECI PRECIADOS

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HR AROUND THE WORLD

SPAIN, SEVILLA ECI NERVION

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HR AROUND THE WORLD

MEXICO, LIVERPOOL POLANCO





HR AROUND THE WORLD

DENMARK, AARHUS

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HR AROUND THE WORLD

CHINA, CIUWEI
BEIJING

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CHINA, PARKSON BEIJING



HR AROUND THE WORLD

CHINA, JINHUA XIAN

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CHINA, CENTRAL HANGZHOU

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CHINA, BEIJING MITSUKOSHI

HR
HELENA RUBINSTEIN



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HR AROUND THE WORLD

CHINA, NINGBO CITY PLAZA

HR
HELENA RUBINSTEIN



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CHINA, CHENGDU RENHE

HR
HELENA RUBINSTEIN



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CHINA, WUHAN NEW WORLD

HR
HELENA RUBINSTEIN

HR HELENA RUBINSTEIN



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HR AROUND THE WORLD

HONG KONG, UNION SQUARE

HR
HELENA RUBINSTEIN



POWER BEAUTY
SINCE 1902

[MENU](#)

HR AROUND THE WORLD

HONG KONG, ELEMENTS UNION SQUARE

HR
HELENA RUBINSTEIN



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HR AROUND THE WORLD

HONG KONG, LANE CRAWFORD PACIFIC PLACE

HR
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HR AROUND THE WORLD

SHANGHAI, ISETAN WESTGATE

HR
HELENA RUBINSTEIN



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HR AROUND THE WORLD

SHANGHAI, MORIGUCHI KEIHAN

HR
HELENA RUBINSTEIN



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JAPAN, ODAKYU SHINJUKU

HR
HELENA RUBINSTEIN



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JAPAN, TOKYO MATSUYA GINZA

HR
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JAPAN, FUKUOKA IWATAYA

HR
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JAPAN, SEIBU IKEBUKURO

HR
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HR AROUND THE WORLD

JAPAN, OSAKA MITSUKOSHI

HR
HELENA RUBINSTEIN



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SINCE 1902

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JAPAN, KASHIWA TAKASHIMAYA



POWER BEAUTY
SINCE 1902

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HR AROUND THE WORLD

JAPAN, SEIBU IKEBUKURO

HR
HELENA RUBINSTEIN





THE EXPRESSION OF LUXURY HR



ACCESSORIES TO REVEAL WOMEN'S BEAUTY





THE EXPRESSION OF LUXURY HR



PRODIGY, THE MOST PRODIGIOUS SKINCARE WHERE LUXURY AND SENSUALITY COMBINE WITH INNOVATION

The miracle of Bio-sap,
a true life elixir



A streamlined, rounded and
voluptuous jar



An unforgettable impression of
substance and sensations





HR, A UNIQUE LINK

Why Helena Rubinstein is an ally for
the most demanding beauty advisors

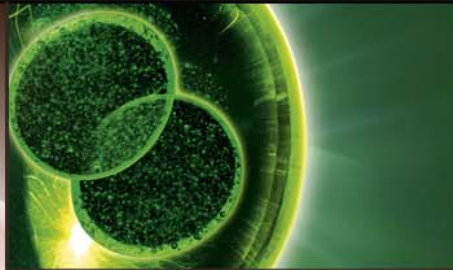


THE HR BRAND EXPERIENCE

HR
HELENA RUBINSTEIN

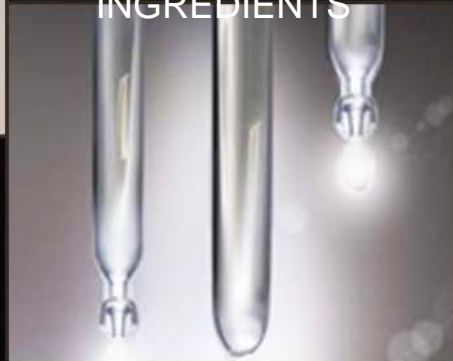


BEST BEFORE
AESTHETIC
MEDICINE



THE BEST OF
PRODIGIOUS
NATURE

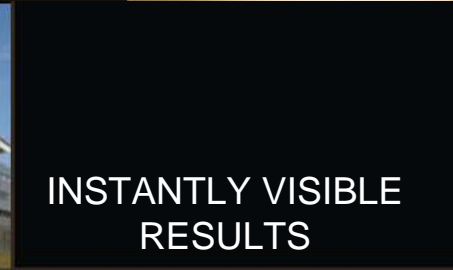
THE HIGHEST
CONCENTRATION
OF STAR
INGREDIENTS



UNIQUE
COLLABORATION
WITH EXPERTS
IN
MEDECINE &
SCIENTIFIC
RESEARCH



SOMPTUOUS
TEXTURES



INSTANTLY VISIBLE
RESULTS





THE HR BRAND EXPERIENCE



UNPRECEDENTED ALLIANCE WITH
LA CLINIC MONTREUX





THE HR BRAND EXPERIENCE



HR brings power beauty since 1902
to the most demanding women:
the highest concentration of star
ingredients for the best results
before aesthetic medicine





THE HR "MUST HAVE"



GUARANTEED SUCCESS

THE HR MUST HAVE PRODUCTS ARE HIGHLY RATED BY OUR MOST LOYAL CLIENTS AND BY THE WORLD PRESS.

“Your fail-safe recommendation,”

HR "MUST HAVES"

HR
HELENA RUBINSTEIN

“YOU CAN NO LONGER LIVE WITHOUT THEM”

must
have



The 1st youth
grafter with
vegetal stem cells



Global
anti-aging
repair serum



A true life
concentrate for
a global anti-
aging action



Global anti-aging
eye care for a
prodigious
multi-zone result



Instant cosmetic
intervention:
radiance injection,
active lift.



Corrective
smoothing
make-up
base



Balanced skin
color
Perfect coverage
& skin surface 12H
hold, UV
protection



Intense volume
& lengthening
for feline eyes

HR "MUST HAVE"

HR
HELENA RUBINSTEIN

“YOU CAN NO LONGER LIVE WITHOUT THEM”

must
have



The 1st youth grafter with vegetal stem cells



A true life concentrate for a global anti-ageing action



Instant cosmetic intervention: radiance injection, active lift.



Instant firming and replumping eye care



Premium UV anti-ageing protection



Corrective smoothing make-up base



Balanced skin color
Perfect coverage & skin surface
12H hold, UV protection



Intense volume & lengthening for feline eyes



HR
HELENA RUBINSTEIN



SKINCARE



POWER BEAUTY
SINCE 1902



SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

	HYDRA COLLAGENIST Specialist anti-ageing care	COLLAGENIST WITH PRO-XFILL Anti-wrinkle – Replumping – Filling	PRODIGY POWERCELL Fortified skin – Reduced wrinkles – Revealed radiance Continuous hydration	PRODIGY Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration	LIFE PEARL CELLULAR Deep wrinkles – Firmness – Radiance Nutrition
SERUM	30+ 	40+ 	35+ 	40+ 	50+ 
CREAM					
EYE / LIP CARE					

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY MÉSOLIFT COSMETIC

Active lifting
Radiance injection
Ideal plasticity



Re-PLASTY HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduced spots

ANTI-AGEING WHITENING UV

AGE WHITE POWER K

Anti-spots – Clarity
Translucency



PREMIUM UV

Daily UV protection SPF 40
Make-up base SPF 50
12h Hydration



SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

HYDRA COLLAGENIST
Specialist anti-ageing care

30+

SERUM



CREAM



EYE / LIP CARE



COLLAGENIST WITH PRO-XFILL
Anti-wrinkle – Replumping – Filling

40+

SERUM



CREAM



EYE / LIP CARE



PRODIGY POWERCELL
Fortified skin – Reduced wrinkles – Revealed radiance – Continuous hydration

35+

SERUM



CREAM



EYE / LIP CARE



PRODIGY
Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration

40+

SERUM



CREAM



EYE / LIP CARE



LIFE PEARL CELLULAR
Deep wrinkles – Firmness – Radiance – Nutrition

50+

SERUM



CREAM



INSTANT COSMETIC INTERVENTIONS

PRODIGY Re-PLASTY MÉSOLIFT COSMETIC

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Radiance injection
Ideal plasticity



PRODIGY Re-PLASTY HIGH DEFINITION PEEL

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Smoothed wrinkles
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AGEWHITE POWER K

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FILM

HR
HELENA RUBINSTEIN



HYDRA COLLAGENIST



POWER BEAUTY
SINCE 1902

MENU



SPECIALIST ANTI-AGEING CARE



IN FRONT OF THE MIRROR

“ With time, my skin is getting dehydrated and it seems to cause fine lines. More than just a moisturizer, I would like a skincare that deeply hydrates my skin and visibly preserves its youth. ”



POWER BEAUTY
SINCE 1902



SPECIALIST ANTI-AGEING CARE



TARGET

- LOSS OF MOISTURE
- DEHYDRATION WRINKLES
- LESS SMOOTH SKIN AND REDUCED DENSITY



POWER BEAUTY
SINCE 1902



SPECIALIST ANTI-AGEING CARE



HYDRA COLLAGENIST

INCREASE DEEP HYDRATION FOR A VISIBLY YOUNGER SKIN

HYDRATION AT THE HEART OF COLLAGENIC MATRIX

DURABLY MASTERED HYDRATION



POWER BEAUTY
SINCE 1902



SPECIALIST ANTI-AGEING CARE



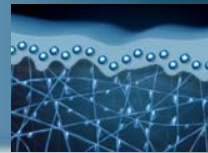
HYDRA COLLAGENIST



DERM-HYDRAFIX COMPLEX TO FIX WATER IN THE DERMIS



COLLAGEN MICROSPHERES TO LOCK WATER IN THE EPIDERMIS





SPECIALIST ANTI-AGEING CARE



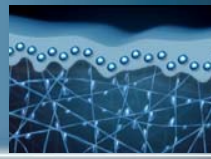
HYDRA COLLAGENIST



The DERM-HYDRAFIX complex fixes water deep in the collagenic matrix and densify



COLLAGEN MICROSPHERES lock water into the epidermis



**in vitro tests*

SPECIALIST ANTI-AGEING CARE



HYDRA COLLAGENIST



DEEP HYDRATION ANTI-AGEING CREAM DENSIFYING, SMOOTHING

DEEP HYDRATION ANTI-AGEING INTENSIVE SERUM DENSIFYING, SMOOTHING

ACTION

Fix water in the dermis
Lock water in the epidermis

Doubly concentrated in collagen microspheres
to fix water in the dermis and lock it in the
epidermis

RESULTS

Hydration is instantly and durably reactivated
Dehydration wrinkles are reduced
Skin is better hydrated, denser, smoother
and visibly younger

An intense hydration is instantly and durably
reactivated
Dehydration wrinkles are reduced, skin is
firmer and more radiant
Skin is better hydrated, denser, smoother and
visibly younger

TECHNOLOGY

DERM-HYDRAFIX COMPLEX
Collagen microspheres

DERM-HYDRAFIX COMPLEX
Doubly concentrated in collagen microspheres





SPECIALIST ANTI-AGEING CARE



HYDRA COLLAGENIST



	DEEP HYDRATION ANTI-AGEING EYE-CARE ANTI-FATIGUE, SMOOTHING	DEEP HYDRATION MASK INTENSE RE-INFUSION
ACTION	Fix water in the dermis Lock water in the epidermis	Fix water in the dermis Lock water in the epidermis
RESULTS	Eye contour is instantly and durably hydrated Dehydration wrinkles are smoothed Puffiness and dark circles are faded	Skin is intensely re-hydrated, Regaining comfort, elasticity and radiance
TECHNOLOGY	DERM-HYDRAFIX COMPLEX Collagen microspheres	DERM-HYDRAFIX COMPLEX Collagen microspheres
	+	+



SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

	HYDRA COLLAGENIST Specialist anti-ageing care	COLLAGENIST WITH PRO-XFILL Anti-wrinkle – Replumping – Filling	PRODIGY POWERCELL Fortified skin – Reduced wrinkles – Revealed radiance Continuous hydration	PRODIGY Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration	LIFE PEARL CELLULAR Deep wrinkles – Firmness – Radiance Nutrition
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EYE / LIP CARE					

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Radiance injection
Ideal plasticity



Re-PLASTY HIGH DEFINITION PEEL

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Smoothed wrinkles
Reduced spots

ANTI-AGEING WHITENING UV

AGE WHITE POWER K

Anti-spots – Clarity
Translucency



PREMIUM UV

Daily UV protection SPF 40
Make-up base SPF 50
12h Hydration





SPECIALIST ANTI-AGEING CARE



IN FRONT OF THE MIRROR

“ My face is becoming more furrowed with age. My skin is less toned. I have noticed that my wrinkles and fine lines are more and more visible. I would like a skin care treatment to replump my skin. ”





SPECIALIST ANTI-AGEING CARE



TARGET

- VISIBLE WRINKLES
- FURROWED FACE
- LOSS OF VOLUME AND FIRMNESS





SPECIALIST ANTI-AGEING CARE



COLLAGENIST WITH PRO-XFILL ST

VISIBLE ANTI-WRINKLE RESULT
NO INJECTION, NO COMPROMISE

ACTION ON THE 5 COLLAGENS IN THE SKIN
SKIN PLUMPED WITH YOUTHFULNESS



SPECIALIST ANTI-AGEING CARE



COLLAGENIST WITH PRO-XFILL

PRO-XFILL COMPLEX

Pro-Xylane™ + Collastim™

Acts as a “replumping beauty injection”
Stimulates the 5 collagens responsible
for the resistance of cutaneous tissues



SPECIALIST ANTI-AGEING CARE

HR
HELENA RUBINSTEIN



COLLAGENIST WITH PRO-XFILL

PRO-XYLANE™ & COLLAGEN ACTIVATORS

Trigger intense production of IV anchoring collagen and VII collagen, particularly lacking under wrinkles

COLLASTIM™

Stimulates the synthesis of collagen support fibers (I, III & V) and reorganizes them into a solid, regular network.



