



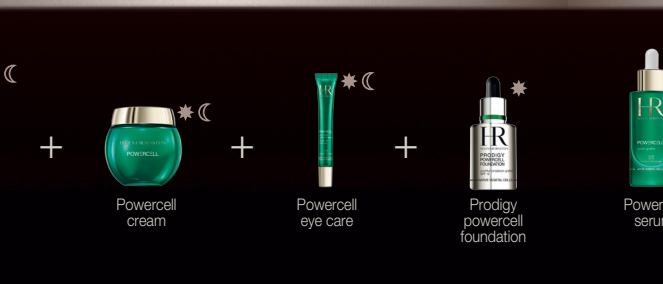
HR SKINCARE

GLOBAL ANTI-AGEING CARE

From 30 - Youth booster
POWERCELL YOUTH GRAFTER



KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women seeking global anti-ageing skincare able to protect skin against hectic life rhythms, from age 30
SKIN CONCERNS: Wrinkles, loss of tone, lack of radiance, daily micro aggressions
RESULTS: smoothed wrinkles & texture - boosted tonicity - instant healthy radiance
USE: Every day and night, apply Powercell routine: serum, cream, eye contour. Twice a week, apply Powercell mask for an instant youth shot
PRICE: 104€-30mL (PPI)



GLOBAL ANTI-AGEING CARE

From 30 - Youth booster
POWERCELL YOUTH GRAFTER



KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women from 30, seeking global anti-ageing care
SKIN CONCERNS: Wrinkles - loss of tonicity - lack of radiance - daily micro-aggressions
RESULTS: Smoother - firmer - more toned and radiant
GEL-CREAM TEXTURE TO INFUSE ALL ITS SOFTNESS
USE: Every day and night, after the serum, face and neck
PRICE: 126€-50mL (PPI)



GLOBAL ANTI-AGEING CARE

From 40 - Deep skin renewal
PRODIGY THE GLOBAL ANTI-AGEING CREAM



KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women from 40, seeking global anti-ageing care
SKIN CONCERNS: Visible wrinkles - loss of firmness and elasticity - uneven complexion - lack of radiance - dehydration
RESULTS: Deep skin renewal - deep anti-wrinkle - deep redensification - deep firmness - deep luminosity - deep hydration
MYTHICAL PRODIGIOUS TEXTURE FOR A MATT AND VELVET FINISH
USE: Every day, after Powercell or Tissural serum, on face and neck
PRICE: 172€-50mL (PPI)



GLOBAL ANTI-AGEING CARE

From 50 - Deep nutrition
PRODIGY EXTREME ULTIMATE REJUVENATING CARE



KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women from 50, seeking global anti-ageing care
SKIN CONCERNS: Deep wrinkles - intense dryness - loss of density - slackening - loss of radiance
RESULTS: Skin is "reborn" - re-plumped deep wrinkles - reinforced density - extreme nutrition
RICH ENVELOPING TEXTURE FOR A COCOONING SENSATION
USE: Every day and night, after the serum, face and neck
PRICE: 187€-50mL (PPI)



ANTI-WRINKLE CARE

From 30 - Anti-ageing hydration
HYDRA COLLAGENIST DEEP HYDRATION ANTI-AGEING CARE



KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women from 30, seeking anti-wrinkle care
SKIN CONCERNS: Loss of moisture - dehydration wrinkles - less smooth skin - reduced density
RESULTS: Instantly and durably reactivated hydration - denser and smoother skin
MELT-IN-GEL-CREAM TEXTURE OR RICH HYDRATING CREAM TEXTURE
USE: Every day and night, after the serum, face and neck
PRICE: 115€-50mL (PPI)

