

Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Time :20'



9h00

Comments

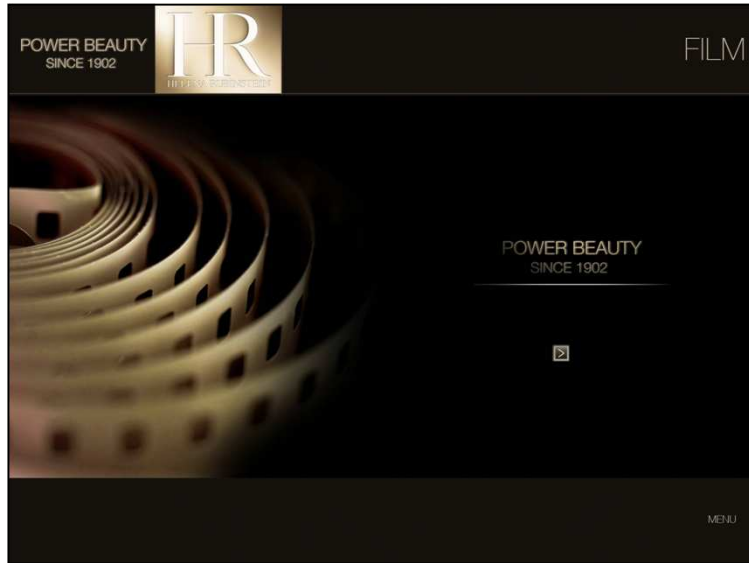
INTRODUCTION:

Welcome to Helena Rubinstein.

We invite you to take part in a training day in keeping with the spirit of the brand: "POWER BEAUTY, since 1902".

Helena Rubinstein, the reference brand for anti-ageing, combines cutting edge scientific and esthetic know-how to serve the beauty of the most demanding women.

Before discovering the high points of the day, let's enter the universe of the HR brand... (*play the brand film*).



Trainer's guide

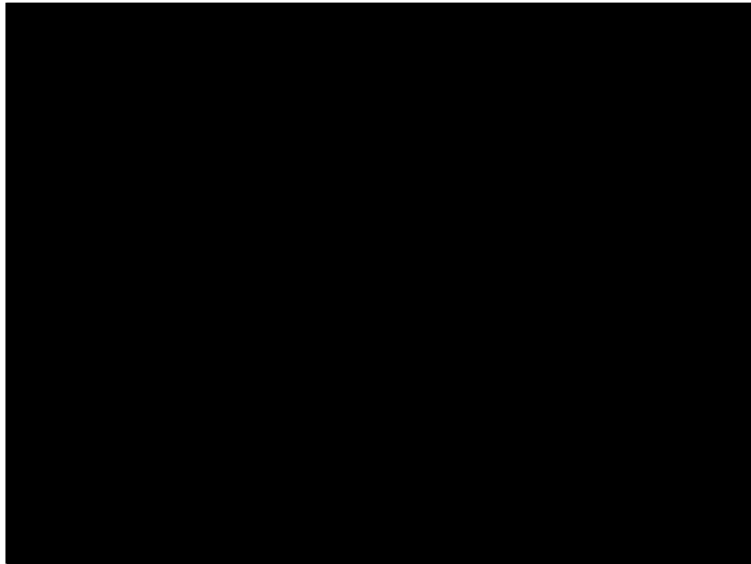
Sequence 0 : introduction

Tool: brand film

Objective : present the program & create the link

Comments

Click on the active zone to start the HR brand film.



Comments

Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

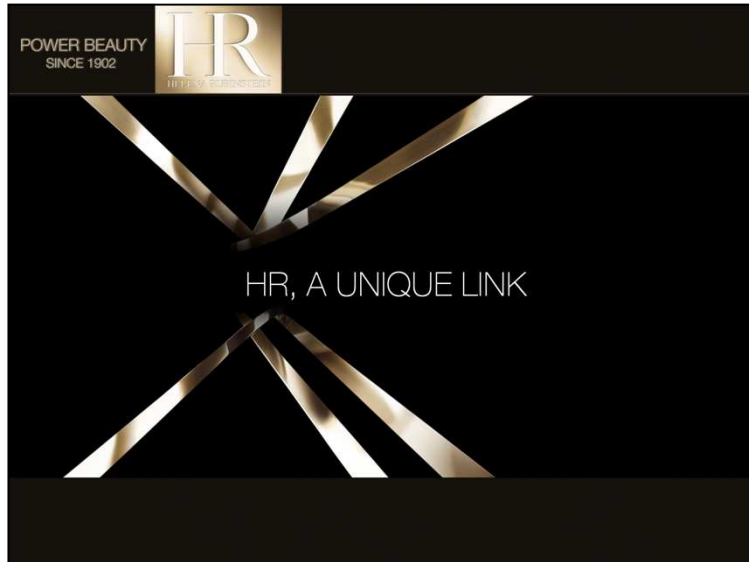
Objective : present the program & create the link

Comments

Throughout this day we are going to be talking about Beauty, and more precisely the link woven, over many years, between Helena Rubinstein, beauty and her clients.

The aim of this day is to allow you to (re)discover Helena Rubinstein, but also to give you a unique beauty experience!

First of all, let me explain the day's program.



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Comments

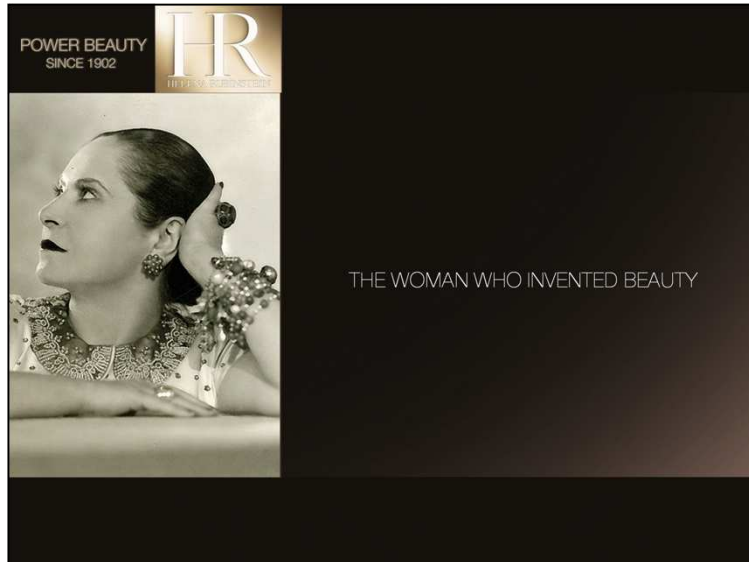
Before we start, I would like you to pair up and get to know your neighbor, using these pointers:

Write on the paperboard :

- Name, surname
- Professional training
- Store
- Favorite HR product (cream, eye contour, eyeshadow, lipstick, foundation...)
- What Helena Rubinstein evokes for her in one word
- She would be happy at the end of the training if...

Then you will introduce each other to the group...

Introduce yourself (HR facilitator) then hand over to the participants...each participant symbolically ties a HR link (with the person's name).



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow

Time: 10'



9h20

Comments

Launch the sequence on the history of Helena Rubinstein



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Comments

Ask the group:

“What do you already know about Helena Rubinstein?”

Note their answers.

Correct and complete with the help of the following slides:



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Comments

Ask the group:

Why “pioneering and visionary”?

Note their answers.

Summarize and complete:

An audacious, **avant-garde** woman, who had the courage and strength of character to leave Poland for Australia, with a beauty cream made by a chemist friend in her suitcase.

Visionary, this woman “invented beauty”, cosmetics products and the first international cosmetics company. She was close to the artists and scientists of her time, and understood how to create products, then present and communicate on them.

A woman **ahead of her time**:

Innovative and avant-garde, she was the first to:

Carry out rigorous scientific tests (work with Marie Curie)

Declare that “not every type of skin can be treated in the same way” (treatments targeted by skin type)

State that “moisturizer is the essential skin care product” (milk used as a light emulsion)

Open the 1st beauty institute (Colette agreed to be nude for the first massages),

Develop beauty parties, advice at points of sale, make the link between nutrition and beauty...

and develop the 1st automatic mascara and waterproof mascara on the market.



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Comments

Ask the group:

What does this quote mean to you?

Note their answers.

Summarize and complete:

Helena Rubinstein devoted her life to this quest, the search for beauty. Always curious, she travelled the world to meet the most prestigious dermatologists, biologists, dieticians...

She spent hours in her laboratories, but then left her white coat behind to transform into an elegant woman, clad in sumptuous jewelry, a flamboyant esthete at the very heart of the international arts world, whom Cocteau named the "empress of beauty".

Above all, Helena Rubinstein had a gift for making women beautiful, and she spent her life doing so.

Obsessed with time passing by and the appearance of ageing signs she knew how to offer to the most demanding women, avant-garde anti-ageing skincare..



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Comments

An audacious woman: intuition, decisions, energy. She sold her business to the Lehman Brothers in 1928 and bought it back a year later, during the 1929 crash. The profits she made turned her into the richest woman in the US.

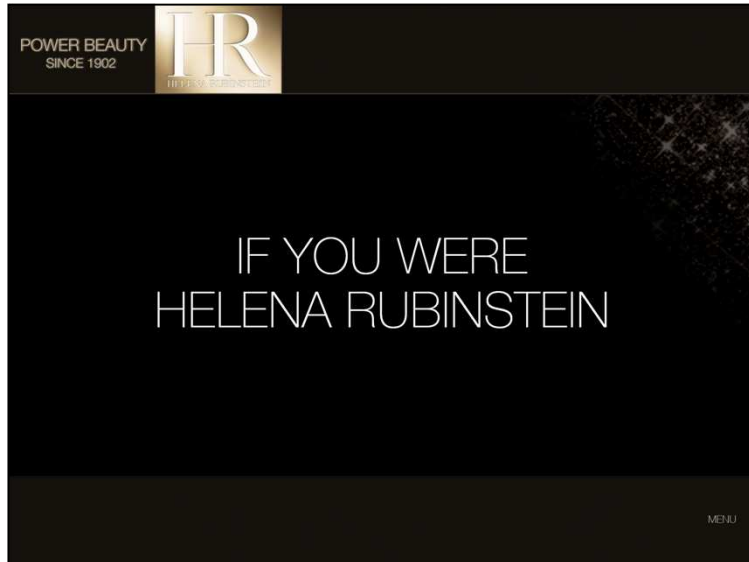
Demanding and determined, passionate about science, art and philosophy, Helena Rubinstein positioned her brand at the frontier of cosmetology from the very beginning.

The brand experienced incredible growth under its creator's guidance, and her inspirational strength and energy continue to nourish the brand to this very day.

Helena Rubinstein created a truly groundbreaking brand with a real perspective on the world.

More about Helena Rubinstein's life:

- *Helena Rubinstein*, Madeleine Leveau-Fernandez (Flammarion)
- *Mémoire de la beauté Helena Rubinstein* (Helena Rubinstein beauty memoirs), Catherine Jazdewski (Assouline)
- *Over the top*, Suzanne Slesin (Beauty Art Fashion Design)
- *Pour la Beauté* (For Beauty), Helena Rubinstein (Les éditions de France 1939 – old book)
- *Je suis esthéticienne* (I am a beautician), Helena Rubinstein, collection "Mon métier" ("My Profession" collection) (Conquistador, 1957 – old book)
- *Ma vie et mes secrets de beauté* (My life and my beauty secrets), Helena Rubinstein (rare book) Hannah, Paul-Loup Sulitzer (Stock)



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Time : 10'

Comments

Quiz



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Comments

Carry out a group quiz

If you were HR, what would you say about time?



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Comments

Answer 3 – My ideal: to build a true fortress against time



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Comments

Carry out a group quiz

If you were HR, what would you say about women?



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Comments

Answer 3 – There are no ugly women, only lazy ones

For Helena Rubinstein, all women hold the key to their own beauty, because all women are beautiful. There are no ugly women, just women who don't know their assets, their charm, their own intimate, unique beauty.

POWER BEAUTY
SINCE 1902

HR
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

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

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

MENU

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Comments

If you were HR, what would you say about beauty?

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

IF YOU WERE HELENA
RUBINSTEIN



WHAT WOULD YOU SAY ABOUT TIME?
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MENU

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Comments

Answer 1 – Beauty cannot be standardized, it is a multi-faceted as life.



Trainer's guide

Sequence 1 : Power beauty since 1902

Transition into the Power beauty universe

Tool : slideshow

Objective : discover the new brand statement

Time: 10'

Comments

A new brand statement: POWER BEAUTY SINCE 1902

Since 1902, the Helena Rubinstein brand, an anti-ageing cosmetics expert, has been bringing together quest for beauty and passion for scientific excellence.

110 years of anti-ageing skincare expertise enable Helena Rubinstein to offer to the most demanding women the most powerful active ingredients with the highest concentrations and the most sumptuous textures.

The energy of a contemporary cosmetic brand that beats time with unprecedented innovations and alternatives to cosmetic medicine.

"I have spent each minute of my existence defending my ideal: building a fortress against time," said Helena Rubinstein, noting that, "it is not frivolous to want to stay young and to aspire to perfection."

Under the impetus of the genius of its founder, who spent her life seeking out beauty, the brand -still today- is favored by the most demanding contemporary women. Curious, open, inventive, audacious, **the brand joins forces with top scientific talents to create highly-concentrated products with powerful active ingredients, that approach the boundaries of aesthetic medicine.**

This feminine, committed and demanding brand sets itself the same standards for developing luxurious textures that are comfortable and offer unique sensory pleasure.

For Helena Rubinstein, nothing is impossible. **More avant-garde than ever, it perpetuates a fascinating cosmetic adventure infused with the POWER BEAUTY motto.** With no concessions.



Trainer's guide

Sequence 1 : Power beauty since 1902

Transition into the Power beauty universe

Tool : slideshow

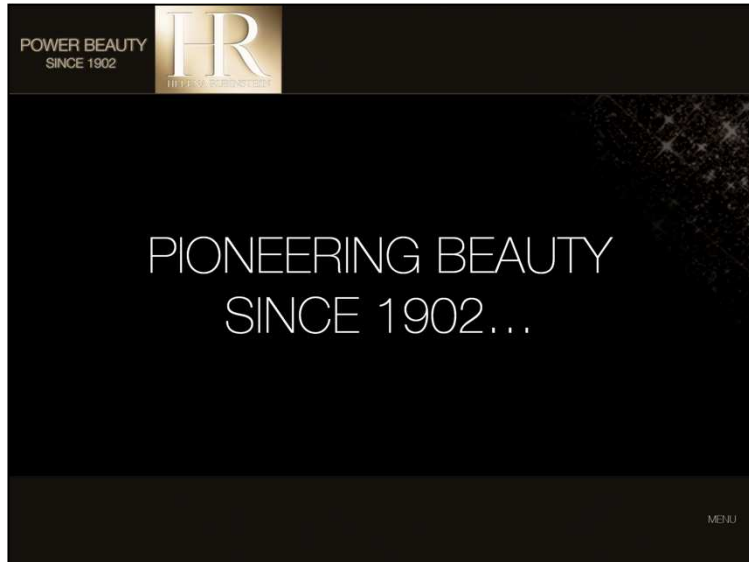
Objective : discover the new brand statement

Comments

A new brand statement: POWER BEAUTY SINCE 1902

Since 1902, the Helena Rubinstein brand, an anti-ageing cosmetics expert, has been bringing together quest for beauty and passion for scientific excellence.

110 years of anti-ageing skincare expertise enable Helena Rubinstein to offer to the most demanding women the most powerful active ingredients with the highest concentrations and the most sumptuous textures to obtain results challenging the aesthetic medicine efficacy..



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : set of cards & chronology tray

Objective : discover the key HR dates since 1902

Time :10'



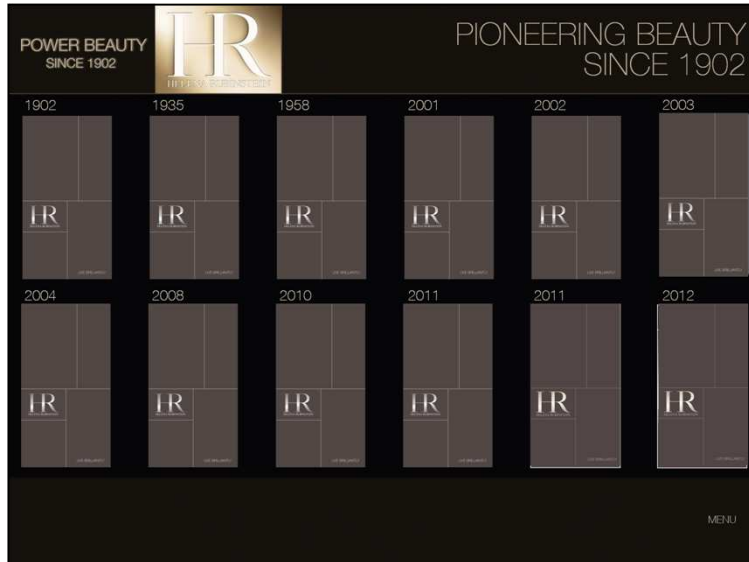
10h00

Comments

Give each table a set of cards and tray.

Allow them a few minutes to arrange into chronological order.

Correct by revealing the cards on the following slide.



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : set of cards & chronology tray

Objective : discover the key HR dates since 1902'

Comments

Corrected

1902: the 1st beauty institute

1935: the 1st beauty parties

1939: the 1st refillable automatic mascara

2001: Collagenist with pro-Xfill, the 1st no-injection, collagen effect facial skin care

2002: Prodigy, the 1st facial global anti-ageing concentrate

2003: Color Clone, the 1st foundation to clone skin' s color

2004: the beginning of the Lash Queen saga

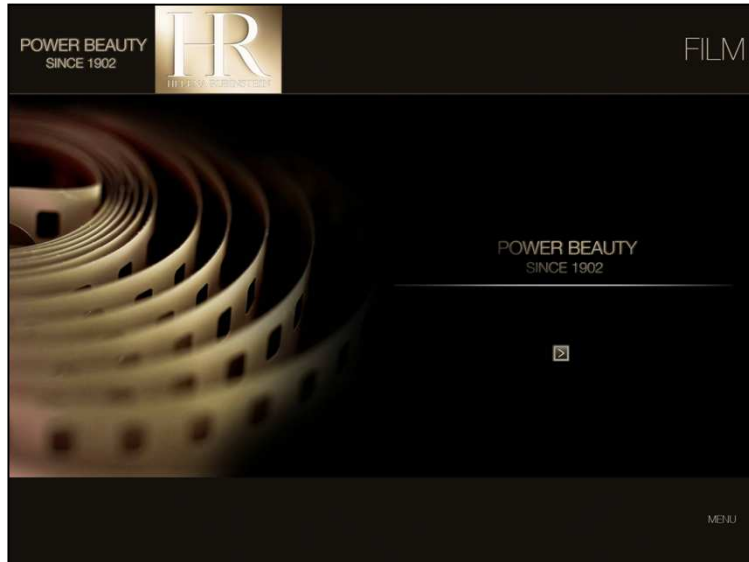
2008: unprecedented partnership with LA CLINIC MONTREUX, Re-Plasty, the 1st instant anti-ageing cosmetic intervention

2010: Prodigy Powercell, the 1st youth grafter skin care with vegetal stem cells

2011: Hydra-Collagenist, the 1st anti-ageing hydration skincare acting deep down through to the dermis

2011: Age Recovery, the 1st night care highly concentrated in proxylane (30%) able to correct all age scars: wrinkles, cutaneous damages, imperfections

2012: New Prodigy, a "youth transfusion" even at the deepest dermis for a deep skin renewal



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : film

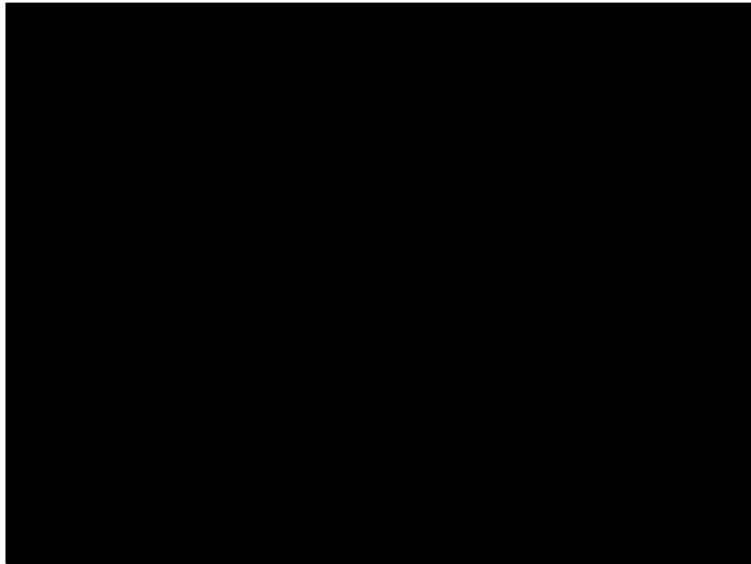
Objective : HR brand in some images



10h00

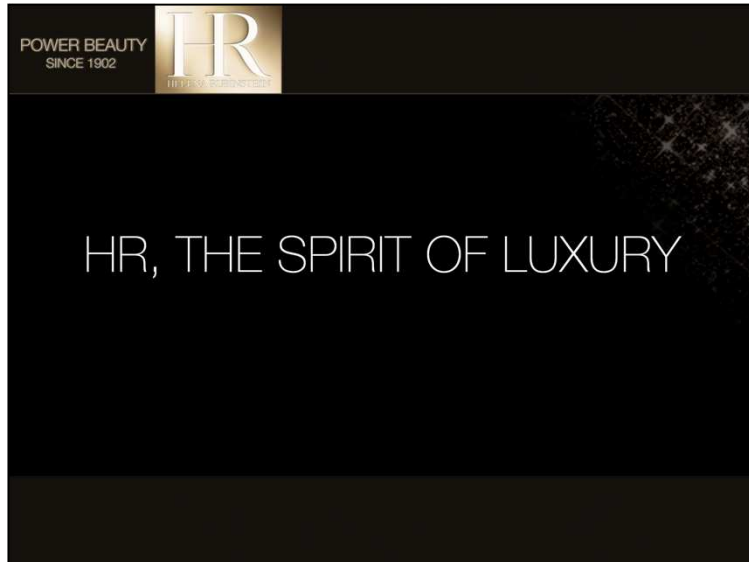
Comments

To summarize the 1st sequence, re-introduce the HR brand film.
Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : transition into the HR luxury universe

Time : 20'

Comments

Now let's immerse ourselves in Luxury by HR ...



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

Dating back to the brand's creation in 1902, the Helena Rubinstein commitment is still apparent in its present-day philosophy: POWER BEAUTY since 1902, a spirit of daring in the face of ageing.

Today, Helena Rubinstein offers every woman a complete beauty universe, **made of high technology audacity and glamour.**

Helena Rubinstein always centred her advice on women's expectations to offer global skin care and make-up solutions.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow / interaction

Objective : understand the brand values and codes of luxury

Comments

Welcome to the HR Maison

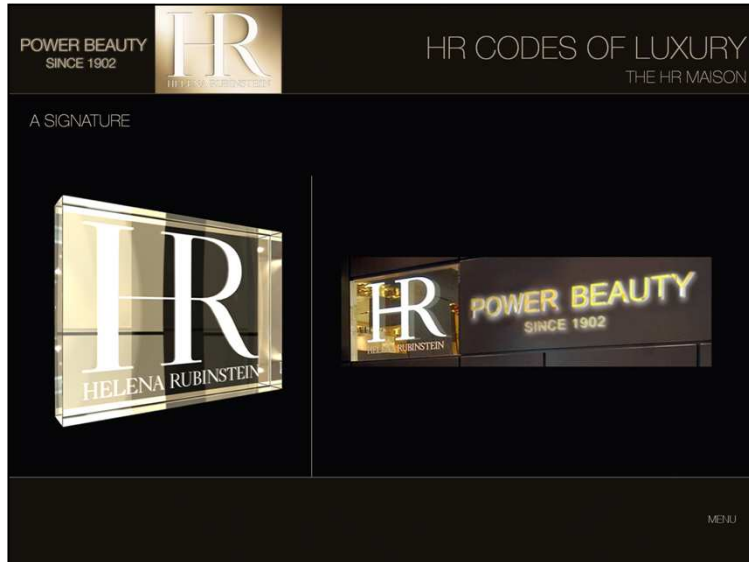
Ask the group:

“how do you think HR luxury is expressed at a point of sale?”

Ask participants to think about the elements in the point of sale that incarnate luxury.

The brand's strongest characteristic:

- taupe, white and gold colors...
- the brand signature
- accessories such as the mirror
- make-up and skin care bars
- orchids
- etc.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

Institutional style also conveys the values of audacity, high-tech and glamour... through the signature, colors and materials but also accessories. The layout of a HR space reuses these codes, creating a sublime and extremely luxurious space for clients... let's look together.

We'll start with the signature.



Trainer's guide

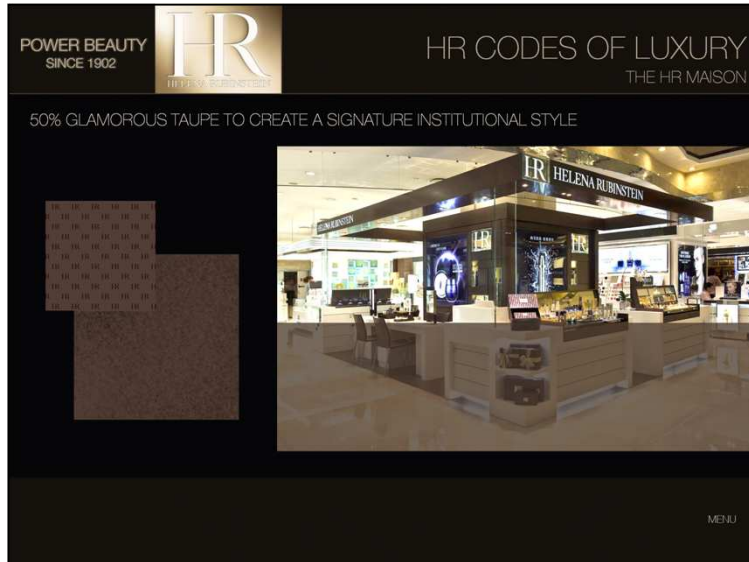
Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

Then the colors and the materials.



Comments

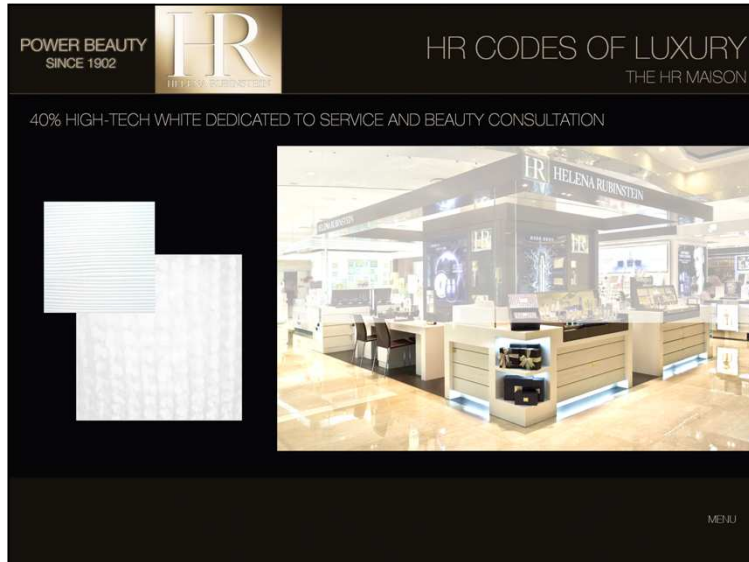
As you can see, in the upper part of the space there is a very glamorous taupe!

Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury



Trainer's guide

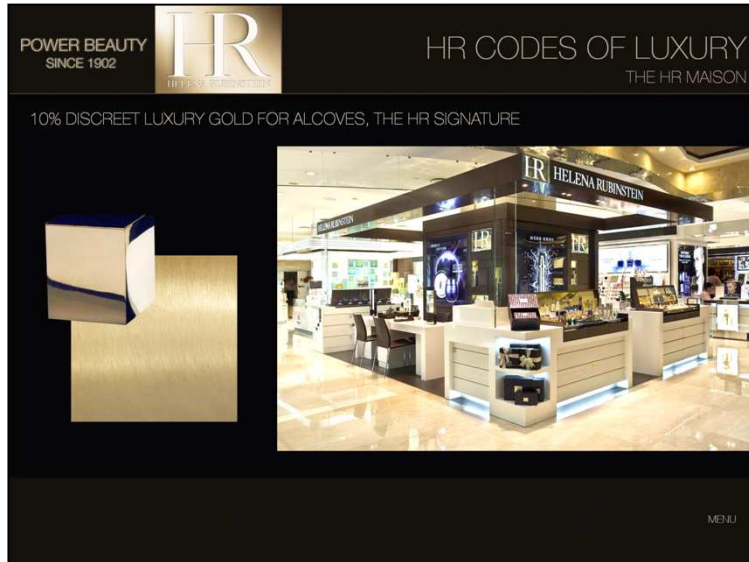
Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

In the lower part, a “high-tech” feel for the consultation area in which the client is welcomed and advised.