SPECIALIST ANTI-AGEING CARE



COLLAGENIST

WITH PRO-XFILL



REPLUMPING FILLING CARE

DENSIFYING FORTIFYING NIGHT CARE
ANTI-WRINKLE FIRMNESS

STATE-OF-THE-ART ANTI-WRINKLE ESSENCE
HIGH DOSE PRO-XFILL

ACTION

Head-on action on the 5 collagens responsible for skin tone and firmness

Head-on action during the night to consolidate and protect skin's collagen reserves

High concentration pro-Xfill for dual action on the surface, where the wrinkle makes its mark, and at the heart of the wrinkle

RESULTS

Skin plumped with youthfulness
Wrinkles and fine lines are filled

Skin plumped with youthfulness
On waking, skin is as though no longer crumpled-looking

Skin plumped with youthfulness
Even deep wrinkles become spectacularly less visible

TECHNOLOGY

Pro-Xfill complex
Collastim™
Collagen micro-spheres



Pro-Xfill complex
Malt extract
Vitamin E
Blueberry extract



Pro-Xfill complex
Collagen micro-spheres
Hyaluronic acid microcapsules





SPECIALIST ANTI-AGEING CARE



COLLAGENIST

WITH PRO-XFILL



must have



must have



	FIRMING REPLUMPING EYE CARE ANTI-WRINKLE ANTI-SUNKEN EFFECT	REPLUMPING LIP BALM INSTANT VOLUMIZER ANTI-WRINKLE	PORE GENIUS REFINING SMOOTHING SERUM
ACTION	Relaunches the synthesis of anchoring collagens and reorganizes collagen fibers around the eyes	Rebuilds a resilient, plumped skin support cushion on and around the lips	Pore refining collagen effect acts on pores deep down to immediately refine the surface
RESULTS	Replumped and smoothed eye contour Smoothed-out eyelids Anti-sunken effect	Instantly replumped lips Visibly smoothed contours	Skin is smoothed by retouched photo effect Pores are tightened – texture as if defined
TECHNOLOGY	Pro-Xfill complex Collastim™ Collagen micro-spheres Extract of ruscus Caffeine	Pro-Xfill complex Collastim™ Collagen micro-spheres	Laminaria algae extract Poretight solution
	+	+	+



SENSORIAL DISCOVERY



SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

	HYDRA COLLAGENIST Specialist anti-ageing care	COLLAGENIST WITH PRO-XFILL Anti-wrinkle – Replumping – Filling	PRODIGY POWERCELL Fortified skin – Reduced wrinkles – Revealed radiance Continuous hydration	PRODIGY Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration	LIFE PEARL CELLULAR Deep wrinkles – Firmness – Radiance Nutrition
SERUM	30+ 	40+ 	35+ 	40+ 	50+ 
CREAM					
EYE / LIP CARE					

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY
MÉSOLIFT COSMETIC

Active lifting
Radiance injection
Ideal plasticity



Re-PLASTY
HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduced spots

ANTI-AGEING WHITENING UV

AGE WHITE POWER K

Anti-spots – Clarity
Translucency



PREMIUM UV

Daily UV protection SPF 40
Make-up base SPF 50
12h Hydration

PRODIGIOUS GLOBAL ANTI-AGEING CARE

HR
HELENA RUBINSTEIN



IN FRONT OF THE MIRROR

“ My skin lacks vitality and radiance, wrinkles start to appear. I am looking for a skin care that repairs and protects my skin on a daily basis.”



PRODIGIOUS GLOBAL ANTI-AGEING CARE

HR
HELENA RUBINSTEIN



TARGET

- WRINKLES
- LOSS OF TONICITY
- LACK OF RADIANCE
- DAILY MICRO-AGRESSIONS



PRODIGIOUS GLOBAL ANTI-AGEING CARE

HR
HELENA RUBINSTEIN



PRODIGY POWERCELL

THE 1st YOUTH GRAFTER SKINCARE

NEW MAJOR BREAKTHROUGH ON
VEGETAL STEM CELLS



POWER BEAUTY
SINCE 1902

MENU



FILM

HR
HELENA RUBINSTEIN



PRODIGY POWERCELL



POWER BEAUTY
SINCE 1902

MENU



DAILY ANTI-AGEING REPAIR



PRODIGY

POWERCELL

HELENA RUBINSTEIN LABORATORIES

HAVE ISOLATED THE QUINTESSENCE OF
LIFE OF

OCEANIC CRISTA: VEGETAL STEM CELLS





DAILY ANTI-AGEING REPAIR



PRODIGY POWERCELL

VEGETAL STEM CELLS

100% ACTIVE POWER TO ACT ON:

CELLULAR REGENERATION

TISSULAR REPAIR

ANTI-FREE RADICAL DEFENSE



DAILY ANTI-AGEING REPAIR

HR
HELENA RUBINSTEIN



PRODIGY POWERCELL

PROVEN RESULTS

FROM 5 DAYS,
THE VISIBLE SIGNS OF YOUNGER SKIN

SMOOTHED SKIN – REINFORCED TONICITY –
RECREATED RADIANCE

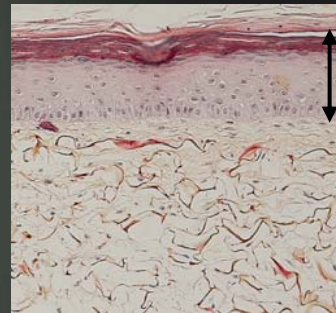


DAILY ANTI-AGEING REPAIR

HR
HELENA RUBINSTEIN

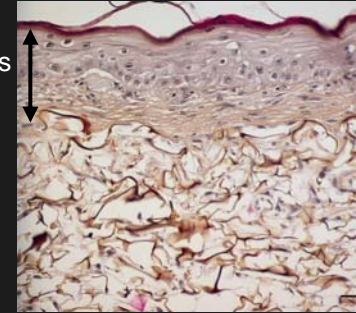


PRODIGY POWERCELL PROVEN RESULTS



Epidermis

Reconstructed skin with the fibroblasts of a 22 year old and without active ingredient (at 42 days)



Reconstructed skin with the fibroblasts of an over-50 year old, improved with Oceanic Crista vegetal stem cells (at 35 days)

DAILY ANTI-AGEING REPAIR

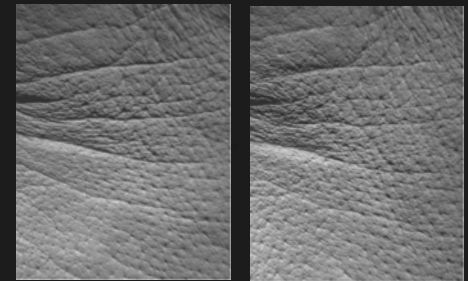
HR
HELENA RUBINSTEIN



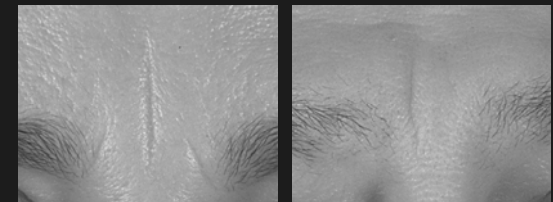
PRODIGY POWERCELL

PROVEN RESULTS
AFTER 1 MONTH

Total wrinkled surface
of crow's feet is
reduced by 39%.



72% of women show an
improvement in the
frown line of at least 1
grade.



PRODIGIOUS GLOBAL ANTI-AGEING CARE



PRODIGY POWERCELL



YOUTH GRAFTER

Cellular regeneration –
Tissular repair -
Anti-free radical defense

From 5 days, the visible signs of
younger skin
Smoothed skin – Reinforced
tonicity – Recreated radiance –
rehydration 24H

Oceanic Crista vegetal stem
cells: 100% active power



YOUTH GRAFTER THE CREAM

Cellular regeneration – tissular
repair – anti-free radical defense
Powerful anti-oxidizing action and
anti-ageing defense of the skin

From 5 days, the visible signs of
a younger skin
Fortified skin – reduced wrinkles
– revealed radiance – continuous
hydration

Oceanic Crista vegetal stem cells
Emblica extract
Vitamin E
LHA



YOUTH GRAFTER THE EYE CARE

Cellular regeneration – tissular
repair – anti-free radical defense
Anti-ageing repair and anti-
oxidizing protection of the
sensitive area of the eye contour

From 5 days, the visible signs of
a younger skin
Immediate anti-puffiness –
desaturated dark circles –
smoothed wrinkles

Oceanic Crista vegetal stem cells
Emblica extract
Vitamin E
Caffeine - Escin



YOUTH GRAFTER NIGHT SERUM

Cellular regeneration – Tissular
repair - anti-free radical defense
From 4 days, an accelerated
repair of the skin for a 3 times
better quality

Night after night, skin regenerates
Smoothed skin – Reinforced
tonicity-
Recreated radiance

Concentration of Oceanic Crista
vegetal stem cells multiplied by 5
compared to serum
High Proxylane concentration
(10%)
Nourishing texture





SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

	HYDRA COLLAGENIST Specialist anti-ageing care	COLLAGENIST WITH PRO-XFILL Anti-wrinkle – Replumping – Filling	PRODIGY POWERCELL Fortified skin – Reduced wrinkles – Revealed radiance Continuous hydration	PRODIGY Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration	LIFE PEARL CELLULAR Deep wrinkles – Firmness – Radiance Nutrition
SERUM	30+ 	40+ 	35+ 	40+ 	50+ 
CREAM					
EYE / LIP CARE					

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY
MÉSOLIFT COSMETIC

Active lifting
Radiance injection
Ideal plasticity



Re-PLASTY
HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduced spots

ANTI-AGEING WHITENING UV

AGE WHITE POWER K

Anti-spots – Clarity
Translucency



PREMIUM UV

Daily UV protection SPF 40
Make-up base SPF 50
12h Hydration



PRODIGIOUS GLOBAL ANTI-AGEING CARE



IN FRONT OF THE MIRROR

“ My skin is dehydrated, my complexion is uneven, wrinkles and lines are appearing. I’m looking for a skin care that can work on every front. ”





PRODIGIOUS GLOBAL ANTI-AGEING CARE



TARGET

- WRINKLES
- LOSS OF TONICITY
- UNEVEN COMPLEXION
- LACK OF RADIANCE
- DEHYDRATION





PRODIGIOUS GLOBAL ANTI-AGEING CARE



PRODIGY

A GLOBAL ANTI-AGEING CONCENTRATE
TO SIMULTANEOUSLY TARGET THE 5
MECHANISMS
OF AGEING SKIN
SMOOTHNESS – FIRMNESS – RADIANCE – HYDRATION -
EVEN COMPLEXION





PRODIGIOUS GLOBAL ANTI-AGEING CARE



PRODIGY

TECHNOLOGICAL EXPERTISE

“ENCAPSULATED” BIO-SAP

A blend of 15 of the most high performance and highly concentrated anti-ageing active ingredients for incomparable anti-ageing power