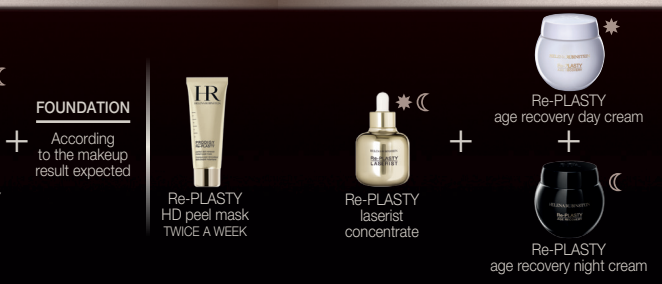


ANTI-WRINKLE FILLING CARE

From 30 - Replumping
COLLAGENIST RE-PLUMP ANTI-WRINKLE FILLING CARE



KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women seeking anti-wrinkle care and regain a youthful plump, from age 30
SKIN CONCERNS: Loss of firmness - sagging of facial and neck tissues - contours less defined
RESULTS: Lifting effect: firmness & redefined contours
CONTOURING "HOOK" TEXTURE FOR IMMEDIATE LIFTING EFFECT
USE: Every day and night, apply Collagenist Re-Plump Creams (day & night), after Prodigy Powercell Serum, on face, neck and décolleté, according to specific gesture
PRICE: 115€-50mL (PPI)



ANTI-WRINKLE CARE

From 40 - Lifting
COLLAGENIST V-LIFT LIFTING RE-SCULPTING ANTI-WRINKLE CARE



KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women from 40, seeking anti-wrinkle care
SKIN CONCERNS: Loss of firmness - loss of bounce - loss of volumes & firmness
RESULTS: De-wrinkled skin - rebounded surface
FLUID TEXTURE TO INSTANTLY INFUSE AND ENERGIZE SKIN
USE: Every day and night, before the cream, face and neck
PRICE: 97€-50 mL (PPI)



EXCEPTIONAL COMPLETE CARE

From 45
LIFE PEARL CELLULAR THE ESSENCE OF PERFECTION



KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women seeking instant efficacy on luminosity and lift / those who want to avoid peeling/ prolong mesotherapy effects
SKIN CONCERNS: Sagging - loss of density - deep wrinkles - dry skin - uneven complexion
RESULTS: Ultimate pearl-like perfection: redensified nourished skin - reshaped contours - polished wrinkles - pearlescent brightness
SUPREME OIL-IN-SERUM TEXTURE
USE: Every day and night, before the cream, face and neck
PRICE: 420€-40mL (PPI) / "This essence is not for everybody. It is the price of efficacy and sensorial experience to every application."



INSTANT COSMETIC INTERVENTION

CORRECT - Dullness, sagging
Re-PLASTY MESOLIFT LIFTING RADIANCE EXTREME CONCENTRATE

KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women seeking exceptional protecting anti-ageing day care, those who have already used the Re-PLASTY products, as well as those who have undergone aesthetic medicine procedures.
SKIN CONCERNS: Uncomfortable and fatigued dry skin, lagging sensation, wrinkles, age damages - imperfections
RESULTS: Intense repair - instant soothing - active antioxidant protection
"BANDAGE TEXTURED CREAM
USE: Every morning, after the serum, face and neck
PRICE: 290€-50 mL (PPI) / "This cream is for customers seeking instant results and who are ready to pay the price of efficacy."

INSTANT COSMETIC INTERVENTION

CORRECT - Roughness, fine lines
Re-PLASTY HD PEEL ADVANCED RETINOL ANTI-WRINKLE NIGHT CONCENTRATE

KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women seeking instant efficacy on skin quality and anti-fine lines / those who want to avoid peeling/ prolong peeling effects
SKIN CONCERNS: Lines - unevenness
RESULTS: The replication of the Peeling protocol performed at LACLINIC-MONTREUX: refined wrinkles - sublime skin texture
A HIGH-PERFORMANCE SILK-TEXTURE FLUID
USE: Every night (not day, because of retinol), before the cream, face and neck
PRICE: 131€-30 mL (PPI) / "This serum is for customers seeking instant results and who are ready to pay the price of efficacy."