Comments

As you can see, touches of gold decorate the space: niches, signature, plaque...

Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand

Comments

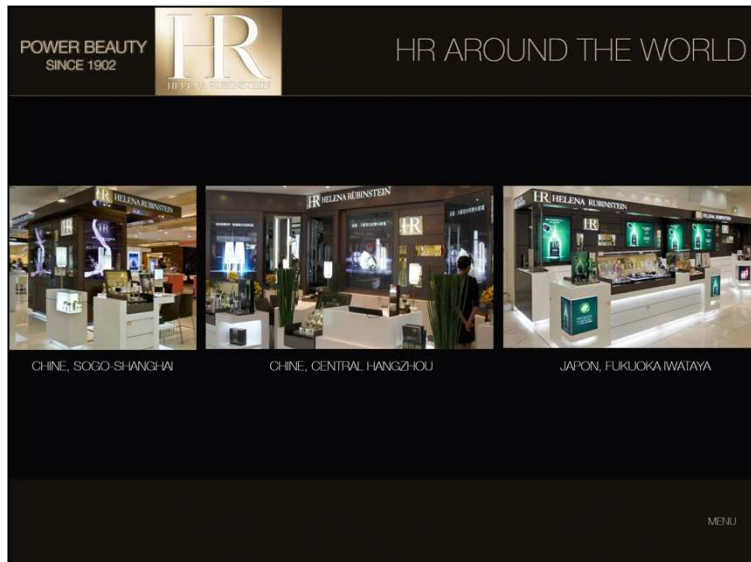
Helena Rubinstein is present around the world.

In Europe HR, the key markets for the brand are Italy, Spain, Germany, Benelux, Switzerland, Greece, Portugal, Russia ...

In Asia HR is strongly present in China, Hong Kong and Japan...

In America, key markets are Mexico, Chile and Argentina.

And when travelling by air, you can enjoy the presence of the brand in the Travel Retail outlets around Europe and Asia.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

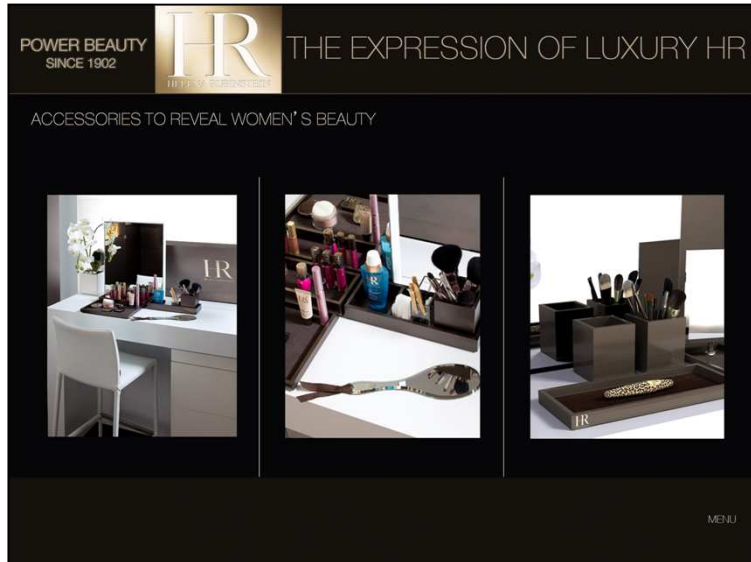
Tool : slideshow

Objective : discover the international dimension of the brand

Time : 15'

Comments

Helena Rubinstein around the world : let's discover some of our beautiful point of sales ...



Trainer's guide

Sequence 2 : HR, the expression of luxury

Tool : slideshow & if available « beauty parties » accessories on tables

Objective : discover the unique HR service tools

Comments

The expression of luxury according to HR is also characterized by the unique service offered to women.

Key elements of the HR beauty revelation: the mirror, beauty accessories and trays, the beauty consultation space with attention to detail,...



POWER BEAUTY
SINCE 1902

HR
HUGO BOSS

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.

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

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

Uniforms

Comments

Trainer's guide

Sequence 2 : HR, the expression of luxury

Tool : slideshow & if available « beauty parties » accessories on tables

Objective : discover the unique HR service tools



Trainer's guide

Sequence 2 : HR, the expression of luxury

Tool : slideshow & Prodigy Cream trial on hand

Objective : discover the most prodigious skincare Prodigy

Comments

Having discovered HR' s expression of Luxury in points of sale, how do you think "Luxury is conveyed in HR products?"

PRODIGY: THE MOST PRODIGIOUS OF SKIN CARE, WHERE LUXURY AND SENSUALITY COMBINE WITH INNOVATION

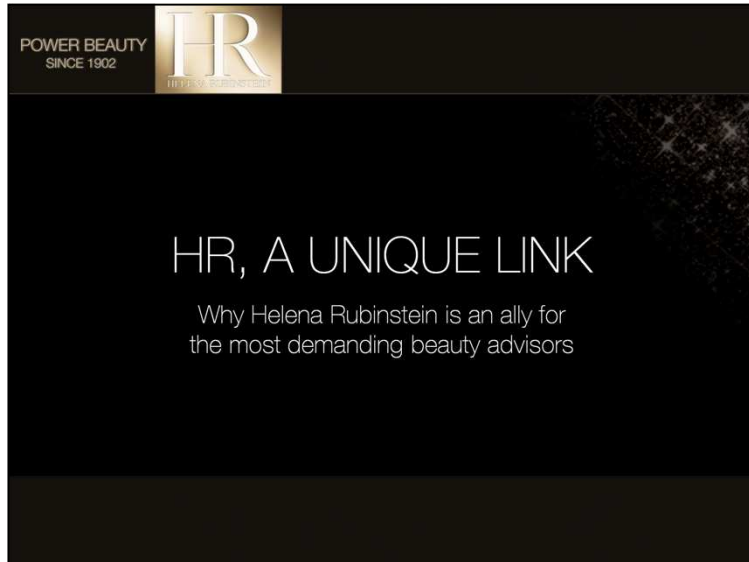
The Prodigy Myth: at the cutting edge of anti-ageing cosmetics. HR laboratories, drawing inspiration from the natural miracle of vegetal sap, devoted 4 years of careful decoding and stringent selection to create an extraordinary formula. Its secret: Bio-sap, a true life elixir.

Luxury and Harmony: To possess Prodigy is to possess a sense of beauty and harmony. Pure, gentle lines create an evanescent sphere, like a drop of sap. Providing the initial contact with a voluptuous, luxurious skin care, the jar is rounded and heavy, both delicate and reassuring.

Substance and sensations: To love Prodigy is to be open to new sensations and experience all the contrasts of a texture that unveils its full personality as it is applied. A high-comfort miracle that gives the delicious sensation of instant and lasting efficacy.



BREAK 20'



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Time : 25'



11h00

Comments

Ask the question: "what do you think are the advantages of advising HR?"



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

The HR answer:

“HR is a brand for the most demanding women, who are searching for:

Women searching for cosmetic performance at the frontier of aesthetic medicine, but with none of its disadvantages.

Women who demand the highest performance and the most concentrated active ingredients.

Women who adopt exceptional textures for their "addictive" sensoriality.

Women who expect instantly visible results, measurable in the long-term.



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

How does HR successfully satisfy its clients? By reconciling extremes.

And by playing with:

- Tradition and Innovation
- Science and nature
- Intelligent and high-pleasure textures
- Instantly visible results and long-term benefits



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

Summarize the HR brand in one sentence: HR brings power beauty since 1902 to the most demanding women: the highest concentration of star ingredients for the best results before aesthetic medicine..



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

Get the group to define “must have” and ask participants to identify them.
“What would you say is a Must Have?”

Ask them to write their ideas on the paperboard



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

If possible ask participants to find them in the room (merchandising display, stand)

Then show them on the screen.

For guaranteed success, recommend these best-sellers first to women who are just discovering HR and let them work their magic...



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 35' (part 1)

Comments

Main fundamentals for skin care:

REPLICATE CUTTING-EDGE ESTHETIC MEDICINE PROCEDURES

Maximum-efficacy cosmetic interventions that replicate aesthetic medicine procedures, created in exclusive partnership with plastic surgeons from LACLINIC MONTREUX and the most renowned dermatologists (we will talk more about this in a few minutes).

ABSOLUTE PRECISION IN THE SELECTION OF ACTIVE INGREDIENTS

Inspired by cutting-edge clinical procedures (Mesolift, Peels, Lifts...) HR Instant Cosmetic Intervention skin care incorporates reference anti-ageing active ingredients in extreme concentrations perfectly assimilated by skin.

Stemming from the prodigies of nature, HR global anti-ageing care is enriched with rare and precious natural active ingredients - native vegetal cells – in perfect symbiosis with all skin cells.

EXCEPTIONAL TEXTURES FOR AN “ADDICTIVE” SENSORIALITY

Exceptional textures that transform instantly to be in absolute affinity with skin and ensure optimal assimilation of anti-ageing active ingredients. True jewels loved by our most loyal clients, offering an addictively sensorial experience.

INSTANTLY MEASURABLE AND VISIBLE RESULTS

To validate the efficacy of our cosmetic interventions, we carry out clinical studies with major experts from reputed hospital centers, such as the CHU in Besançon, using the most high-tech analysis apparatus in skin ageing expertise. We can thus prove clinical results on skin quality.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : introduction to the 3 scientific territories

Comments

Today, HR takes inspiration from 3 scientific territories :

- **Power of nature**, power of vegetal cells: this territory concerns everything related to cellular regeneration and grafting techniques. It offers a global, long-term approach to anti-ageing, which can also be used preventatively
- **Collagen expertise**: in addition to tissue remodeling techniques. These techniques affect the collagen structure of tissues, acting by hydrating, strengthening or remodeling this structure.
- **Laclinic at Home**: more corrective and radical in nature. These territories encompass techniques such as mesotherapy, peels and laser interventions (partnership with Laclinic Montreux).



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

HR skincare:

Presentation of HR skincare: geography, order of presentation

1 – Power of Nature :

Global Anti-Ageing Care: Prodigy Powercell, New Prodigy, Prodigy Extreme

2 – Collagen Expertise :

Anti –Wrinkle Care: Hydra Collagenist, Collagenist with pro-Xfill, Collagenist V-lift

3 –Laclinic at Home

Interventions cosmétiques instantanées : Re-Plasty Mesolift cosmetic, Re-Plasty HD Peel, Re-Plasty Laserist, Re-Plasty Age Recovery



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

GLOBAL ANTI-AGEING CARE

Prodigies of cellular and tissue research, Prodigy skin care products are true life concentrates, allowing the global treatment of major signs of skin ageing.

Prodigy Powercell

Genuine "youth grafter" skin care that auto-repairs skin in record time, Prodigy Powercell is the ideal skin care for all women looking for daily repair and protection.

Prodigy

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

Prodigy Extreme

A life concentrate with the ultimate anti-ageing potency to fight the radicalized signs of ageing seen in mature skin.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Invite your client to look in the mirror and describe what she sees:

“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.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

According to the client's observations, the visible signs to be targeted are:

WRINKLES

LOSS OF TONICITY

LACK OF RADIANCE

DAILY MICRO-AGRESSIONS

[Find out more](#)

Just like every living creature in nature, skin possesses a remarkable survival instinct, ready to auto-repair at any given moment by creating new cells.

But under the influence of repeated daily micro-aggressions (due to pollution, UV rays, smoke...), the cutaneous barrier's incredible regenerative abilities become exhausted, and skin needs added energy to boost its cellular "motor".



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

2010 innovation: Helena Rubinstein creates Prodigy Powercell youth grafter skin care, at the cutting edge of science, born out of research into tissue reconstruction at Helena Rubinstein Laboratories.

Its power relies on Helena Rubinstein Laboratories' outstanding expertise, at the frontier of the medical realm, assisted by the Lyon Skin Substitutes Laboratory* working in the field of skin reconstruction and healing.

Contained within this prodigious green bottle, all the power of Oceanic Crista vegetal stem cells to offer skin three outstandingly powerful actions:

- cellular regeneration
- tissular repair
- anti-free radical defense

*Find out more

The Lyon Skin Substitutes Laboratory, an affiliate of the French National Scientific Research Centre (CNRS), directed by Odile Damour, is the international reference in the field of in vitro dermal and epidermal reconstruction using skin grafts.



Trainer's guide

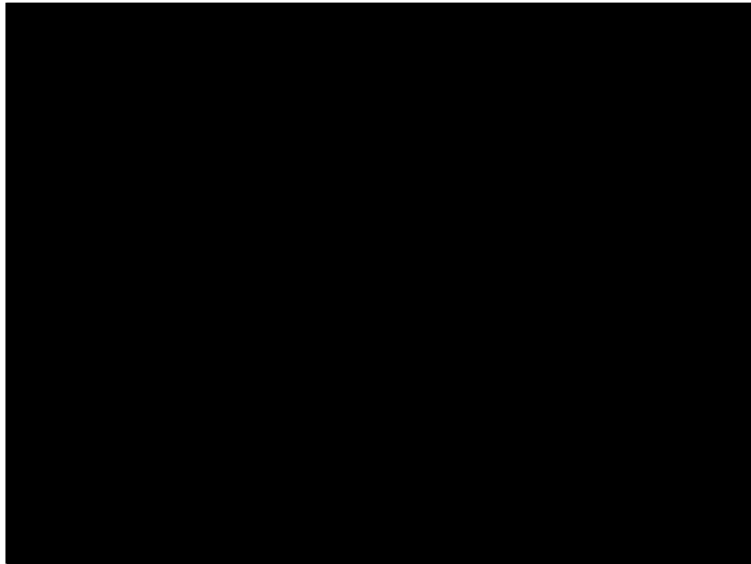
Sequence 4 : HR Skincare

Tool : film

Objective : discovery and product knowledge

Comments

Click on the active zone to start the film.



Comments

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Oceanic Crista: a true miracle of nature

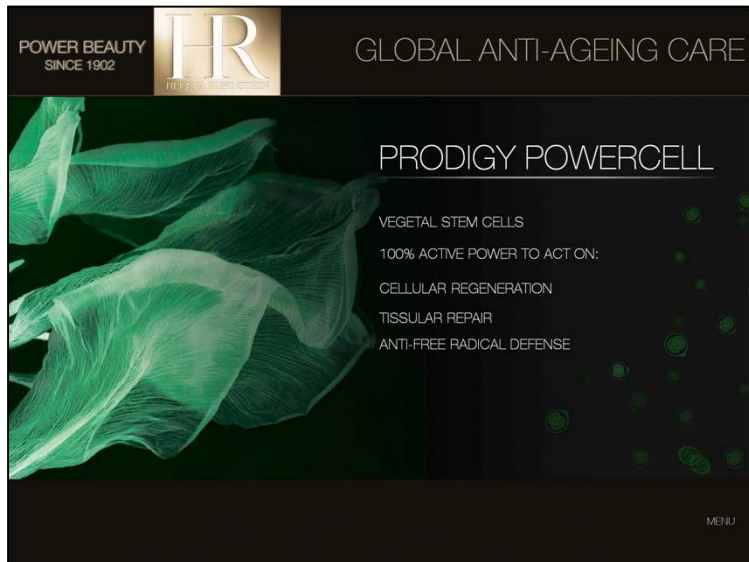
A powerful anti-oxidant plant with exceptional auto-regenerative faculties.

First appearing in the depths of the ocean, Oceanic Crista gradually migrated to land through the ages, eventually blooming on rocky coastlines. An onslaught of winds and tides forced the plant to develop incredible resistance capacities to survive and adapt to numerous environmental assaults: salt-laden soils, harsh spray, dryness...

Oceanic Crista has succeeded in developing its remarkable defense mechanisms by secreting a host of different molecules – trace elements, mineral salts, iodine, vitamins... which endow it with exceptional longevity.

Helena Rubinstein Laboratories have extracted its vital quintessence:

Vegetal stem cells, 100% active power



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Oceanic Crista vegetal stem cells are generated in vitro using biotechnology.

Thanks to this unique biotechnological process, Helena Rubinstein Laboratories now have access to stable and unlimited cell-lines of vegetal stem cells. Their metabolism is oriented towards the desired molecular qualities, producing a myriad of components with powerful stimulative and anti-oxidant properties.

These ultra-condensed molecular structures are much richer and more varied than the molecular varieties produced by the plant itself in its natural environment.

This precious vegetal stem cell concentrate acts on the three principal anti-ageing mechanisms:

1- Cellular regeneration

Endowed with energizing capacities, vegetal cells derived from Oceanic Crista promote cell proliferation, accelerate tissular repair and help to restore skin's barrier function*.

*in vitro study on reconstructed skin

2- Tissular repair

Rich in unique stimulative and dynamizing factors, Oceanic Crista native vegetal cells actively promote* epidermal tissular repair.

*in vitro study on reconstructed epidermis

3- Anti-free radical defense

This concentrate of Oceanic Crista vegetal stem cells is endowed with powerful anti-oxidant* effects to intensely protect skin cells from the harmful and ageing effects of free radicals. In vitro tests demonstrate that Oceanic Crista native vegetal cells protect DNA and cell membranes from oxidation*.

*in vitro test



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Proven results and impressive benefits on the quality of skin tissues.

From 5 days, the visible signs of younger skin.

Smoothed skin, recreated radiance, reinforced tonicity

Wrinkles fade, skin once again glows from within, its tonicity improves, its anti-free radical defenses are strengthened, it is better hydrated.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE Prodigy Powercell

Proven results, impressive improvement in cutaneous tissue quality.

At 35 days, under the influence of Oceanic Crista vegetal stem cells, we can see that the reconstructed skin epidermis (fibroblasts taken from the skin of an over-50 year old) is closer to young skin: it is almost the same thickness as reconstructed skin with the fibroblasts of a 22 year old skin.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE Prodigy Powercell

Reduced wrinkles and fine lines:

A cutaneous relief study on crow's feet wrinkles showed results on the number and length of wrinkles after 8 days, increasing after 4 weeks*:

After one month, the total wrinkled surface of the crow's feet area is reduced by 39%*

**Cosmeto-clinical study with skin print analysis / 40 women*

A second dermatological study on between-the-brow wrinkles and lips using a photographic scale demonstrated:

- Frown line:

After 1 month: 73% of women show an improvement in the frown line at least one grade on the photographic scale*, with 40% improving by 2 grades.

**scoring by the dermatologist on 40 women*

- Upper lip wrinkles

After 1 month, 80% of women show an improvement in upper lip wrinkles of at least one grade* on the photographic scale*, with 34% improving by at least 2 grades.

**scoring by the dermatologist on 40 women*

POWER BEAUTY SINCE 1902 **HR** GLOBAL ANTI-AGEING CARE

PRODIGY POWERCELL

	YOUTH GRAFTER	YOUTH GRAFTER THE CREAM	YOUTH GRAFTER NIGHT SHOT THE NIGHT SERUM
ACTION	Cellular regeneration – Tissue repair – Anti-free radical defense	Cellular regeneration – Tissue repair – anti-free radical defense – Powerful anti-oxidizing action and anti-ageing defense of the skin	Cellular regeneration – Tissue repair – anti-free radical defense – From 4 days, an accelerated repair of the skin for a 3 times better quality
RESULTS	From 5 days, the visible signs of younger skin – Smoothed skin – Reinforced tonicity – Recreated radiance – rehydration 24H	From 5 days, the visible signs of a younger skin – Fortified skin – reduced wrinkles – revealed radiance – continuous hydration	Night after night, skin regenerates – Smoothed skin – Reinforced tonicity – Recreated radiance
TECHNOLOGY	Oceanic Crista vegetal stem cells: 100% active power	Oceanic Crista vegetal stem cells – Emblica extract – Vitamin E – LHA	Concentration of Oceanic Crista vegetal stem cells multiplied by 5 compared to serum – High Proxylane concentration (10%) – Nourishing texture

MEUR

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Proven results and impressive benefits on the quality of skin tissues.

From 5 days, the visible signs of younger skin.

Smoothed skin, recreated radiance, reinforced tonicity

Wrinkles fade, skin once again glows from within, its tonicity improves, its anti-free radical defenses are strengthened, it is better hydrated.

Prodigy Powercell skin care ritual

Serum : **MUST HAVE** Youth Grafter skincare

Night serum: Youth Grafter Night Shot the Night Serum

Cream : Youth Grafter the Cream

Eye care : Youth Grafter the Eye Care

Eye patch: Youth Grafter – The SOS Eye patch

NEW Youth Grafter Night Shot :

Concentration of Oceanic Crista vegetal stem cells multiplied by 5 compared to serum.

High Proxylane concentration (10%).

Nourishing texture.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy powercell

THE POWER OF OCEANIC CRISTA VEGETAL STEM CELLS

This rare oceanic plant, first appearing in the depths of the ocean, gradually migrated to land, blooming on coastlines. Its survival faculties have allowed it to develop exceptional defense mechanisms by secreting trace elements, mineral salts, iodine and vitamins, giving it an exceptional resistance to time. Oceanic Crista native vegetal cells promote cellular proliferation and accelerate tissue regeneration. These plant-derived cells are endowed with powerful anti-oxidant* effects to intensely protect skin cells from the harmful and ageing effects of free radicals.

*in vitro test

Prodigy Powercell The cream

Vegetal stem cell

Embilica extract and vitamin E: antioxidant power - protection against free radicals

LHA: increase skin renewal - smooth skin

Prodigy Powercell Night Shot The night serum

Concentration of Oceanic Crista stem cells multiplied by 5 compared to serum

High Proxylane concentration (10%)

Nourishing texture



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell skin care ritual

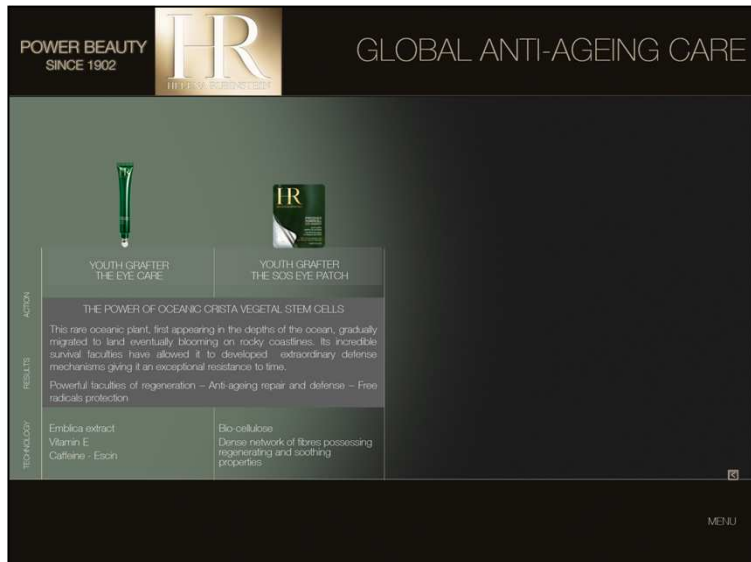
Serum : **MUST HAVE** Youth Grafter skincare

Night serum: Youth Grafter Night Shot the Night Serum

Cream : Youth Grafter the Cream

Eye care : Youth Grafter the Eye Care

Eye patch: Youth Grafter – The SOS Eye patch



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell The eye care

Vegetal stem cells

Emblica extract and vitamin E: antioxidant power - protection against free radicals

Caffeine and Escin (Indian chestnut extract) : draining and decongestant action – reduce puffiness

Prodigy Powercell Eye Urgency The SOS eye patch

Vegetal stem cells

Bio-cellulose : regenerating and soothing properties



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

GLOBAL ANTI-AGEING CARE

Prodigies of cellular and tissue research, Prodigy skin care products are true life concentrates, allowing the global treatment of major signs of skin ageing.

Prodigy Powercell

Genuine “youth grafter” skin care that auto-repairs skin in record time, Prodigy Powercell is the ideal skin care for all women looking for daily repair and protection.

Prodigy

A “youth transfusion” even at the deepest dermis for a deep skin renewal .

Prodigy Extreme

A life concentrate with the ultimate anti-ageing potency to fight the radicalized signs of ageing seen in mature skin.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE The New Prodigy

Prodigy mythical cream and eye balm have been improved for more efficacy.

The new Prodigy skincare benefits from an HR innovation today, the Molecular Bio-Sap which acts **even at the deepest dermis** to improve skin results for a deep skin renewal.

The other products of the Prodigy range still have the previous technology (the encapsulated bio-sap).

Invite your client to look in the mirror and describe what she sees:

"With time, my skin is uncomfortable, it lost density and elasticity, my complexion is uneven, wrinkles and lines are appearing. I am looking for a skincare that can work on every fronts."

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE **The New Prodigy**

According to the client's observations, the visible signs to be targeted are:

DEHYDRATATION
LACK OF LUMINOSITY
WRINKLES
LOSS OF FIRMNESS
LOSS OF DENSITY

Find out more

The New prodigy is a « youth transfusion » on the 5 fundamental layers of the skin, even at the deepest dermis, for a deep skin renewal



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE **The New Prodigy**

We kept exactly all the power of an extremely sensorial formula which made the myth of Prodigy (same texture, same perfume of the formula).
The feat: The HR laboratories have formulated the New Molecular Bio-Sap, unique synergy of 5 supernatural vegetal active ingredients for a « youth transfusion » even at the deepest dermis, for a deep skin renewal.

DEEP HYDRATION
DEEP LUMINOSITY
DEEP ANTI-WRINKLE
DEEP FIRMNESS
DEEP REDENSIFICATION



Trainer's guide

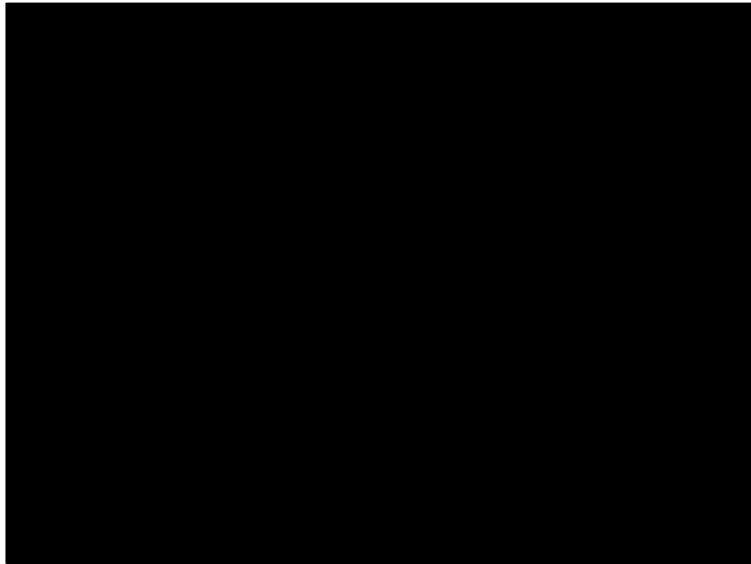
Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

Click on the active zone to start the film.



Trainer's guide

Comments

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Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE The New Prodigy

Technological expertise : **The New Molecular Bio-Sap**

To conceive the Molecular Bio-Sap, we've looked for the best plant extracts able to act on induction or repression of molecules responsible for skin ageing, at cells functioning level. Between a young and a mature skin, 309 molecular targets are differentially expressed. We've looked for the active ingredients able to modulate the most distinctive targets, responsible for ageing.

The particularity and benefice of this Molecular Sap is that it's been conceived knowing what their mechanisms were. Molecular Bio-Sap is the most efficient association for a global anti-ageing action, combination of 5 targeted actions on each and every 5 fundamental layers of skin.



Trainer's guide

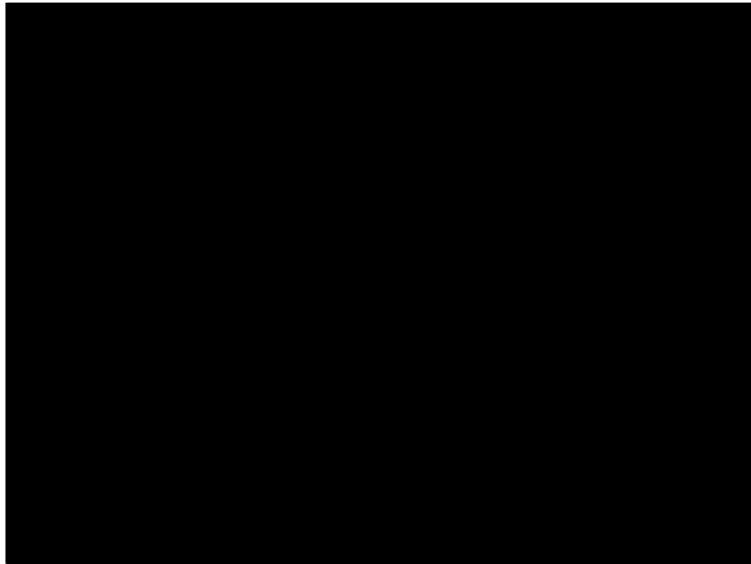
Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE The New Prodigy

Actives ingredients of the Molecular Bio-Sap

Like sap transfusing life at the heart of the plant, the new Prodigy is a real « youth transfusion » through to the deepest dermis, from deep inside to renewed skin.

