



POWER BEAUTY
SINCE 1902

SCIENCE ET SENSES
RESULTS CHALLENGING
THE AESTHETIC MEDICINE EFFICIENCY



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WELCOME



GAINING IN SCIENTIFIC EXPERTISE

- ✓ 110 YEARS OF ANTI-AGEING EXPERTISE
- ✓ AESTHETIC MEDICINE
- ✓ IN-DEPTH ADVICE

DEVELOPING CONCEPT OF PLEASURE WHEN RECOMMENDING HR

- ✓ SENSORIAL VOCABULARY

HR
HELENA RUBINSTEIN

POWER BEAUTY
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THE HR LEGACY



110 YEARS
OF ANTI-AGEING EXPERTISE



1. RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY

1. HR RESPONSES
 - COLLAGEN EXPERTISE : COLLAGENIST
 - POWER OF NATURE : PRODIGY
 - LA CLINIC AT HOME : RE-PLASTY

2. SUMPTUOUS TEXTURES

1. BRAIN AND SENSES: THE SCIENTIFIC EXPLANATION
2. SENSORIAL APPROACH TO THE HR RANGES
3. CLIENT'S SENSORIAL PATH



COLLAGEN EXPERTISE

MICRO IMPLANTS
COLLAGEN INJECTIONS
LIFTING & V-SHAPING



POWER OF NATURE

VEGETAL STEM CELL
BIO-SAP



LACLINIC AT HOME

MESOLIFT PEELING LASER
POST INTERVENTION CARE



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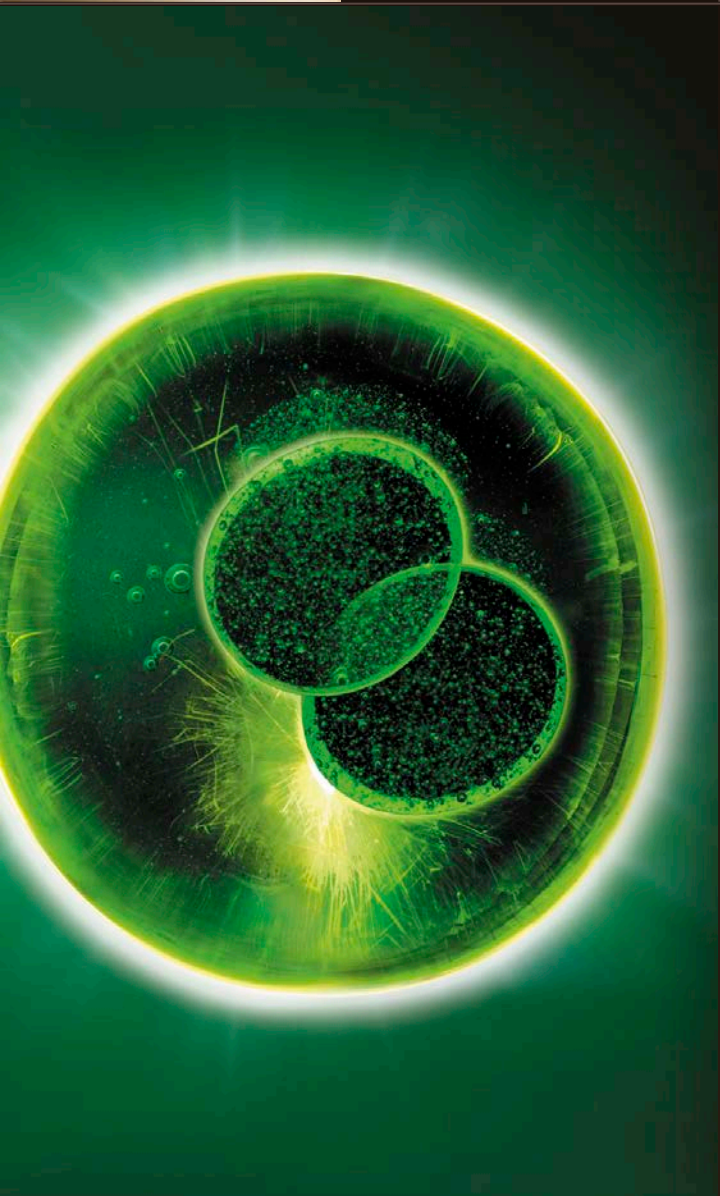
COLLAGEN EXPERTISE



Description: the most advanced techniques to fill, plump and reshape the collagenic architecture, and to redefine face contours and volumes.

Technological feat: Discover different types of collagen and precisely target them to restructure the skin.

