



HR  
HELENA RUBINSTEIN

FOCUS  
FACE

ENHANCE THE FACE IN 15 MIN!

LIVE BRILLIANTLY  
DEMI MOORE  
HELENA RUBINSTEIN

## BEFORE YOU START!

- Ensure the cleanliness of your workstation as well as utensils and products.
  - Clean your hands in front of the customer with disinfecting wipes.
  - Take the products with disinfected spatulas beforehand.
  - Protect the client's clothes and hair.
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## EXPRESS CLEANSING



- Take 2 cotton pads soaked in LIFE RITUAL cleansing milk and cleanse from the centre of the face towards facial contours. Turn the cotton pads over and repeat the action to remove excess product.



- Repeat the same movements with 2 cotton pads soaked in LIFE RITUAL lotion adapted to suit the client's skin type.
- Dry the face with a disposable tissue.

## DAILY ANTI-AGEING REPAIR

### PRODIGY POWERCELL YOUTH GRAFTER



The 1<sup>st</sup> youth grafter skincare with vegetal stem cells. 100% active power to act on 3 anti-ageing mechanisms: cellular regeneration, tissular repair, anti-free radical defense.

From 5 days, the visible signs of younger skin: smoothed skin, recreated radiance, reinforced tonicity.

Begin the FOCUS FACE intervention with the application of PRODIGY POWERCELL YOUTH GRAFTER.



Begin with an upward, smoothing action.

## DAILY ANTI-AGEING REPAIR

### PRODIGY POWERCELL YOUTH GRAFTER THE CREAM



Exclusive association in a skincare of native vegetal stem cells of oceanic crista and a powerful antioxidant complex for an anti-ageing repair and defense of the skin: fortified skin, reduced wrinkles, revealed radiance and continuous hydration.

## NATURAL AND FRESH MAKE-UP

On skin which has been perfectly treated using PRODIGY POWERCELL, achieve a radiant and fresh complexion.

1 · Unify and smooth the complexion



· Choose the COLOR CLONE foundation in the closest shade possible to natural complexion.

2 · Conceal shadowy areas and  
replump the hollows of the cheeks



· Choose MAGIC CONCEALER in a shade lighter than foundation.

3 · Illuminate the face



· Choose WANTED BLUSH in a "glowing" shade.

## REDUCE GLOBAL SIGNS OF AGEING

### PRODIGY GLOBAL ANTI-AGEING CONCENTRATE



The prodigious global skincare concentrated with Bio-sap, a unique and global response to the 5 signs of ageing: wrinkles, loss of firmness, lack of radiance, uneven complexion and dehydration.

A true life concentrate, PRODIGY provides skin with 5 results in response to the 5 signs of cutaneous ageing. This global anti-ageing concentrate smoothes, firms, illuminates, unifies and hydrates.

## REJUVENATING MAKE-UP

On skin which has been perfectly treated using PRODIGY, achieve a natural and rejuvenating make-up look.

1 · Unify and smooth the complexion



· Choose the PRODIGY FOUNDATION or PRODIGY LIQUID LIGHT foundation in half a shade lighter than natural complexion.

2 · Conceal shadowy areas



· Choose MAGIC CONCEALER in a shade lighter than foundation.

## COMBAT RADICALIZED SIGNS OF AGEING

PRODIGY EXTREME  
SUMPTUOUS CREAM, CELLULAR REVIVAL  
FACE, NECK & DÉCOLLETÉ



Incomparable anti-ageing power for mature skin.

By reactivating integrins, true cellular "life bridges", this treatment replumps deep wrinkles, reinforces skin density and nourishes deep-down. Skin is reborn.

## SMOOTHING AND RADIANT MAKE-UP

On skin which has been smoothed, redensified and intensely nourished using PRODIGY EXTREME, achieve a smoothing and radiant make-up look.

1 · Unify and smooth the complexion



· Choose the PRODIGY LIQUID LIGHT foundation in the closest shade possible to natural complexion.

2 · Conceal shadowy areas



· Choose MAGIC CONCEALER in a shade lighter than foundation.

3 · Set make-up with transparent effect



· Apply a very light veil of loose powder over areas only where you have already applied concealer.

## RESTORE THE RADIANCE AND TONE OF YOUNG SKIN

PRODIGY Re-PLASTY  
MESOLIFT COSMETIC  
LIFTING-RADIANCE INTENSE CREAM SPF 15



Instant anti-ageing cosmetic intervention.

The 1<sup>st</sup> instant anti-ageing cosmetic intervention inspired by the mesolift procedure carried out at LACLINIC MONTREUX which integrates meso-solution to restore skin's ideal plasticity. Instant result: active lift, radiance injection, ideal plasticity.

## INSTANT LUMINOUS MAKE-UP

On ideal skin plasticity thanks to PRODIGY Re-PLASTY MESOLIFT COSMETIC, achieve an instantly luminous make-up look.

1 · Unify and smooth the complexion



· Choose the PRODIGY LIQUID LIGHT foundation in the closest shade possible to natural complexion.

2 · Conceal shadowy areas



· Choose MAGIC CONCEALER in a shade lighter than foundation.

3 · Illuminate the face



· Choose WANTED BLUSH in a "glowing" shade.

## RECREATE HIGH DEFINITION SKIN

### PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

DARK SPOT CORRECTION REFINING CREAM SPF 10



Instant anti-ageing cosmetic intervention.

The 1<sup>st</sup> instant anti-ageing cosmetic intervention which replicates the sophisticated peel protocol performed at LACLINIC MONTREUX. This skin-care combines 3 complementary anti-ageing actions: peeling - correction - protection for high definition skin quality: refined wrinkles, reduced dark spots, sublime skin texture.