New Molecular Bio-Sap: unique synergy of 5 supernatural active ingredients to target the 5 fundamental layers of the skin until the deepest dermis for a deep skin renewal.

1. Litchi polyphenols: Limit dermal collagen fibres glycation and prevent dermal cellular senescence, for a deep skin redensification (reticular dermis)
Prevent dermal cellular senescence (fibroblasts death) and protect collagen fibres from glycation (reaction responsible for stiffening of collagen fibres).

2. Active fractions of Maitake (also known in Traditional Chinese Medicine as the “eternity mushroom”): Stimulate support* fibres, for deep firmness (papillary dermis)
Synthesis of structure collagens, essential to the papillary dermis

3. Rice peptides: Stimulate the synthesis of anchorage* collagens, for a deep anti-wrinkle (DEJ)

The new Prodigy stimulates the synthesis of fixing proteins between the dermis and epidermis (Collagen VII)*; promotes molecular synthesis of the dermo-epidermal junction* (Collagen IV), to regain perfect adhesion between dermo-epidermal layers.

4. Baikal Skullcap rhizomes extracts: Fight against the creation of melanin*, pigment responsible for the generation of spots for a deep luminosity (deep epidermis)

The new Prodigy slows down the formation of melanin polymers* in melanocytes through their anti-radical action and UV absorption effect; and has anti-inflammatory properties*, inhibiting redness.

5. Active fractions of Japanese Lily Bud : Strength the barrier function, for a deep hydration (epidermis)
Synthesis of protein making tight junction (epidermis)

Tight junctions are the closely associated areas of two cells whose membranes join together forming a virtually impermeable barrier to fluid.

The action of the Molecular Bio-Sap in the deepest dermis is a real innovation.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE **The New Prodigy**

Two In-vitro tests (on reconstructed skin) were made with the prestigious Besançon Laboratories. They measure the inhibition of anti-ageing molecules (such as glycation and senescence) and the activation of the collagen synthesis on the deepest dermis.

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

GLOBAL ANTI-AGEING CARE

THE NEW PRODIGY

INHIBITION OF AGEING TARGETS IN THE DEEPEST DERMIS:

HIRA encodes a protein that plays an important role in the formation of the dermal cellular senescence (cell death).

HIRA is inhibited in a significant way by the Molecular Bio-Sap, getting closer to the young skin.

Category	HIRA Level (approx.)
Young skin	200
Aged skin	550
Skin treated with Molecular Bio-Sap	300

■ Young skin ■ Aged skin
■ Skin treated with Molecular Bio-Sap

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE The New prodigy

INHIBITION OF AGEING TARGETS :

-HIRA encodes a protein that plays an important role **in the reaction of the senescence**.

Cellular senescence is an irreversible proliferation arrest triggered by short chromosome telomeres.

Graph:

HIRA, one of the markers of the cellular senescence, is strongly expressed in the old skin. Its appearance is inhibited in a significant way by the Molecular Bio-sap™, getting closer to the young skin.

POWER BEAUTY SINCE 1902 **HR** HELENA RUBINSTEIN

GLOBAL ANTI-AGEING CARE

THE NEW PRODIGY

INHIBITION OF AGEING TARGETS IN THE DEEPEST DERMIS:

AOX1: molecular target which encodes a molecule which contribute to oxidative stress in ageing skin. (sugar bonding on collagen fibres: glycation).

AOX1 is strongly repressed by the Molecular Bio-Sap, in a more important way than in the young skin.

Category	AOX1 Level (approx.)
Young skin	150
Aged skin	250
Skin treated with Molecular Bio-Sap	100

Legend: Young skin (grey), Aged skin (orange), Skin treated with Molecular Bio-Sap (blue)

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE The New prodigy

INHIBITION OF AGEING TARGETS :

-**AOX1** molecular target which encodes a molecule which contribute to oxidative stress in ageing skin (glycation).

Graph:

AOX1, the other molecular target modulated in the senescence by the oxidative stress, is strongly expressed in the old cells. AOX1 is significantly repressed by the Molecular Bio-sap™, in a more important way than in the young skin.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

SOIN ANTI-ÂGE GLOBAL The New Prodigy

Test introduction:

Considering the results obtained in molecular biology, certain number of protein markers stemming from molecular targets were able to be identified in immuno-fluorescence, to the reticular dermis.

Thanks to the molecular biology and to the visualization by immunofluorescence of the formed proteins, the action of the Molecular Bio-sap™, until the deepest dermis, on causes of the skin aging is demonstrated.

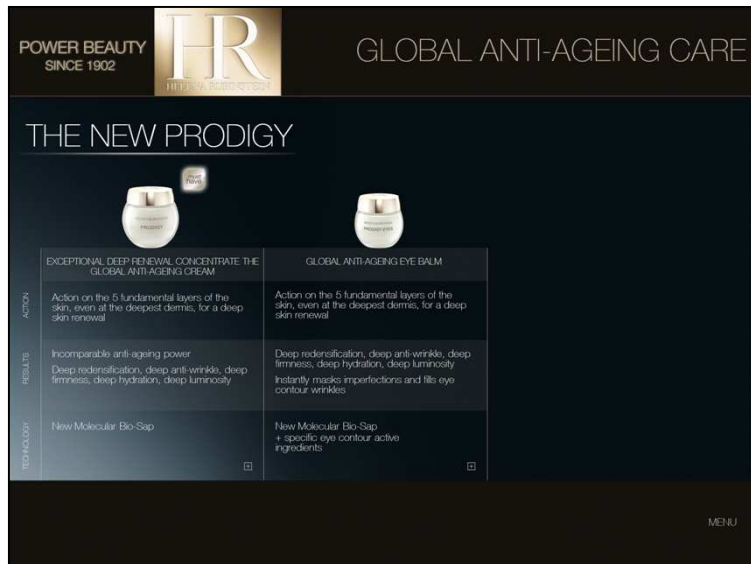
More the green is intense, more there is collagen:

The marking in green of the Collagen I both in the young skin and in the skin treated with the Molecular Bio-sap™ is net, regular and dense. It is regular, less net and less dense to the untreated aged skin.

The expression of the Collagen I in the skin treated with the Molecular Bio-sap™ is comparable to that of a young skin.

The marking in green of the Collagen V to the young skin is net, regular and dense in all the papillary dermis. It is regular, less net and less dense to the old skin.

The treatment in the Molecular Bio-sap™ allows to increase the level of expression of the Collagen V at a level similar to that of the young skin.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE The New Prodigy

Result: Incomparable anti-ageing power

Deep redensification – deep anti-wrinkle – deep firmness – deep hydration – deep luminosity

On application, skin is nourished and hydrated; the complexion appears more luminous. Day after day, skin is firmer, smoother and more radiant.

Prodigy skin care ritual

Day: Exceptional Deep Renewal Concentrate The Global Anti-ageing Cream **MUST HAVE** (new technology)

Night: Night Tissular Global Anti-ageing Concentrate

Serum: Global Anti-ageing Repair Serum

Eyes: Global Anti-ageing Eye Balm(new technology)

Eye serum: Global Anti-ageing Eye Zone Serum

Anti-ageing cleanser and make-up remover



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

EXCEPTIONAL DEEP RENEWAL CONCENTRATE THE GLOBAL ANTI-AGEING CREAM

THE NEW MOLECULAR BIO-SAP

Litchi polyphenols: Limit dermal collagen fibres glycation and prevent dermal cellular senescence, for a deep skin redensification (reticular dermis)

Active fractions of Maitake (also known in Traditional Chinese Medicine as the "eternity mushroom"): Stimulate support* fibres, for deep firmness (papillary dermis)

Rice peptides: Stimulate the synthesis of anchorage* collagens, for a deep anti-wrinkle (DEJ)

Baikal Skullcap rhizomes extracts: Fight against the creation of melanin*, pigment responsible for the generation of spots for a deep luminosity (deep epidermis)

Active fractions of Japanese Lily Bud : Strengthen the barrier function, for a deep hydration (epidermis)

GLOBAL ANTI-AGEING EYE BALM

THE NEW MOLECULAR BIO-SAP + SPECIFIC ACTIFS SPÉCIFIQUES AU CONTOUR DE L'ŒIL

THE NEW MOLECULAR BIO-SAP

Litchi polyphenols: Limit dermal collagen fibres glycation and prevent dermal cellular senescence, for a deep skin redensification (reticular dermis)

Active fractions of Maitake (also known in Traditional Chinese Medicine as the "eternity mushroom"): Stimulate support* fibres, for deep firmness (papillary dermis)

Rice peptides: Stimulate the synthesis of anchorage* collagens, for a deep anti-wrinkle (DEJ)

Baikal Skullcap rhizomes extracts: Fight against the creation of melanin*, pigment responsible for the generation of spots for a deep luminosity (deep epidermis)

Active fractions of Japanese Lily Bud : Strengthen the barrier function, for a deep hydration (epidermis)

SPECIFIC EYE CONTOUR ACTIVE INGREDIENTS:

Buckwheat Wax: anti-puffiness effect.

Light Reflecting Soft Focus Powder: instant illuminating effect.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE Prodigy

Result: Incomparable anti-ageing power

Smoothness – Firmness – Radiance – Hydration – Even complexion

On application, skin is nourished and hydrated; the complexion appears more luminous. Day after day, skin's mechanisms are re-activated: regenerated, re-firmed and smoothed, it regains its vitality.

Tested by women*:

Smoothness 83% - Radiance 83% - Complexion evenness 81% - Firmness 79% - Hydration 86%

* Use test 132 women – 3 weeks

Prodigy skin care ritual

Day: Exceptional Deep Renewal Concentrate The Global Anti-ageing Cream **MUST HAVE** (new technology)

Night: Night Tissular Global Anti-ageing Concentrate

Serum: Global Anti-ageing Repair Serum

Eyes: Global Anti-ageing Eye Balm(new technology)

Eye serum: Global Anti-ageing Eye Zone Serum

Anti-ageing cleanser and make-up remover



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

Night Tissular Global anti-ageing night concentrate

NOCTA-SAP™

Chron'Algae: re-activates cellular metabolism

Pro-Xylane™: combats loss of density

Japanese cedar bud extract, vigna seed extract: cellular reconstruction

Evening primrose extract: strengthens skin

Water-lily flower extract: trengthens natural defenses

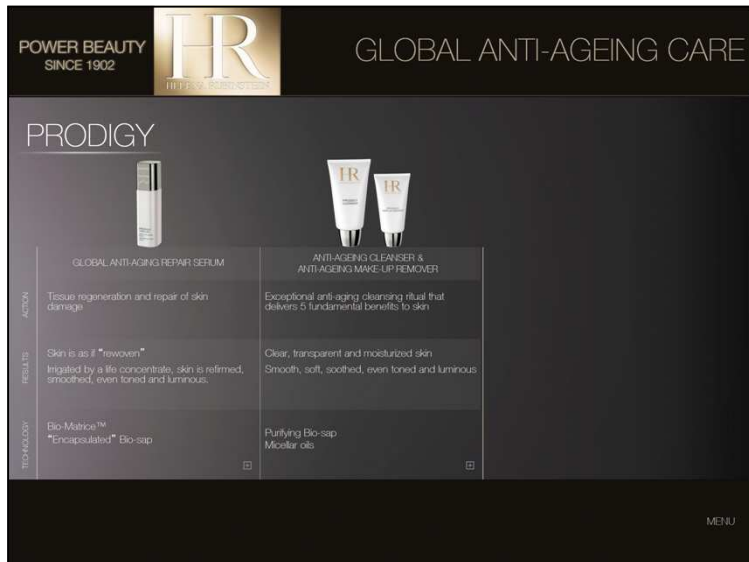
Ruscus extract: blood micro-circulation

Eye zone serum Global anti-ageing eye care

"ENCAPSULATED" BIO-SAP

EXCLUSIVE TENSOR-EFFECT ACTIVE INGREDIENT

Argan extract: tensor-effect active ingredient for an instant lifting and smoothing effect



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE Prodigy

Result: Incomparable anti-ageing power

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Prodigy skin care ritual

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Eyes: Global Anti-ageing Eye Balm(new technology)

Eye serum: Global Anti-ageing Eye Zone Serum

Anti-ageing cleanser and make-up remover



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE Prodigy

Global anti-ageing repair serum BIO-MATRICE™

Japanese cedar bud extract, Indian vigna seed extract: cellular reconstruction

“ENCAPSULATED” BIO-SAP

Anti-ageing cleanser & Anti-ageing make-up remover PURIFYING BIO-SAP

Shea butter extract: protects

Skin renew: stimulates cell renewal

Aqua Softyl: neutralizes drying effects of hard water

Ceramide precursors: reinforce lipid barrier

Soy seed extracts and rice peptides: firmness and elasticity

MICELLAR OILS

Micro-droplets for optimum make-up removal power



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

GLOBAL ANTI-AGEING CARE

Prodigies of cellular and tissue research, Prodigy skin care products are true life concentrates, allowing the global treatment of major signs of skin ageing.

Prodigy Powercell

Genuine “youth grafter” skin care that auto-repairs skin in record time, Prodigy Powercell is the ideal skin care for all women looking for daily repair and protection.

Prodigy

A “youth transfusion” even at the deepest dermis for a deep skin renewal .

Prodigy Extreme

A life concentrate with the ultimate anti-ageing potency to fight the radicalized signs of ageing seen in mature skin.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Extreme

Invite your client to look in the mirror and describe what she sees:

“My skin is very marked, it’s not as resilient as it used to be, it’s losing substance. My usual cream is no longer enough. I would like a skin care that can smooth out and visibly rejuvenate my face.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Extreme

According to the client's observations, the visible signs to be targeted are:

DEEP WRINKLES

LOSS OF DENSITY

MARKED SKIN

RADICALIZED SIGNS OF AGEING

Find out more

Past the age of 50, signs of ageing become radicalized. Flaws that weren't yet visible at 40 become noticeable at 50. Wrinkles are deeply etched, lines deepen, skin's physiology changes and nutrient levels provided to cells decrease. Skin becomes rougher and drier. Its support structure weakens and the face begins to sag. The inner structures responsible for skin's substance degrade, causing it to lose density and resistance and show signs of age more easily.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Extreme

Integrins, true cellular “life bridges”

To deepen their understanding of skin ageing, HR Laboratories worked in partnership with the Liège University Connective Tissue Biology Laboratory. A genuine center of excellence for connective tissue expertise, the laboratory is recognized across the world for its studies and publications regarding extra-cellular matrix regulation (some of which were carried out with NASA, for example). Working together, these two cutting-edge research centers were able to unravel the fundamental role of integrins, molecules responsible for the radicalization of ageing.

True cellular “life bridges”, integrins connect skin cells to their environment, thus protecting them from ageing. With age, integrins become deactivated, and cellular ageing accelerates as a result.

Find out more

Integrins are the principal receptors that connect cells with the extra-cellular matrix: they establish continuity between the molecules making up the matrix and the intra-cellular environment. They **transmit information** from one compartment to another, thus allowing cells to integrate information coming from the extra-cellular matrix into their behavior. Through their **focal adhesions**, integrins are thus directly involved in major cellular functions such as adherence, migration, fibroblast proliferation...

The binding of integrins to their specific ligands (molecules which bind to proteins involved in signal transmission and thus play the role of mediators) causes: on the one hand, a reorganization of cells' internal framework or cytoskeleton and, on the other, the activation of complex signaling pathways.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Extreme

Technological expertise: **Extreme Bio-Sap™** to combat the radicalized signs of ageing found in mature skin.

Prodigy Extreme draws its global anti-ageing effectiveness from the miracle of life that is Nature.

Extreme Bio-Sap™, a prodigious new alliance of science and nature, combines the quintessence of PRODIGY Bio-Sap with highly concentrated native vegetal cells derived from Sequoia and vine flowers, with the ability to reactivate* integrins and re-initialize cellular activity. Skin cells are reconnected to their environment; skin “comes back to life”.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Extreme

Skin “comes back to life”.

How can we describe the sublime experience of a rebirth?

On contact with Prodigy Extreme, the skin seems to instinctively come back to life. Under your fingers, it radiates with a new light. Day after day, signs of ageing are reduced and skin blossoms. Skin is firmer, denser and intensely regenerated. Wrinkles are smoothed and the facial oval is reshaped...the radical signs of cutaneous ageing are actively treated: skin “comes back to life”.

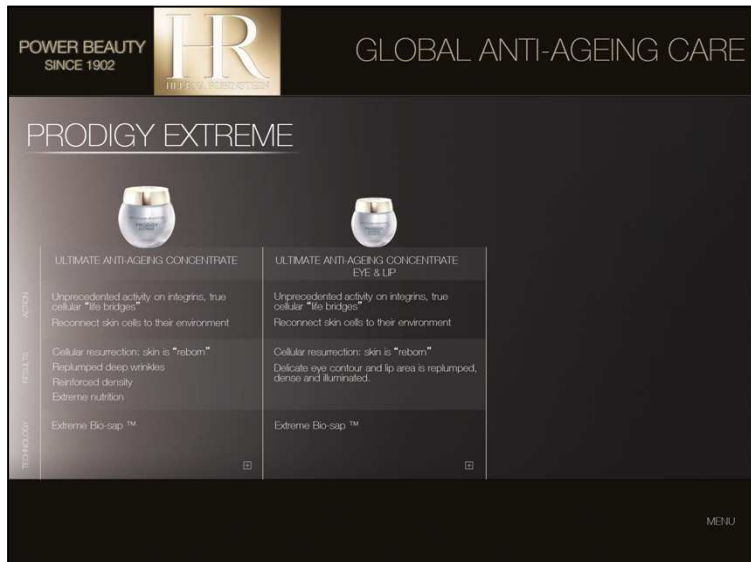
Extract of Sequoia and Vine flower vegetal cells contain substances able to stimulate the activity of integrins, true cellular life bridges:

The cellular immuno-marking and fluorescent microscopy study carried out by the Connective Tissue Biology Laboratory at Liège demonstrates:

Image 1: The cell begins to connect to its environment thanks to the activation of integrins (after 90 minutes)

Image 2: The cell is firmly anchored to its environment leading to the formation of filaments responsible for the cell's tonicity (dermal fibroblast after 225 minutes).

Image 3: The dermal cells deploy their full activity to reconstruct the dermis, thereby fighting cutaneous ageing (dermal fibroblasts after 24hr).



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Extreme

Result: Ultimate anti-ageing power

Cellular resurrection: skin "comes back to life"

With its deep wrinkles smoothed, density reinforced, radiance restored and nutrients powerfully boosted, skin is intensely nourished and radiates with new-found light. Mature skin's specific signs of ageing are defied: skin is regenerated, deep wrinkles are replumped. Skin regains perfect density, the contours of the face are reshaped.

Prodigy Extreme skin care ritual

Day: Ultimate Anti-ageing Concentrate

Eyes and lips: Ultimate Anti-ageing Concentrate Eye & Lip

To complement the ritual

Daily anti-ageing repair: Prodigy Powercell

Night: Night Tissular Global Anti-ageing Concentrate

Serum: Global Anti-ageing Repair Serum



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Extreme

Prodigy ultimate anti-ageing concentrate

Prodigy ultimate anti-ageing concentrate eye & lip

The quintessence of PRODIGY BIO-SAP enriched with native vegetal cells

Sequoia, vine flower: anti-free radical, soothing

5 PRODIGY Bio-Sap active ingredients:

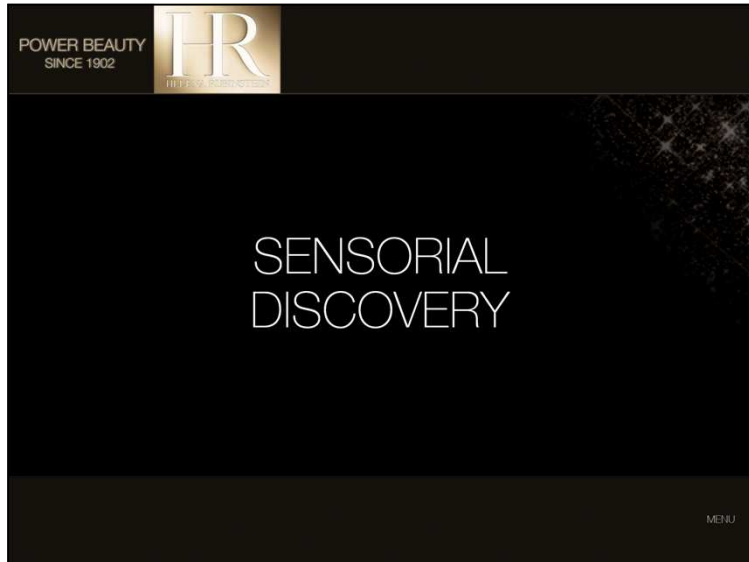
Beech bud extract: smoothness

Acacia honey: evenness

Rice peptide: firmness

Royal jelly: nourishment

Ruscus: radiance



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : Identification and expression products

Comments

GLOBAL ANTI-AGEING CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following three products:

1. **Prodigy Powercell** – Youth grafter skin care
2. **Night Shot** – Youth Grafter night Serum
3. **Prodigy Extreme** – Ultimate anti-ageing concentrate

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of **the 9 cards showing “textures/client concerns/HR keywords”** and match the cards to the corresponding products. The trainer assists them and corrects.



Lunch
13h00



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Time: 1H15' (part 2)

Comments

ANTI-WRINKLE CARE

Truly expert, these products offer precise solutions to correct wrinkles and loss of firmness in the face and neck, eye contour and lips.

Hydra Collagenist

Range of anti-ageing deep hydration skincare for visibly younger skin. Durably mastered hydration.

Hydration at the heart of collagenic matrix.

Collagenist with pro-Xfill

Range of replumping anti-wrinkle skincare for a visible filling result.

Collagen effect, no injection, no compromise.

Collagenist V-Lift

Range of lifting and resculpting anti-wrinkle products which reproduce V-shaping technology in a skin care.

Lifting effect, without surgery.



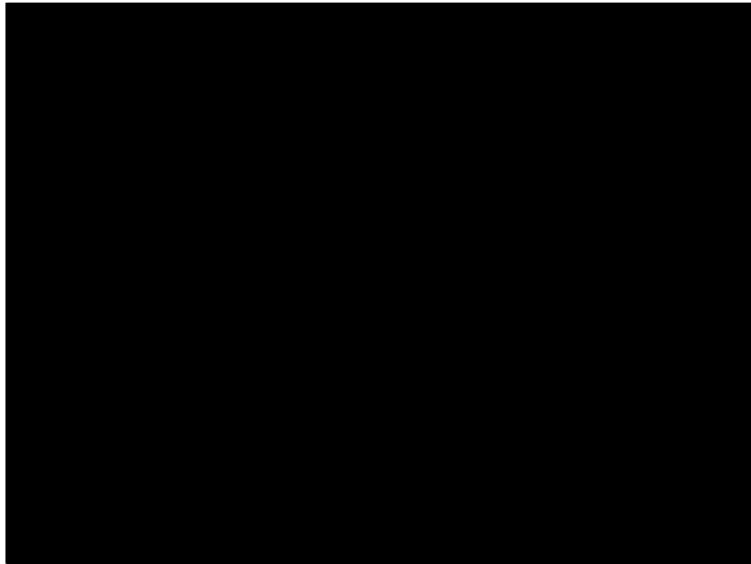
Trainer's guide

Sequence 4 : HR Skincare

Tool : film

Comments

Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

Invite your client to look in the mirror and describe what she sees:

“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.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

According to the client's observations, the visible signs to be targeted are:

LOSS OF MOISTURE

DEHYDRATION WRINKLES

LESS SMOOTH SKIN AND REDUCED DENSITY

Find out more

THE DERMIS: A RESERVOIR FOR WATER AND YOUNG-LOOKING SKIN

To preserve its youth, **skin needs to be hydrated from within**. The circulation and lymphatic systems bring water to the dermis. **A veritable reservoir for skin moisture**, the dermis contains 70% of the water present in skin and ensures its transfer to the epidermis so that it is held in the skin's outer layers to provide effective hydration.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

Pioneers in collagen expertise for over ten years, Helena Rubinstein Laboratories have carried out research on the dermis and **the role of the collagenic matrix in hydration, which actively participates in water bonding** thanks to its structure molecules. Veritable water micro-captors, collagen structure molecules can **fix water deep within**.

ANTI-AGING HYDRATION BREAKTHROUGH: IMPLANT WATER AND YOUTH AT THE HEART OF THE SKIN

HYDRA COLLAGENIST technology provides an anti-aging hydration solution to two key skin levels: **the dermis***, to **fix water within the collagenic matrix, and the epidermis** to retain water at the skin's surface.

HYDRA COLLAGENIST is the first Helena Rubinstein anti-ageing hydrating skincare range to contain technology capable of increasing the number of water micro-captors* within the collagenic matrix to fix water right into the dermis, increase deep hydration and make skin look visibly younger.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

This efficacy comes from the cutting edge technology developed by HR laboratories: the **Derm-Hydrifix complex** which fixes water in the dermis and **collagen microspheres** which locks water in the epidermis.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

DERM-HYDRAFIX COMPLEX:

DERMIS-LEVEL ACTION:

The collagenic matrix is made up of collagen fibers structured by proteoglycans which are able to bond water. This matrix is submerged in a gel of glucoaminoglycans (GAGs) which can fix up to 1,000 times their weight in water.

HYDRA COLLAGENIST's Derm-Hydrafix complex, formulated by Helena Rubinstein Laboratories, stimulates collagen and GAG structure molecule synthesis* to reinforce the collagenic matrix and promote water bonding in the dermis.

It works deep within skin to provide deep hydration and denser skin.

*In vitro

COLLAGEN MICROSPHERES:

EPIDERMIS-LEVEL ACTION:

Water regularly evaporates by migrating to the epidermis' outer layers. With age, this natural phenomenon accelerates and skin becomes dehydrated. To **retain water at surface level**, Helena Rubinstein Laboratories have integrated **collagen microspheres** in dehydrated form into their HYDRA COLLAGENIST technology. Veritable micro-sponges, these microspheres can reach up to nine times their initial size. **They are absorbed into the skin's outer layers and instantly capture the inter-cellular water** available.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

Increase deep hydration for visibly younger skin.

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

Hydra Collagenist skin care ritual:

Cream: Deep hydration anti-ageing cream, densifying, smoothing

Intense serum: Deep hydration anti-ageing intensive serum, densifying, smoothing

Eye-care: Deep hydration anti-ageing eye-care, anti fatigue, smoothing

Mask: Deep hydration mask intense re-infusion Mask



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

Derm-Hydrafix complex: formulated by Helena Rubinstein Laboratories, stimulates collagen and GAG structure molecule synthesis* to reinforce the collagenic matrix and promote water bonding in the dermis.

It works deep within skin to provide deep hydration and denser skin.

Collagen microspheres : Veritable micro-sponges, these microspheres can reach up to nine times their initial size. They are absorbed into the skin's outer layers and instantly capture the inter-cellular water available.

*In vitro



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

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Mask: Deep hydration mask intense re-infusion Mask: Deep hydration



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

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*In vitro



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

ANTI-WRINKLE CARE

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Lifting effect, without surgery.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE

Collagenist with pro-Xfill

Invite your client to look in the mirror and describe what she sees:

“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.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

According to the client's observations, the visible signs to be targeted are:

VISIBLE WRINKLES
FURROWED FACE
LOSS OF VOLUME & FIRMNESS

Find out more

A main cause of the appearance of wrinkles and loss of firmness:
collagens reduce with age.

With age, skin loses its density and resilience. Collagen, a major component of the skin's support cushion, deteriorates. Little by little the skin no longer recovers its "shape memory" and wrinkles set in. Collagens are fibrous proteins which make up the majority of the dermis' structure (around 70% of the dry weight of human skin).

The main collagens responsible for the firmness and resistance of cutaneous tissues are:

Collagens I and III contribute to the formation of all the dermis' collagen fibrils. They are present in almost every connective tissue.

Collagen IV makes up the dermal-epidermal junction.

Collagen V is located in connective tissues and combines with collagens I and III.

Collagen VII makes up the anchoring filaments.

Did you know?