INSTANT COSMETIC INTERVENTION

CORRECT - Dark spots, dischromias
Re-PLASTY LASERIST INTENSIVE BRIGHTENING ANTI-DARK SPOT CONCENTRATE

KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women seeking instant efficacy on anti-spot and radiance / those who want to avoid laser/ prolong laser effects
SKIN CONCERNS: Dark spots - redness - imperfections
RESULTS: The replication of the Laser protocol performed at LACLINIC-MONTREUX: reduced dark spots - sealed in radiance - translucent skin
FRESH, FLUID AND MILKY TEXTURE
USE: Every day and night, before the cream, face and neck
PRICE: 181€-40 mL (PPI) / "This serum is for customers seeking instant results and who are ready to pay the price of efficacy."

INSTANT COSMETIC INTERVENTION

CORRECT - Deep wrinkles, loss of elasticity & volume
Re-PLASTY PRO FILLER INTENSE WRINKLE CORRECTOR & ELASTICITY RESTORER CONCENTRATE

KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women seeking instant efficacy on anti-deep wrinkles and volume, elasticity / those who want to avoid hyaluronic acid injections/ prolong hyaluronic acid injections effects
SKIN CONCERNS: Deep wrinkles - loss of volume and elasticity
RESULTS: The efficacy of one hyaluronic acid injection performed at LACLINIC-MONTREUX: corrected deep wrinkles - restored elasticity and volume
TRANSFORMING TEXTURE FOR AN IDEAL PLASTICITY
USE: Every day and night, before the cream, face and neck
PRICE: 234€-30 mL (PPI) / "This serum is for customers seeking instant results and who are ready to pay the price of efficacy."

INSTANT COSMETIC INTERVENTION

PROTECT & REPAIR: Re-Plasty Age Recovery Day
REGENERATE: Re-Plasty Age Recovery Night

KEY POINTS TO KNOW & REMEMBER
FOR WHO? Demanding women seeking exceptional protecting anti-ageing day care, those who have already used the Re-PLASTY products, as well as those who have undergone aesthetic medicine procedures.
SKIN CONCERNS: Uncomfortable and fatigued dry skin, lagging sensation, wrinkles, age damages - imperfections
RESULTS: Intense repair - instant soothing - active antioxidant protection
"BANDAGE TEXTURED CREAM
USE: Every morning, after the serum, face and neck
PRICE: 290€-50 mL (PPI) / "This cream is for customers seeking instant results and who are ready to pay the price of efficacy."

INSTANT COSMETIC INTERVENTION

Re-PLASTY AGE RECOVERY NIGHT

KEY POINTS TO KNOW & REMEMBER
FOR WHO? For all demanding women looking for exceptional anti-ageing correction during the night, those who already use the Re-PLASTY range, as well as those who undergo aesthetic medicine procedures.
SKIN CONCERNS: Wrinkles - cutaneous damages - imperfections
RESULTS: All age scars are corrected to reveal restored skin, just like new
"BANDAGE TEXTURED CREAM
USE: Every night, after the serum, face and neck
PRICE: 270€-50 mL (PPI) / "This cream is for customers seeking instant results and who are ready to pay the price of efficacy."

Re-PLASTY RANGE LINK SELLING

| CONCERNS | CORRECT: Treat the skin | PROTECT & REPAIR: Protect skin against free radicals + correct wrinkles, age damages | REGENERATE: Calm & correct all age scars during the night |
|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------|
| MESOLIFT Dullness sagging | Re-PLASTY MESOLIFT PROTOCOL Serum + Eye contour Mesolift | Day cream | Night cream |
| PEELING Roughness lines are | Re-PLASTY HD PEEL PROTOCOL Serum + Eye contour Mesolift + Mask | Day cream | Night cream |
| LASER Dark spots dischromias | Re-PLASTY LASERIST PROTOCOL Serum + Eye contour Mesolift + Spot correction Mesolift | Day cream | Night cream |
| HYALURONIC ACID INJECTIONS Deep wrinkles loss of volume & elasticity | Re-PLASTY PRO FILLER PROTOCOL Serum + Eye contour Mesolift | Day cream | Night cream |