Keywords: Restructuration



Description: cutting-edge technique in the field of nature and vegetal cells (vegetal stem cells, bio-sap) which plays a role in cell regeneration and stem cell grafting to renew aged and damaged cells.

Technological feat: conserving the power of these cells, whose lifespan is very limited

Keywords: Cellular Regeneration



Description: replication of the interventions of LACLINIC MONTREUX

Mesolift:

Micro-injections to lift, re-firm and stimulate radiance

Peel:

Skin renovation via desquamation.

Laser / Intense Pulsed Light:

Resurfacing, rejuvenating, correcting

Post Intervention Care: Helps the skin to repair itself

Keyword: Correction



Dr GÉRALD
PIÉRARD

UHC LIÈGE



Dr ODILE
DAMOUR

UNIVERSITY
OF LYON



Pr JOËL
CRECHE

UNIVERSITY
OF TOURS



Pr PHILIPPE
HUMBERT

UHC BESANÇON



Dr PFULG

LA CLINIC
MONTREUX





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HR RESPONSES BY FRANCHISES



COLLAGEN
EXPERTISE

COLLAGENIST



POWER
OF NATURE

PRODIGY



LACLINIC
AT HOME

Re-PLASTY



"I need targeted efficacy on visible signs"

COLLAGEN EXPERTISE

MICRO IMPLANTS REPLUMPING FILLING LIFTING V-SHAPING

"I want a global anti-ageing action"

POWER OF NATURE

CELLULAR REGENERATION & GRAFTER

"I need a radical and immediate correction"

LACLINIC AT HOME

MESOLIFT PEELING LASER POST INTERVENTION CARE



RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY

COLLAGENIST SPECIALIST ANTI-AGEING CARE

PRODIGY PRODIGIOUS GLOBAL ANTI-AGEING CARE

Re-PLASTY INSTANT INTERVENTIONS



HYDRA COLLAGENIST COLLAGENIST pro-Xfill COLLAGENIST V-LIFT

DEEP HYDRATION ANTI-AGEING ANTI-WRINKLE REPLUMPING FIRMNESS ANTI-WRINKLE



PRODIGY POWERCELL PRODIGY PRODIGY EXTREME

FORTIFIED SKIN REDUCED WRINKLES RADIANCE ANTI WRINKLE FIRMNESS RADIANCE HYDRATION UNIFORMITY DEEP-SET WRINKLES DENSITY RADIANCE NUTRITION



Re-PLASTY MESOLIFT Re-PLASTY HD PEEL Re-PLASTY LASERIST Re-PLASTY AGE RECOVERY

ACTIVE LIFTING RADIANCE INJECTION IDEAL PLASTICITY SKIN PERFECTING SMOOTHED WRINKLES REDUCED DARK SPOTS TRANSLUCENT SKIN ACCELERATED REPAIR RENEWED SKIN

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COLLAGEN EXPERTISE THE COLLAGENIST RESPONSE





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THE COLLAGENIST SAGA

10 YEARS OF RESEARCH AND INNOVATION
IN COLLAGENS



PHYTOKINE
CYTOVITINE

COLLAGENIST

2001



COLLASTIM

COLLAGENIST
INTENSE FILL

2005



COLLASTIM
PROXYLANE

COLLAGENIST
WITH PRO-XFILL

2008



VPEPTIDE
LIPO REDUCER

COLLAGENIST
V-LIFT

2010



DERM HYDRAFIX
COLLAGEN
MICROSPHERES

HYDRA
COLLAGENIST

2011



POWER BEAUTY
SINCE 1902

THE COLLAGENIST SAGA

10 YEARS OF RESEARCH AND INNOVATION
IN COLLAGENS



PHYTOKINE
CYTOVITINE

Specific collagens (I
and III)