Every 10 years, the skin loses on average 3% of its elasticity and the dermis becomes 6% thinner.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

Drawing on 7 years of pioneering expertise in collagens, HR Laboratories have created Collagenist with pro-Xfill. Like a “replumping injection” the products are formulated to increase skin’s production of the 5 collagens responsible for the cohesion and firmness of cutaneous tissues.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

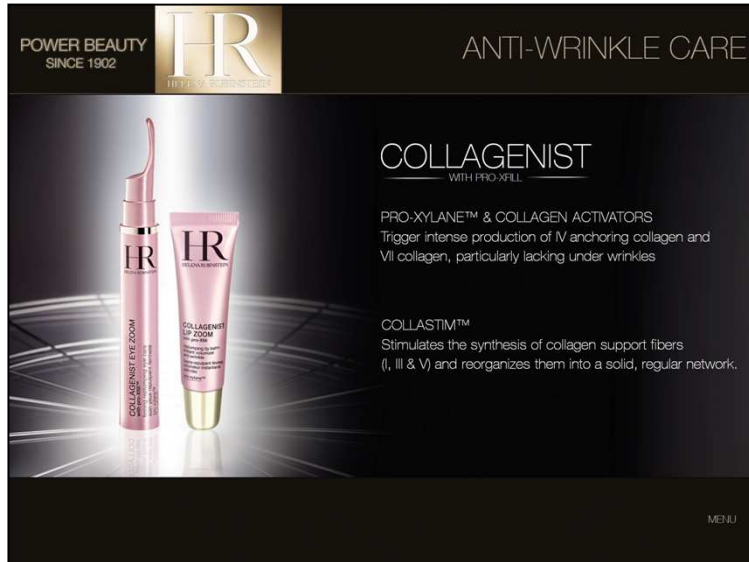
Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

This efficacy comes from the cutting edge technology developed by HR laboratories: the **pro-Xfill complex** which stimulates the 5 collagens responsible for the cohesion and resistance of cutaneous tissues.

The **pro-Xfill complex** combines Pro-Xylane™ + Collastim™ for head-on action as a replumping beauty injection and to stimulate the five collagens (I,III,IV,V et VII) responsible for the firmness and resistance of cutaneous tissues, in order to recreate a more toned and replumped skin support cushion.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

The pro-Xfill complex combines:

1/ **Pro-xylane™**, a molecule at the cutting edge of anti-ageing research, synthesized from beechwood xylose extract, which has been hailed as the precursor to a new generation of anti-ageing products.

Action: relaunches the synthesis of anchoring collagens (collagen IV and collagen VII particularly lacking under wrinkles)

2/ **Collastim™**

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

3/ **Collagen micro-spheres** have been precisely dimensioned to infiltrate wrinkle furrows

Action: instantly replumps the wrinkle furrow.

POWER BEAUTY SINCE 1902 **HR** ANTI-WRINKLE 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 Milk extract Vitamin E Blueberry extract	Pro-Xfill complex Collagen micro-spheres Hyaluronic acid microcapsules

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

Visible anti-wrinkle result. No injection – no compromise.

Skin is as though replumped with youth. Skin appears elastic, firm and toned. Day after day, wrinkles and fine lines are smoothed and skin regains its plump resiliency.

Collagenist with pro-Xfill skin care ritual:

Day: Replumping filling care

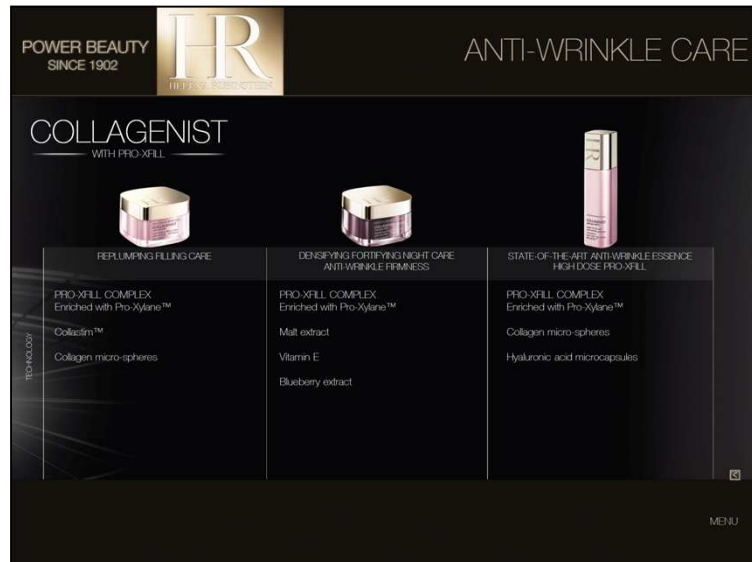
Night: Densifying fortifying night care, anti-wrinkle firmness

Serum: State-of-the-art anti-wrinkle essence, high dose pro-Xfill

Eyes: Firming replumping eye care, anti-wrinkle anti-sunken effect **MUST HAVE**

Lips: Replumping lip balm, instant volumizer anti-wrinkle **MUST HAVE**

Pore refiner: matifying and pore refining effect



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

Replumping filling care

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: instant smoothing

Densifying fortifying night care

Anti-wrinkle firmness

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

MALT EXTRACT & VITAMIN E: protection of collagen reserves

BLUEBERRY EXTRACT: fights the ageing of collagen fibers

State-of-the-art anti-wrinkle essence

High dose pro-xfill

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

COLLAGEN MICRO-SPHERES & HYALURONIC ACID MICROCAPSULES: plumped wrinkle furrows



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge)

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

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Collagenist with pro-Xfill skin care ritual:

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Serum: State-of-the-art anti-wrinkle essence, high dose pro-Xfill

Eyes: Firming replumping eye care, anti-wrinkle anti-sunken effect **MUST HAVE**

Lips: Replumping lip balm, instant volumizer anti-wrinkle **MUST HAVE**

Pore refiner: matifying and pore refining effect



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

Firming replumping eye care anti-wrinkle anti-sunken effect

PRO-XFILL COMPLEX: enriched with Pro-xylane™, activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: volume and instant smoothing

EXTRACT OF RUSCUS & CAFFEINE: anti-sunken effect

Replumping lip balm

instant volumizer anti-wrinkle

PRO-XFILL COMPLEX: enriched with Pro-xylane™, activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: volume and instant smoothing

Pore Genius refining smoothing serum

LAMINARIA ALGAE EXTRACT: the skin's structure is maintained in order to "lift" the pores

PORETIGHT SOLUTION: immediately refines pores and skin texture



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

ANTI-WRINKLE CARE

Truly expert, these products offer precise solutions to correct wrinkles and loss of firmness in the face and neck, eye contour and lips.

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Collagenist V-Lift

Range of lifting and resculpting anti-wrinkle products which reproduce V-shaping technology in a skin care.

Lifting effect, without surgery.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist V-Lift

Invite your client to look in the mirror and describe what she sees:

“My face is less well structured. My skin is no longer firm, and my features are thickening. I would like a skin care that lifts and restores the harmony of my facial oval.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist V-Lift

According to the client's observations, the visible signs to be targeted are:

LOSS OF FIRMNESS

SLACKENING OF FACIAL AND NECK TISSUES

FACIAL CONTOURS LESS DEFINED

Find out more

With age, the face changes: the supporting tissues deteriorate, the skin sags, the volumes of the face start to drop. Over time, the features of the face fall and the adipocytes that stock fat slip towards the bottom of the face. The jaw line thickens and becomes heavier. Less refined, its "V" shape becomes less visible.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE **Collagenist V-Lift**

10 years of research have allowed HR Laboratories to perfect a unique technology. Pioneers in cosmetic lifting, they have sought inspiration from “V-Shaping” to create a tightening resculpting cream that acts to lift the features and refine facial contours.



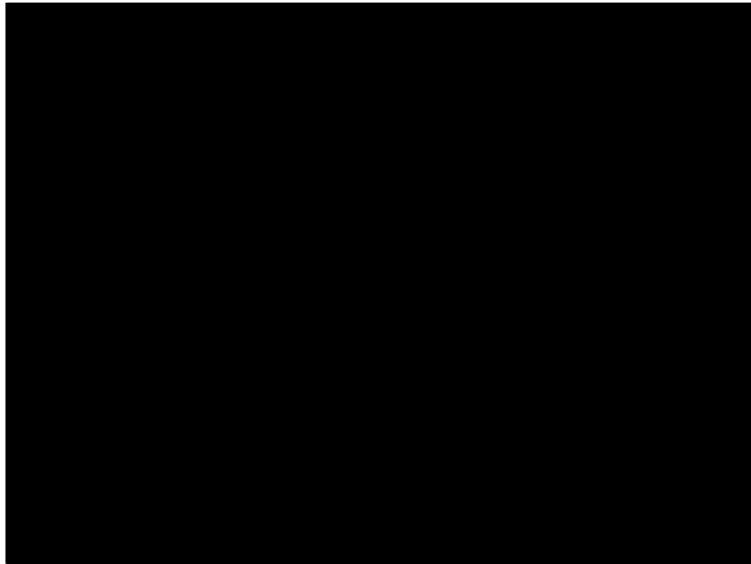
Trainer's guide

Sequence 4 : HR Skincare

Tool : film

Comments

Click on the active zone to start the film.



Comments

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist V-Lift

Face-lift inspiration: V-Shaping

V-Shaping is a new aesthetic medicine technique suited to soft, round faces that lack definition. This procedure consists of 2 steps:

1. Lifting to tighten features
2. Lipo-sculpting to lighten contours

The result is a shape that is better defined, more structured and triangular.

Find out more:

The resculpting V-Lift effect is based on unique technology:

- 1/ **V-peptide** associates peptides and a ceramide derivative that protects and reinforces anchoring collagens and the elastic fiber network.
- 2/ **Lipo-Reducer**, a powerful slimming ingredient that destocks lipids to lighten facial contours.
- 3/ **“Hook” texture** contains a lightening polymer with a wave-like structure for an immediate lift effect.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE

Collagenist V-Lift

Spectacular V-Lift results. Lifting effect, without surgery.

Instantly the skin is tightened, as though lifted.

Firmness: 83%*

More defined facial contours: 72%*

*Self-evaluation on 51 women, between 40 and 65 years old, T4 weeks.

Collagenist V-Lift skin care ritual

Day: Tightening resculpting cream, lift – firmness – anti-wrinkle

Night: Contour reshaping night cream, draining – lifting

Eyes: Retightening eye-lid cream, lift - anti-wrinkle

Serum: Instant lift serum, resculpted contours



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

Tightening resculpting cream

Lift - firmness - anti-wrinkle

V-PEPTIDE (associates peptides with a ceramide derivative): reinforces the cutaneous structure of the face

LIPO-REDUCER (slimming active ingredient): lightens facial contours

HOOK TEXTURE (tightening polymer): immediate lift effect

Contour reshaping night cream

Draining – lifting

V-PEPTIDE (associates peptides and a ceramide derivative): reinforces the cutaneous structure of the face

LIPO-REDUCER (slimming active ingredient): lightens facial contours

MASSAGE TEXTURE: promotes natural draining



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

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Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

Retightening eye-lid cream

Lift - anti-wrinkle

V-PEPTIDE (associates peptides and a ceramide derivative): reinforces the cutaneous structure of the eye contour

“HOOK” TEXTURE (tightening polymer): immediate eye lift effect

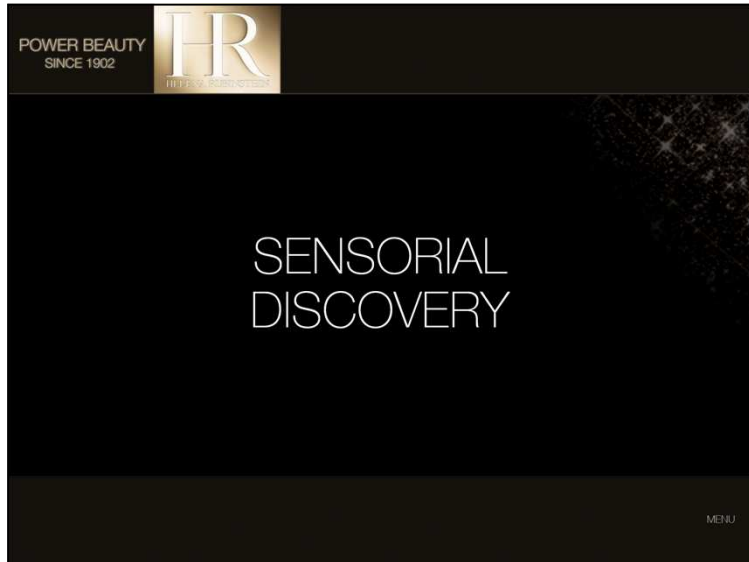
Instant lift serum

Resculpted contours

V-PEPTIDE (associates peptides and a ceramide derivative): reinforces the cutaneous structure of the skin

LIPO-REDUCER (slimming active ingredient): lightens facial contours

HOOK TEXTURE (tightening polymer): immediate lift effect



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : Identification and expression products

Comments

ANTI-WRINKLE CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following five products:

1. **Hydra Collagenist** – deep hydration anti-ageing cream
2. **Hydra Collagenist** – deep hydration anti-ageing intensive serum
3. **Collagenist with pro-Xfill** – replumping filling care
4. **Collagenist Eye Zoom with pro-Xfill** – firming replumping eye care
5. **Collagenist State of the art Anti-wrinkle essence** – high dose pro-Xfill

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the cards showing “textures/client concerns/HR keywords” and match the cards to the corresponding products. The trainer assists them and corrects any errors.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

INSTANT COSMETICS INTERVENTIONS

In a shared quest for outstanding cosmetic results, Helena Rubinstein has joined forces with LACLINIC MONTREUX, a prestigious Swiss clinic globally renowned for its cutting-edge techniques, resulting in an unprecedented alliance of anti-ageing expertise.

HR feat: spectacular clinical results achieved instantly.

Re-Plasty Mesolift

The first ever instant anti-ageing cosmetic procedure inspired by the mesolift procedure carried out at Laclinic Montreux and developed to offer an anti-ageing revitalizing lift and global protection.

Re-Plasty HD Peel

The first ever instant anti-ageing cosmetic procedure to replicate the sophisticated chemical peel technology employed at LACLINIC MONTREUX for three combined actions: peel – correction - protection.

Re-Plasty Laserist

For the 1st time, the efficacy of a laser session at Laclinic Montreux to fight against dark spots, redness and imperfections.

Re-Plasty Age Recovery

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Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

Initiator of avant-garde anti-ageing cosmetics, pioneer in the creation of clinically-inspired skin care, Helena Rubinstein has today crossed a new threshold in the quest for excellent cosmetics by joining forces with LACLINIC MONTREUX , resulting in an unprecedented alliance of anti-ageing expertise.

A first for a cosmetics brand!

Laclinic Montreux is without doubt currently one of the world's most prestigious clinics, bringing together qualified, recognized specialists who unite art and science for spectacular results.

In this exceptional place, where medical perfection and an artistic approach are valued in equal measure, but where surgery is only considered as a last resort, all aesthetic medical and paramedical specialties can be found:

- a beauty salon: face and body treatments, endermologie (cellu M6), post- and pre-operation care, permanent hair removal...
- an aesthetic medical center: Wrinkle treatments with injections, non-surgical lifts, mesotherapy, laser or flash lamp photo-rejuvenation, peels, dermabrasion, laser skin firming...
- a dental clinic
- and a plastic, reconstructive and aesthetic surgery department, at the cutting edge of technology. Wrinkle treatment, eyelid, nose and ear surgery, lifts, chin remodeling with or without an implant, thigh and stomach plastic surgery, lipofilling or lipostructure, hair transplants...



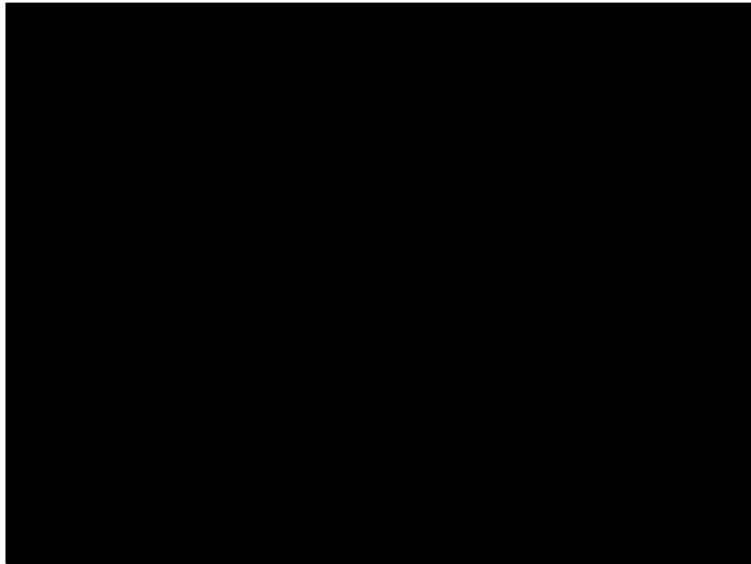
Trainer's guide

Sequence 4 : HR Skincare

Tool : film

Comments

Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LaClinic Montreux

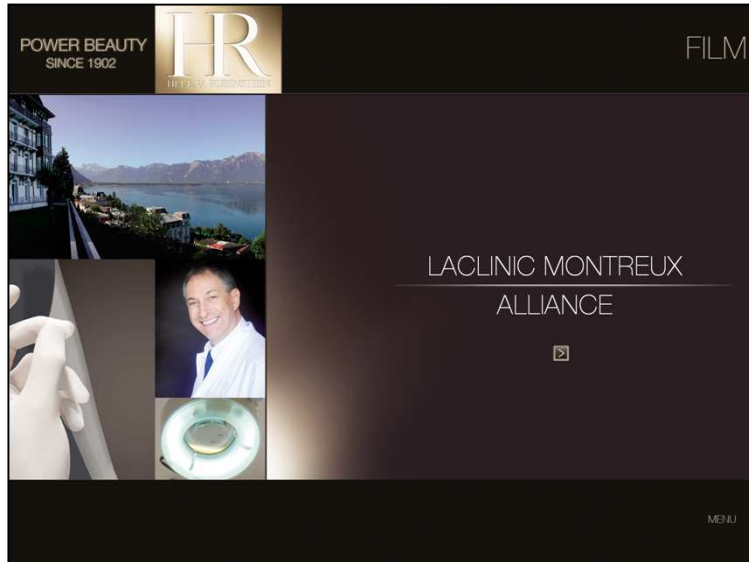
Comments

HR & LA CLINIC MONTREUX: A GROUND-BREAKING PARTNERSHIP TO PRECISELY RECREATE THE MESOLIFT PROTOCOL PERFORMED AT LA CLINIC MONTREUX

The MESOLIFT is the 1st aesthetic medical procedure recommended by the medical world to restore the fullness of youth to women's skin. It is particularly suitable as a means of maintaining skin's quality when the complexion begins to appear dull and fatigued.

It involves delivering mini-doses of a revitalizing selection of anti-ageing factors just beneath skin's surface.

These superficial injections provide instantly smoothing lift and radiance results: instantly reducing tiredness, illuminating the complexion and restoring skin's tonicity.



Trainer's guide

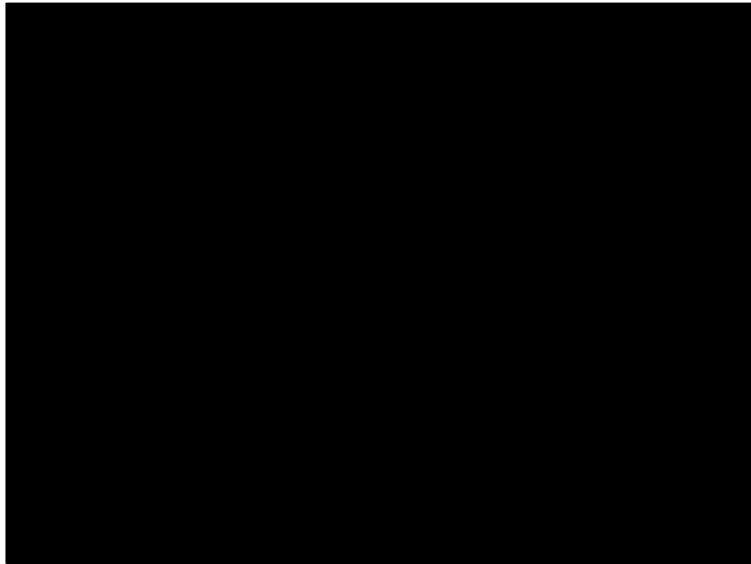
Sequence 4 : HR Skincare / LA CLINIC MONTREUX

Tool : film

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

Invite your client to look in the mirror and say what she sees:

“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.”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS **Re-Plasty Cosmetic Mesolift**

According to the client's observations, the visible signs to be targeted are:

LOSS OF RADIANCE
TIRED FEATURES
DULL AND SAGGING SKIN

With age, skin loses its natural ability to auto-vitalize and protect itself. Two signs betray this loss of inner vitality: a deterioration of skin's luminous texture and the tone of its contours.

This prodigious skin care range is designed for all women over 35, concerned by:

- a less refined and velvety skin texture
- a loss of facial tone with less defined contours
- a dull, tired-looking complexion

=> Women who want to regain the radiance and fullness of youth with an improved skin texture.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinik Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

Developed in direct partnership with the clinical team at LACLINIC MONTREUX, PRODIGY Re-PLASTY is the 1st ever range of INSTANT ANTI-AGEING INTERVENTIONS to be carried out at home, without surgery or injections, faithfully reproducing the protocol performed at LACLINIC.

Find out more – MESOLIFT IN ESTHETIC MEDICINE

The MESOLIFT is the 1st aesthetic medical procedure recommended by the medical world to restore the fullness of youth to women's skin. It is particularly advised as a means of maintaining skin's quality when the complexion begins to appear dull and fatigued. It involves delivering mini-doses of a revitalizing anti-ageing protocol just beneath skin's surface. These superficial injections provide instantly smoothing lifting and radiance results: instantly reducing tiredness, illuminating the complexion and restoring skin's tonicity. At LACLINIC-MONTREUX, plastic surgeons employ a nourishing and revitalizing blend containing:

- vitamins, trace elements and minerals,
- hyaluronic acid to plump and re-hydrate the dermis,
- active ingredients to stimulate micro-circulation, oxygenation and collagen synthesis within the skin.

Results are visible after the first treatment: skin is firmer, more toned and radiant.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

To reproduce the spectacular instant clinical results of mesolift, Helena Rubinstein Laboratories have created a prodigious new cosmetic technology: Meso-solution, an exclusive complex meticulously integrating the major components of the mesolift solution:

- pure Vitamin C (10% in the Lifting-Radiance Extreme Concentrate)
- Hyaluronic acid
- Amino acids
- Pro-oxygenation active ingredient (algae extract)

at precise dosages developed by the medical team at LACLINIC MONTREUX.

[Find out more](#)

Meso-solution

This exclusive complex meticulously integrates the key components of the mesolift solution for expert action on cutaneous plasto-radiance: skin substance radiance and perfection.

High ferulin concentration

This powerful protective complex enriched with ferulic acid - one of the most powerful cell-protecting agents used in dermatology – is designed to assist cell's 'bodyguards' in fending off the attacks of chronological and environmental ageing.

Glow filter

Works like a radiance shield to instantly create ideal skin luminosity while protecting it from the harmful effects of UV rays.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Mesolift Cosmetic

Ingredients specifically selected to perfectly target identified problems.

The three anti-ageing cosmetic interventions all contain meso-solution and ferulic acid.

Meso-solution

This exclusive complex meticulously integrates the key components of a meso-lift solution for expert action on cutaneous plasto-radiance: skin substance radiance and perfection.

Highly concentrated pure Vitamin C has unique properties at epidermal and dermal level. A powerful anti-free radical, activity on skin smoothing and complexion uniformity. Result: more radiant, smoother skin.

Hyaluronic acid, an excellent moisturizer thanks to its ability to absorb up to 1000 times its weight in water.

Amino acids help to restructure tissue whose protein structure has been damaged by the process of cutaneous ageing. It also contributes to improving cutaneous hydration.

Pro-oxygenating active ingredient for firmer and more toned skin, as though lifted

High ferulin concentration

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Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

Instantly visible clinical results.

ACTIVE LIFT – RADIANCE INJECTION – IDEAL SKIN PLASTICITY

Skin is instantly protected and its plasticity perfected. Visible smoothing lift, clarified and evened out complexion, features visibly toned. After 1 month, skin's appearance is transformed. Intense smoothing lift, uniform skin texture, restored radiance.

Re-Plasty Cosmetic Mesolift Ritual

Day: Lifting Radiance Intense Cream SPF 15

Eyes: Reviving Extreme Gel for Eyes

Serum: Lifting Radiance Extreme Concentrate



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

Lifting radiance intense cream SPF 15

MESO-SOLUTION

Vitamin CG (pure): powerful anti-oxidant

Hyaluronic acid: "plumping effect"

Amino acids: hydrating properties

Brown algae extract: pro-oxygenation

FERULIN: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration ingredient

GLOW FILTER (mother-of-pearl + filters): instant illuminating effect, active protection

Reviving extreme gel for eyes

MESO-SOLUTION

FERULIC ACID: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration ingredient

EXPERT DOSAGE OF DRAINING ACTIVE INGREDIENTS: anti-under eye bags, anti-dark circles

Lifting radiance extreme concentrate

MESO-SOLUTION C10

10% pure Vitamin C: powerful anti-oxidant

Hyaluronic acid: "plumping effect"

Amino acids: hydrating properties

Brown algae extract: pro-oxygenation

FERULIC ACID: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

INSTANT COSMETICS INTERVENTIONS

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For the 1st time, a night care product highly concentrated in **Proxylane (30%)** able to correct all age scars: wrinkles, cutaneous damages, imperfections



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

Invite your client to look in the mirror and describe what she sees:

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

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

According to the client's observations, the visible signs to be targeted are:

LINES

WRINKLES

ROUGHNESSES

Re-Plasty HD PEEL is designed for all women who, past the age of 30, are concerned by fine lines and wrinkles, skin texture, and are looking for instant visible results

With age, cell renewal slows down (-30% between the ages of 20 and 50): skin's corneal layer thickens while the epidermis thins. This results in a visible deterioration of skin's quality: less smooth and less radiant, it begins to show wrinkles, imperfections.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

Developed in direct partnership with the clinical team at LACLINIC MONTREUX, Re-PLASTY is the 1st range that replicates the technology of a sophisticated peel from Laclinic Montreux.

“The aim of an anti-ageing peel is to regain beautiful skin that looks brand new: correcting wrinkles and smoothing irregularities,” Dr Pfulg.

Find out more – CLINICAL PEELS

The peel is an esthetic medicine technique which involves renewing the epidermis by desquamation to act on the quality of the skin surface: lines, imperfections, roughnesses.

The peel developed by the plastic surgeons at Laclinic Montreux is a highly sophisticated procedure. They go beyond classical resurfacing by enriching their peel with anti-ageing active ingredients to correct and protect skin, to provide it with visible rejuvenation.

In Europe, 16% of women aged between 30 and 50 have opted for a peel to fight fine lines and wrinkles, loss of radiance roughnesses.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

A concentrate of clinical expertise

Inspired by the active ingredients used in peels at LACLINIC MONTREUX, Helena Rubinstein laboratories have associated 3 powerful active ingredients for 3 combined actions: PEEL – CORRECTION – PROTECTION.

- Peel Solution: Triple exfoliating acid solution – glycolic, lactic and phytic – to refine skin texture.
- LHA: the next generation of salicylic acid in high concentration: precise exfoliation for extreme smoothing.
- UVA/UVB Filters: SPF 10 & PA+++ to protect skin from photo-ageing and prevent the apparition of dark spots and wrinkles.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

A concentrate of clinical expertise

PEEL SOLUTION

This original complex that replicates the exfoliation solution applied at Laclinic Montreux is made up of glycolic, lactic and phytic acids. It is a peel-solution endowed with powerful exfoliating properties to promote an even peeling effect on the upper layers of the stratum corneum. **Glycolic acid** (extracted from sugar cane, beetroot or grape) and **lactic acid** both belong to the AHA family. They promote an even peeling effect on the upper epidermal layers by weakening the bonds between corneocytes and facilitating the elimination of dead cells at the skin's surface. **Phytic acid** is vegetal acid (derived from mushrooms) and is used in dermatological peels for its peeling action. It also possesses anti-inflammatory and anti-oxidant properties.

HIGHLY DOSED PURE RETINOL

The dermatologists' reference anti-wrinkle molecule. The molecule par excellence to stimulate cellular renewal and reduce fine lines and wrinkles. The serum integrates one of the highest concentrations of pure Retinol, at the frontier of prescription strength products. Its action on wrinkles is reinforced by its association with an encapsulated vitamin A derivative which gradually releases its efficacy through the night.

HIGHLY DOSED LHA

Ultra-precise, targeted exfoliating action. Lipo-hydroxy acid is an exclusive patented L'Oréal active ingredient. Stemming from 10 years' research, it represents the latest generation of salicylic acid derivatives. Its exfoliating action is even more powerful than traditional salicylic acid and it possesses an excellent affinity with the epidermis. High definition epidermal exfoliation.

SPF 10 anti-UVA+++ / anti-UVB FILTERS

Protection from photo-ageing; prevention of dark spots and wrinkles.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

Instantly visible clinical results.

WRINKLES SMOOTHED – SUBLIME SKIN TEXTURE

From 15 days of use of the complete program, skin quality equivalent to an anti-ageing peeling session at Laclinic Montreux.

