



HR  
HELENA RUBINSTEIN

FACE  
SECRETS

TIPS AND TRICKS FOR THE FACE

LIVE BRILLIANTLY  
DEMI MOORE  
for Helena Rubinstein

## 1 Make-up removal, the 1<sup>st</sup> anti-ageing step

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To preserve skin's youth, thoroughly remove make-up and cleanse every morning and evening.

After cleansing with a milk or water, perfect make-up removal using a lotion for a firming, toning effect.

## 2 Skin care = 50% of the complexion result

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Apply Prodigy Powercell for daily anti-ageing repair, then apply the adapted cream and eye care using long, upwards massaging movements.

Use a mask once a week for an instant rejuvenating action.

To intensify the benefits of daily skin care, complete your beauty routine with a targeted serum.

## 3 Foundation, perfect complexion creator

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Foundation can be applied in light touches for an invisible effect.

For an ultra-light effect, apply it outward like a cream.

## 4 Magic Concealer, the golden rules

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A complexion corrector should be applied after the foundation, using a precise applicator, such as a lip brush.

Blend the corrector with your finger so that it melts in naturally.

## 5 Loose powder, delicately set make-up

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An ultra-light veil of loose powder is all you need.

Use the loose powder, tapping any excess off the brush and powdering the shiniest zones for a natural finish.



Powder bronzed or dark complexions very lightly.

Sun-kissed complexions suit a natural “shine”.

## 6 Compact powder for a perfect complexion

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Avoid using a compact powder immediately after applying foundation. Opt instead for touch ups throughout the day.



Apply mattifying touches to the T-zone using the compact powder.

## 7 Blush for a “fresh glow” effect

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Choose a pink, peach or rosewood shade for an instant healthy-glow effect.



To illuminate and revive the face, apply blush to the center of the cheeks.

## 8 Blush for a “sculpting” effect

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Choose a beige, brown or neutral shade to sculpt and refine facial contours.



To sculpt face and contour it, apply blush to the hollow of your temples and cheeks as well as to a double chin.

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