



POWER BEAUTY
SINCE 1902

www.helenarubinstein.com



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YOUR HR CARD



AN UNPRECEDENTED SCIENTIFIC ALLIANCE

In 2008, Helena Rubinstein has inaugurated an unprecedented partnership with a renowned aesthetic surgeon, Dr. Michel Pfulg, founder of LACLINIC-MONTREUX, one of the most prestigious cosmetic clinics. This collaboration has given birth to a new chapter in anti-age cosmetics directly inspired by cosmetic medicine.

The result is Re-PLASTY, the first range of instant cosmetics interventions with results challenging an aesthetic medicine session at LACLINIC-MONTREUX.

CORRECT				+	PROTECT & REPAIR		REGENERATE
MESOTHERAPY	PEELING	LASER	INJECTIONS		POST-INTERVENTIONAL CARE		
Re-PLASTY MESOLIF	Re-PLASTY HD PEEL	Re-PLASTY LASERIST	Re-PLASTY PRO FILLER		Re-PLASTY AGE RECOVERY DAY	Re-PLASTY AGE RECOVERY NIGHT	



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110 YEARS OF EXPERTISE AT THE SERVICE
OF THE MOST DEMANDING WOMEN

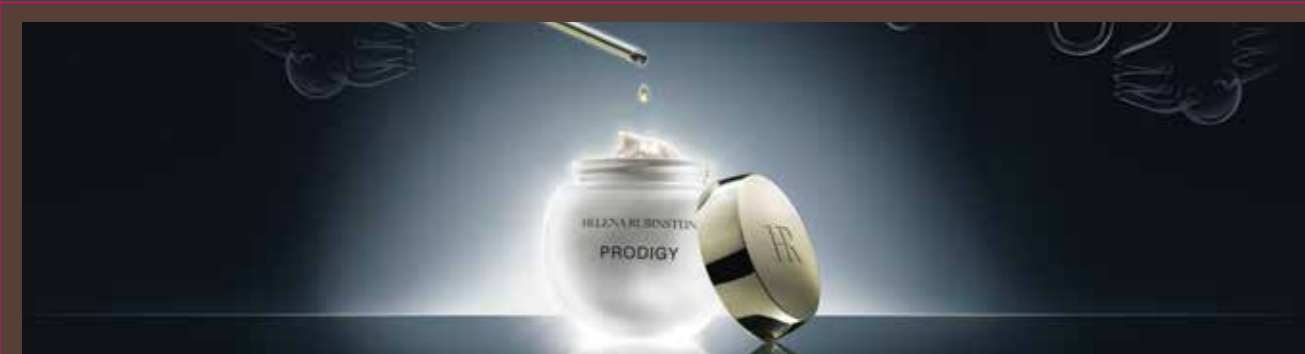
Both scientist and aesthete Helena Rubinstein has been, since 1902, constantly reinventing the world of beauty by offering breakthrough products with a unique vision combining avant-garde, science and audacity.

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

All the products are formulated in our laboratories and in collaboration with experts at the cutting edge of science and medicine and are tested in association with state of the art references University Hospitals in Europe.

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

YOUR PERSONAL
BEAUTY PRESCRIPTION



YOUR SKIN PROFILE

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

Global signs of ageing with radicalized sagging Sagging, loss of density, deep wrinkles, dry skin, uneven complexion, lack of radiance	<input type="checkbox"/>	Face	<input type="checkbox"/>	Eyes	<input type="checkbox"/>
Global signs of ageing Daily aggressions, loss of tonicity, lack of radiance, wrinkles Wrinkles, loss of density and elasticity, uneven complexion, lack of radiance, dehydration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Targeted signs of ageing / wrinkles Fines lines, dehydration wrinkles, loss of moisture Visible wrinkles, loss of volume	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brightening / anti-ageing Dark spots, lack of brightness and luminosity, loss of firmness, wrinkles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instant anti-ageing intervention Tired features, loss of luminosity, dull and sagging skin Unevenness, lines Dark spots, redness, imperfections Deep wrinkles, loss of volume and elasticity Uncomfortable and fragilized dry skin, tugging sensation, wrinkles, age damages All age scars: wrinkles, cutaneous damages, imperfections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is your daily cleansing and skincare routine? Cleanser milk <input type="checkbox"/> Rinse-off cleanser <input type="checkbox"/> Cosmetic water / lotion <input type="checkbox"/> Serum <input type="checkbox"/> Emulsion <input type="checkbox"/> Day cream <input type="checkbox"/> Night cream <input type="checkbox"/> Eye care <input type="checkbox"/> UV protection <input type="checkbox"/> Mask <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What texture do you use for your daily skincare? Emulsion <input type="checkbox"/> Light cream texture <input type="checkbox"/> Rich cream texture <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What kind of foundation do you prefer? Fluid <input type="checkbox"/> Compact <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What complexion result do you prefer? Rejuvenating <input type="checkbox"/> Natural perfecting <input type="checkbox"/> Lasting <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GLOBAL ANTI-AGEING CARE