PRODIGIOUS GLOBAL ANTI-AGEING CARE

HR
HELENA RUBINSTEIN



PRODIGY

“ENCAPSULATED” BIO-SAP:

GATULINE, PRO-VITAMIN B5, ROYAL JELLY
Cellular renewal

RICE PEPTIDES AND SOY SEED EXTRACT
Protection of collagen and elastin fibers

WHITE GRAPE AND BEECH BUD EXTRACT, VITAMINS Cg
And age spots

RUSCUS EXTRACT, CAFFEINE
Microcirculation

CERAMIDE PRECURSORS, CHOLESTEROL
Lipid synthesis

PRODIGIOUS GLOBAL ANTI-AGEING CARE

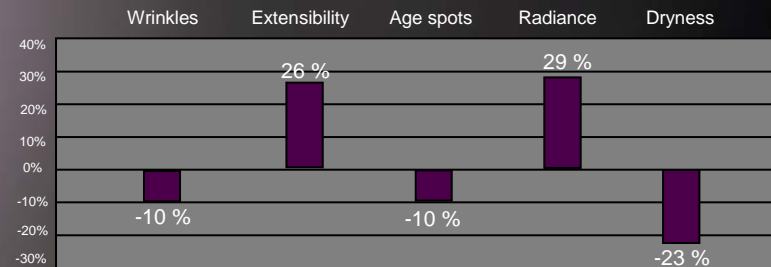
HR
HELENA RUBINSTEIN



PRODIGY

A PRODIGY OF SCIENCE, WHOSE EFFICACY HAS BEEN RECOGNISED BY DERMATOLOGISTS

- Smoothness, reduced wrinkle surface
- Improved skin extensibility
- Reduced dark spot intensity
- Improved radiance
- Improved hydration



PRODIGIOUS GLOBAL ANTI-AGEING CARE



PRODIGY



GLOBAL ANTI-AGEING
CONCENTRATE

GLOBAL ANTI-AGEING CONCENTRATE
EYE BALM

NIGHT TISSULAR
GLOBAL ANTI-AGEING NIGHT
CONCENTRATE

ACTION

Simultaneously targets the 5 mechanisms of ageing skin

Simultaneously targets the 5 mechanisms of ageing skin on the eye contour

Synchronizing night care
Fights against the nocturnal mechanisms of ageing skin

RESULTS

Incomparable anti-ageing power
Smoothness, firmness, radiance, hydration, even complexion

Smoothness, firmness, radiance, hydration, even complexion
Instantly masks imperfections and fills eye contour wrinkles

Prodigious magistral night care
Luminous skin on waking, smooth, firm, supple, intensely nourished

TECHNOLOGY

“Encapsulated” Bio-sap

Exclusive “encapsulated” Bio-sap for the eye contour

Nocta-sap™



PRODIGIOUS GLOBAL ANTI-AGEING CARE



PRODIGY



EYE ZONE SERUM GLOBAL ANTI-AGEING EYE CARE

Targeted action in a “transversal band” across the entire eye zone

Prodigious multi-zone results
Instant lift, retightened eyelids,
Wrinkles smoothed, temples re-tautened

“Encapsulated” Bio-sap
Exclusive tensor-effect active ingredient



GLOBAL ANTI-AGING REPAIR SERUM

Tissue regeneration and repair of skin damage

Skin is as if “rewoven”
Irrigated by a life concentrate, skin is reformed, smoothed, even toned and luminous.

Bio-Matrice™
“Encapsulated” Bio-sap



ANTI-AGEING CLEANSER & ANTI-AGEING MAKE-UP REMOVER

Exceptional anti-aging cleansing ritual that delivers 5 fundamental benefits to skin

Clear, transparent and moisturized skin
Smooth, soft, soothed, even toned and luminous


Purifying Bio-sap
Micellar oils





SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

	HYDRA COLLAGENIST Specialist anti-ageing care	COLLAGENIST WITH PRO-XFILL Anti-wrinkle – Replumping – Filling	PRODIGY POWERCELL Fortified skin – Reduced wrinkles – Revealed radiance Continuous hydration	PRODIGY Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration	LIFE PEARL CELLULAR Deep wrinkles – Firmness – Radiance Nutrition
SERUM	30+ 	40+ 	35+ 	40+ 	50+ 
CREAM					
EYE / LIP CARE					

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY
MÉSOLIFT COSMETIC

Active lifting
Radiance injection
Ideal plasticity



Re-PLASTY
HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduced spots

ANTI-AGEING WHITENING UV

AGE WHITE POWER K

Anti-spots – Clarity
Translucency

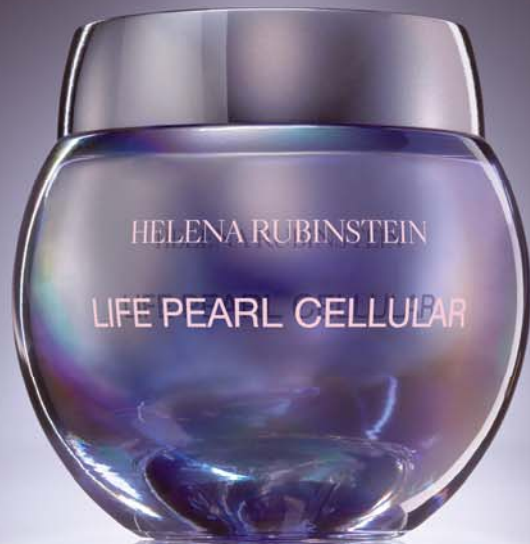


PREMIUM UV

Daily UV protection SPF 40
Make-up base SPF 50
12h Hydration



PRODIGIOUS GLOBAL ANTI-AGEING CARE



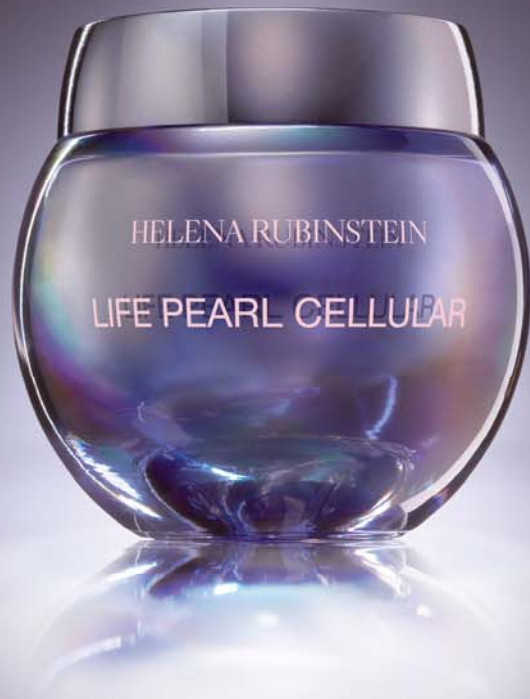
IN FRONT OF THE MIRROR

“ I see my skin becoming thinner, marked and sagging. It is less supple and lacking comfort. I am looking for an intense skincare to visibly rejuvenate my skin and regain suppleness, comfort and radiance.”





PRODIGIOUS GLOBAL ANTI-AGEING CARE



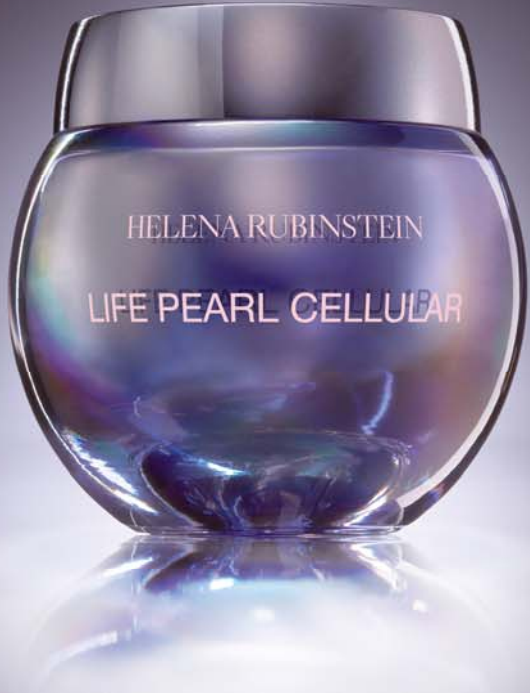
TARGET

- MATURE SKIN
- VISIBLE SIGNS OF HORMONAL DEFICIENCIES
- SAGGING
- DEEP WRINKLES
- EXTREME SKIN DRYNESS
- LACK OF LUMINOSITY





PRODIGIOUS GLOBAL ANTI-AGEING CARE



LIFE PEARL CELLULAR

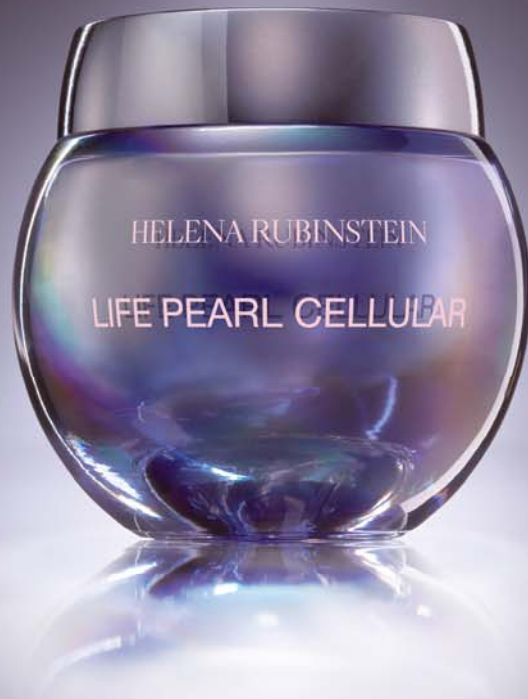
THE GLOBAL ANTI-AGEING SKINCARE FOR MATURE SKIN

UNIQUE HIGHLY CONCENTRATED ACTIVE INGREDIENTS WHICH COMPENSATE FOR THE VISIBLE SIGNS OF HORMONAL DEFICIENCIES



PRODIGIOUS GLOBAL ANTI-AGEING CARE

HR
HELENA RUBINSTEIN



LIFE PEARL CELLULAR

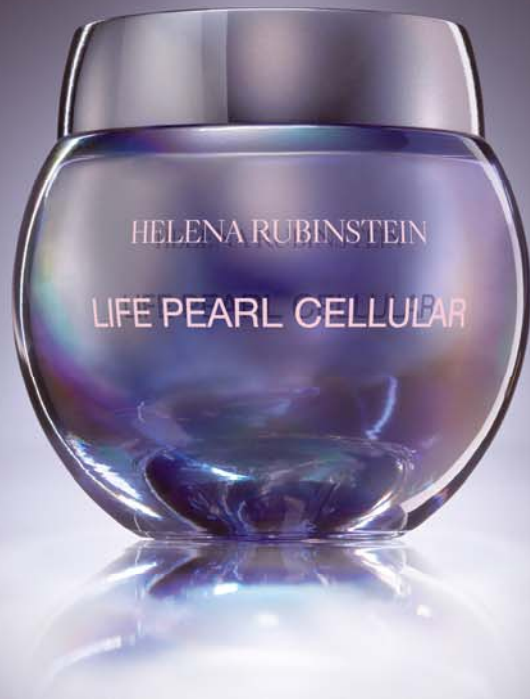
TECHNOLOGY EXPERTISE

- PHYTO-SUBSTITUTE™, a “cellular messenger” produced by jasmine, reactivates the production of lipids that are vital to skin nutrition and suppleness.
- CYTO-PEARL ELIXIR™ rebuilds the cell’s internal structure deep-down and revives their metabolism leaving skin redensified and wrinkles intensely smoothed.





PRODIGIOUS GLOBAL ANTI-AGEING CARE



LIFE PEARL CELLULAR

INTENSE REPAIR CARE FOR MATURE SKIN:

- Skin compensated nutrition
- Decreased wrinkles
- Redefined contours
- Recreated luminosity



PRODIGIOUS GLOBAL ANTI-AGEING CARE



LIFE PEARL CELLULAR



ACTION

RESULTS

TECHNOLOGY

CELLULAR REBIRTH SOMPTUOUS CREAM

Counteracts the visible signs of hormonal deficiencies and fights against dryness, sagging, deep wrinkles and lack of luminosity

Intense anti-ageing care for mature skin
Compensated nutrition, decreased wrinkles, redefined contours, recreated luminosity

Cyto-Pearl Elixir™
Phyto-Substitute™



REBIRTH CARE FOR EYES AND LIPS

Defeats visible signs of hormonal deficiencies where they are the most visible: the eye and lip contour

Intense anti-ageing care for mature skin
Anti-contour wrinkles – lightened circles – sumptuous nutrition.