Re-Plasty HD Peel ritual

Day: Refining Cream SPF 10

Serum: Advanced Retinol Anti-wrinkle Concentrate

Mask: Perfect Skin Renewer Instant Peel Mask



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

Refining cream SPF 10

PEEL-SOLUTION

Glycolic, lactic, phytic acid: exfoliation

LHA (Lipo Hydroxy Acid: salicylic acid derivative): high-definition exfoliation

UVA/UVB FILTERS: protection from photo-ageing and prevention of dark spots and wrinkles

Advanced retinol anti-wrinkle night concentrate

PEEL-SOLUTION: exfoliation

HIGHLY DOSED PURE RETINOL: anti-wrinkle

VITAMIN E DERIVATIVE: anti-oxidant

Perfect skin renewer instant peel mask

PEEL-SOLUTION: exfoliation

HIGHLY DOSED HEPES: exfoliation, hydration

HIGHLY DOSED UREA: intense hydration



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

INSTANT COSMETICS INTERVENTIONS

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Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Laserist

Invite your client to look in the mirror and describe what she sees:

“With time, my complexion is less uniform, my skin shows spots and redness...”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Laserist

According to the client's observations, the visible signs to be targeted are:

DARK SPOTS

REDNESS

IMPERFECTIONS

Re-Plasty Laserist is designed for all women who, are concerned by dark spots, redness, complexion irregularities, discoloration and dull complexion, and are looking for instant visible results

With age and sun exposures, cell renewal slows down (-30% between the ages of 20 and 50): skin's corneal layer thickens while the epidermis thins. This results in a visible deterioration of skin's quality: less smooth and less radiant, it begins to show, imperfections and dark spots.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

IN THEIR QUEST FOR EXCEPTIONAL AESTHETIC RESULTS, HELENA RUBINSTEIN and LACLINIC MONTREUX have created a new unprecedented alliance in anti-ageing expertise to replicate a laser intervention in a skincare product. For the first time Re-PLASTY LASERIST range challenges the efficacy of a laser session at LACLINIC MONTREUX.

Find out more – LASER & IPL

Laser is one of the most effective techniques used in aesthetic medicine to COMBATS chromatic ageing.

The 2 most frequently used methods are laser and IPL (Intense Pulsed Light).

The difference between LASER and "INTENSE PULSED LIGHT" is that LASER produces a beam of a single wavelength, that is, the light is only of one color, whereas Intense Pulsed Light releases beams of white light.

In the case of Intense Pulsed Light, the beam emitted can be modeled using filters which transmit the light beyond a pre-determined beam, lending the Intense Pulsed Light technique multiple uses for hair removal, photo-rejuvenation and vessel treatment.

Given that lasers use a single light beam, several lasers are needed if several different uses are necessary.

Lasers and Intense Pulsed Light are highly specific light sources which emit a wavelength in a particular direction, allowing a small-sized, high-intensity focus to be produced. The action of each laser and IPL is particularly determined by the wavelength used. The light emitted is captured by the targeted cells, causing them to be destroyed, allowing practitioners to work on vascular or pigmented cells, or to stimulate collagen synthesis without damaging adjacent tissues. This technique has come increasingly to the forefront of esthetic medicine in recent years.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

Inspired by the laser intervention at LACLINIC MONTREUX, the HELENA RUBINSTEIN Laboratories have developed the **Laserist-Solution**: an innovative association of cutting-edge de-pigmenting molecules.

Associated with escine and hyaluronic acid, the Laserist-Solution allows users to combat:

- dark spots,
- redness,
- imperfections.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

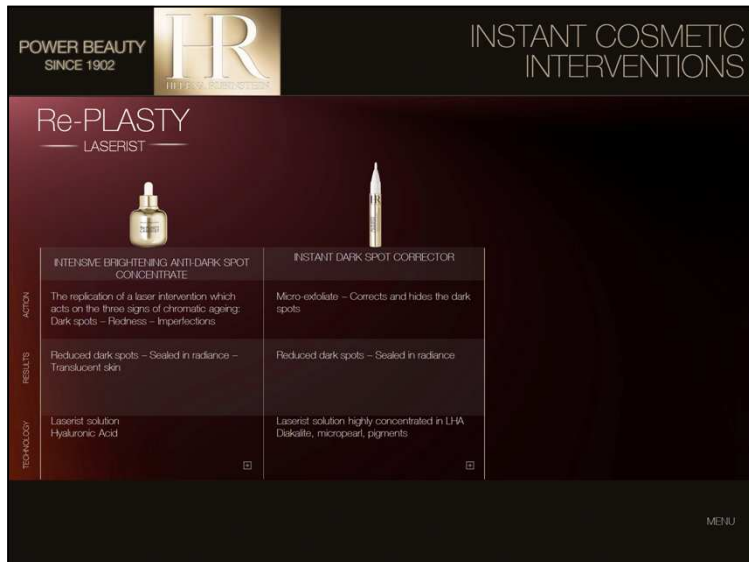
Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

The **Laserist-Solution** is the Re-PLASTY LASERIST range's star active ingredient.

This active ingredient offers **global action on pigment spots and irregularities.**

It is made up of an innovative association of cutting-edge de-pigmenting molecules: **LHA, White Ceramide, Vitamin CG, Red algae extract**



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

INTENSIVE BRIGHTENING ANTI-DARK SPOT CONCENTRATE

Results:

- Instantly, the complexion is radiant, unified and smoothed.
- Day after day, dark spots, redness and imperfections are reduced. Skin texture is smoother, more homogenous and more translucent.

Texture:

Silky serum with velvety finish for instantly illuminated skin

INSTANT DARK SPOT CORRECTOR

Results:

- Instantly, dark spots are hidden.
- Day after day, dark spots are reduced in size, number and intensity.

Texture:

Refined and subtly tinted emulsion.

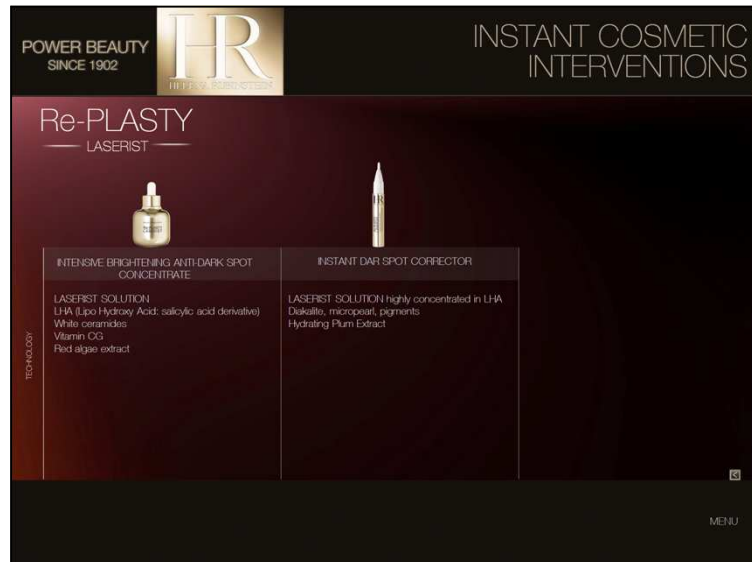
DIRECTIONS FOR USE

To load the pen, turn the dosing button anti-clockwise (X6 COMPLETE TURNS).

Then carry out ½ to 1 TURN between each use. Apply to dark spots before delicately blending with a brush and/or your fingertip.

Tip:

- Can be used for "touch ups" throughout the day.
- To maintain the quality and efficacy of your brush: wipe the brush with a clean and dry paper handkerchief after each use.
- In the point of sale, clean the pen using a paper handkerchief soaked in hydro-alcoholic solution to avoid the proliferation of bacteria and above all to reassure your customer. Ideally, this should be done in front of her.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic Montreux

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

LHA: Lipo Hydroxy Acid is an exclusive patented L'Oreal active ingredient. Stemming from 10 years' research, it represents the latest generation in salicylic acid derivatives. Its exfoliating action is significantly more powerful than traditional salicylic acid. It has excellent affinity with the epidermis. High-definition epidermal exfoliation.

White Ceramide: a next-generation anti-dark spot molecule that regulates the pigmentation process at its source.

Vitamin CG: (stable vitamin C derivative) clarifies pigment spots and protects against free radicals. Vitamin CG offers various actions: it inhibits the activity of tyrosinase, a key enzyme in melanin synthesis thus brightening the complexion; it is anti-free radical and keratolytic. It is also known for its anti-ageing properties by stimulating the synthesis of collagen, an essential dermal constituent, responsible for its resistance and involved in its elasticity. Unlike vitamin C, which easily degrades in aqueous solution or when exposed to heat or light, vitamin CG is a stabilized (glucosylated) form of vitamin C which is less sensitive to oxidation. It is gradually converted into active vitamin C within skin, procuring it with a prolonged action for optimal efficacy.

Red algae extract: Palmaria palmata is a red algae which reaches up to 50cm in length and grows in the North Atlantic. It is rich in alginate and other trace elements as well as marine minerals, anti-oxidants and proteins. It is used in the cosmetics industry for its brightening properties (anti-tyrosinase and anti-melanin transport activities).

Escine: Active extract derived from Indian horse chestnut. It is very rich in saponin and has anti-inflammatory and vasoconstrictor properties. It stimulates blood micro-circulation, protects capillaries, reduces their permeability and increases their resistance. Lastly, it soothes skin.

Hyaluronic acid: One of the key components of the extra-cellular matrix. Hyaluronic acid is now widely used as an ingredient in beauty products thanks to its hydrating properties. It is also increasingly used in esthetic surgery to augment soft tissues, particularly for wrinkle filling.

Diakalytes: concave silicone micro-particles which reflect and diffuse light, thus visibly correcting irregularities at skin's surface.

Micropearl: reflects light at skin's surface for a rosy color effect.

Pigments: cover skin's surface in harmony with skin color to instantly hide pigment spots.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Comments

INSTANT COSMETICS INTERVENTIONS

In a shared quest for outstanding cosmetic results, Helena Rubinstein has joined forces with LACLINIC MONTREUX, a prestigious Swiss clinic globally renowned for its cutting-edge techniques, resulting in an unprecedented alliance of anti-ageing expertise.

HR feat: spectacular clinical results achieved instantly.

Re-Plasty Mesolift

The first ever instant anti-ageing cosmetic procedure inspired by the mesolift procedure carried out at Laclinic Montreux and developed to offer an anti-ageing revitalizing lift and global protection.

Re-Plasty HD Peel

The first ever instant anti-ageing cosmetic procedure to replicate the sophisticated chemical peel technology employed at LACLINIC MONTREUX for three combined actions: peel – correction - protection.

Re-Plasty Laserist

For the 1st time, the efficacy of a laser session at Laclinic Montreux to fight against dark spots, redness and imperfections.

Re-Plasty Age Recovery

For the 1st time, a night care product highly concentrated in **Proxylane (30%)** able to correct all age scars: wrinkles, cutaneous damages, imperfections



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic montreux

Comments

INSTANT COSMETICS INTERVENTIONS **Re-Plasty Age Recovery**

Invite your client to look in the mirror and describe what she sees:

“With time, signs of ageing seem ever more noticeable on my skin and it feels uncomfortable...”

Ask participants to identify the visible signs corresponding to the client's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic montreux

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Age Recovery

According to the client's observations, the visible signs to be targeted are:

WRINKLES

CUTANEOUS DAMAGES

IMPERFECTIONS

Prodigy Re-Plasty Age Recovery is designed for all women who are concerned by wrinkles, uncomfortable skin, cutaneous damages, and are looking for instant visible results

At night, the body functions at a slower pace, whereas the epidermis shifts from its daytime protective mode to its nocturnal repair and regeneration mode:

Self-repair mechanisms are activated.

Cell renewal mechanisms are enhanced.

At night, skin is also more receptive to active ingredients.

Night is thus the key time to repair skin...To help it to combat age scars.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

HELENA RUBINSTEIN Laboratories have combined their know-how with the medical expertise of Dr Pfulg in order to develop

Re-PLASTY AGE RECOVERY,

regeneration accelerating night care to combat all age scars:
WRINKLES,
CUTANEOUS DAMAGES,
IMPERFECTIONS.

Find out more – POST INTERVENTION TREATMENT

Dr Pfulg, founder of LACLINIC MONTREUX and pioneering aesthetic surgeon, discloses the secret of his exceptional post-intervention care:

30% PROXYLANE associated with CICA-SOLUTION to repair all age scars. Dr Pfulg also noted that this solution accelerated repair of signs of ageing, particularly at night, when skin is more capable of self-repairing, self-renewing and taking up active ingredients.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

Both PROXYLANE highly concentrated at 30% and CICA-SOLUTION are at the heart of the new Re-PLASTY AGE RECOVERY night care, Repair accelerating night care.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic montreux

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

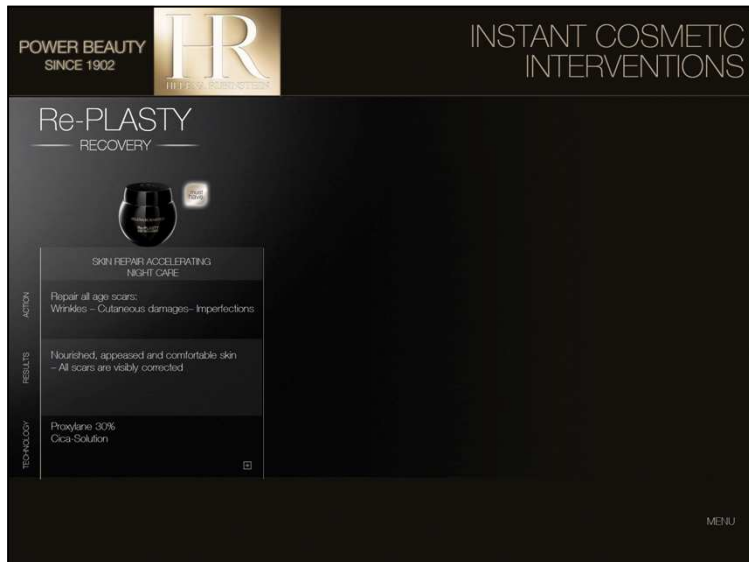
PROXYLANE

For the first time, the highest concentration (**30%**) of this cutting-edge anti-ageing ingredient ever integrated into night care to obtain outstanding skin recovery speed result.

CICA SOLUTION

A complex inspired by the medical expertise of Dr Pfulg, associating hyaluronic acid and glycyrrhizic acid:

- HYALURONIC ACID, known in aesthetic medicine for enhancing skin repair with its band-aid action and preserving the quality of cutaneous tissues.
- GLYCYRRHIZIC ACID, in order to appease skin, this acid acts as an inhibitor of the activators responsible for cutaneous irritations.



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic montreux

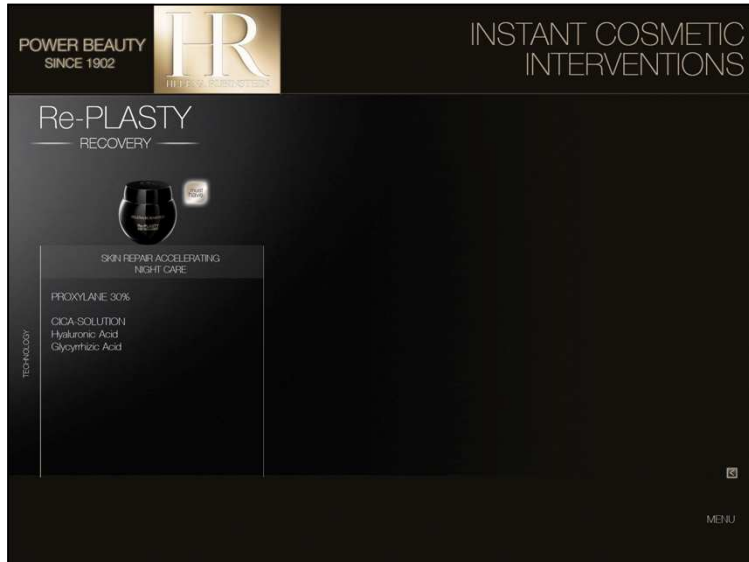
Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

After 3 nights, repairs all age scars:

WRINKLES – CUTANEOUS DAMAGES - IMPERFECTIONS



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with Laclinic montreux

Comments

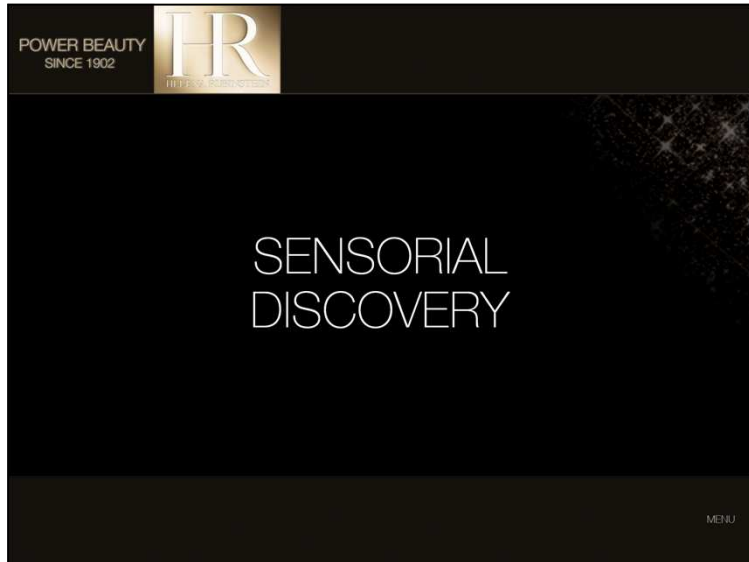
INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

PRO-XYLANE 30%: this patented molecule derived from a vegetal composite acts on dermal components to improve communication between cells and effectively combat ageing-related loss of skin density.

HYALURONIC ACID: known in aesthetic medicine for enhancing skin repair with its band-aid action and preserving the quality of cutaneous tissues.

GLYCYRRHIZIC ACID: (licyrrhizinic acid, glycyrrhizine, liquorice or licorice) is a key active ingredient (saponin) from liquorice. This chemical substance is endowed with anti-inflammatory properties, which are particularly useful in balms designed to soothe the skin or gums...



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC MONTREUX

Tool : slideshow & interaction

Objective : Identification and expression products

Comments

INSTANT COSMETICS INTERVENTIONS

Sensorial discovery

The trainer invites participants to try out the texture of the following four products:

1. **Re-Plasty Mesolift** - Lifting Radiance Intense Cream SPF 15
2. **Re-Plasty HD Peel** - Concentrate
3. **Re-Plasty Laserist** - Anti-Dark Spot Concentrate Intensively Brightening
4. **Re-Plasty - Age Recovery**

For the sensorial discovery process, participants take turns to express their thoughts and feelings.

The trainer assists them and corrects any errors..



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective :discovery and product knowledge

Comments

CLEANSING Life Ritual

The 1st youth-protecting cleansing ritual with Moringa extract.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective :discovery and product knowledge

Comments

CLEANSING **Life Ritual**

Cleansing at the frontier of skin care: de-oxidize, refirm, renew.



Trainer's guide

Sequence 4 : HR Skincare

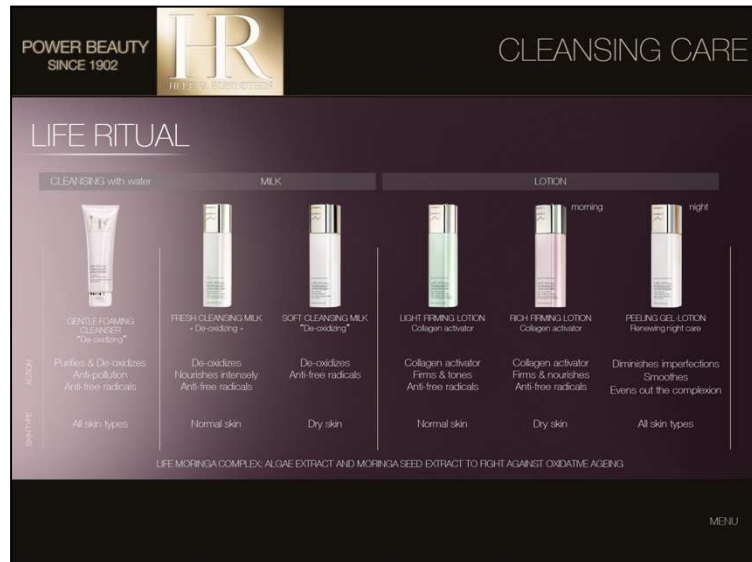
Tool : slideshow & interaction

Objective :discovery and product knowledge

Comments

CLEANSING **Life Ritual**

At the heart of the range: LIFE MORINGA COMPLEX (algae extract + Moringa seed extract) to fight against oxidative ageing.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective :discovery and product knowledge

Comments

CLEANSING Life Ritual

THE RANGE

Two refirming lotions enriched with collagen activator, depending on skin type.

A peeling gel-lotion enriched with glycolic acid, to renovate skin.

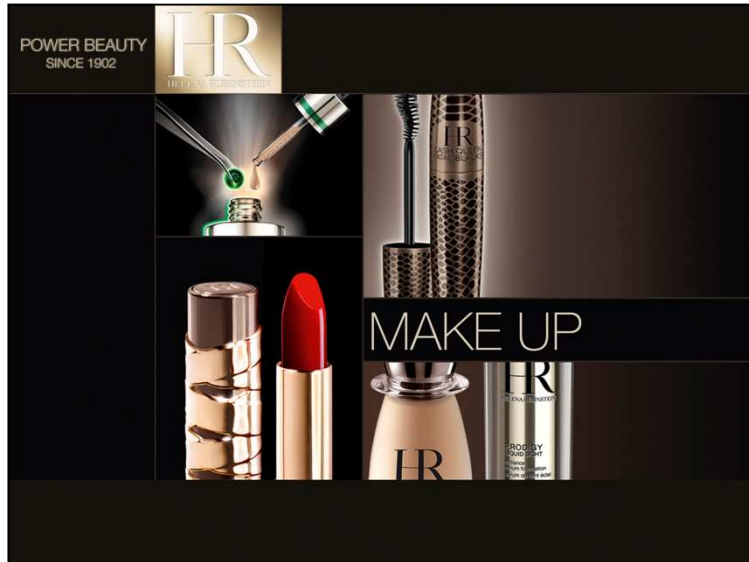
TEXTURES ADAPTED TO EVERY SKIN TYPE

Creams: sumptuous textures for ultra-sensorial application

Milks: rich and fluid like an enveloping caress

Gels: ultra hydrating and smoothing

Lotions: fresh and revitalizing with a toning effect



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : introduction to HR Make up

Time :10'



14h15

Comments

Make-up Introduction

- High-Tech Innovation:** high-tech and anti-ageing textures.
- Audacious luxury:** Products nestled in cases that unite artistic inspiration and packaging innovation.
- Rejuvenating power:** HR gives you anti-ageing beauty tips to enhance and visibly rejuvenate your face.

Options : we suggest that the BAs try out the “focus eyes” 15 minutes service in order to experience the HR eye make up products.

In pairs, the participants step into the shoes of a client or BA and do each other's eye make-up.

Encourage them to describe how they felt in the client's place.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Time: 30'

Comments

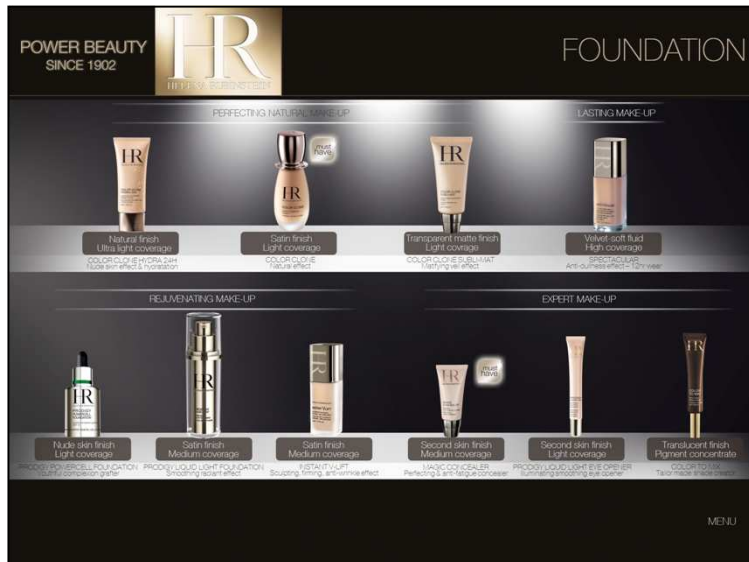
Introduce HR foundation as continuation of skin care: beautiful skin is achieved through a combination of skin care and foundation.

Master light to unify, sculpt and illuminate 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.

Textures in absolute affinity with skin Anti-ageing and hydrating ingredients for a rejuvenating effect Fresh, illuminating shades

Remind about MUST HAVE COLOR CLONE



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

The HR foundation geography

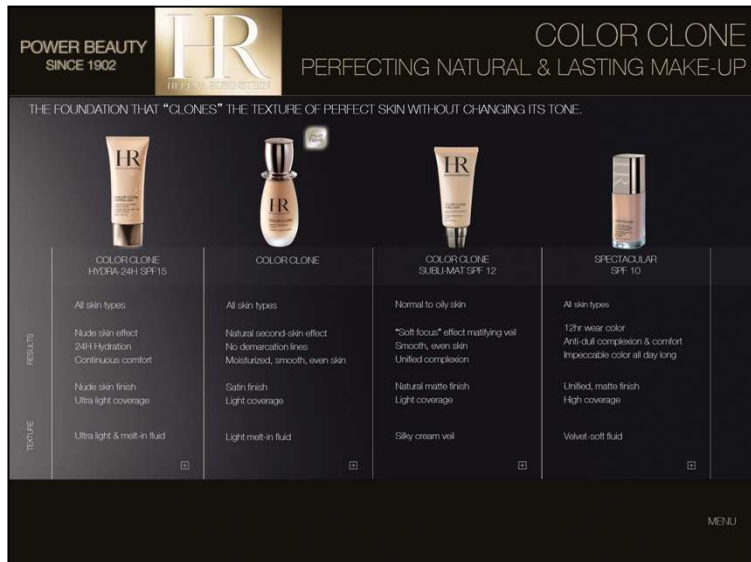
Present the HR foundation geography classified in four categories:

- Perfecting Natural Make-up
- Lasting Make-up
- Rejuvenating make-up
- Expert Make-up

First, present the Color Clone range with focus on Color Clone, our fail-safe recommendation. A legend created in 2003 and since then our best-selling HR foundation.

Color Clone, the perfecting natural make-up.

Then present the other ranges of rejuvenating, long lasting and expert.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

Color Clone Hydra 24h

Nude finish foundation lasting comfort. The unifying power of a foundation thanks to the Color Clone pigments, the hydrating efficacy of a moisturizer. Lasting 24hr hydration even after make-up removal Complexion is smoothed and unified with nude skin effect. For all skin type.

Color Clone

Perfect complexion creator. Natural finish, second skin effect. Foundation and skin become one. Color Clone, the first foundation that "clones" the texture of flawless skin without changing its tone. Moisturized, smooth and perfectly even, skin looks natural with this undetectable foundation. A unique texture that glides on softly to invisibly embrace your skin.

Color Clone Sublimat

A true intelligent complexion veil – Beautifies and matifies the complexion without creasing. A surprising combination of perfect long-lasting mattness and a "bare skin" finish thanks to "Matiskin™" complex's ultra soft-focus properties and an ultra-fine texture, enriched with Color Clone pigments that adorn the skin with tone on tone color.

Spectacular

Long-lasting comfort foundation. Anti-dull complexion. High coverage

The "Chromafix System", a soft and breathable network, helps protect and set pigments on the skin's surface for an impeccable and comfortable complexion all day long. Anti-dull complexion effect: with Helena Rubinstein "Radiance Maximizer Pigment" innovation, an intelligent pigment that continuously revives the intensity and radiance of color. A fine, light fluid texture that is easy to apply.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

“Lipidure” :

A biocompatible synthetic polymer with heightened water-absorbing and water-locking properties, even in low-moisture conditions. It delivers more long-term hydrating benefits.

“Color clone” pigment:

Pigment coated in transparent silica which reproduces the color structure of the skin without changing its original tone.

“Skin affinity” pigment:

Pigments coated in amino acids, in perfect affinity with the skin, which improve color hold for no-transfer foundation.

“Matskin” complex:

Perfect mattness and “soft focus” finish.

“Chromafix System” :

A soft and breathable network, helps protect and set pigments on the skin’s surface for an impeccable and comfortable complexion all day long.

“Radiance Maximizer Pigment” :

Anti-dull complexion effect Helena Rubinstein innovation, an intelligent pigment that continuously revives the intensity and radiance of color.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

Prodigy Powercell Foundation

Following on from PRODIGY POWERCELL youth grafter care, we present... Prodigy Powercell Youthful Complexion Grafter Foundation, the 1st foundation as concentrated with vegetal stem cells as the Prodigy Powercell serum for a smooth, even complexion with a fresh, youthful glow. Prodigy Powercell Foundation is the new anti-ageing foundation with ideal coverage to instantly unify the complexion with no visible streaks, to leave a nude skin sensation. Prodigy Powercell Foundation is the complement to all of the anti-ageing skin care ranges When Helena Rubinstein laboratories created this surprising, ultra-fluid anti-ageing texture, the dropper was chosen as its ideal applicator. The new "serum-like" texture allows for unparalleled dosage: precise, precious and perfect (neither too much, nor too little)

Prodigy Liquid Light

Smoothing radiance serum foundation – visibly rejuvenating SPF 15.