## HIGH DEFINITION MAKE-UP

On skin which has been refined using PRODIGY Re-PLASTY HIGH DEFINITION PEEL, achieve an instant sublime make-up look.

1 · Unify and smooth the complexion



· Choose the PRODIGY LIQUID LIGHT foundation in the closest shade possible to natural complexion.

2 · Conceal shadowy areas



· Choose MAGIC CONCEALER in a shade lighter than foundation.

3 · Illuminate the face



· Choose WANTED BLUSH in a "glowing" shade.

## EXPERT APPLICATION GESTURE

For a global rejuvenating intervention

### EYE CARE

Apply



Apply a small amount of cream with the tip of the index and middle fingers, working from the inner to the outer corner of the eye.

Drain



Drain skin using deep, firm smoothing movements with the fleshy part of the thumbs, under the eyebrow arch and along dark circles.

Smooth



With fingers flat, perform an upwards smoothing movement on the crow's feet area.

### SERUM

Apply & lift



Apply over the face with firm smoothing movements on the facial contours. Use the palm of the hands and work from the chin to the top of the temples.

### CREAM

Apply



Apply cream over the face and neck using upwards smoothing movements. Use the entire surface of the hand, working from the neck towards the forehead.

Revitalize



Using the fleshy part of the fingers, smooth from the sides of the nose to the middle of the forehead, then along the contours and down to the chin.

Tone



Perform firm smoothing movements from the chin to the top of the cheeks. Continue horizontally to the ears. Work downwards towards the jaw line.

Repeat each movement 3 times.

## DEEPLY HYDRATE AND REDUCE DEHYDRATION WRINKLES

### HYDRA COLLAGENIST DEEP HYDRATION ANTI-AGEING CREAM



The deep hydration anti-ageing skincare which integrates a unique technology to "implant" water at the heart of skin\*.

With HYDRA COLLAGENIST, hydration is instantly and durably reactivated. Dehydration wrinkles are reduced and skin is more radiant. Day after day, denser and smoother, the skin is visibly younger.

\* in vitro test

## NUDE EFFECT AND SMOOTHING MAKE-UP

On skin which has been perfectly treated using HYDRA COLLAGENIST, achieve a nude effect and smoothing complexion.

1 · Unify and smooth the complexion



· Choose the COLOR CLONE HYDRA-24H foundation in the closest shade possible to natural complexion.

2 · Conceal shadowy areas



· Choose MAGIC CONCEALER in a shade lighter than foundation.

3 · Set make-up with transparent effect



· Apply a very light veil of loose powder over areas only where you have already applied concealer.

## REPLUMP SKIN AND FILL VISIBLE WRINKLES

### COLLAGENIST with pro-Xfill REPLUMPING FILLING CARE, ANTI-WRINKLE - FIRMNESS



"Intensive filling" effect without injection to instantly replump skin and intensely fill wrinkles.

COLLAGENIST with pro-Xfill has been formulated to stimulate the five collagens responsible for skin firmness and resistance to visibly fill wrinkles.

## REPLUMPING MAKE-UP

On skin which has been smoothed and replumped using COLLAGENIST with pro-Xfill, achieve a radiant make-up look that fills sunken areas of the face.

1 · Unify and smooth the complexion



· Choose the COLOR CLONE foundation in the closest shade possible to natural complexion.

2 · Conceal shadowy areas and replump the hollows of the cheeks



· Choose MAGIC CONCEALER in a shade lighter than foundation.

3 · Illuminate the face



· Choose WANTED BLUSH in a "glowing" shade.

## LIFT FEATURES AND RESHAPE CONTOURS

**COLLAGENIST V-LIFT**  
TIGHTENING RESCULPTING CREAM  
LIFT - FIRMNESS - ANTI-WRINKLE



Lifting effect without surgery: resculpted, the face regains its perfect V shape.

With COLLAGENIST V-LIFT, the features are visibly tightened, as though lifted. Facial contours appear more defined, as if resculpted.

## SCULPTING MAKE-UP

On skin which has been firmed and lifted using COLLAGENIST V-LIFT, achieve an instant remodeling make-up look.

1 · Unify and smooth the complexion



· Choose the INSTANT V-LIFT foundation in the closest shade possible to natural complexion.

2 · Conceal shadowy areas



· Choose MAGIC CONCEALER in a shade lighter than foundation.

3 · Illuminate the face



· Choose WANTED BLUSH in a "glowing" shade.

## EXPERT APPLICATION GESTURE

For a targeted anti-wrinkle intervention

### EYE CARE

Apply



Apply a small amount of cream with the tip of the index and middle fingers, working from the inner to the outer corner of the eye.

Smooth



Massage in the cream using firm smoothing movements, with fingers in a v-shape.

Replump



Using the index finger and thumb, perform small pinching movements, perpendicular to the wrinkles.

### SERUM

Apply & lift



Apply over the entire face with firm smoothing movements on the facial contours. Use the palm of the hands and work from the chin to the top of the temples.

### CREAM

Apply



Apply cream over the face and neck using upwards smoothing movements. Use the entire surface of the hand, working from the neck towards the forehead.

Stimulate



Perform twisting, pinching movements with bent fingers. Start at the base of the neck, working from the outside in, moving up to the jaw bone.

Smooth & Lift



Place your hand horizontally at the base of the neck and then slide vertically up to the cheekbones, via the jaw bone. Repeat the same technique with the other hand.

Repeat each movement 3 times.

LIVE BRILLIANTLY

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