Cyto-Pearl Elixir™
Longevity Shiitake
Diakalyte™ particles



CELLULAR EMULSION

Compensates for the visible signs of hormonal deficiencies to redensify the skin, smooth the wrinkles and recreate optimal lipid profile

Spectacular smoothing, sumptuous nutrition, long lasting hydration

Cyto-Pearl Elixir™
Phyto-Substitute™
Sweet chestnut extract
Lotus flower oil



CELLULAR LOTION

Relaunches cellular renewal & stimulates the synthesis of GAG's for skin redensification; restores skin's lipid barrier.

Skin is infused with intense hydration, perfectly supple and illuminated with radiance and comfort.

Phyto-Substitute™
Sweet chestnut extract
Vital essence of Mamaku





SENSORIAL DISCOVERY



SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

HYDRA COLLAGENIST

Specialist anti-ageing care

30+



COLLAGENIST WITH PRO-XFILL

Anti-wrinkle – Replumping – Filling

40+



PRODIGY POWERCELL

Fortified skin – Reduced wrinkles – Revealed radiance – Continuous hydration

35+



PRODIGY

Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration

40+



LIFE PEARL CELLULAR

Deep wrinkles – Firmness – Radiance – Nutrition

50+



SERUM

CREAM

EYE / LIP CARE



INSTANT COSMETIC INTERVENTIONS

Re-PLASTY MÉSOLIFT COSMETIC

Active lifting
Radiance injection
Ideal plasticity



Re-PLASTY HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduced spots

ANTI-AGEING WHITENING UV

AGE WHITE POWER K

Anti-spots – Clarity
Translucency



PREMIUM UV

Daily UV protection SPF 40
Make-up base SPF 50
12h Hydration





HELENA RUBINSTEIN,
a pioneer in the creation of
clinically-inspired skincare



LACLINIC-MONTREUX,
a prestigious Swiss clinic
renowned for its cutting-edge
results



LACLINIC MONTREUX



LIVE BEAUTY
BRILLIANTLY

MENU



FILM

HR
HELENA RUBINSTEIN



LACLINIC MONTREUX ALLIANCE



POWER BEAUTY
SINCE 1902

MENU



INSTANT COSMETIC INTERVENTIONS



IN FRONT OF THE MIRROR

“ My skin is dull, tired and it has lost its radiance. It needs a fast-acting treatment for immediate effectiveness. I'm looking for the very best in anti-ageing.”





INSTANT COSMETIC INTERVENTIONS



TARGET

- LOSS OF RADIANCE
- TIRED FEATURES
- DULL AND SAGGING SKIN





INSTANT COSMETIC INTERVENTIONS



Re- MESOLIFT COSMETIC PLASTY

THE 1ST INSTANT ANTI-AGEING INTERVENTION

INSPIRED BY THE MESOLIFT PROTOCOL PERFORMED AT LA CLINIC MONTREUX





INSTANT COSMETIC INTERVENTIONS



Re- MESOLIFT COSMETIC PLASTY

MESOLIFT COSMETIC INTERVENTION AT HOME

MESO-SOLUTION,

AN ULTRA-CONCENTRATED COMPLEX:

Vitamin C (10%) – Hyaluronic acid – Ferulic acid



INSTANT COSMETIC INTERVENTIONS

HR
HELENA RUBINSTEIN



Re- MESOLIFT COSMETIC PLASTY

HIGH CONCENTRATION OF PURE VITAMIN C

Anti-free radical power, skin smoothing, even complexion

HYALURONIC ACID

Excellent moisturizer, absorbs up to 1000 x its weight in water

AMINO ACIDS

Contribute to dermis construction and hydration

FERULIC ACID

Anti-free radical power, global anti-oxidant protection

INSTANT COSMETIC INTERVENTIONS



Re-PLASTY

MESOLIFT COSMETIC



	LIFTING-RADIANCE INTENSE CREAM SPF 15	REVIVING EXTREME GEL FOR EYES	LIFTING-RADIANCE EXTREME CONCENTRATE
ACTION	Instant anti-ageing intervention inspired by mesolift Expert action on radiance and skin perfection	Instant anti-ageing intervention inspired by mesolift Expert action on eye contour smoothing and revitalization	Instant anti-ageing intervention inspired by mesolift Expert action on cutaneous plasto-radiance
RESULTS	Active lift – Radiance injection – Ideal plasticity	Ideal eye contour plasticity Immediate clarity – smoothed, more even skin	Visible smoothing-lift – Reinforced tonicity Ideal plasticity – Intense radiance
TECHNOLOGY	Meso-solution Ferulic Glow-filter	Meso-solution Ferulic acid Expert dosage of draining active ingredients	Meso-solution C10 Ferulic acid



INSTANT COSMETIC INTERVENTIONS



IN FRONT OF THE MIRROR

“ My skin has lost it's softness, wrinkles have appeared. ”



INSTANT COSMETIC INTERVENTIONS



TARGET

LINES

WRINKLES

ROUGHNESSES



INSTANT COSMETIC INTERVENTIONS

HR
HELENA RUBINSTEIN

Re- PLASTY

THE 1ST INSTANT ANTI-AGEING INTERVENTION
WHICH REPLICATES THE SOPHISTICATED PEEL
PROTOCOL PERFORMED AT LA CLINIC-
MONTREUX



INSTANT COSMETIC INTERVENTIONS

HR
HELENA RUBINSTEIN

Re- PLASTY^{HOPEEL}

REPLICATES A PROFESSIONAL PEEL AT HOME

THE PEEL-SOLUTION, AN ULTRA-CONCENTRATED COMPLEX

Glycolic acid – Lactic acid – Phytic acid

+ RETINOL

+ LHA

+ UVA / UVB filters



INSTANT COSMETIC INTERVENTIONS

HR
HELENA RUBINSTEIN



Re- PLASTY

PEEL SOLUTION

Exfoliates the epidermis to refine texture and wrinkles

HIGHLY DOSED PURE RETINOL

Dermatologists' reference anti-wrinkle molecule.

HIGHLY DOSED LHA

Ultra precise, targeted exfoliating action

UVA / UVB FILTERS

Protect against photo-ageing, prevent dark spots and wrinkles

INSTANT COSMETIC INTERVENTIONS



Re-PLASTY



DARK SPOT CORRECTION
REFINING CREAM SPF 10

DARK SPOT REDUCTION, ADVANCED
RETINOL ANTI-WRINKLE NIGHT
CONCENTRATE

PERFECT SKIN RENEWER
INSTANT PEEL MASK

ACTION

Instant anti-ageing intervention which replicates peel technology
Peeling – Correction – Protection

Retinol intervention with concentration levels at the frontier of prescription strength products
Correction – Smoothing – Intense anti-wrinkle

A high performance formula to instantly improve skin's texture and luminosity

RESULTS

High definition skin result:
Refined wrinkles – Prevent dark spots
Sublime skin texture

High definition skin result:
Intense smoothing – Reduced wrinkles and roughness
Protection against free-radicals

Instant radiance – renewed skin effect
Sublime smoothed skin
As if retexturized

From 15 days of using the Prodigy Re-Plasty range: skin quality equivalent to a peeling session at LACLINIC MONTREUX

TECHNOLOGY

Peel-solution
LHA
UVA/UVB filters



Peel-solution
Highly dosed pure retinol
Vitamin E derivative



Peel-solution
Highly dosed HEPES
Highly dosed urea





SENSORIAL DISCOVERY



SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

	HYDRA COLLAGENIST Specialist anti-ageing care	COLLAGENIST WITH PRO-XFILL Anti-wrinkle – Replumping – Filling	PRODIGY POWERCELL Fortified skin – Reduced wrinkles – Revealed radiance Continuous hydration	PRODIGY Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration	LIFE PEARL CELLULAR Deep wrinkles – Firmness – Radiance Nutrition
SERUM	30+ 	40+ 	35+ 	40+ 	50+ 
CREAM					
EYE / LIP CARE					

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY
MÉSOLIFT COSMETIC

Active lifting
Radiance injection
Ideal plasticity



Re-PLASTY
HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduced spots

ANTI-AGEING WHITENING UV

AGE WHITE POWER K

Anti-spots – Clarity
Translucency



PREMIUM UV

Daily UV protection SPF 40
Make-up base SPF 50
12h Hydration





ANTI-AGEING WHITENING EXPERT



IN FRONT OF THE MIRROR

“ With age, I see on my face spots becoming darker. I want to reduce spots, recover a perfectly even and luminous skin and fight against ageing.





ANTI-AGEING WHITENING EXPERT



TARGET

SPOTS DUE TO AGEING

DULL AND LESS HOMOGENEOUS SURFACE

LOSS OF FIRMNESS





ANTI-AGEING WHITENING EXPERT



AGEWHITE

PIONEER IN ANTI-AGEING WHITENING

A mirror-like translucency

AgeWhite recovers the skin's transparency and reduces dark spots visibly, just like restoring a "rusted" mirror.





ANTI-AGEING WHITENING EXPERT



HELENA RUBINSTEIN
AGEWHITE
POWER K
spot rejuvenating
intensive serum
anti-ageing whitening

AGEWHITE

TO RESTORE SKIN'S MIRROR FUNCTION

1- Whitening action:

New Power K complex including kojic acid & CéramideWhite® to control melanin production. Enriched with mint & prunus to limit melanin transfer.

2 - Anti-ageing efficacy:

Yeast to reinforce the DEJ & Shiitake to protect the dermis.



ANTI-AGEING WHITENING EXPERT

HR
HELENA RUBINSTEIN



AGEWHITE

UNPRECEDENTED RESULTS

Melanin production reduced by 62% in 4 days*.

The complexion becomes homogeneous, bright and clear.

The skin reflects light again and gets mirror like translucency.

Instant radiance 85%** , transparent skin 95%** , dark spots reduced 87%** .

* test in vitro, ** reevaluation of 34 women, 35-55 years old.



ANTI-AGEING WHITENING EXPERT

HR
HELENA RUBINSTEIN

AGEWHITE



RENEWING FOAMING CLEANSER & CLARIFYING TONING LOTION

Prepares the skin to receive the AGEWHITE routine; clears the skin from impurities and clarifies the skin.

The skin is clearer, smoothed and immediately refreshed. The intensity of dark spots starts decreasing. Skin is as renewed.

Power K whitening complex 2 powerful exfoliating agents : glycolic acid and lactic acid



ILLUMINATING REFINING EYE SERUM

Illuminates & refines the eye contour and reduces dark circles.

The eye contour becomes brighter and more radiant.

Power K whitening complex (kojic acid + mint extract + prunus extract)
Caffeine
Yeast & Shiitake extract



ACTION

RESULTS

TECHNOLOGY

ANTI-AGEING WHITENING EXPERT

HR
HELENA RUBINSTEIN

AGEWHITE



SPOT REJUVENATING INTENSIVE SERUM

Visibly reduces dark spots and fights against signs of ageing by significantly reducing wrinkles and firming the skin.

Day after day, dark spots become smaller and fewer. Skin is clearer, more even, smoothed and firmed up.

Power K whitening complex (kojic acid + mint extract + prunus extract)

Yeast extract

Shiitake extract



MIRROR-LIKE TRANSLUCENCY BIO-CELLULOSE MASK

Anti-ageing whitening power by limiting and clarifying spots, resurfacing and boosting radiance.

Day after day, skin is more transparent and its texture refined. Spots are visibly clarified, the skin is perfectly even.

Bio-cellulose mask support
Vitamin C



ACTION

RESULTS

TECHNOLOGY

ANTI-AGEING WHITENING EXPERT



AGEWHITE



ENLIGHTENING SMOOTHING HYDRA-EMULSION

Hydrates the skin intensively and enlightens the skin. It appears smoother, firmer and toned.

The complexion becomes more homogeneous, brighter, clearer and more transparent.

Power K whitening complex
(kojic acid + mint extract + prunus extract)



BRIGHTENING MOISTURE CREAM

Reinforces dermo-epidermic junction* to prevent spots rooting and a specific ingredient to retain water into the skin for a long lasting moisturizing effect.

Day after day, the complexion is brighter, the skin is radiant and more even.