2001



COLLASTIM

Collagen V
and decorin

2005



COLLASTIM
PROXYLANE

Collagens IV and VII
thanks to Proxylane

2008



VPEPTIDE
LIPO REDUCER

Collagen
membranes

2010



DERM HYDRAFIX
COLLAGEN
MICROSPHERES

Collagenic
matrix
hydration

2011

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HYDRA COLLAGENIST



ACTION

Fixing inner water
Densifying skin tissues
Reinforcing collagen structures

STAR ACTIVE INGREDIENT

DERM-HYDRAFIX
COLLAGEN MICROSPPHERES

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COLLAGENIST with pro-Xfill



ACTION

Stimulation of 5 re-densifying collagens
Re-plumping beauty implant

STAR ACTIVE INGREDIENT

PROXYLANE
COLLASTIM

HR
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COLLAGENIST V-LIFT

ACTION

V-SHAPING Technology

Lifts: anchorage of collagen fibers

Refines: lipo-reduction action

Hooks: tautening

STAR ACTIVE INGREDIENT

V PEPTIDE

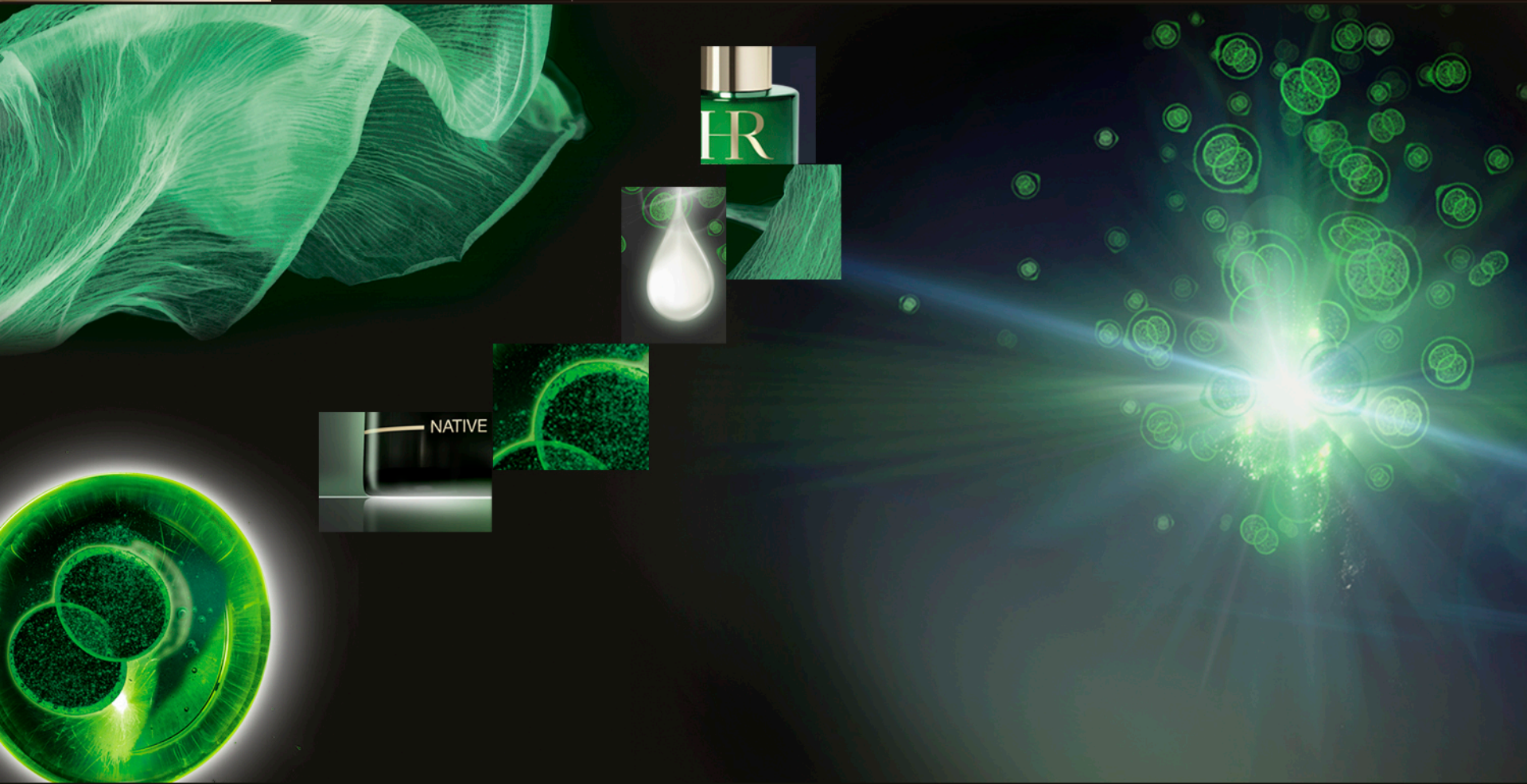
LIPO REDUCER



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POWER OF NATURE
THE PRODIGY RESPONSE