The first smoothing foundation that allies the anti-ageing properties of a serum with the smoothing and illuminating power of a foundation. Youthful Radiance Reactivated: the "Liquid Light" complex acts as an intense radiance activator to reveal a visibly rejuvenated, more luminous complexion. Instant anti-fatigue effect: all the power of dynamizing Bio-Sap, rich in energizing caffeine, hydrating hyaluronic acid and nourishing Royal Jelly, for an instant reinvigorating effect. A half-foundation, half-serum texture: On application, the cream texture transforms into an ultra-light fresh serum for a subtle color result.

Instant V-Lift

Sculpting foundation - Firmness – Anti-wrinkle effect - SPF 20 – 12-hour lift effect, Resculpting and smoothing light

Multi-reflective "V-Chroma" particles instantly correct shadows and hollows. The complexion is as if remodeled, wrinkles are visibly reduced.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

“Smoothing-light active”:

Smoothing-light is a silicone polymer that adds a finishing touch of roundness to the formula.

It also offers soft focus properties, acting as a light-diffuser allowing for the appearance of pores and wrinkles to be minimized by way of an optical effect.

“Vegetal Stem Cells”:

Prodigy Powercell Foundation offers skin an “extra dose” of vegetal stem cells to reinforce skin’s biological health all day long.

This extra dose offered by the foundation instantly and temporarily helps to reconstruct skin’s barrier function as a complement to the skincare’s actions, which act in-depth and long-term both day and night.

“**Chromafix System**”: a soft and breathable network helps protect and set pigments on the skin’s surface.

“**Radiance Maximizer Pigment**”: an intelligent pigment that continually revives the intensity and radiance of color.

“**Liquid Light**” complex: ultra-luminous concentrate, intense radiance activator, allows the complexion to rediscover all the freshness and radiance of youth.

Dynamizing Bio-Sap: a selection of active ingredients recognized for their instant anti-fatigue effects:

energizing caffeine for a stimulating effect

manganese gluconate which activates micro-circulation for a healthy glow effect

hydrating hyaluronic acid for a replumping effect

royal jelly rich in essential amino acids for a nourishing effect

beech bud extract stimulates cellular renewal

rice peptides fight collagen degradation

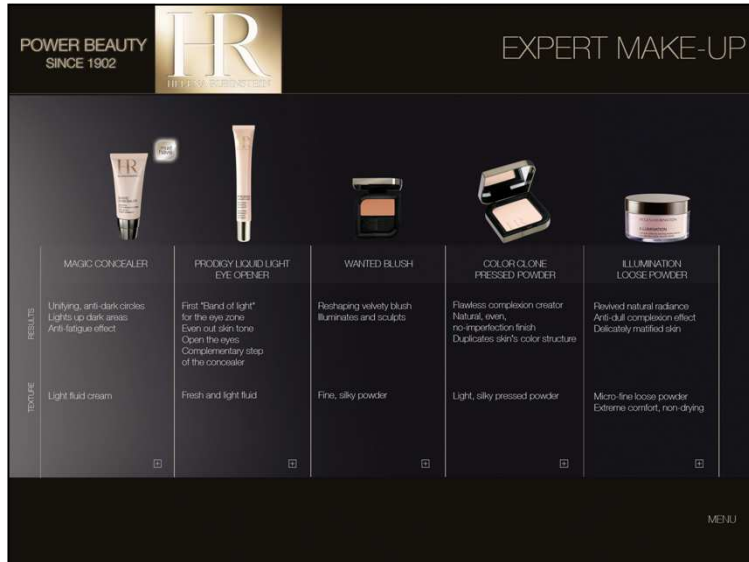
pro vitamin B5 smoothes the skin surface

Tensing film: colloidal silica powder that forms an imperceptible surface film for a perfectly redesigned facial “V” 12-hour V-Lift effect

V-Chroma Particles: multi-reflecting lamellar particles that correct shadows and hollow areas for a face that is as if resculpted Resculpting & smoothing

Soft Focus particles: hemispheric particles for an anti-wrinkle effect

“**Hook**” texture: contains a tightening polymer with a wave-like structure for an immediate lift effect.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

Magic Concealer

Anti-dark circles, unifying, anti-fatigue.

To light up dark areas and smooth the eye contour, Helena Rubinstein creates Magic Concealer, a concealer enriched with pearly microparticles: as if by magic, dark circles and puffiness disappear to reveal eyes that are revived, brighter and visibly free of signs of fatigue.

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 for an even out skintone and eye-opening effect. Ergonomic metal applicator for an ultra simple and invigorating application.

Wanted Blush

Velvety blush. Reshaping radiance.

A velvety blush texture to perfectly sculpt or light up cheekbones with ideal color intensity. A fine, silky texture for a fresh complexion and lasting comfort.

Color Clone Pressed Powder

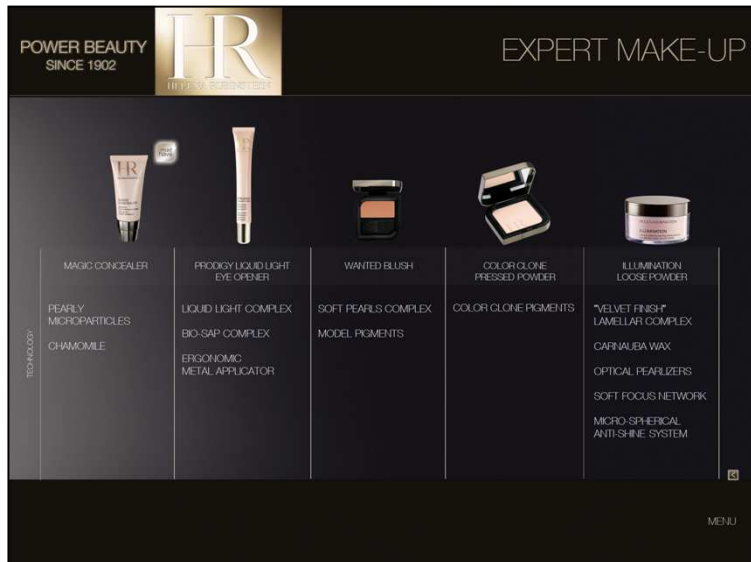
Flawless complexion creator.

Pressed powder for a natural and even finish. Pressed powder enriched with "color clone" pigments that duplicate the skin's color structure for an even, perfectly natural and flawless complexion. A light, silky texture for an immediate sensation of comfort and softness.

Illumination Loose Powder

Revived natural radiance loose powder. Extreme comfort and softness.

Loose powder with Optical Pearlizers for an anti-dull complexion effect and delicately matified skin that seems illuminated from within. Silky, non-drying, loose micro-fine texture.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

Pearly micro-particles: matify, sublimate skin in soft light and brightens dark areas

Chamomile: helps soothe puffiness.

Liquid Light Complex

ultra-luminous concentrate, instant intense radiance activator, allows the complexion to rediscover all the freshness and radiance of youth.

Bio-Sap Complex

A selection of active ingredients recognized for their instant anti-fatigue effects:

energizing caffeine for a stimulating effect

manganese gluconate which activates micro-circulation for a healthy glow effect

hydrating hyaluronic acid for a replumping effect

royal jelly rich in essential amino acids for a nourishing effect

beech bud extract stimulates cellular renewal

rice peptides fight collagen degradation

pro vitamin B5 smoothes the skin surface

Soft pearls complex™: a unique combination of soft powders and silicone micro-pearls

“Color clone” pigment: pigment coated in transparent silica which reproduces the color structure of the skin without changing its original tone.

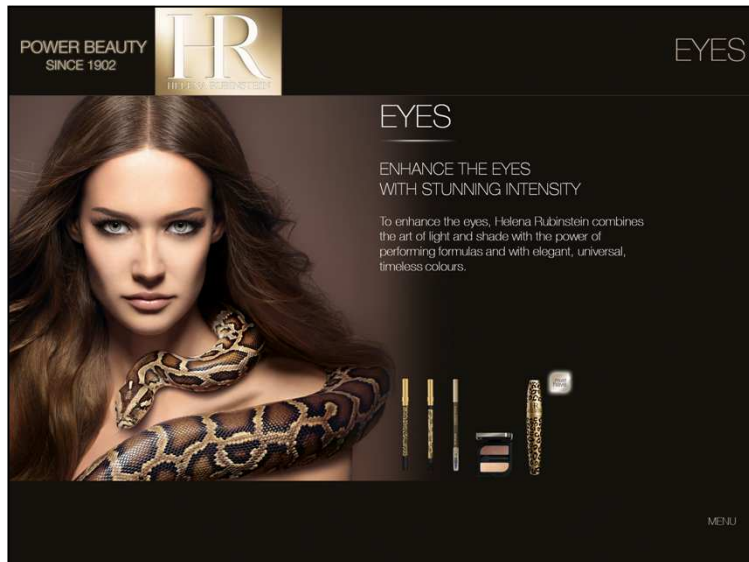
“Velvet finish” lamellar complex: a combination of mica and talc, gives skin a velvety peach-skin finish and perfect mattness.

Carnauba wax: filmogene and protective properties.

Anti-dull complexion optical pearlizers: contain purple-blue and orange pearly micro-particles which multiply and boost light reflection. Violet neutralizes dull complexions, unifies and corrects minor skin imperfections with an optical effect, whilst orange brings a touch of healthy glow and enhances the complexion.

Soft comfort network: a composition of mica lamellas coated with carnauba wax and silica micro-spheres, brings comfort and softness upon application whilst preserving skin hydration.

Micro-spherical anti-shine system: combines matifying nylon beads with anti-sebum, anti-sweat micro-powders for a naturally matified complexion.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Time: 25'

Comments

EYES

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.

Eyes spotlight the eyes with stunning intensity

Eye shadow, pencil, mascaras and not forgetting "magic concealer" THE MUST HAVE



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

Discover the mascara story

LASH QUEEN Original

Volume & lengthening

Adornment of the eyes

The ultimate expression of finery for the eyes, Lash Queen combines two properties incompatible until now: **volume and lengthening have been cleverly combined to reveal captivating eyes.** Its **brush with anti-clogging bristles** coats lashes from root to tip. Lashes are enveloped in a **rich texture** and dressed in extreme sophistication.

LASH QUEEN Feather Collection

Lash-by-lash airy volume

Long-wear

Long-lasting airy volume for seduction in the blink of an eye. Formulated to deploy **light as a feather volume.** Its **feather-shaped brush** offers a **lash-by-lash** result without a single clump.

LASH QUEEN Feline Blacks

Intense volume & lengthening

Intense adornment of the eyes

The intensity of a mascara which captivately envelops your lashes and voluptuously lengthens them. Its generous formula enriched with **Ultra-Black pigments** combined with its exclusive brush with anti-clogging bristles **tames lashes with perfect precision for intense eyes.** Expert advice: pay particular attention to outer lashes for **even more feline eyes.**

LASH QUEEN Sexy Blacks

Push-up volume & provocative curves.

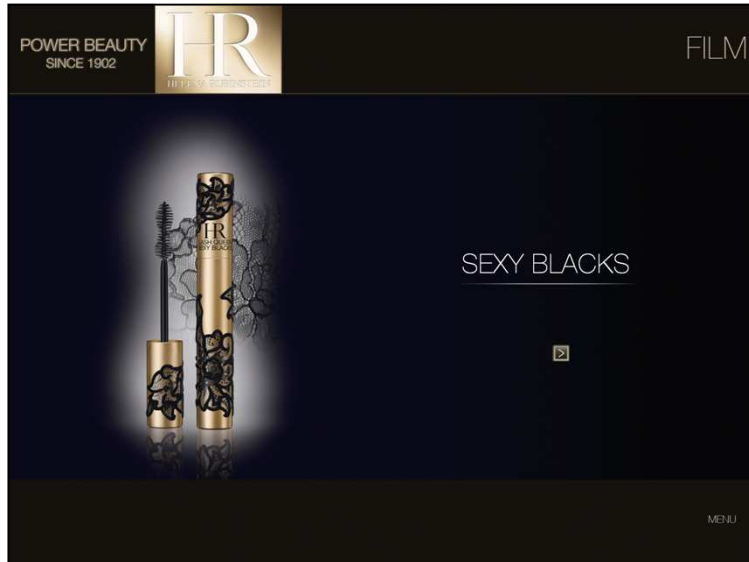
Continually pushing the boundaries of innovation and glamour, always groundbreaking and infinitely feminine... Helena Rubinstein creates the first lace-design mascara, for push-up volume and provocative curves. A generous, "corset effect" formula and the "90-60-90" brush providing thickening, supple and elegant lash-by-lash sculpting which holds the lash curve.

LASH QUEEN Fatal Blacks

Lifted lashes & captivating volume

Fatal opening of the eyes

Lashes are lifted from their roots for a dangerously predatory look. Helena Rubinstein packaging innovation: luxurious python leather-like feel.



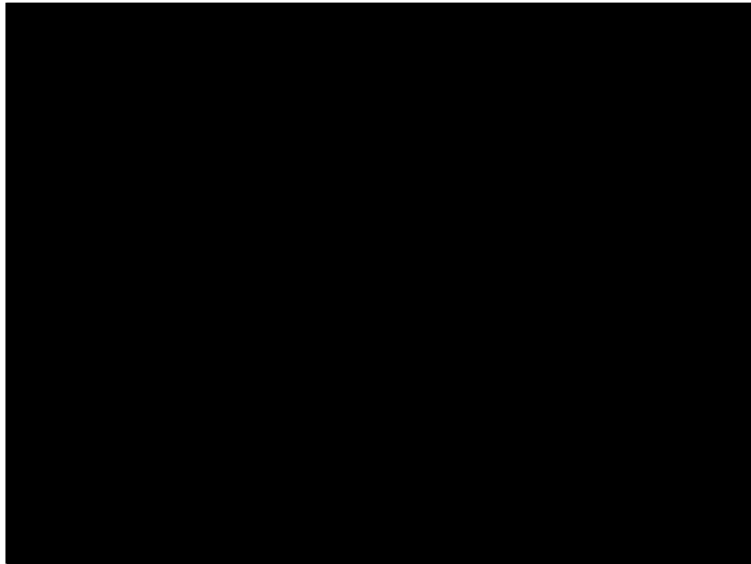
Trainer's guide

Sequence 5 : HR Make up

Outil : film

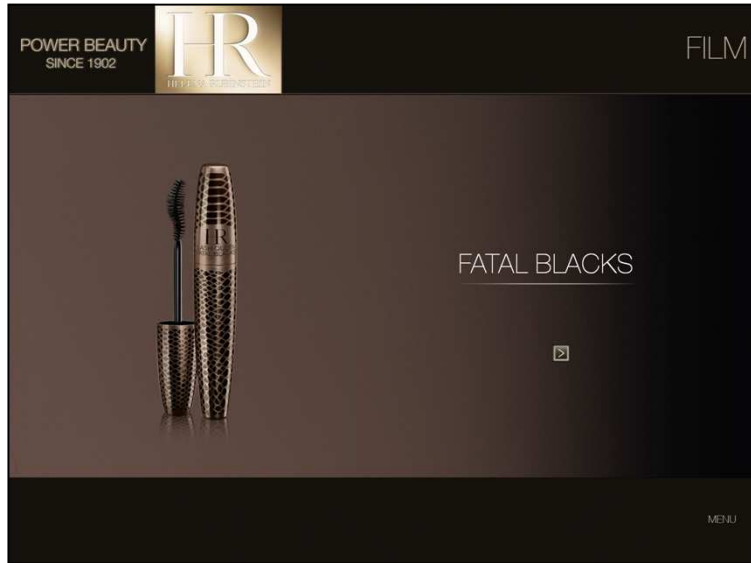
Comments

Click on the active zone to start the film.



Trainer's guide

Comments



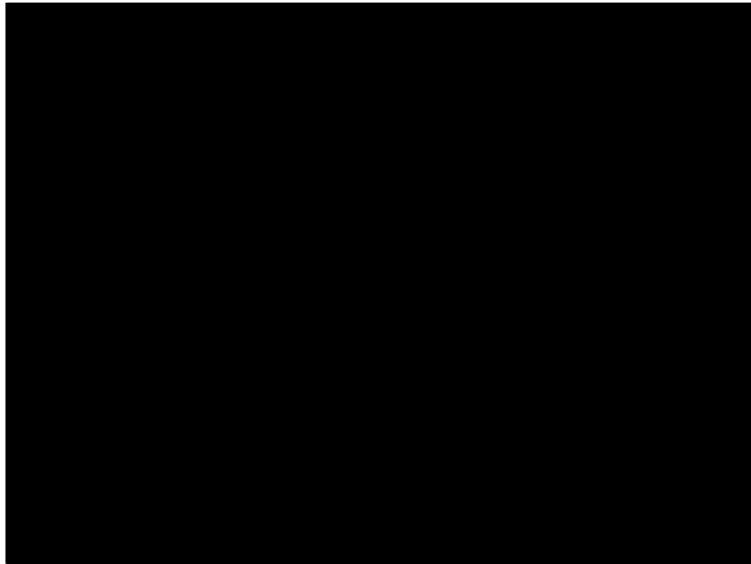
Trainer's guide

Sequence 5 : HR Make up

Outil : film

Comments

Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

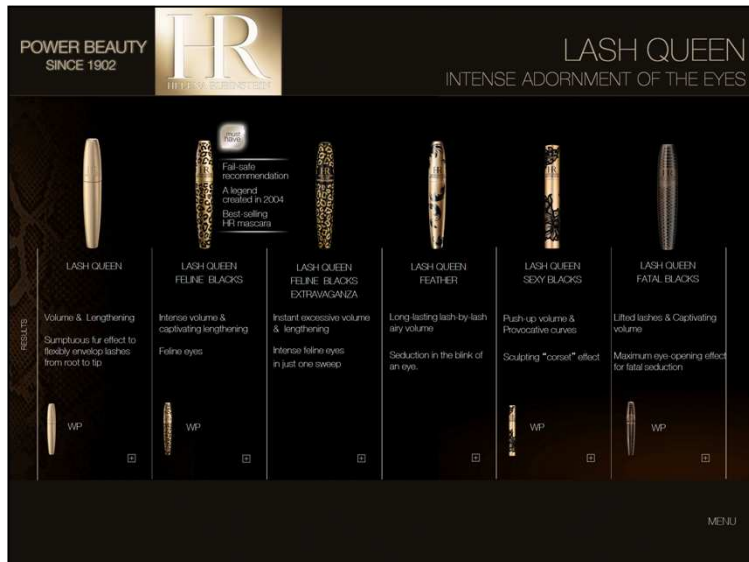
Objectif : discover the products

Comments

LASH QUEEN FATAL BLACKS

Lifted lashes & captivating volume

Double the eye-opening effect for fatal seduction



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

Lash Queen

Intense adornment of the eyes. Captivating volume and lengthening. Helena Rubinstein draws inspiration from the sumptuousness of fur to create the very best in intense volume. It unites two properties until now incompatible: maximal coating volume from root to tip as well as unprecedented lightness and flexibility.

Lash Queen Feline Blacks

Intense adornment of the eyes. Captivating volume and lengthening. Intense volume mastered and boldly extended length. Its formula, generously enriched with Ultra-black pigments, combined with its exclusive anti-clogging brush tames lashes with precision for infinitely captivating eyes.

Lash Queen Feline Extravaganza

Instant excessive volume & lengthening for captivating eyes. A generous formula enriched with Ultra-black pigments combined with an extra-large, patented "OVER-SIZED" brush for profoundly captivating, instant volume.

Lash Queen Feather Collection

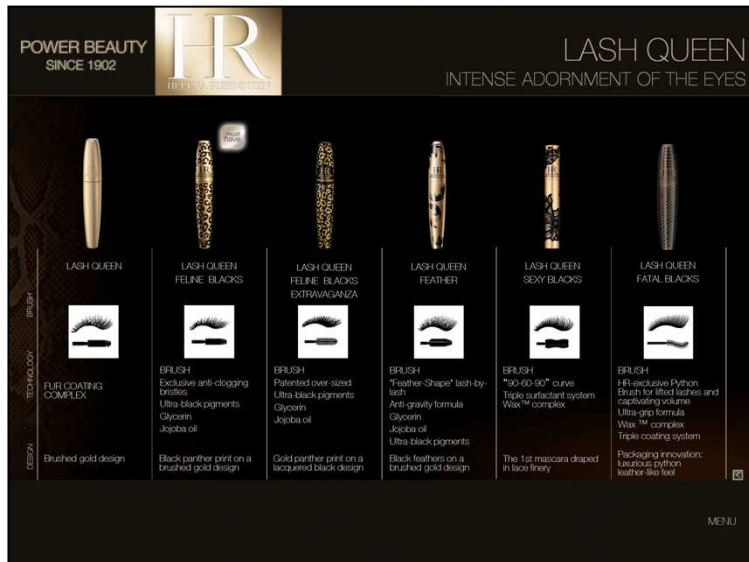
Featherweight volume mascara without a single clump. Long-wear, airy volume for seduction in the blink of an eye. Anti-gravity formula for light-as-a-feather volume. New "Feather-Shape" brush for a lash-by-lash result without a single clump.

Lash Queen Sexy Blacks

Push-up volume, provocative curves. Continually pushing the boundaries of innovation and glamour, always groundbreaking and infinitely feminine... Helena Rubinstein creates the first lace-design mascara, for push-up volume and provocative curves. A generous, corset effect formula providing thickening, supple and elegant lash-by-lash sculpting which holds the lash curve.

Lash Queen Fatal Blacks

Lifted lashes and captivating for a fatal opening of the eyes. In the grasp of Helena Rubinstein exclusive Python brush, the « ultra grip » formula embraces and lifts the lashes instantly. As if bewitched, the rise with devastating volume and amplitude. Visibly widened, the eye become weapon of fatal seduction.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

LASH QUEEN

Fur Coating Complex:

“Smooth feeling” waxes: an unprecedented fluid application

The formula combines several “soft” thickening waxes: application of multiple layers is finally made possible without stiffening or clumping.

Surface-active agent: a partner for volume and shine

A texturizing agent derived from hair care technology which finely disperses the waxes and allows for more even distribution from root to tip. Even, the smallest lashes are perfectly sculpted.

Palm, jojoba and cottonseed oil: softness

These 3 ingredients gently strengthen and protect lashes by respecting their gentle nature.

LASH QUEEN FELINE BLACKS

Glycerin: hydrating agent

Jojoba oil: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin’s surface. When used in make-up, it ensures easy, gentle application.

Ultra-black pigments: pigments made up of ultra black particles which capture light and create a deep, intense shade of black.

LASH QUEEN FELINE BLACKS EXTRAVAGANZA

Ultra-black pigments, glycerin, jojoba oil

LASH QUEEN FEATHER

anti-gravity formula: for light-as-a-feather volume.

glycerin, jojoba oil: for ease of application

LASH QUEEN SEXY BLACKS

Wax™ complex: ensures maximum lash-by-lash coverage for incredible volume without excess thanks to a unique association of waxes (rice, beeswax, candelilla...).

Triple surfactant system: texturizing agents combined with waxes and pigments creating a fluid, creamy texture which glides on for easy application. “Corset” effect which sets and holds the lash curve.

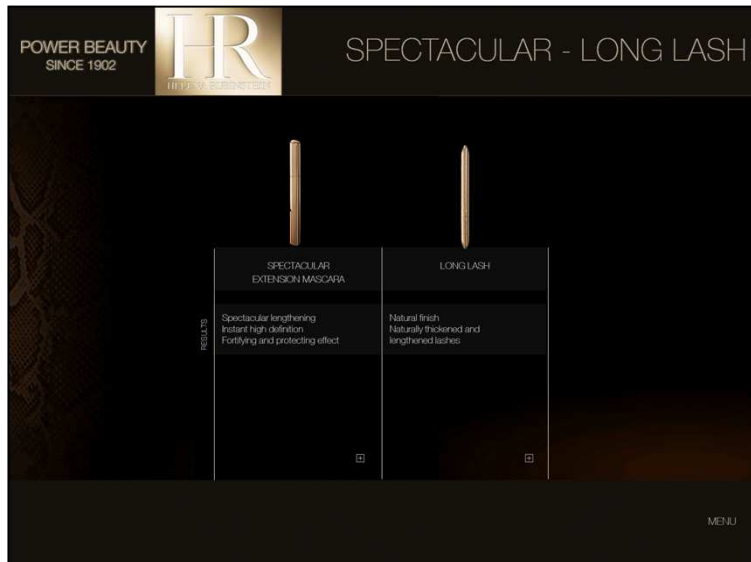
LASH QUEEN FATAL BLACKS

Wax™ complex: ensures maximum lash-by-lash coverage for incredible volume without excess thanks to a unique association of waxes (rice, beeswax, candelilla...).

Triple coating system: embraces every lash for smooth and homogeneous application.

Comments

Ti



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

SPECTACULAR EXTENSION

Mascara for spectacular length and perfect definition.

The first HELENA RUBINSTEIN lengthening mascara enriched with LIFE FORCE COMPLEX to boost the natural growth of lashes.

- Instantly: lashes are infinitely extended with optimum precision.

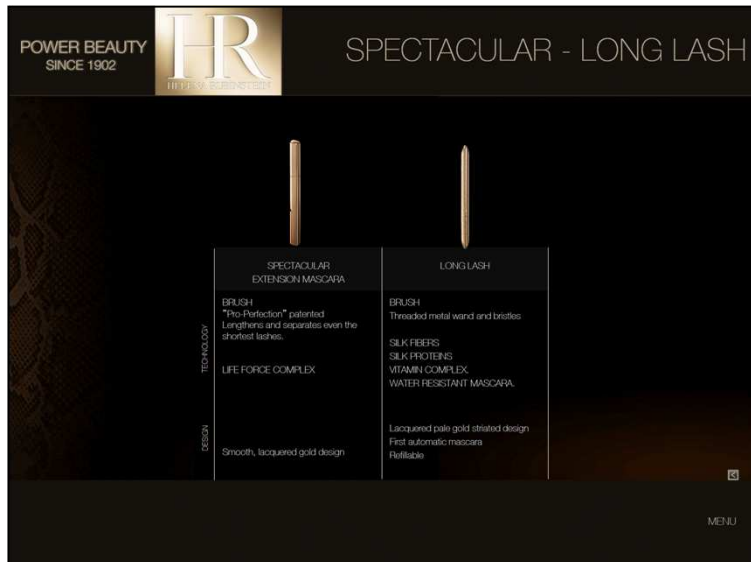
- Everyday: lashes are not shed prematurely during make-up removal.

Result: after one week, lashes are visibly longer, fuller and stronger.

LONG LASH MASCARA

Mascara with thickening and lengthening silk fibers for a natural result.

Water-resistant and refillable. Treatment cream enriched with silk fibers.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

SPECTACULAR EXTENSION MASCARA

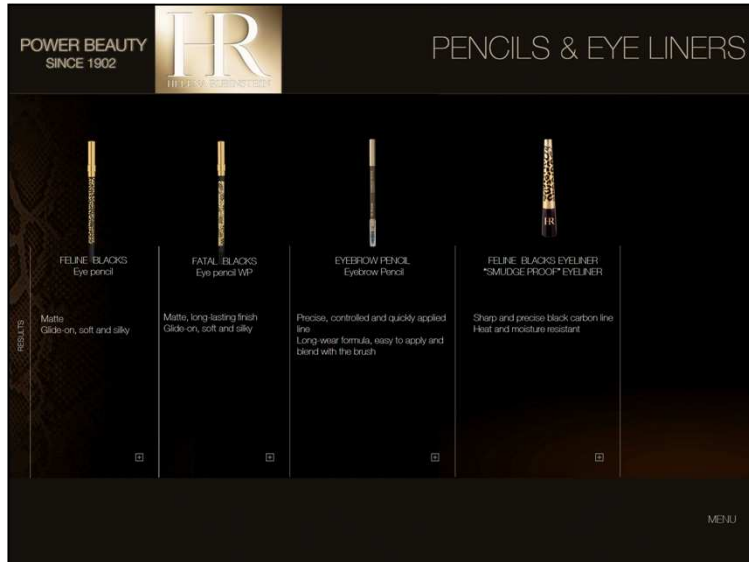
Life force complex: stemming from hair care technology to accelerate the natural growth of lashes. Enriched with centella asiatica extract known for its anti-hair loss and filmogene properties.

LONG LASH

Silk proteins: protect

Vitamin complex: thickens and fortifies

Silk fibers: lengthen lashes



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

FELINE BLACKS EYE PENCIL

Matte. Easy application. Glide-on, soft and silky.

FATAL BLACKS EYE PENCIL WP

Matte. Long-lasting finish. Easy application. Glide-on, soft and silky.