Power K whitening complex (kojic acid + mint extract + prunus extract)
Vitamin C



ACTION

RESULTS

TECHNOLOGY

ANTI-AGEING WHITENING EXPERT

HR
HELENA RUBINSTEIN

PREMIUM UV



PREMIUM UV ANTI-AGEING UV PROTECTION SPF 40/50

SPF 40: the ideal make-up base protection, to enhance skin radiance.
SPF 50: a reinforced UV protection against wrinkles and dark spots.

UV rays are repelled to protect the skin from sun damages and wrinkles apparition. Dark spots formation is prevented.

Mexo Lotus technology
Mexoryl SX + XL and Titanium Dioxide filters
White Lotus



PREMIUM UV BLUE BASE ANTI UV – AGEING – POLLUTION

In a high SPF base, it combines anti-yellowish neutralizing blue pigments with the “Triple Reject System”: anti-UV, anti-ageing and anti-pollution.

From the first application, the yellowish complexion is neutralized. Day after day, skin is protected from UV, pollution and signs of ageing.

Mexoplex® (Mexoryl® SX + Tinosorb® S)
Prunus and mint extracts
Blueberry extracts
Shea and maize extracts



ACTION

RESULTS

TECHNOLOGY



TREE OF LIFE

The essence of the formulas lie in their powerful secret of life: the longevity properties of Moringa, the tree “that never dies”.

TREE OF LIFE contains LIFE MORINGA COMPLEX, an active ingredient with three fundamental properties: PURIFYING – PROTECTING - STIMULATING.





CLEANSING CARE



TREE OF LIFE

CLEANSING



SOUFFLE CREAM
Supreme Cleansing Cream

ACTION

Purifies the skin while preserving moisture.
Delicately envelopes the face and absorbs all impurities to perfectly cleanse the skin.
The skin is purified and free of make-up and is ready for the active ingredients of the TREE OF LIFE lotions.

LOTION



HONEY LOTION
Clarifying Enriched Honey Lotion

Enriched in acacia honey to wake up the complexion while providing moisture and gently freshening the skin.
Upon application, the skin is re-moisturized and refreshed.
The skin's beauty is restored by the purifying, protective and stimulating energy of Life Moringa Complex.



HERBAL LOTION
Silky Herbal Lotion

Enriched in chamomile, with its soothing virtues to comfort and soften the skin.
Upon application, the skin is moisturized and soothed. Every day, the vital and purifying Life Moringa Complex's energy restores the skin's radiance and beauty.



SPECIALIST ANTI-AGEING CARE

PRODIGIOUS GLOBAL ANTI-AGEING CARE

	HYDRA COLLAGENIST Specialist anti-ageing care	COLLAGENIST WITH PRO-XFILL Anti-wrinkle – Replumping – Filling	PRODIGY POWERCELL Fortified skin – Reduced wrinkles – Revealed radiance Continuous hydration	PRODIGY Anti-wrinkle – Firmness – Radiance – Uniformity – Hydration	LIFE PEARL CELLULAR Deep wrinkles – Firmness – Radiance Nutrition
SERUM	30+ 	40+ 	35+ 	40+ 	50+ 
CREAM					
EYE / LIP CARE					

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY MÉSOLIFT COSMETIC

Active lifting
Radiance injection
Ideal plasticity



Re-PLASTY HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles
Reduced spots

ANTI-AGEING WHITENING UV

AGE WHITE POWER K

Anti-spots – Clarity
Translucency



PREMIUM UV

Daily UV protection SPF 40
Make-up base SPF 50
12h Hydration



HR
HELENA RUBINSTEIN



MAKE UP

POWER BEAUTY
SINCE 1902



COMPLEXION



COMPLEXION

MASTER THE LIGHT TO UNIFY,
SCULPT AND REJUVENATE THE FACE

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.





FOUNDATION

PERFECTING NATURAL & EXPERT

REJUVENATING

MAKE UP BASE



COLOR CLONE X3 Base



PRODIGY BASE Corrective Make Up Base

LIQUID /CREAM FOUNDATION



COLOR CLONE X3 Fluid



COLOR CLONE Subli-Mat



PRODIGY Powercell foundation



PRODIGY Liquid Light foundation



PRODIGY Cream foundation

COMPACT FOUNDATION



COLOR CLONE X3 Compact



PRODIGY Compact

POWDER & SPECIALISTS



COLOR CLONE Pressed Powder



ILLUMINATION Loose Powder



MAGIC CONCEALER



PRODIGY liquid light eye opener



PRODIGY Loose Powder

WHITENING



AGE WHITE Compact



PERFECTING NATURAL MAKE UP



COLOR CLONE X³ BASE
TRIPLE PERFECTION MAKE-UP BASE



COLOR CLONE X³
TRIPLE PERFECTION FLUID FOUNDATION

RESULTS

All skin types

Balanced color tone
Radiance diffused
Soft and smoothed skin

Make-up application is easy and its hold is optimized

TEXTURE

Fluid and soft



All skin types

Perfect color and radiance
Natural transparent unifying veil
Freshness
Comfort all day long

Satin finish
Light coverage

Silky compact powder veil





PERFECTING NATURAL MAKE UP



COLOR CLONE X³ COMPACT
TRIPLE PERFECTION COMPACT FOUNDATION

COLOR CLONE
SUBLI-MAT

RESULTS

Normal to combination skin

Normal to oily skin

Tone-on-tone color
Tailor-made coverage
Refined skin

“Soft focus” effect matifying
veil
Smooth, even skin
Unified complexion

Natural finish
Matt finish

Natural matte finish
Light coverage

TEXTURE

Ultra light compact cream

Silky cream veil



REJUVENATING & FOUNDATION



PRODIGY BASE
CORRECTIVE SMOOTHING
MAKE-UP BASE
SPF 25

All skin types

Prepares skin for a perfect
Prodigy anti-ageing power
Make-up hold
Skin is soft and supple

Uniform finish
Transparent coverage

Fresh and delicate
texture



PRODIGY
POWERCELL FOUNDATION
SPF 15

All skin types

Youthful complexion grafter

Skin smoothed, uniformity recreated,
Nude skin finish

In complement with powercell serum
=
double youth grafting power

Ultra-fresh and fluid texture
Light coverage with vegetal stem
cells

Nude skin sensation



PRODIGY
LIQUID LIGHT FOUNDATION

All skin types

Luminous rejuvenating radiance
instant smoothing effect
Smoothes & illuminates

Transparent, uniform finish
Medium coverage

Allies a serum with a
fluid foundation



PRODIGY
CREAM FOUNDATION

Normal to dry skin

Global anti-ageing effect
Smoothed, lifted, radiant
complexion
12hr comfort & hydration

Satin finish
Adjustable coverage

Rich and silky cream



RESULTS

TEXTURE



REJUVENATING & WHITENING



PRODIGY
COMPACT



AGE WHITE
REVERSER SPF 20

RESULTS

Normal to dry skin
Global anti-ageing effect
Extreme comfort
Smooth complexion
Radiance

TEXTURE

Satin finish
Adjustable coverage
Light compact powder



All skin type

Instant brightness
Clarity
Skin protection SPF 20

8h pure mat unified finish
Adjustable coverage

Ultra-thin velvety texture



EXPERT MAKE-UP



MAGIC CONCEALER

PRODIGY LIQUID LIGHT EYE OPENER

WANTED BLUSH

COLOR CLONE PRESSED POWDER

ILLUMINATION LOOSE POWDER

RESULTS

Unifying, anti-dark circles
Lights up dark areas
Anti-fatigue effect

First "Band of light"
for the eye zone
Even out skin tone
Open the eyes
Complementary step
of the concealer

Reshaping velvety blush
Illuminates and sculpts

Flawless complexion creator
Natural, even,
no-imperfection finish
Duplicates skin's color
structure

Revived natural radiance
Anti-dull complexion effect
Delicately matified skin

TEXTURE

Light fluid cream

Fresh and light fluid

Fine, silky powder

Light, silky pressed powder

Micro-fine loose powder
Extreme comfort, non-
drying





EYES

HR

HELENA RUBINSTEIN



EYES

ENHANCE THE EYES
WITH STUNNING INTENSITY

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.



POWER BEAUTY
SINCE 1902

[MENU](#)

MASCARAS



MASCARAS

PIONEERING EXPERTISE, OBJECTS OF DESIRE

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





FILM

HR
HELENA RUBINSTEIN



SEXY BLACKS



POWER BEAUTY
SINCE 1902

MENU



FILM



FATAL BLACKS



POWER BEAUTY
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MENU



LASH QUEEN FATAL BLACKS

HR
HELENA RUBINSTEIN



HR
HELENA RUBINSTEIN

ULTIMATE THE EYE-OPENING EFFECT
FOR FATAL SEDUCTION



NEW MASCARA
LASH QUEEN
FATAL BLACKS

LIFTED LASHES - CAPTIVATING VOLUME

www.helenarubinstein.com

POWER BEAUTY
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LASH QUEEN

INTENSE ADORNMENT OF THE EYES



LASH QUEEN
WP

Volume & Lengthening
Sumptuous fur effect to flexibly envelop lashes from root to tip



LASH QUEEN
FELINE BLACKS WP

Intense volume & captivating lengthening
Feline eyes



LASH QUEEN
FEATHER

Long-lasting lash-by-lash airy volume
Seduction in the blink of an eye.



LASH QUEEN
SEXY BLACKS WP

Push-up volume
Provocative curves
Sculpting "corset" effect



LASH QUEEN
FATAL BLACKS WP

Lifted lashes & Captivating volume
Maximum eye-opening effect for fatal seduction



RESULTS



MASCARA & BASE



BASE

SPECIALIST

THE ICON



SPIDER EYES
BASE MASCARA

SPECTACULAR
EXTENSION MASCARA
WP

LONG LASH
WP

RESULTS

Volumising base and
lengthening

Primes, nourishes and
protects the lashes



Spectacular
lengthening & curving
Instant high definition
Fortifying and
protecting effect



Natural finish
Naturally thickened and
lengthened lashes





PENCILS & EYE LINERS



EYEBROW PENCIL
Eyebrow Pencil

RESULTS

Precise, controlled and quickly applied line Long-wear formula, easy to apply and blend with the brush



FELINE BLACKS
Eye pencil

Matte
Glide-on, soft and silky



FATAL BLACKS WP
Eye pencil

Matte, long-lasting finish
Glide-on, soft and silky





PENCILS & EYE LINERS



SPECTACULAR LINER
Ultra Precise Eyeliner with Nib

RESULTS

- Frames and intensifies
- Extends the line of upper lashes.
- Perfect coverage
- Exceptional wear



FELINE BLACKS EYELINER
"SMUDGE PROOF" EYELINER

- Sharp and precise black carbon line
- Heat and moisture resistant





WANTED EYES



	WANTED EYES PERFECT HARMONIES DUO	WANTED EYES PALETTE PERFECT HARMONIES QUAD
RESULTS	Instantly enhanced eyes Light and shadow effects to reveal the intensity of the eyes	Instantly enhanced eyes Light and shadow effects to reveal the intensity of the eyes
TEXTURE	Soft, smudge-proof texture Lastingly radiant	Soft, smudge-proof texture Lastingly radiant
TECHNOLOGY	Micronized pigments + softening agents	Micronized pigments + softening agents



LIPS

HR

HELENA RUBINSTEIN



LIPS

PERFECT YOUR SMILE
WITH A HINT OF SENSUALITY

Helena Rubinstein offers an entire spectrum of precious effects, high coverage to most translucent, comfortable textures for a visibly rejuvenating effect.



POWER BEAUTY
SINCE 1902

[MENU](#)



FILM



WANTED ROUGE



POWER BEAUTY
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MENU

LIPS



ANTI-AGEING

SHINE



WANTED ROUGE

WANTED GLOSS

WANTED STELLARS

WANTED STELLARS GLOSS

RESULTS

Captivating colors
Visibly rejuvenating
Anti-ageing contouring effect
Hydrating, smoothing

Stunning shine and
"silicone" volume
Tinted, transparent or
pearlescent plumping effect

Stardust shine
and comfort
Multi-reflection shimmering
effect

Stardust shine and
"Silicone volume"

TEXTURE

High-coverage, comfortable
cream texture

Ultra comfort

Light, shimmering, ultra
comfortable cream texture

High-comfort





HR
HELENA RUBINSTEIN



BEAUTY REVELATION



POWER BEAUTY
SINCE 1902



THE HR APPROACH TO ADVICE

HR
HELENA RUBINSTEIN



BEAUTY REVELATION

EACH WOMAN HAS UNIQUE AND
PRECIOUS BEAUTY INSIDE HER

To reveal this beauty, Helena Rubinstein
offers a unique 3-stage global approach



THE HR APPROACH TO ADVICE



BEAUTY REVELATION

A UNIQUE 3 STAGE GLOBAL APPROACH

TARGET
TREAT
ENHANCE

BEAUTY REVELATION



TARGE



DIAGNOSIS IN FRONT OF THE MIRROR

"If you look at your face in the mirror, what would you like to improve? Can you show me?"

