**Brand speech 1 minute**

Hello Madam,

Welcome to HR, the brand with more than 100 years in anti-ageing expertise.

It was created by an extraordinary woman, Mrs Rubinstein, who invented the first cosmetics.

She was convinced that beauty gives a power and that each woman who gives herself the means has the power to be beautiful. Today, we still believe in this “Power Beauty”.

Our products are developed with the highest requirement. We have an exceptional partnership with Laclinic Montreux, Switzerland, which allows us to create cares at the frontier of aesthetic medicine.

Madam, are you ready to try?