HR AT A GLANCE

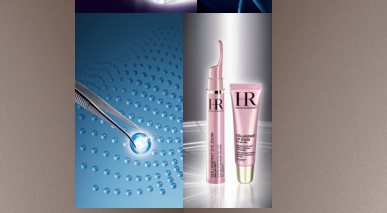
BRAND INTRODUCTION

+ 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? >

SALES METHOD

1 GREETING
Premium and Expert Welcoming including brand presentation



4 ENGAGING
Sampling
Build the heartlink and loyalty
Service

HR 3 SCIENTIFIC TERRITORIES

POWER OF NATURE
FOR SKIN REGENERATION
The most cutting edge techniques in the field of vegetal science and stem cells



COLLAGEN EXPERTISE
FOR SKIN REMODELLING
The most advanced techniques to fill, lift and resculpt the collagenic architecture



LACLINIC AT HOME
ADVANCED COSMETIC INTERVENTIONS FOR INSTANT SKIN CORRECTION
Replicated from LACLINIC-MONTREUX most advanced clinical protocols formulated and tested with LACLINIC-MONTREUX



Re-PLASTY RANGE HOOK
"Did you know that now you can reach the efficacy of aesthetic medicine in a skincare?"

Re-PLASTY RANGE PRESENTATION
"I would like to invite you to discover Re-PLASTY, the first cosmetic range that replicates the most cutting-edge aesthetic medicine techniques. Let me show you our 5 advanced cosmetic protocols created in partnership with LACLINIC-MONTREUX, one of the most prestigious aesthetic medicine clinics of the world to offer you instant radical correction."

HR SKINCARE GEOGRAPHY

EXCEPTIONAL COMPLETE CARE
LIFE PEARL CELLULAR
From 45
Replenished skin - Polished wrinkles
Pearlescent brightness - Deep nutrition



MUST HAVE SERUM
POWERCELL YOUTH BOOSTER
Smoothed wrinkles and texture
Boosted tonicity
Instant healthy radiance

INSTANT COSMETIC INTERVENTION
Collaboration with LACLINIC-MONTREUX
CORRECT
Re-PLASTY MESOLIFT
Re-PLASTY HD PEEL
Re-PLASTY LASERIST
Re-PLASTY PRO FILLER



REGENERATE
Re-PLASTY AGE RECOVERY DAY
Re-PLASTY AGE RECOVERY NIGHT

GLOBAL ANTI-AGEING CARE
POWERCELL YOUTH BOOSTER
Wrinkles - Loss of elasticity
Lack of radiance
Daily micro aggressions



ANTI-WRINKLE CARE - COLLAGEN EXPERTISE
HYDRA COLLAGENIST ANTI-AGEING HYDRATION
From 30
Fine Lines Hydration
COLLAGENIST RE-PLUMP
From 30
Deep Wrinkles Replumping
COLLAGENIST V-LIFT
From 40
Wrinkles Resculpting

REPAIR & PROTECT
Re-PLASTY AGE RECOVERY DAY
Intense antioxidant protection
Deep repair - Instant soothing



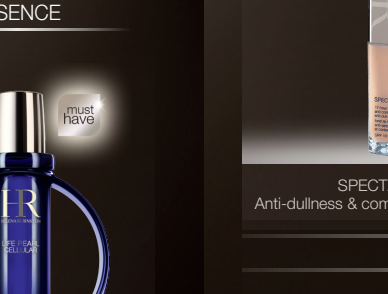
REGENERATE
Re-PLASTY AGE RECOVERY NIGHT
Intense Repair of all age scars Pro-Xylane™ 30%

PROTECT & REPAIR
MESOTHERAPY
Dullness, sagging
PEELING
Roughness, fine lines
LASER
Dark spots, dischromias



POST-INTERVENTIONAL CARE
Uncomfortable and fragilized dry skin, tugging sensations, wrinkles, age damages
Re-PLASTY AGE RECOVERY DAY
Re-PLASTY AGE RECOVERY NIGHT

REGENERATE
Wrinkles, cutaneous damages, imperfections
Re-PLASTY AGE RECOVERY DAY
Re-PLASTY AGE RECOVERY NIGHT



REGENERATE
Re-PLASTY AGE RECOVERY DAY
Re-PLASTY AGE RECOVERY NIGHT

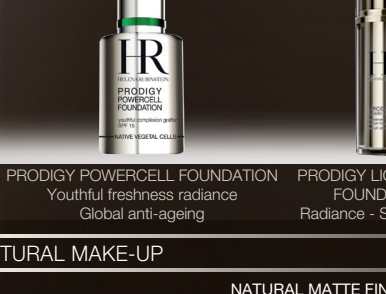
HR MUST HAVE

"You can no longer live without it!"