TREAT



FACE CARE ADVICE

According to the client's anti-ageing priority, treat the face using global or specialist anti-ageing care.

ENHANCE



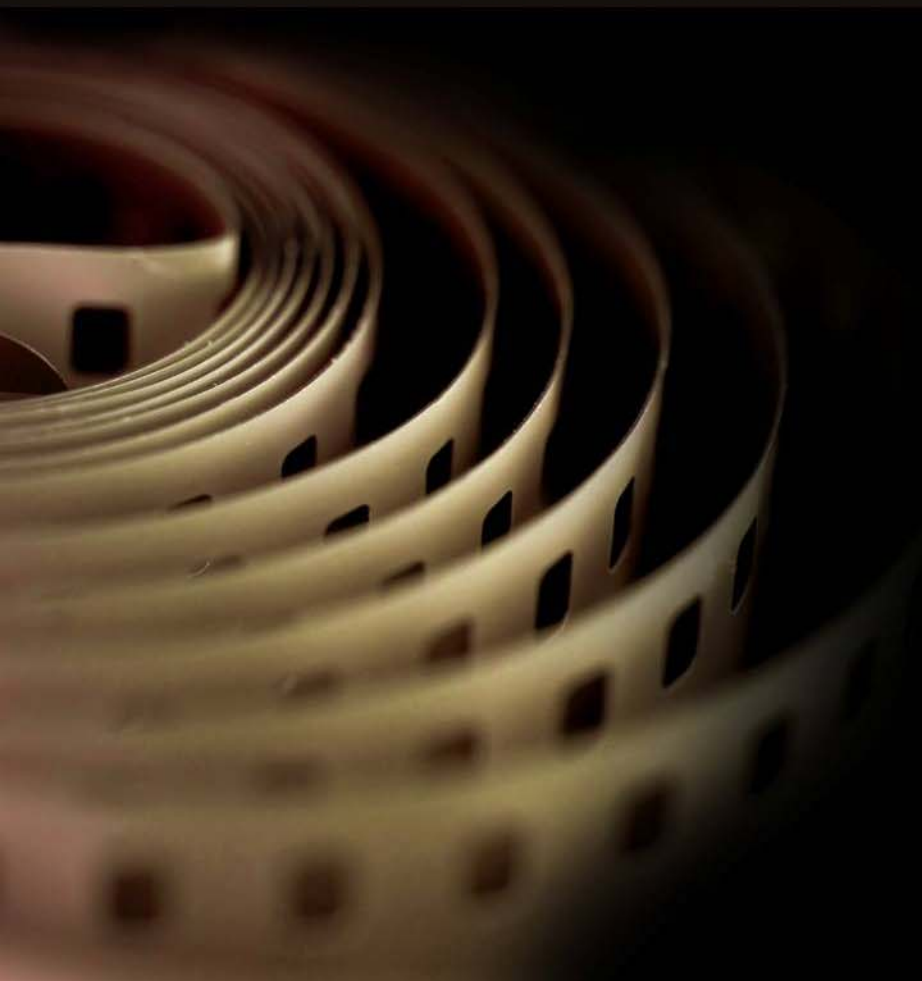
MAKE-UP ADVICE

Enhance and visibly rejuvenate the face using radiant, subtle and tailored make-up.



FILM

HR
HELENA RUBINSTEIN



BEAUTY REVELATION



POWER BEAUTY
SINCE 1902

MENU



BEAUTY REVELATION IN PRACTICE



BEAUTY REVELATION

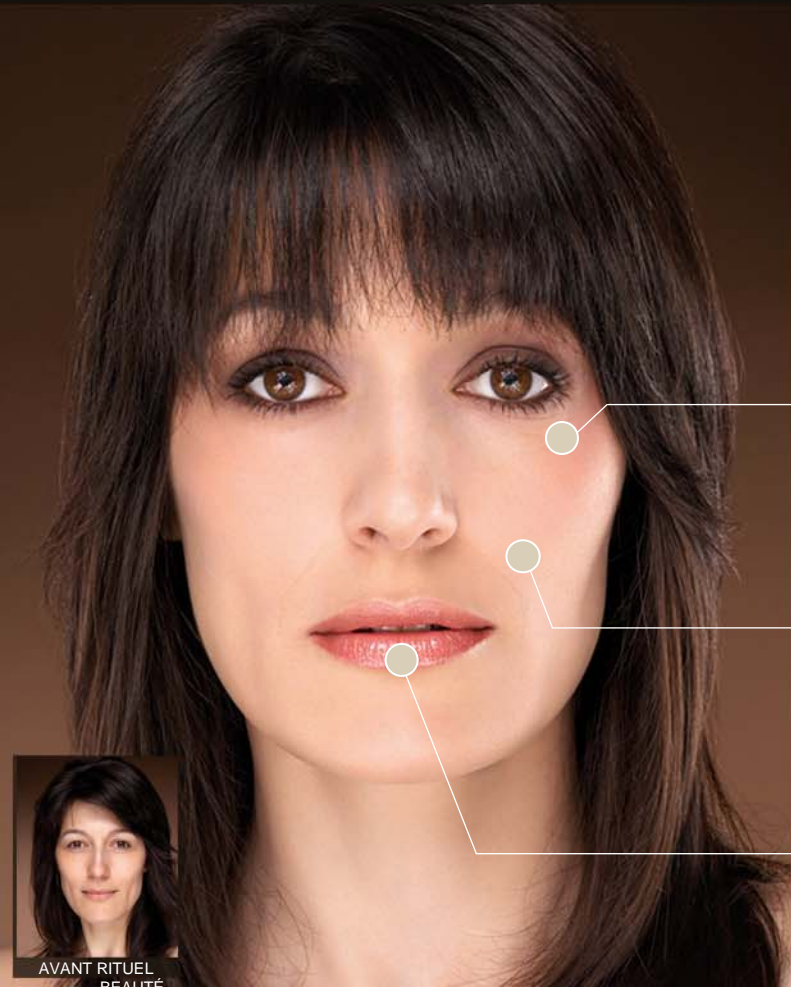


Target

REPLUMP AND REFIRM THE FACE,
REDUCE VISIBLE WRINKLES

Treat

Enhance



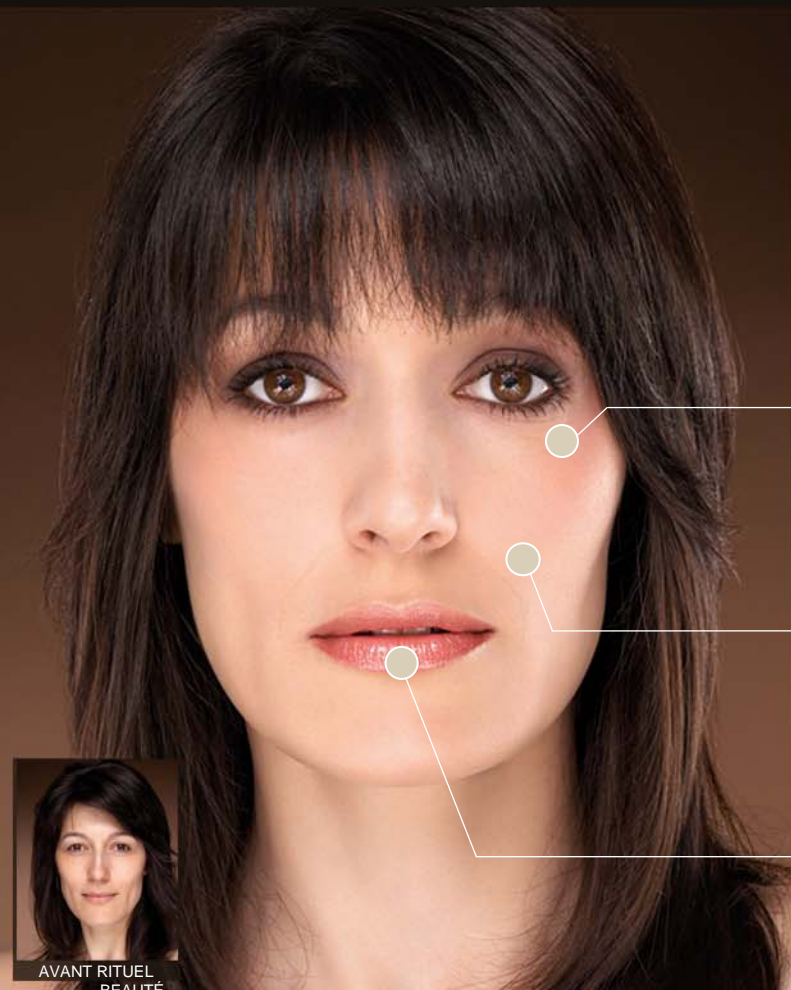
AVANT RITUEL
BEAUTÉ

POWER BEAUTY
SINCE 1902

MENU



BEAUTY REVELATION



Target

REPLUMP AND REFIRM THE FACE,
REDUCE VISIBLE WRINKLES

Treat

Enhance

COLLAGENIST EYE ZOOM

MAGIC CONCEALER

PRODIGY POWERCELL
COLLAGENIST pro-Xfill
UV PREMIUM

COLOR CLONE BASE
COLOR CLONE X³
FLUID OR COMPACT

COLLAGENIST LIP ZOOM

WANTED GLOSS

AVANT RITUEL
BEAUTÉ

POWER BEAUTY
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BEAUTY REVELATION