PRODIGY POWERCELL YOUTH BOOSTER Smoothed wrinkles Radiance Tonicity YOUR CLEANSERS <i>Use Prodigy Cleansers</i>	PRODIGY DEEP SKIN RENEWAL Anti-wrinkle Redensification Firmness Luminosity - Hydration YOUR CLEANSERS <i>Use Prodigy Cleansers</i>
YOUR COSMETIC WATER <input type="checkbox"/> Youth grafter - the lotion	YOUR COSMETIC WATER <input type="checkbox"/> The global anti-ageing lotion

ANTI-WRINKLE CARE

HYDRA COLLAGENIST ANTI-AGEING HYDRATION Fine Lines Hydration YOUR CLEANSERS <i>Use Prodigy Cleansers</i>	COLLAGENIST WITH PRO-XFILL REPLUMPING Wrinkles Replumping YOUR CLEANSERS <i>Use Prodigy Cleansers</i>
YOUR SPECIALIST SERUM <input type="checkbox"/> Deep hydration anti-ageing intensive serum	YOUR SPECIALIST SERUM <input type="checkbox"/> State-of-the-art anti-wrinkle essence

BRIGHTENING ANTI-AGEING

PRODIGY WHITE

DEEP BRIGHTENING AMPLIFIER
Cleared dark spots
Radiant skin
Restored firmness
Reduced wrinkles
Deep revitalization

YOUR COSMETIC WATER
 Global brightening anti-ageing serum-in-lotion

YOUR SERUM
 Global anti-ageing & brightening essence

YOUR CREAM
 Global anti-ageing brightening cream

YOUTH BOOSTER STEP

PRODIGY POWERCELL SERUM

Fortified skin
Reduced wrinkles
Revealed radiance
Continuous hydration
Tonicity

YOUR NIGHT SERUM <input type="checkbox"/> Youth grafter - the night serum	YOUR SPECIALIST SERUM <input type="checkbox"/> The serum treatment
YOUR CREAM <input type="checkbox"/> Youth grafter - the cream	YOUR CREAMS <input type="checkbox"/> The global anti-ageing cream <input type="checkbox"/> The global anti-ageing night cream
YOUR EYE CONTOUR <input type="checkbox"/> Youth grafter the eye care	YOUR SPECIALIST CARE <i>Weekly or 6-day cure</i> <input type="checkbox"/> Youth grafter the SOS eye patch
YOUR EYE CONTOURS <input type="checkbox"/> The global anti-ageing eye balm <input type="checkbox"/> The global anti-ageing eye care	

YOUR CREAM <input type="checkbox"/> Deep hydration anti-ageing cream	YOUR CREAM <input type="checkbox"/> Replumping filling care <input type="checkbox"/> Densifying fortifying night care
YOUR EYE CONTOUR <input type="checkbox"/> Deep hydration anti-ageing eye-care	YOUR EYE CONTOUR <input type="checkbox"/> Firming replumping eye care
YOUR SPECIALIST CARE <input type="checkbox"/> Twice a week Deep hydration mask	

INSTANT COSMETIC INTERVENTION

CORRECT: INTERVENTION

MESOLIFT <input type="checkbox"/> Dullness <input type="checkbox"/> Sagging YOUR CONCENTRATE SERUM <input type="checkbox"/> Lifting-radiance intense concentrate	PEELING <input type="checkbox"/> Roughness <input type="checkbox"/> Fine lines YOUR NIGHT CONCENTRATE SERUM <input type="checkbox"/> Advanced retinol anti-wrinkle night concentrate	LASER <input type="checkbox"/> Dark spots <input type="checkbox"/> Dischromias YOUR CONCENTRATE SERUM <input type="checkbox"/> Anti-dark spot concentrate intensively brightening	HYALURONIC ACID INJECTION <input type="checkbox"/> Wrinkles <input type="checkbox"/> Loss of elasticity YOUR CONCENTRATE SERUM <input type="checkbox"/> Intense wrinkle corrector & elasticity restorer
YOUR EYE CONTOUR <input type="checkbox"/> Reviving extreme gel for eyes	YOUR EYE CONTOUR <i>Use Mesolift Eye Gel</i>	YOUR EYE CONTOUR <i>Use Mesolift Eye Gel</i>	YOUR EYE CONTOUR <i>Use Re-Plasty Mesolift Eye Gel</i>