HOOK:
"Did you know that hectic life rhythms could lead to a cellular "burnout" & accelerate ageing?"

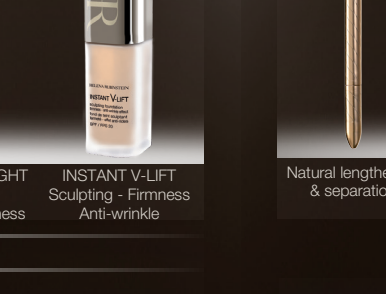
HOOK:
"Have you heard about the post-operative care used after aesthetic medicine procedures which performs miracles on all signs of ageing?"



HOOK:
"What if your skin could reach the perfection of the Royal Black Pearl?"

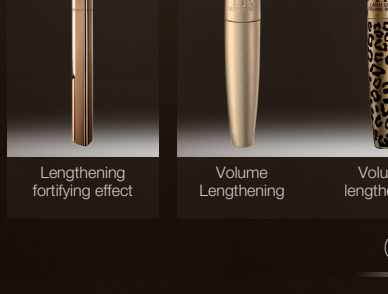
FOUNDATION

REVIVING MAKE-UP
LASTING MAKE-UP
REJUVENATING MAKE-UP



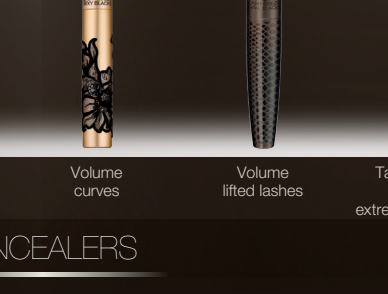
PERFECTING NATURAL MAKE-UP
NATURAL FINISH LIGHT COVERAGE
SPF 10
COLOR CLONE
Perfect radiant complexion with bare skin finish
NATURAL MATTE FINISH LIGHT COVERAGE
SPF 12
COLOR CLONE SUBLI-MAT
Long lasting & color perfection

LENGTHENING
LONG LASH
SPECTACULAR EXTENSION



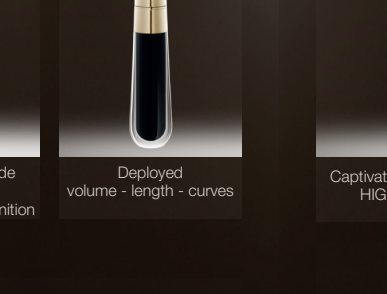
MAGIC CONCEALER
Perfecting & anti-fatigue concealer

VOLUME
+ LENGTHENING
+ INTENSE
+ CURVE
+ EYE OPENING
+ BUILDABLE



PRODIGY LIQUID LIGHT EYE OPENER
Illuminating smoothing eye opener

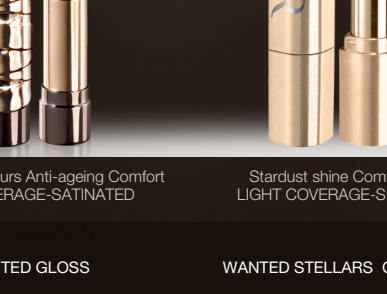
MULTI-BENEFIT
VOLUME LENGTH & CURVE
SURREALIST EVERFRESH



PRODIGY POWERCELL EYE URGENCY
The treatment concealer
Youthful complexion grafter

LIPS

WANTED ROUGE
Captivating colours Anti-ageing Comfort
HIGH COVERAGE-SATINATED



SHINE FASCINATION & SILICONE VOLUME

WANTED STELLARS
Stardust shine Comfort
LIGHT COVERAGE-SHINE



STARDUST SHINE & SILICONE VOLUME