Target

RESTORE THE RADIANCE
AND TONE OF YOUNG SKIN

Treat

Enhance



BEAUTY REVELATION



Target

RESTORE THE RADIANCE AND TONE OF YOUNG SKIN

Treat

Enhance

PRODIGY RE-PLASTY
YEUX



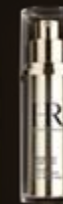
MAGIC CONCEALER



PRODIGY RE-PLASTY
UV PREMIUM



PRODIGY BASE
PRODIGY
LIQUID LIGHT OR
AGE WHITE COMPACT



COLLAGENIST LIP ZOOM

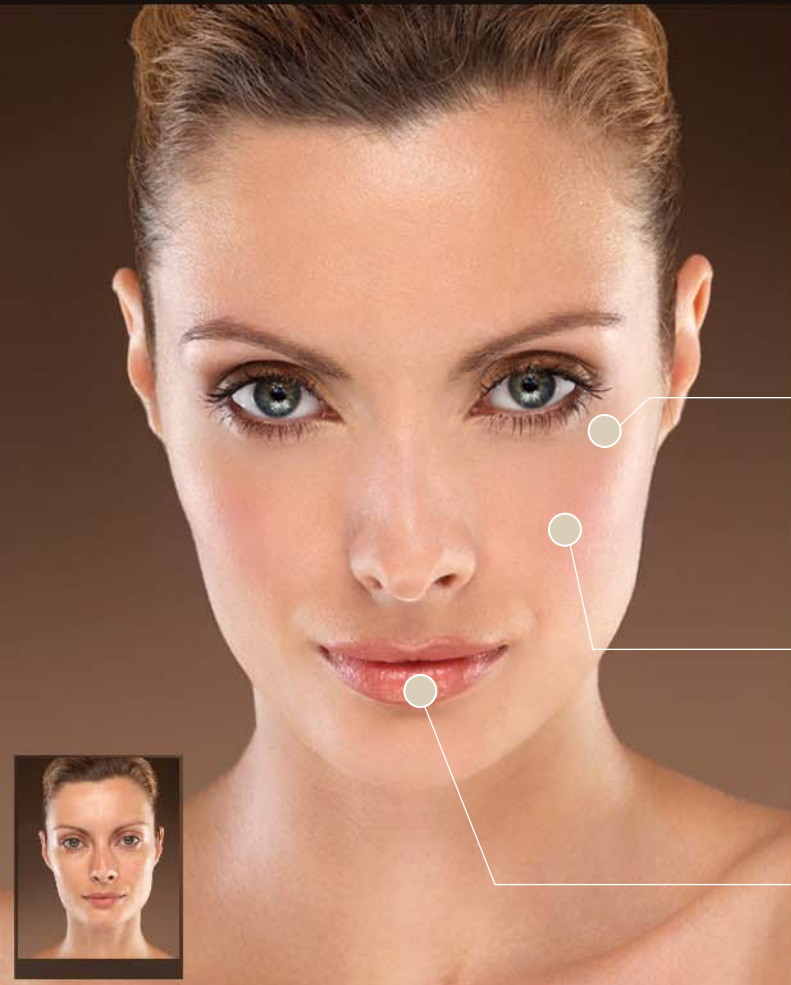


WANTED STELLAR
GLOSS





BEAUTY REVELATION



Treat

REDUCE THE OVERALL SIGNS OF AGEING

Treat

Enhance



BEAUTY REVELATION



Treat

REDUCE THE OVERALL SIGNS OF AGEING

Treat

Enhance

PRODIGY EYEZONE SERUM
PRODIGY EYES



LASH QUEEN WP



PRODIGY POWERCELL
PRODIGY TISSULAR
PRODIGY CREAM
UV PREMIUM



PRODIGY BASE
CREAM FOUNDATION
OR COMPACT



COLLAGENIST LIP ZOOM

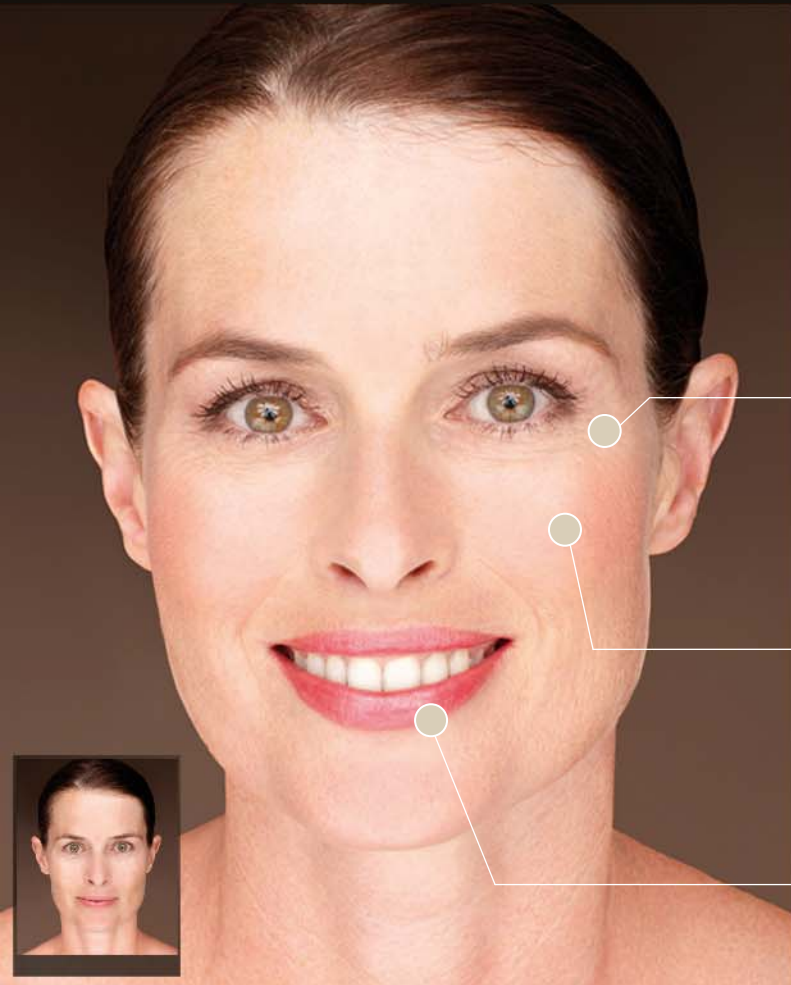


WANTED ROUGE





BEAUTY REVELATION



Treat

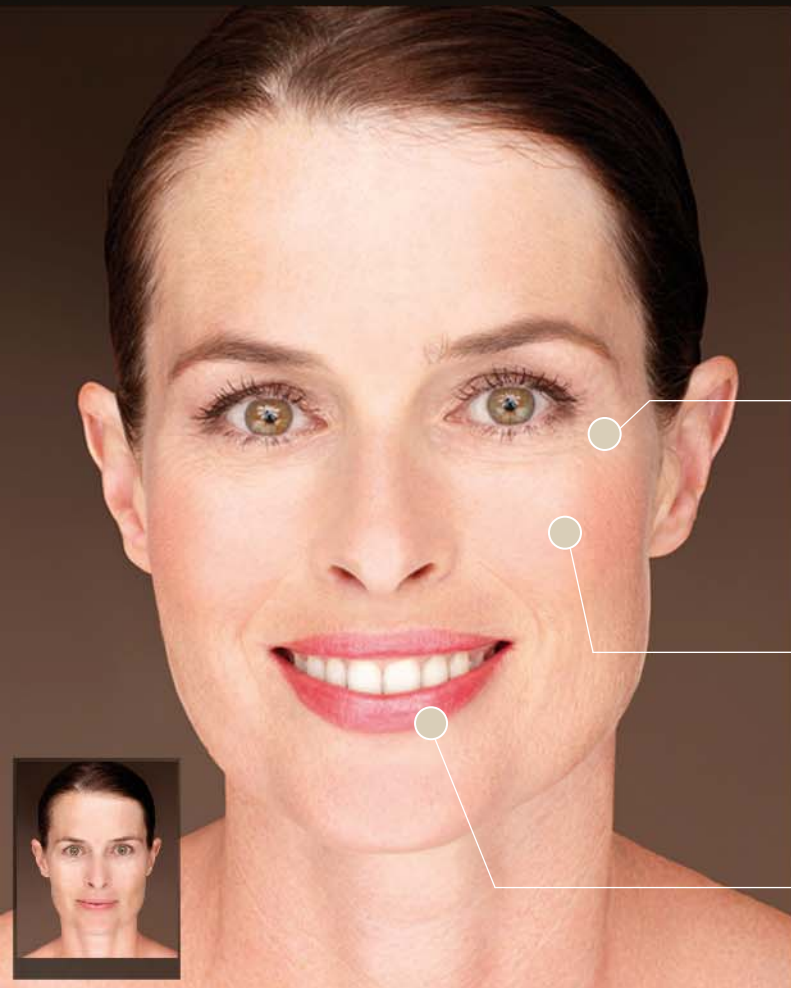
REDUCE RADICALIZED SIGNS OF AGEING

Treat

Enhance



BEAUTY REVELATION



Treat

REDUCE RADICALIZED SIGNS OF AGEING

Treat

Enhance

LIFE PEARL CELLULAR EYE & LIP



MAGIC CONCEALER



PRODIGY POWERCELL
LIFE PEARL
CELLULAR CREAM
UV PREMIUM



PRODIGY BASE
LIQUID LIGHT OR
PRODIGY COMPACT



LIFE PEARL CELLULAR EYE & LIP



WANTED ROUGE





BEAUTY REVELATION



Target

LIFT FEATURES, RESHAPE CONTOURS

Treat

Enhance



BEAUTY REVELATION



Target

LIFT FEATURES, RESHAPE CONTOURS

Treat

Enhance

COLLAGENIST EYE LIFT



MAGIC CONCEALER



PRODIGY POWERCELL
COLLAGENIST V-LIFT
UV PREMIUM



INSTANT V-LIFT



COLLAGENIST LIP ZOOM



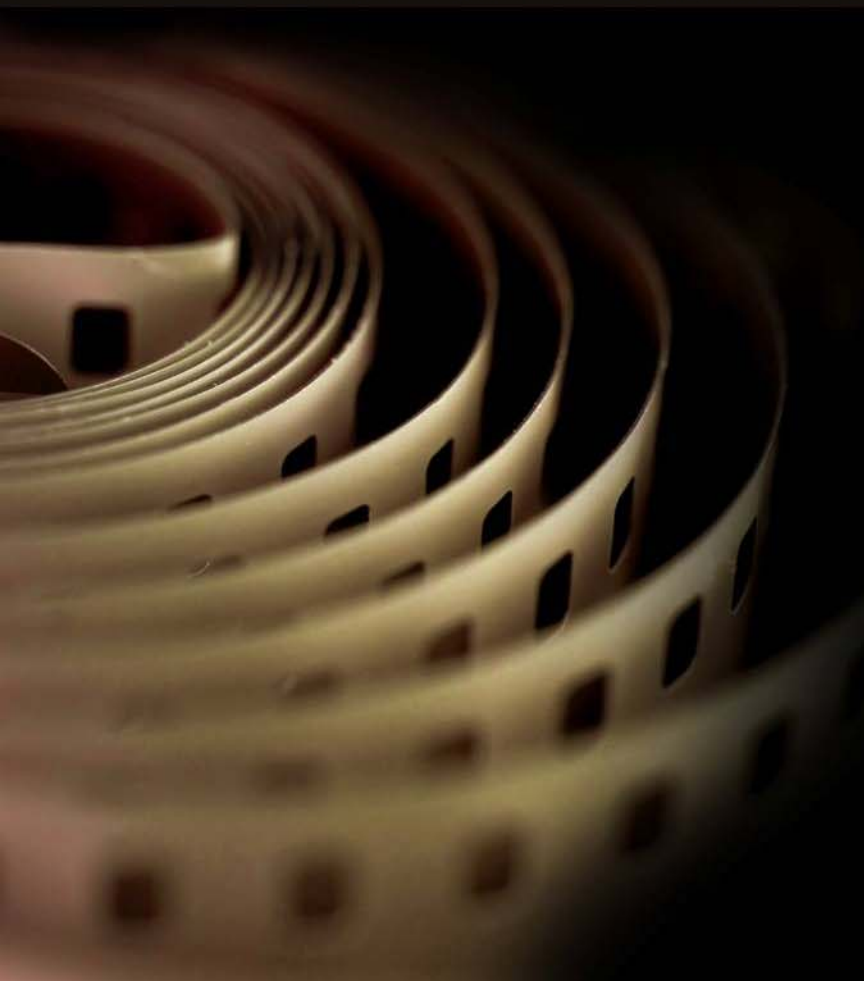
WANTED ROUGE





FILM

HR
HELENA RUBINSTEIN



BEAUTY REVELATION IN PRACTICE



POWER BEAUTY
SINCE 1902

MENU



LATEST NEWS

POWER BEAUTY
SINCE 1902



IN THE PRESS



PRESS CONFERENCE



HR LATEST NEWS

ALL THE JOURNALISTS ARE TALKING ABOUT IT

HR
HELENA RUBINSTEIN

Se le buone notizie sono sempre state di pertinenza della cosmetica (si è mai visto un'antietà che funzioni peggio del precedente?), il tenore di quelle che girano sul web tra gli specialisti aggiunge un respiro ampio, e l'attualità che li circonda. Per esempio, il prossimo 16 aprile si terrà a Parigi un incontro tra Union for Ethical Bio Trade (Uebt), ente nato tre anni fa con l'obiettivo di favorire il commercio etico, e le aziende cosmetiche per approfondire le modalità su come queste possano sostenere al meglio la biodiversità. «Il loro interesse è grande e l'obiettivo ora è tradurlo in pratiche corrette. Bisogna colmare l'assenza di competenze e capire come sia meglio agire», spiega Rik Kutsch Lojenga, direttore di Uebt. Questa è solo una delle tante conferme del fatto che il cammino verso il cosmetico dalle tre B (buono, quindi etico, bio e bello, quindi efficace) è stato intrapreso, e che si cerca di garantire la serietà di una scienza cosmetica mirata ad abbassare l'impatto sull'ambiente, sviluppare la biodiversità e aiutare le comunità contadine nel mondo. Del resto, sempre secondo Uebt, in futuro l'81% dei consumatori smetterà di acquistare creme e antietà che non siano derivati da pratiche di commercio etico. Dati confermati dalla Grail Research, società di ricerche americana: secondo un loro sondaggio negli States l'83% dei consumatori considera già come migliore qualità di un'azienda i processi di produzione ecosostenibili. Tanto che la loro manager Silvia Springolo, presentando i dati del report The Green Revolution, ha commentato: «Non sono sicura di quanto le nostre competenze ci permettano di fare oggi, ma non c'è modo di tornare indietro».