EYEBROW PENCIL

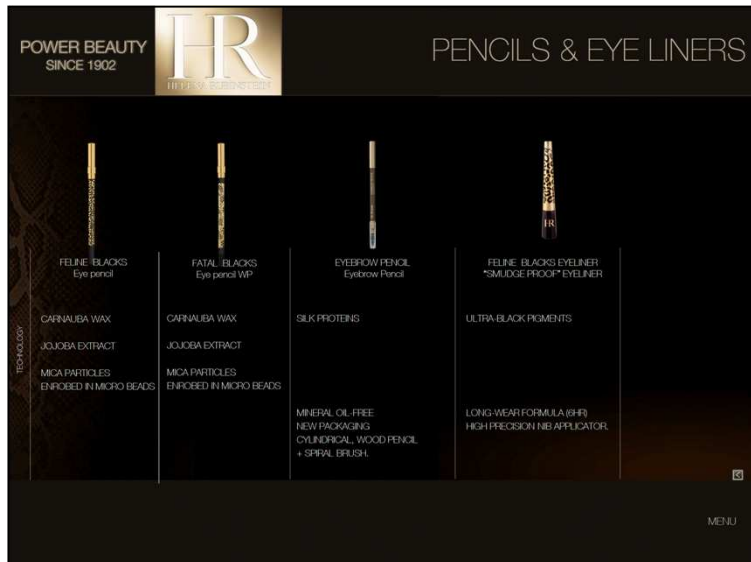
Eyebrow pencil with an incorporated brush.

New long-wear, semi-solid formula, for remarkably simple application: a precise, controlled and quickly applied line. New Packaging: a cylindrical wood pencil with an expert spiral brush applicator for an impeccable result. Light texture, easy to apply and blend with the brush.

FELINE BLACKS EYE LINER

Frames the intensity of feline eyes.

The flexible tapered brush ensures easy application for a sharp and precise line. A smudge-proof, long-wear formula enriched with ultra-black pigments, for captivating eyes all day long.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

FELINE BLACKS LINER

Ultra-black pigments: pigments made up of ultra black particles which capture light and create a deep, intense shade of black.

FELINE BLACKS EYE PENCIL

Carnauba wax: an extremely hard wax with filmogene and protective properties.

Jojoba extract: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

Mica: used as a colorant for its opaque qualities.

FATAL BLACKS EYE PENCIL WP

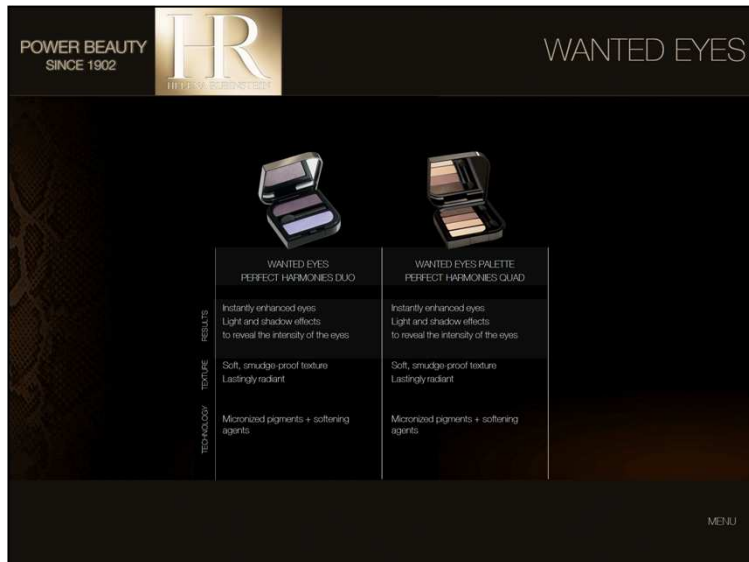
Carnauba wax: an extremely hard wax with filmogene and protective properties.

Jojoba extract: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

Mica: used as a colorant for its opaque qualities.

EYEBROW PENCIL

Silk proteins: protect



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

WANTED EYES DUO

Perfect color blend eyeshadow.

Wanted Eyes is a brand new combination of two shades to ensure perfect blending. One intense, vibrant tone, the other a shimmering white with hints of blue or gold, enabling you to lighten and add sparkle to the color as desired. Shading is instantly flawless and color sumptuous.

WANTED EYES PALETTE

Eyeshadow – Perfect harmonies quad.

A unique combination of shades and textures for instantly enhanced eyes. A subtle alchemy of colors and effects which play with light and shadow, to reveal the true intensity of the eyes. Lastingly radiant, soft, smudge-proof textures.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Time: 10'

Comments

LIPS

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

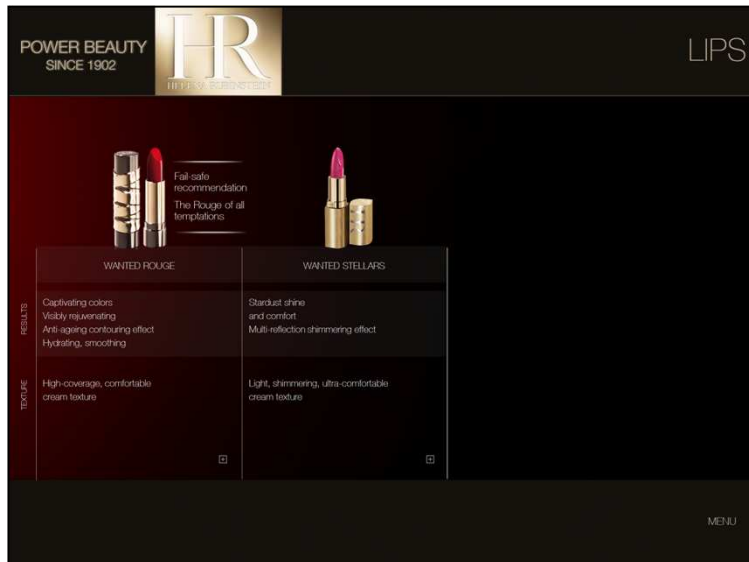
Helena Rubinstein offers an entire spectrum of precious effects - from satin to shimmer, high coverage to the most translucent - to play between ultra-natural and voluptuousness expressing the seductive part of your personality.

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

Lips: perfect your smile with a hint of sensuality

Don't forget COLLAGENIST LIP ZOOM, for an immediate plumping effect which prepares lips: our must have lip care product

Reminder of the lipstick must have WANTED ROUGE



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

Wanted Rouge

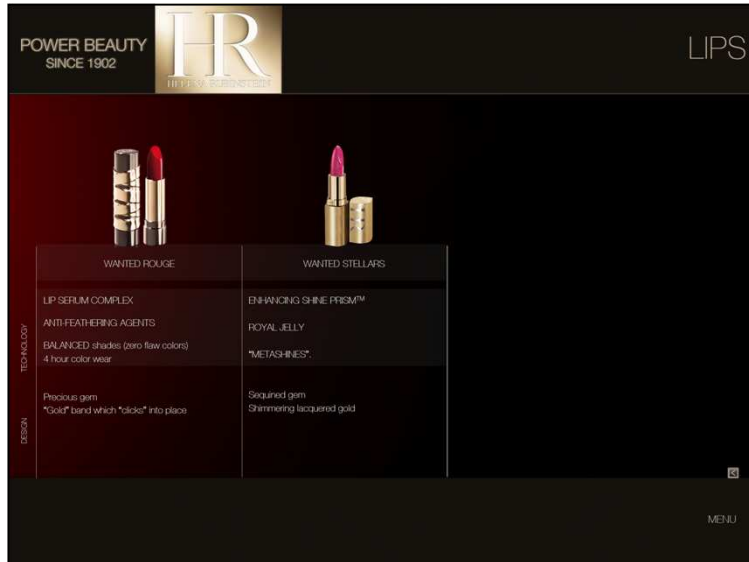
Wanted: a range of lipsticks enhanced with royal jelly elixir.

Wanted Rouge: "the most researched lipstick". A formula which takes care of your lips. A soft and creamy texture with microcrystalline wax for an exceptionally high-comfort, glide-on lipstick.

Wanted Stellars

Stardust shine and comfort. Boosted sparkle. Addictive comfort.

A revolution in sparkling shine. A revelation in comfort. Extreme shine reveals a new-found sensuality and gorges lips with light. To generate sparkle as dazzling as stardust, WANTED STELLARS mischievously toys with radiance. Working like a shine enhancer its new "Enhancing Shine Prism™" technology not only plays on the radiance of METASHINE particles but on the highly reflective properties of the formula.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

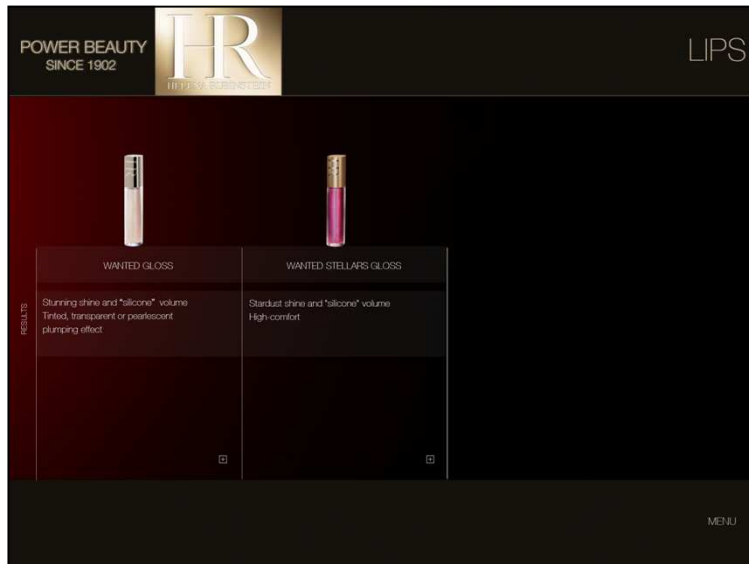
Lip serum complex: composed of Beta-X Jelly (pro-xylane and royal jelly) for an anti-ageing effect, and hyaluronic acid which plumps and rehydrates.

Enhancing shine prism™: an ultra reverberation film which optimizes color projection.

Royal jelly: combats the ageing process, hydrates, nourishes, smoothes and softens.

“Metashines”: sparkling particles

Enhancing shine prism™, royal jelly.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products

Comments

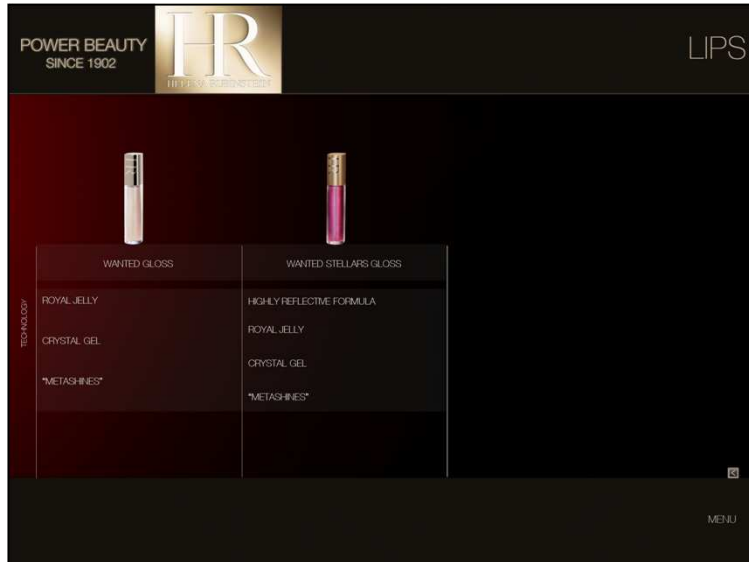
Wanted Gloss

Wanted: a range of lipsticks enhanced with royal jelly elixir.

Thanks to its unprecedented formula integrating silicone micro-spheres and non-sticky Crystal Oil, Wanted Gloss reveals high volume shine. A high-pleasure texture for dazzling, plumped-up lips. A fluid and non-sticky texture which leaves an ultra-glossy film on the lips. New volume for your lips.

Wanted Stellars Gloss

Stardust shine and "silicone" volume.



Trainer's guide

Sequence 5 : HR Make up

Outil : slideshow & interaction

Objectif : discover the products



15h30

Comments

Royal jelly: combats the ageing process, hydrates, nourishes, smoothes and softens

"Metashines": sparkling particles

Silicone micro-spheres: reinforce the system's cohesion by transforming the oil into gel, creating the crystal gel. The silicone micro-spheres are released to coat the lips for newly achieved volume.

Crystal gel: composed of crystal oil and silicone micro-spheres.

Crystal oil: transparent oil with a fluid, non-sticky texture which leaves an ultra-glossy film on lips to ensure they are perfectly smoothed.

Royal jelly, "Metashines", silicone micro-spheres, crystal gel



BREAK 20'



Trainer's guide

Séquence en option

Comments

GOLDEN BEAUTY

The HR anti-ageing sun care protection.
Sun care for sun-kissed skin.



Trainer's guide

Optional sequence

Comments

GOLDEN BEAUTY

Anti-ageing protection combining 3 elements:

- Patented filtering system for extra-broad spectrum protection against UVA and UVB rays.
- A thermo-active micro-organism stemming from the depths of the ocean.
- Soy extract to stimulate collagen synthesis.

Enriched with African Baobab sap, these formulas intensely hydrate and soften skin for a more even and long-lasting tan.

ENHANCED TANNING

The self-tanning products and Prodigious Gel are bestowed with light, melt-in textures that turn application into moment of sheer sensorial pleasure, adorning skin in a sublime veil of light to leave it smooth, supple and beautifully resplendent.



Trainer's guide

Optional sequence

Comments

Golden Beauty anti-ageing protection

Anti-ageing sun care protection defense. Light, melt-in cream. Non-sticky, non-greasy.

Golden Beauty after-sun protection

Melt-in, non-greasy, repairing gel cream.



Trainer's guide

Optional sequence

Comments

Anti-ageing sun care protection

MEXORYL SX + XL: broad anti-UVA/UVB ray protection

THERMO-ACTIVE MICRO-ORGANISM OF MARINE ORIGIN: anti-free radical properties

SOYA EXTRACT: stimulates collagen synthesis for more firm, toned and elastic skin

AFRICAN BAOBAB SAP: hydration

Golden Beauty after-sun repairing gel cream

SOYA EXTRACT: stimulates collagen synthesis for more firm, toned and elastic skin

VITAMIN E: anti-oxidant

AFRICAN BAOBAB SAP: hydration



Trainer's guide

Optional sequence

Comments

Golden Beauty so brilliant

Prodigious gel tan enhancer. Thanks to its pearlescent and exquisitely amber-colored texture, the So Brilliant prodigious gel enhances and illuminates the complexion, enveloping the body in the delicious white flower fragrance.

Skin is dressed in a veil of light; it is smooth and supple, truly resplendent with beauty.

Enriched with African Baobab sap, the formula hydrates and softens skin for an even, long-lasting tan.

Golden Beauty summer face

Self-tanning radiance care for the face. A golden tan within 1 hour, an instant sheen of light. A fluid, tinted and lightly iridescent cream. For all skin types – Face

Golden Beauty summer legs

Self-tanning radiance booster for legs. The first beautifying self-tanner. Show off your legs as soon as winter ends and dive straight into summer. Non-sticky, amber-tinted gel cream. All skin types - Body.



Trainer's guide

Optional sequence

Comments

AFRICAN BAOBAB SAP: hydration, softening

MUSCAT ROSEBUSH OIL: nourishment

SOYA EXTRACT: stimulates collagen synthesis for more firm, toned and elastic skin

VITAMIN E: anti-oxidant

MICRO-REFLECTORS

DHA: golden and even color

MEXORYL SX – XL: anti-UVA/UVB ray protection

AFRICAN BAOBAB SAP: hydration, softening

MUSCAT ROSEBUSH OIL: nourishment

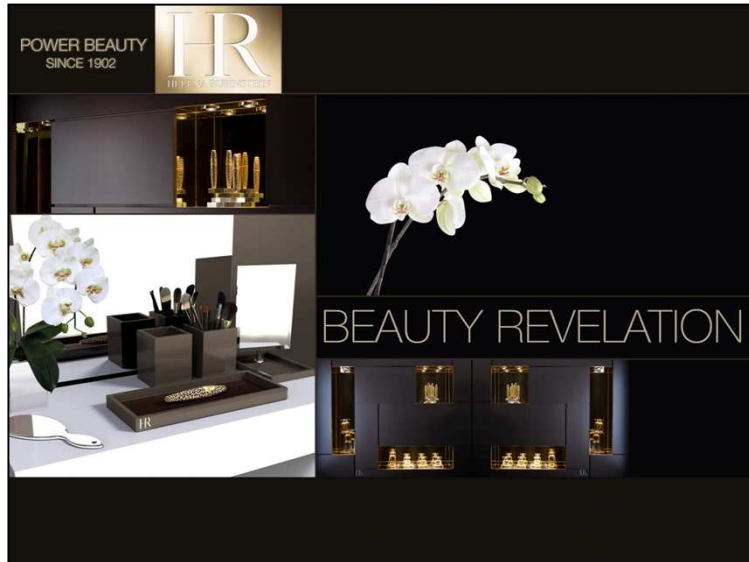
THERMO-ACTIVE MICRO-ORGANISM OF MARINE ORIGIN: anti-free radical properties

DHA: golden and even color

AFRICAN BAOBAB SAP: hydration, softening

MUSCAT ROSEBUSH OIL & GLYCERIN: nourishment

VITAMIN E: anti-oxidant



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

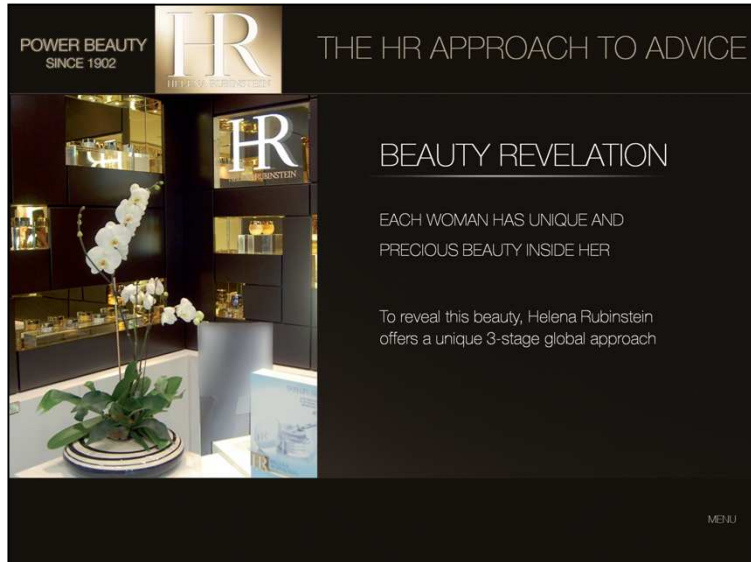
Time : 45'



15h50

Comments

Introduction to the HR beauty revelation, the sales advice by Helena Rubinstein.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Ask the group: what does the term “global approach” mean to you?

Note down responses on the paper board and summarize.

The 3 Beauty Revelation steps (Target, treat and enhance) will be offered according to women's main expectations and different types of ageing (link with learnings from first sequences).

Cf before/after in the training booklet (5 groups “client expectations”)

This Beauty revelation belongs to a bigger sales method: the Global Beauty approach:

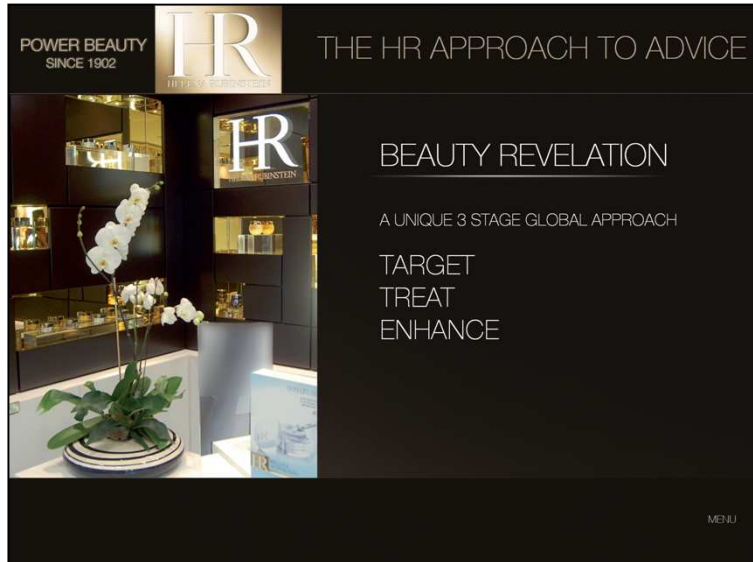
Welcome, diagnosis, prescription (expert techniques + products + make-up + application tips), beauty revelation proposal (to suit the client's availability: focus or expert), close the sale, ensure customer loyalty.

Systematically use the HR approach in front of a mirror: “what aspect of your skin would you like to improve.../ what are you looking to achieve for your face / your eyes / your smile?

Show me?”

The facilitator puts themselves in the position of coach.

They systematically change and elaborate on the professional techniques and added extras which make this a luxurious service, and give hints and tips to carry out complementary sales.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

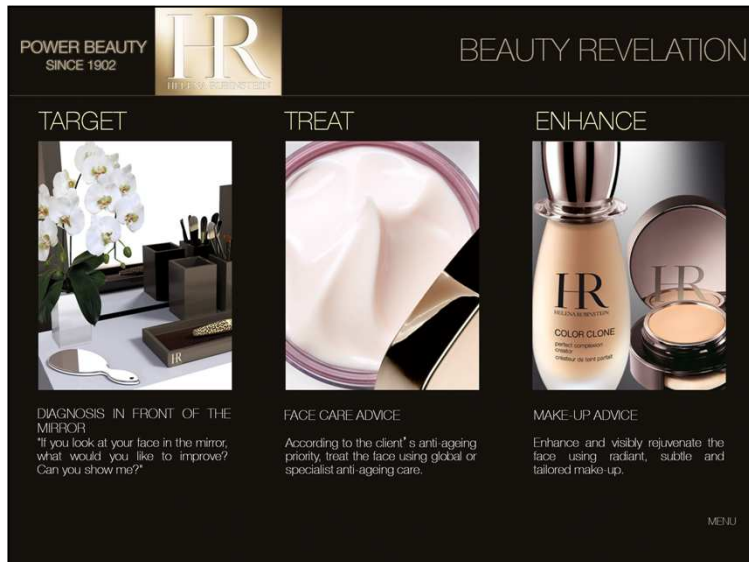
It's now over to you to practice your effective concise sales technique, which emphasizes both your expertise and the quality of HR advice!

3 KEY WORDS :

TARGET

TREAT

ENHANCE



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

BEAUTY REVELATION HR :

Target in front of the mirror: "Can I ask what aspects you are hoping to change?"

Help the client express their concerns by asking open-ended questions (ex: which products and which textures have been used? Were you pleased? Why? What result are you looking for?)

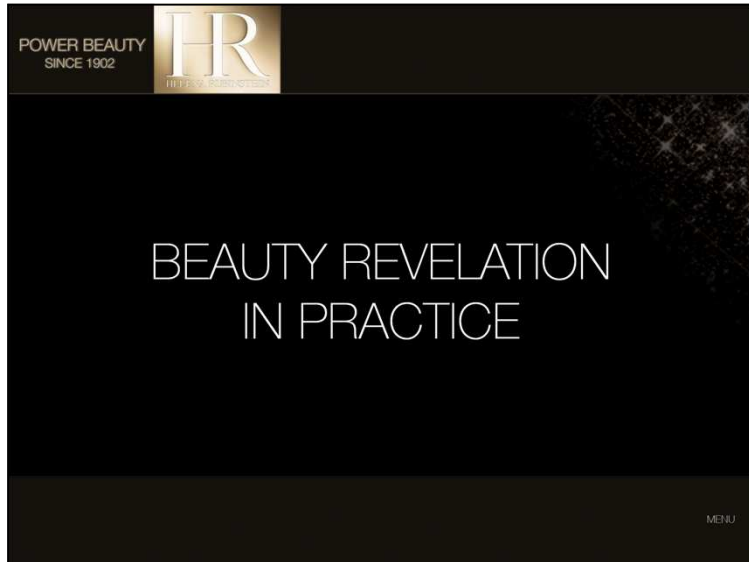
Rephrase the client's expectations

Treat: explain the global HR solution: deep-down, at skin level and on the surface!

Enhance: suggest and explain the very simple techniques the client can use to enhance her face (complexion and make-up advice)

Finally, if the client has time, suggest a FOCUS beauty application, or if they are not available, suggest an appointment.

Conclude by giving your customer the opportunity to be in the HR address book, and offer appropriate samples corresponding to her needs.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

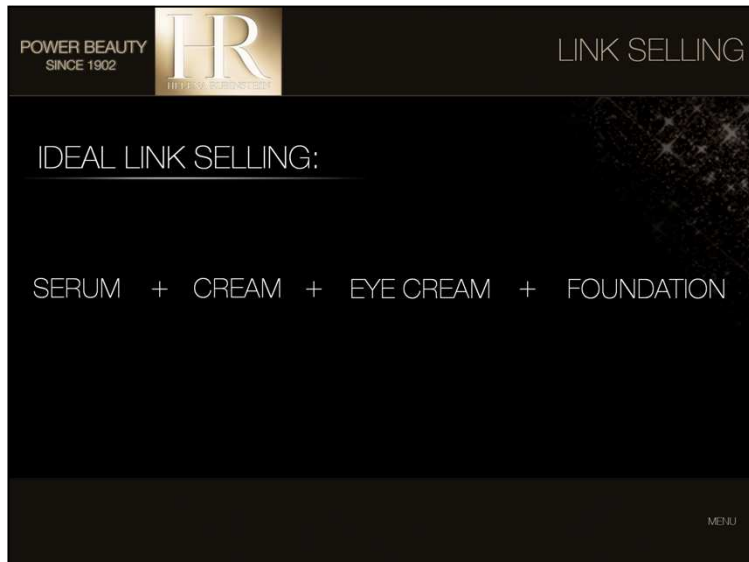
Objective : present the sales advice method by HR



17h20

Comments

Short exercises on sales technique.



Trainer's guide

Séquence 7 : le conseil beauté selon HR

Outil : mise en situation à l'aide du slideshow

Objectif : se familiariser avec la méthode de vente

Comments

Ideally, when you make sale, you have linksell, in other words, link the purchase of a product to other complementary products, to offer your customer the personalized skincare routine that is the most appropriate for her.

The classical linkselling is: a serum + a day cream + an eye cream + a foundation.

Arguments for linkselling:

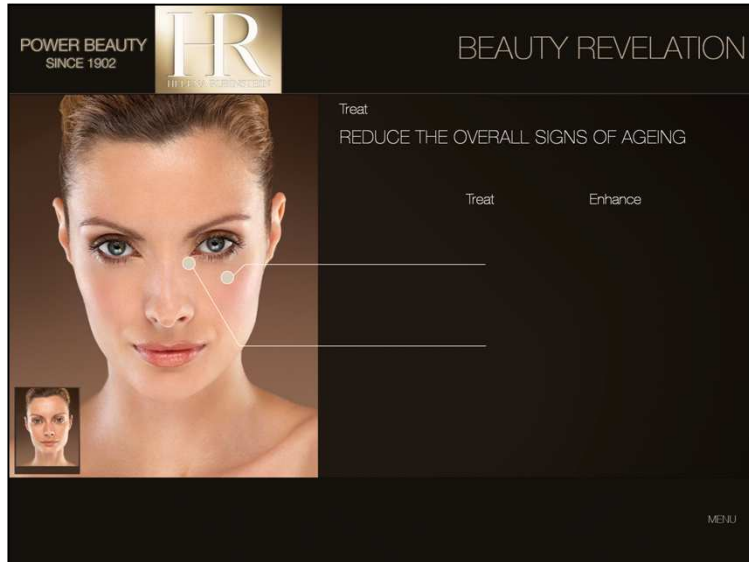
Why a serum: the serum is a concentrate of active ingredients, acting in the deepest layers of the skin.

Why a cream: the cream completes the action of the serum, it helps to prolong its effects, while protecting, hydrating and nourishing the skin.

Why an eye cream: the eye contour is the thinnest and most fragile area of the face (3 to 5 times thinner than the rest of the face). It is essential to provide it with a specific product.

Why a foundation: the foundation helps to even skin tone, give it radiance, smooth it, cover it, according to its specificities. Some foundations even have a complementary skincare action (such as Prodigy Powercell Foundation).

Obviously, this case needs to be adapted depending on what the customer wants (example: a client who comes back to repurchase her usual cream...).



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Lets look together at how to link the different HR products according to the expectations expressed by the client (be it spontaneously or following your targeted questioning as we have previously seen)

1st client expectation: globally reduce signs of ageing.

With the group, choose which products to recommend to this client.

The answer is on the next slide.

Here, you can draw on the training book, which will remind them about it and reinforce how useful it is!