REPAIR: POST-INTERVENTIONAL CARE

PROTECT & REPAIR <input type="checkbox"/> AGE RECOVERY DAY CREAM	REGENERATE <input type="checkbox"/> AGE RECOVERY NIGHT CREAM
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THE 1ST - BANDAGE - TEXTURED CREAM AGAINST SKIN AGEING
Skin is soothed, repaired and protected against a broad spectrum of free radicals

30% OF PROXYLANE: ACCELERATED EPIDERMIC REPAIR
Night after night, repair all age scars: wrinkles, cutaneous damages, imperfections

EXCEPTIONAL COMPLETE CARE

LIFE PEARL CELLULAR
Redensified nourished skin - Reshaped contours
Polished wrinkles - Pearlescent brightness

LIFE PEARL CELLULAR
A JEWEL OF TECHNOLOGY: REBIRTH OF SKIN'S PEARL-LIKE PERFECTION

YOUR COSMETIC WATER
 Cellular rebirth lotion

YOUR SERUM
 The essence of perfection

YOUR EMULSION
 Cellular rebirth emulsion

YOUR CREAM
 The sumptuous cream cellular rebirth

YOUR EYE & LIP CONTOUR
 Light rebirth care for eye & lip

FOUNDATION

REJUVENATING MAKE-UP

SPF 15 / PA ++ <input type="checkbox"/> PRODIGY POWERCELL FOUNDATION Youthful freshness radiance Global anti-ageing	SPF 15 / PA +++ <input type="checkbox"/> PRODIGY LIQUID LIGHT FOUNDATION Radiance-Smoothness Global anti-ageing
SPF 12 / PA ++ <input type="checkbox"/> PRODIGY COMPACT FOUNDATION Global anti-ageing	SPF 20 <input type="checkbox"/> PRODIGY FOUNDATION Global anti-ageing

UV PROTECTION

PREMIUM UV

NON-TINTED <input type="checkbox"/> PREMIUM UV ANTI-AGEING UV PROTECTION SPF 50 / PA+++	BLUE BASE <input type="checkbox"/> PREMIUM UV BLUE BASE ANTI-UV AGEING - POLLUTION SPF 40 / PA+++
BB BASE <input type="checkbox"/> PREMIUM UV NUDE BB BASE UV PROTECTION SPF 50 / PA+++	

PERFECTING NATURAL MAKE-UP

SPF 12 <input type="checkbox"/> COLOR CLONE SUBLI-MAT Long lasting Color perfection	SPF 20 / PA ++ <input type="checkbox"/> COLOR CLONE ² Color & skin texture perfection	SPF 30 / PA +++ <input type="checkbox"/> COLOR CLONE ³ Color & skin texture perfection
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SKIN CLEANSING & CONDITIONING

CLEANSING WITH WATER

SOUFFLE CREAM
Supreme cleansing cream

WHITENING MAKE-UP

SPF 35 / PA+++

PRODIGY WHITE COMPACT FOUNDATION
Global anti-ageing brightening

LOTION

HONEY LOTION
Clarifying enriched honey lotion

HERBAL LOTION
Silky herbal lotion

OTHER PRODUCTS

DATE: ____/____/____

YOUR PERSONAL BEAUTY EXPERT: _____

YOUR STORE: _____

BOUGHT PRODUCTS: _____

NEXT APPOINTMENT: ____/____/____

DATE: ____/____/____

YOUR PERSONAL BEAUTY EXPERT: _____

YOUR STORE: _____

BOUGHT PRODUCTS: _____

NEXT APPOINTMENT: ____/____/____



INFORMATION

PERSONAL BEAUTY EXPERT: _____

DATE: ____/____/____

YOUR PERSONAL BEAUTY EXPERT: _____

YOUR STORE: _____

BOUGHT PRODUCTS: _____

NEXT APPOINTMENT: ____/____/____

STORE: _____

NAME: _____ FIRST NAME: _____

ADDRESS: _____

ZIP CODE: _____ COUNTRY: _____

EMAIL: _____ @ _____

PHONE NUMBER: _____

BOUGHT PRODUCTS: _____

NEXT APPOINTMENT: ____/____/____