«L'83% degli americani oggi considera come prioritari, per la qualità di un'azienda, i processi di produzione ecosostenibili»



HR LATEST NEWS



ALL THE JOURNALISTS ARE TALKING ABOUT IT

50代の肌に20代のハリを復活させたい...その秘密

1

2

この一品があるから頑張れも、そんな生涯美容液

ただならぬキレイの材料をリストアップ

大美人の素50

3

4

いつも絵画のような香りを描き出し、感性の力に酔う

HR PRODIGY POWERCELL youth grafter

HR PURE POTALE ONE ESSENTIAL

HR THE THING IS... BEAUTY

植物の生命力で進化した美容液

HR PRODIGY POWERCELL youth grafter

NATIVE VEGETAL CELLS

HELENA RUBINSTEIN

太古の植物細胞の力に着目！バイオテクノロジーで肌に届く！

植物の生命力で進化した美容液

HR PRODIGY POWERCELL youth grafter

prodigious beauty 始原細胞コスメの誕生

HR PRODIGY POWERCELL youth grafter

HR THE THING IS... BEAUTY

25

ALL THE JOURNALISTS ARE TALKING ABOUT IT

VISI RILASSATI

NO STRESS!

La sola parola mette in agitazione. Soprattutto le donne: strette nella morsa di molteplici ruoli, oggi ne risentono di più, con risvolti negativi sulla sessualità. Ed effetti visibili anche sulla pelle. Ma la via d'uscita c'è



SIAMO TUTTE STRESSATE È davvero il disturbo del secolo che, oltre ad affliggerci con ansie e pesantezze, se supera la soglia limite, innesca meccanismi infiammatori che logorano gli organi. Pelle inclusa. Ma in realtà non tutto lo stress è da demonizzare. Anzi. Nuovi approcci scientifici lo moltiplicano con il vero motore dell'evoluzione umana. E poi, per neutralizzare i danni, non dimentichiamo che oggi esistono cosmetici con potenti attivi, che agiscono da antidoti.

Partiamo da dentro

Facile dire stress. In realtà, c'è quello buono e quello cattivo, come per il colesterolo. Ed è sempre di due tipi: endogeno, o quindi genetico, ed esogeno, rappresentato dallo stile di vita, quindi da abitudini alimentari, attività fisica, uso o abuso di farmaci, fumo di sigaretta e alcol. Ma come è possibile valutare lo stress quotidiano? Ne abbiamo parlato con Felice Ligato, medico chirurgo e direttore scientifico di Villa Paradiso a Faenza (BS). «Quello che conta è il potenziale biologico antiossidante personale, ovvero la diga che l'organismo pone per frenare o addirittura neutralizzare i radicali liberi in circolo», spiega l'esperto. «E se risulta a più fare a livello preventivo, modificando lo stress esogeno, meno si può agire a livello genetico, se non potenziando sempre le difese individuali». E come si fa a conoscere il proprio potenziale biologico antiossidante? «Le posso dire come procediamo qui

Se la pelle ammorbidisce al massimo gli attivi delle 24 ore del nostro, ecco perché, nella linea sportiva Prodigy Power-Cell di Helena Rubinstein, è nato Night Shot. Sempre ricco di cellule madri vegetali di una pianta agenziale è cinque volte più concentrato» (E11).

a Villa Paradiso, prima di applicare un vero protocollo antiage. Attraverso un check-up particolare, vengono valutati vari parametri, fra cui i due più importanti sono il livello di stress ossidativo, che se stabile, si attesta su un valore di 400/500 (normale), quindi si stabilisce il potenziale antiossidante, ovvero la risposta effettiva. In ogni caso bisogna intervenire prontamente, anche perché, ed è questo il punto in-

portante, chi ha entrambi i parametri fuori norma, tende a invecchiare precocemente. Pelle compresa, visto che anche l'ossigeno è molto carente. Qui a Villa Paradiso, in una settimana, si valutano tutti gli stati carenziali dovuti allo stile di vita sbagliato, abusi tossinici compresi, e si mette in atto un meccanismo, o protocollo, di disassimilazione».

A tavola contro lo stress

«Siamo l'unica struttura a mettere in atto un programma di disassimilazione a base di fitochimici, ricche di sostanze enzimanti, più farmaci omeopatici che stimolano gli organi interni più deboli a reagire (sostanze come coenzima Q10 dell'elevato potere antiossidante). E naturalmente, già dopo una settimana la pelle di viso e corpo ne beneficia. Anche grazie al supporto di cosmetici antiossidanti, sempre a base di cocktail vitaminici e luce pulita che vanno a stimolare i fibroblasti», afferma Eglio. È a livello di alimentazione antiage? «La pelle è lo specchio di quello che ci portiamo dentro e, quindi, direi di puntare prioritariamente sul buon funzionamento dell'intestino, ricorrendo a fermenti lattici omeopatici. L'alimentazione deve essere ricca di sostanze antiage, dalle spezie ai semi di lino ricchi di omega 3. Ottimo poi l'uso estensivo di olii e abbondanti dosi di frutta e verdure fresche. Mentre, anche se si è a dieta, è un grande errore eliminare i carboidrati, i cereali e, fra le proteine, il pesce azzurro», conclude il medico.

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INTERVIEW

révé

Un'eroina moderna, che attraversa tre continenti, dalle sfilate all'industria della bellezza e risemina il diritto della donna "di essere bella". Nel libro Helena Rubinstein La femina qui inventa la beauté. Michelle Filippini racconta una vita fatta di coraggio e di determinazione

di Simona Faccioli

La femina qui inventa la beauté



È la bella avventuriera umana quella che ci racconta Michelle Filippini su Helena Rubinstein. Una vita appassionante che inizia a Parigi e si divide in un secolo attraverso tre continenti: dalla Polonia natalia all'Australia, da Londra a Parigi, fino agli Stati Uniti, Helena Rubinstein presenta il mondo alla donna della gloria Michelle Filippini, scienziata e giornalista di Elle, segue questo straordinario percorso che, dalla nascita del quartiere di lusso alla partenza di Carolina, la condurrà al basso dei suoi saloni e delle sue abitazioni di MayFair, della Fifth Avenue e dell'Elie Saint Louis. Dalla sua storia, il coraggio diventa necessità e la determinazione una legge di vita, emerge non soltanto la grandità di una donna che inventò l'industria della bellezza, ma anche la fragilità silenziosa della donna più istintiva e preziosa. Michelle Filippini ci offre un bel ritratto di un'eroina moderna, di una lotta per questa voglia di conquistare il mondo, il suo lato personale. È questo che la spinge a partire per l'Australia, non era così semplice e spietata per una donna, che in più era povera di denaro. A Melbourne comincia l'anno momento davvero

forte personalità. Nel suo lavoro di giornalista da Elle ha sempre dato molto spazio alla questione della donna, alla lotta per i suoi diritti attraverso la storia di donne emblematiche. Per questo riguarda Helena Rubinstein è stato un po' un caso, ho iniziato a leggere un libro incontrato alla mia vita e sono subito stata sedotta dal personaggio. Non lo conoscevo, conoscevo giusto i suoi prodotti di bellezza che in più non utilizzavo. Ma lo ho, leggendo ho capito che mi muoveva di fronte ad una donna eccezionale e ad una vita incredibile, quasi un romanzo. Certo era un soggetto per un film e ho deciso che sarebbe stato un Helena Rubinstein.

Che cosa l'ha colpita e sedotta in modo particolare in questo personaggio? Ci sono due momenti molto appassionanti in questa storia. La sua infanzia e la sua giovinezza in Polonia, i luoghi, il contesto locale della comunità ebraica polacca prewar, poi c'è questa voglia di conquistare il mondo, il suo lato personale. È questo che la spinge a partire per l'Australia, non era così semplice e spietata per una donna, che in più era povera di denaro. A Melbourne comincia l'anno momento davvero

PRODIGY POWER-CELL NIGHT SHOT

Un antiage che ottimizza i benefici della notte. Prodigy Power-Cell Night Shot ti farà agire durante il sonno, quando la pelle attraversa il suo momento magico. La ricerca sulle cellule madri vegetali cominciata nel 2009 si ricalcherà in molti. Come Christine Monastier, dottoressa in farmacia e responsabile della comunicazione scientifica Helena Rubinstein, ci rivelò che i risultati sono sorprendenti, grazie all'effetto delle cellule madri di Ciste Olanopina, la pelle di una donna di 50 anni si ripara dopo un'aggressione con la stessa velocità di una pelle di 20 anni.



HR LATEST NEWS



IN THE PRESS



IN THE PRESS



HR, A UNIQUE LINK

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

INTERNAL INFORMATION

HOW TO USE THE TRAINING MODULE



The Power Beauty HR training tool has been designed to be adapted to sessions taking place in training rooms or at point of sale.

Recommendations:

1 day format	HR POWER BEAUTY, Since 1902 – complete module
½ day format Mascara	The brand / The HR must have / Focus Skin care, Complexion, / HR Sales advice
2hr “Must Have” format news	The brand / The HR must have / HR Sales advice / Latest news
2hr Skin care format	HR skin care / Sensorial discovery / HR Sales advice
2hr Make-up format	HR make-up / Focus Complexion, Lash Queen, Wanted Rouge / HR Sales advice
“Must Have” coaching (at the point of sale)	HR Must have / Sensorial discovery & key words / HR Sales advice

Global objective: orient the training with sales advice as the priority following on with skin care and make-up sales

HOW TO CONDUCT THE TRAINING



Encourage maximum participation during the training day by using all the tools created to favor interactive learning , sales advice, sensorial discoveries...

In order to do this, we strongly advise you to use the activities contained in the module (shortening the detailed explanations of product technology if necessary – focus uniquely on the star active ingredients):

- Table & set of 10 “key HR dates” cards
- 3 sensorial discovery workshops by combining product texture trial and key words (set of 27 cards)
- “Magic Queens” Lash Queen quest game
- Before & after Beauty Revelations
- Hands-on make-up workshop (if possible) with focus on face / eyes / lips
- Any extra initiatives are welcome!

HOW TO USE HR'S LATEST NEWS

HR
HELENA RUBINSTEIN

We have selected some of HR's latest news, such as press launches, films and in women's magazines.

We encourage you to regularly complete / up-date this section by inserting information on your own initiatives (roadshows, evenings, press meetings, coverage etc.) in order to share all of the brand's latest news with your Beauty Advisors.

Cyber Armani
Elige entre los mejores maquillajes para el día o para la noche. Descubre el poder de la tecnología Armani en el mundo de la belleza. Descubre el poder de la tecnología Armani en el mundo de la belleza.

Toque VSL
Los ojos brillantes se ven aún más hermosos con el toque VSL. Descubre el poder de la tecnología Armani en el mundo de la belleza.

Mini LashOme
Descubre el poder de la tecnología Armani en el mundo de la belleza.

Bombón V&R
Descubre el poder de la tecnología Armani en el mundo de la belleza.

Elisir HR
Descubre el poder de la tecnología Armani en el mundo de la belleza.

Consejo Kiss'Fé
Descubre el poder de la tecnología Armani en el mundo de la belleza.

TE ESTÁN ESPERANDO EN ESTOS PUNTOS DE VENTA EN CIUDAD DE VAL

El Conjugado

THE TRAINING ROOM

HR
HELENA RUBINSTEIN

- Respect color and material codes of the HR brand: taupe, white and gold.
- Use HR Beauty Party accessories and merchandising elements to present products, the mirror, ...
- Add a touch of femininity with white orchids, the emblematic flower of the brand
- Display star launch visuals: Prodigy Powercell / LQ Sexy Blacks,...
- Do not overload the room with "Feline Blacks" decorative elements (leopard motif)



THE TRAINING ROOM

HR
HELENA RUBINSTEIN

- Plan generous merchandising with products by axe (following the HR merchandising charter)
- Provide note pads, training booklets, sales bags, pedagogical tools according to the elements included in the Power Beauty training coffret
- Play background music when welcoming participants and during breaks (music from the HR brand film, Wanted or lounge music)
- BA gift at the end of the training: select products amongst our 3 star launches and “must have” products



POWER BEAUTY
SINCE 1902

TRAINER GROOMING

Make-up:

We recommend these two types of make-up which will suit most women. Hair should be simply, elegantly styled to highlight the face.

Clothing:

We recommend wearing either the HR uniform or an outfit with neutral and dark colors with an orchid brooch.



Wanted Rouge 101



Wanted Rouge 002

Eye make-up based on precise lines and neutral shades to highlight a stronger shade of lipstick.

Eye make-up based on gently shaded color, with no visible lines, to highlight "natural" lips.



Uniforms