Trainer's guide

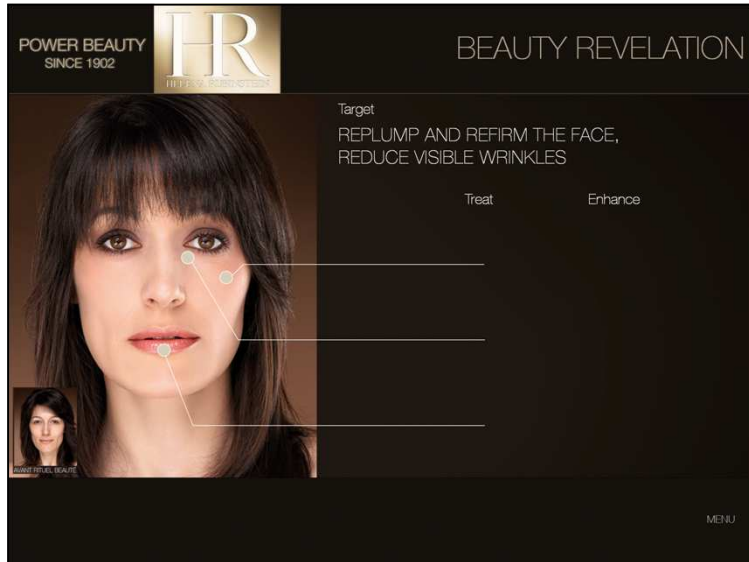
Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

2nd client expectation...

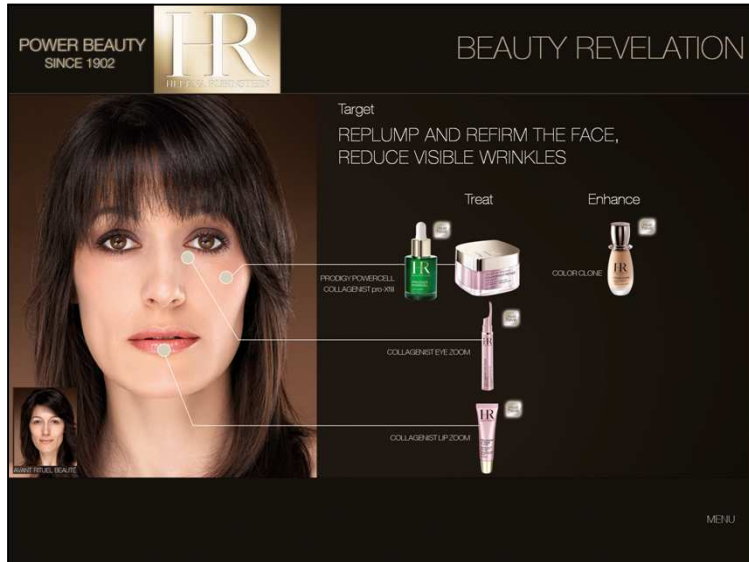
- Read the client's concern

With the group, identify the 3 zones to target

Together, identify which products should be advised to her

Display the answer on the next slide

You can now draw on the information given in the training booklet, which will not only introduce the booklet to participants but show them how useful it will be to them in the future!



Comments

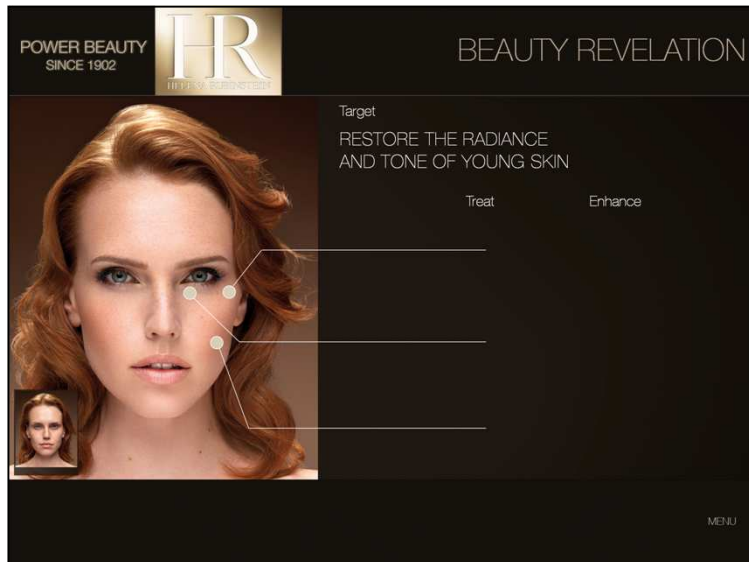
Answer

Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

3rd client expectation : restore the radiance and tone of young skin

Read the client's concern

- With the group, identify the 3 zones to target
- Together, identify which products she should be advised
- Display the answer on the next slide

You can now draw on the information given in the training booklet, which will not only introduce the booklet to participants but show them how useful it will be to them in the future!



Comments

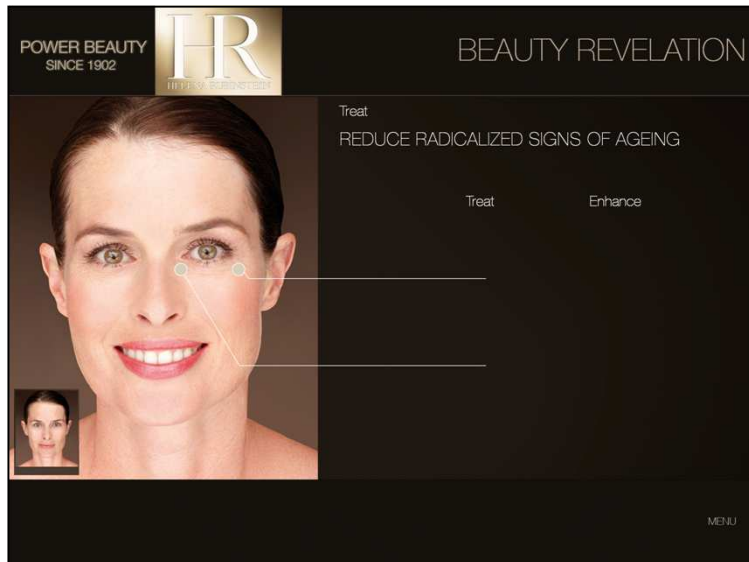
Answer

Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

4th client expectation : reduce radicalized signs of ageing.

With the group, choose which products to recommend to this client.

The answer is on the next slide.

Read the expectation and ask the group to respond, in order to check they understand the links and find them logical with regards to the HR sales technique (target/treat/enhance)



Trainer's guide

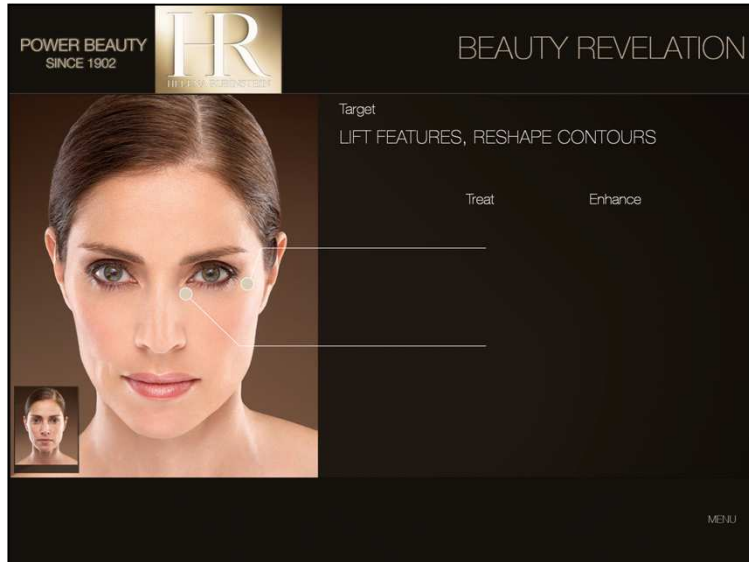
Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

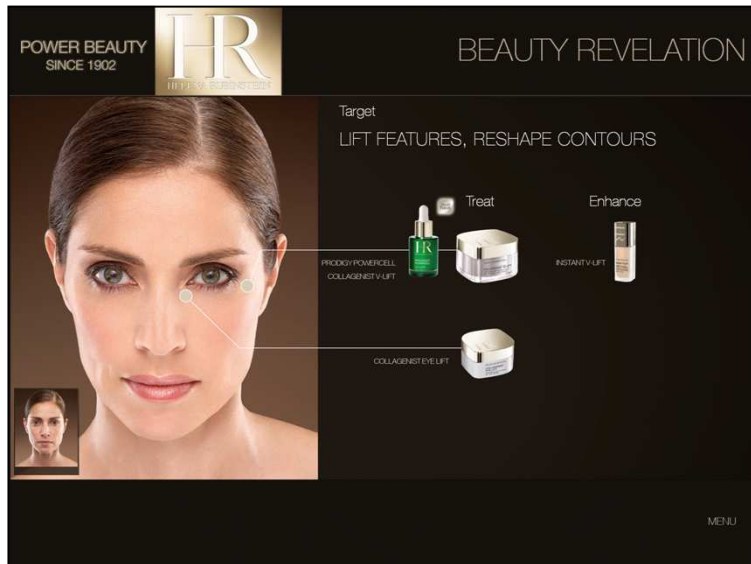
Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

And finally, the 5th client expectation: lift features, reshape contours

Read the expectation and ask the group to respond, in order to check they understand the links and find them logical with regards to the HR sales technique (target/treat/enhance)



Comments

Answer

Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

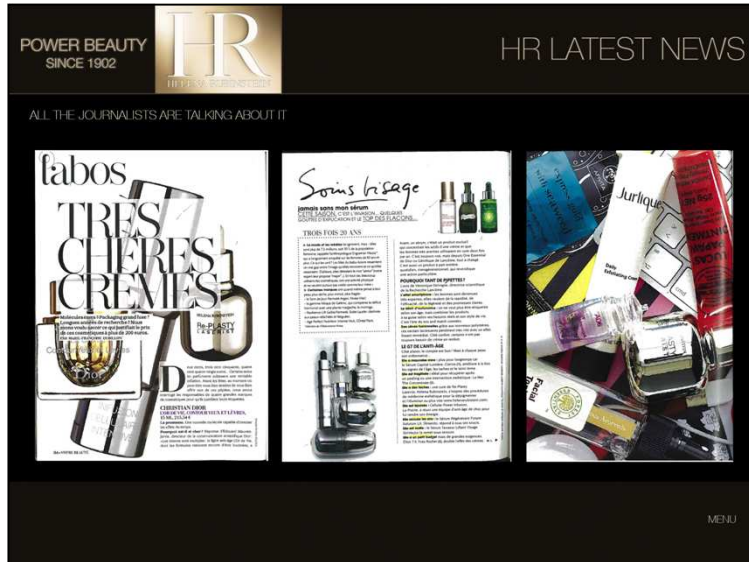
Objective : share the latest brand news

Time : 10'

Comments

This sequence is a good opportunity to present the brand's latest news.

Please complete with your own news (next training dates, press conferences, press coverage, other events...).



Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Comments



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



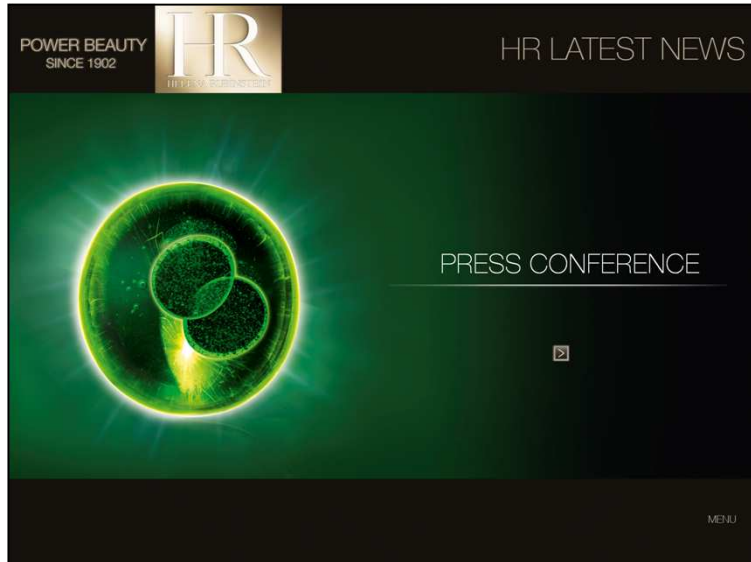
Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



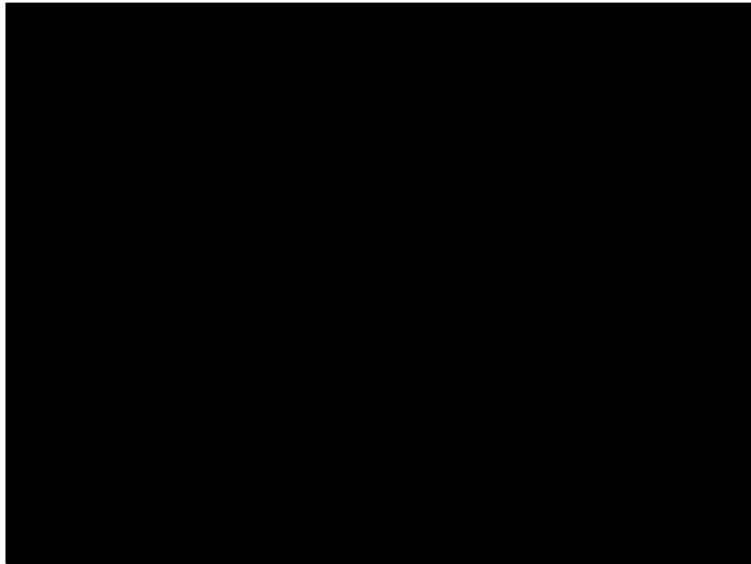
Trainer's guide

Sequence 8 : HR News

Tool : film

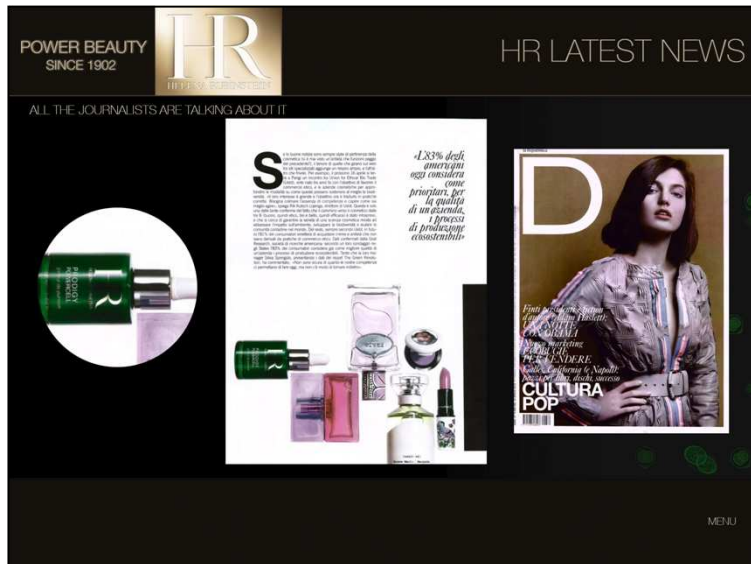
Comments

Click on the active zone to start the film.



Trainer's guide

Comments



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Comments



Comments

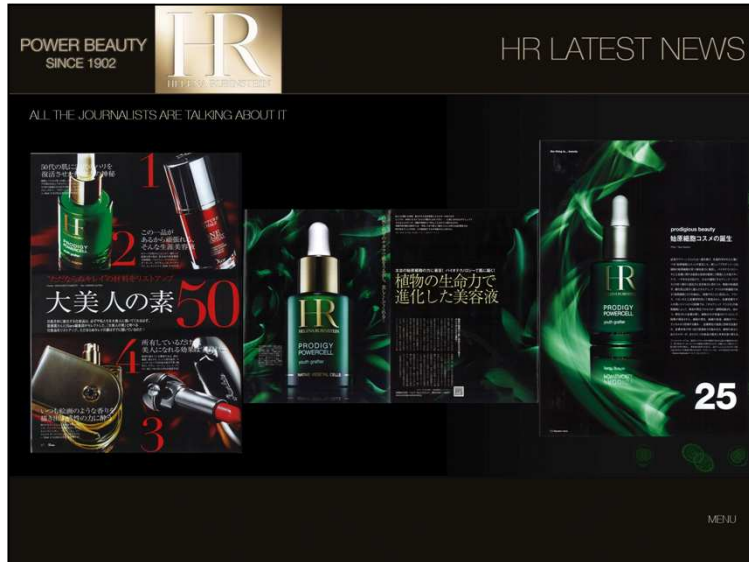
Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Comments

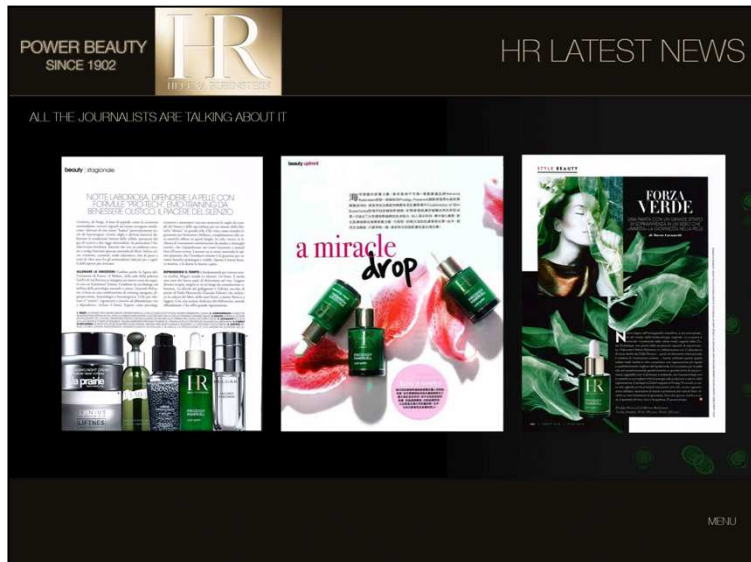


Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



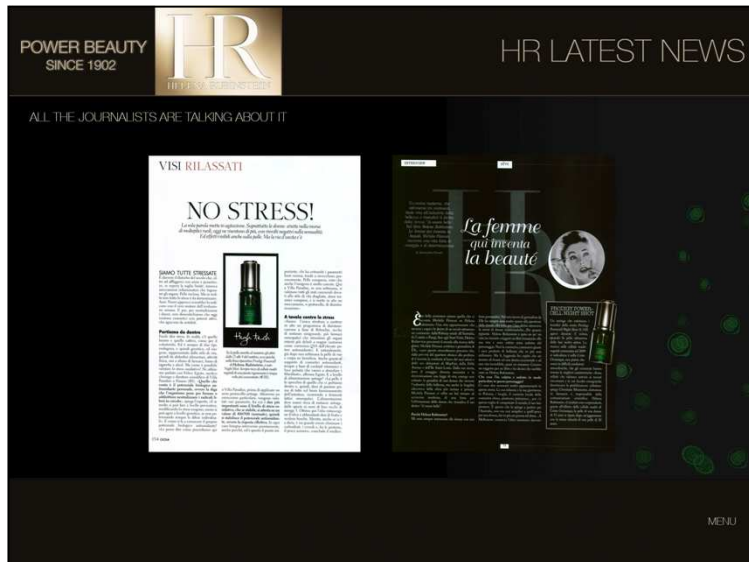
Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



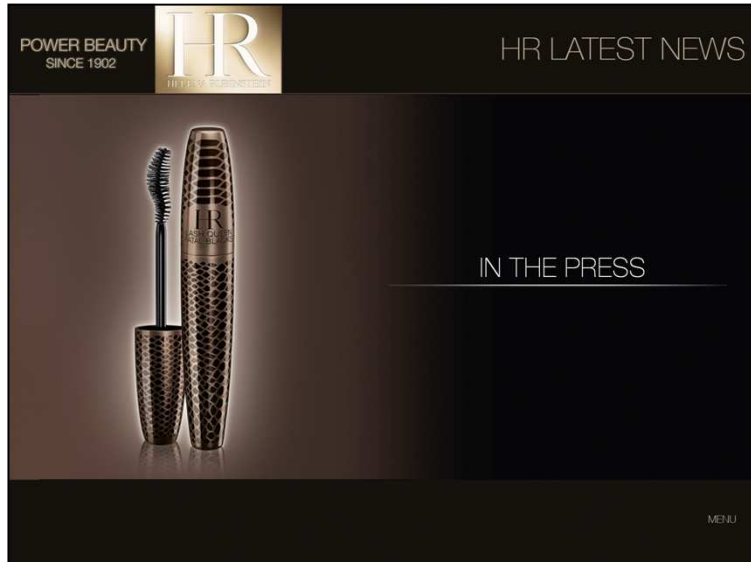
Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



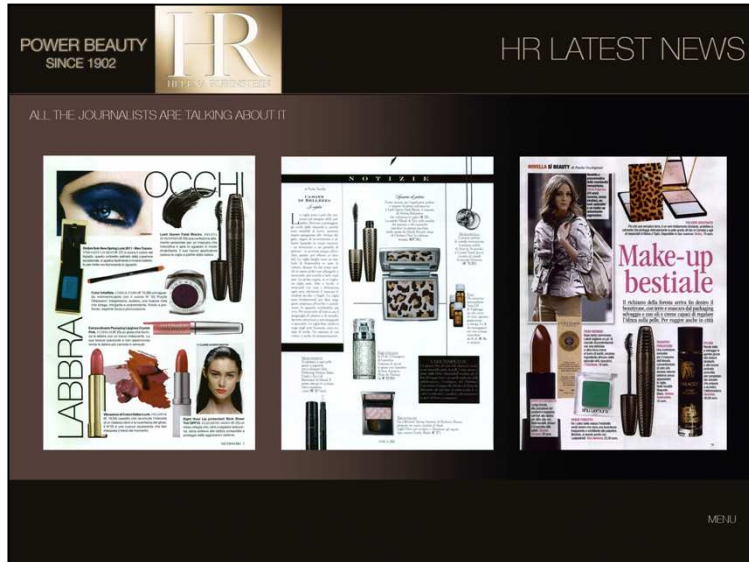
Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Comments



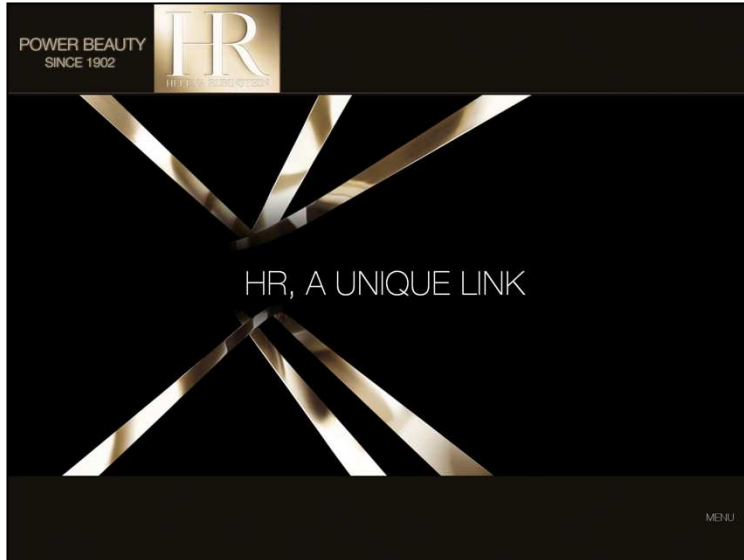
Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



Trainer's guide

Sequence 9 : End of the training day

Tool : interaction

Objective : keep "one image" of the day



16h45

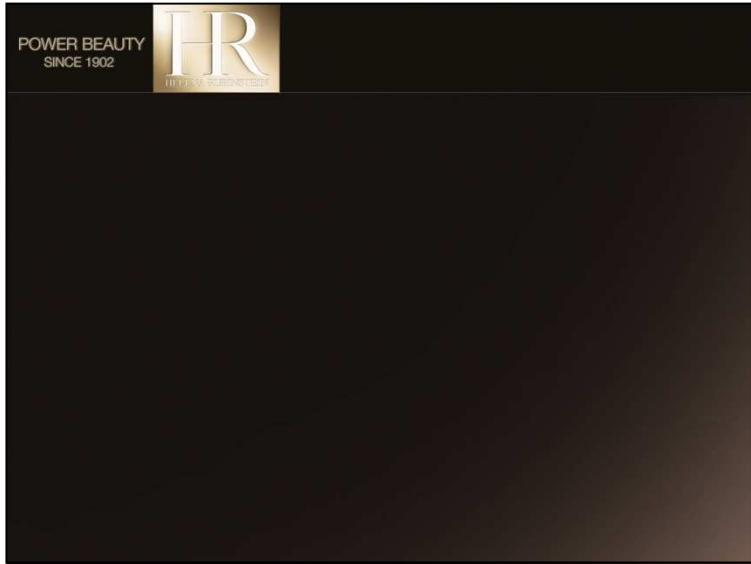
Comments

In smaller groups, the facilitator asks participants: "if there was one image/object you could keep from this HR day, what would it be?"

In smaller groups, participants present their "HR table" with the help of various elements (products, photos, objects, techniques...) and take a group photo.

The facilitator can do this in several different ways:

- digital camera, and then take down participants' email address in order to send it to them
- digital camera and then giving the participants a HR USB stick with the photos
- participant's phone/digital camera...



Trainer's guide

Comments



Comments

Trainer's guide

Sequence 1: Power beauty since

Tool : slideshow

POWER BEAUTY
SINCE 1902

HR
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	The brand / The HR must have / Focus Skin care, Complexion, Mascara / HR Sales advice
2hr "Must Have" format	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

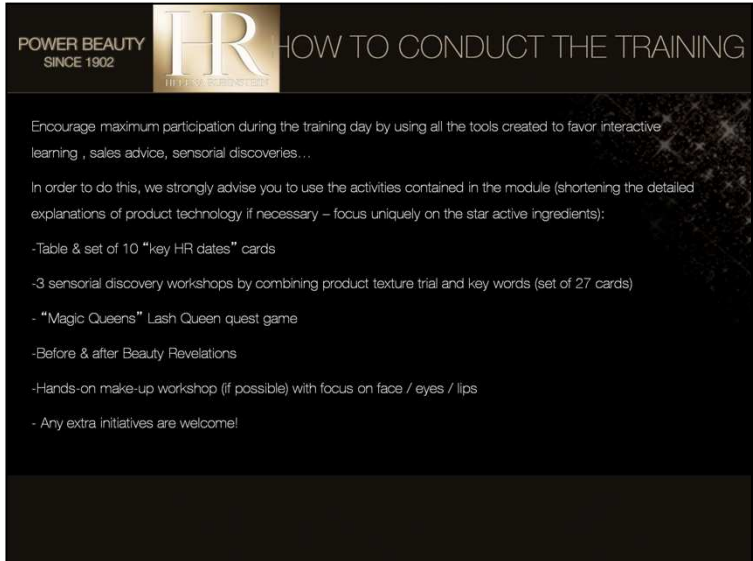
Global objective: orient the training with sales advice as the priority following on with skin care and make-up sales

Comments

Trainer's guide

Sequence 1: Power beauty since

Tool : slideshow

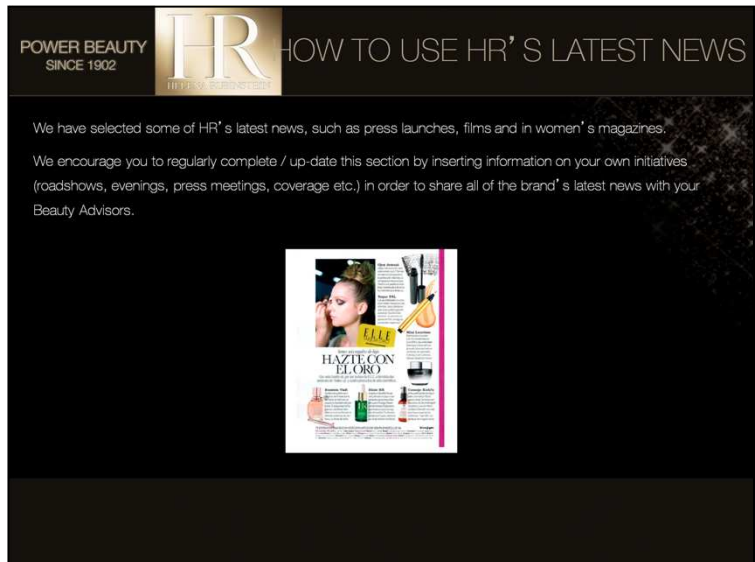


Comments

Trainer's guide

Sequence 1: Power beauty since

Tool : slideshow



Comments

Trainer's guide

Sequence 1: Power beauty since

Tool : slideshow

POWER BEAUTY
SINCE 1902

HR
HIFI & CO. COSMETICS

THE TRAINING ROOM

- 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)



Trainer's guide

Sequence 1: Power beauty since

Tool : slideshow



Comments

POWER BEAUTY
SINCE 1902

HR
HUGO BOSS COSMETICS

THE TRAINING ROOM

- 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



Trainer's guide

Sequence 1: Power beauty since

Tool : slideshow

Comments