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THE PRODIGY SAGA
10 YEARS OF RESEARCH INSPIRED
BY VEGETAL SCIENCE



BIO-SAP™

PRODIGY

2001



EXTREME BIO-SAP™

PRODIGY EXTREME

2005



VEGETAL STEM CELLS

PRODIGY POWERCELL

2010





BIO-SAP™

15 OF THE MOST PRECIOUS
ANTI-AGEING ACTIVE
INGREDIENTS
VEGETAL EXTRACTS



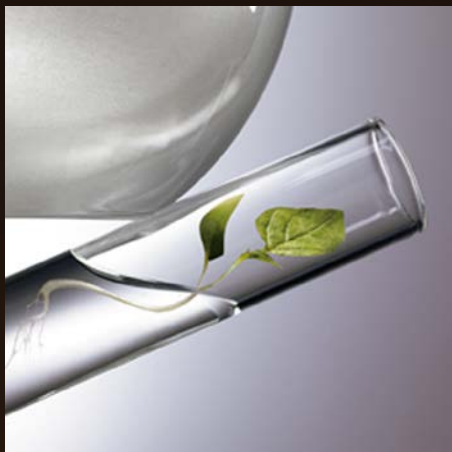
EXTREME BIO-SAP™

EMBRYONIC VEGETAL CELLS



VEGETAL STEM CELLS

OCEANIC CRISTA



BIO-SAP™

TARGETS 5 MECHANISMS OF
SKIN AGEING



EXTREME BIO-SAP™

REACTIVATES INTEGRINS, TRUE
CELLULAR "LIFE BRIDGES" FOR
MATURE SKIN



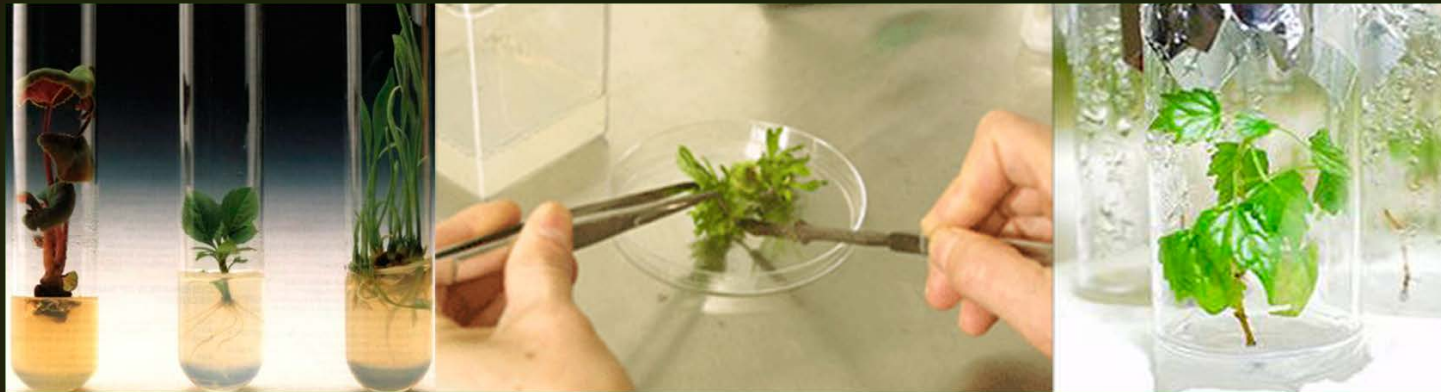
VEGETAL STEM CELLS

CELLULAR REGENERATION
TISSULAR REPAIR
ANTI-FREE RADICAL DEFENSE

IMMORTALITY



TOTI POTENCY



1

Selection of
plant species
Extraction of part
of the plant



2

Transfer into a sterile,
enriched culture
environment



3

Formation of
aggregations of
dedifferentiated native
vegetal cells



4

Production of stable,
immortal lines of
dedifferentiated
vegetal cells

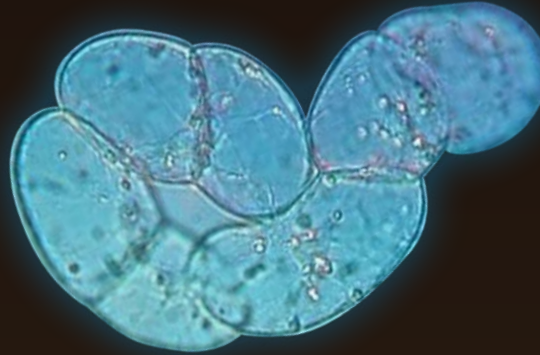


IN VITRO, THESE CELLS REGAIN THEIR “JUVENILE AGE”

MICROPROPAGATION

In vitro embryogenesis

Production of clones of orchids,
coffee....



CREATION OF NEW VARIETES

Applications in agriculture and
horticulture

PRODUCTION OF BIO-MOLECULES

Pharmaceutical, agro-alimentary and
cosmetic applications



PURITY AND REPRODUCIBILITY

GREEN CHEMISTRY

INCREASED BIO-MOLECULE
PRODUCTION



POWER BEAUTY
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PRODIGY POWERCELL
OCEANIC CRISTA



EXCEPTIONAL LONGEVITY

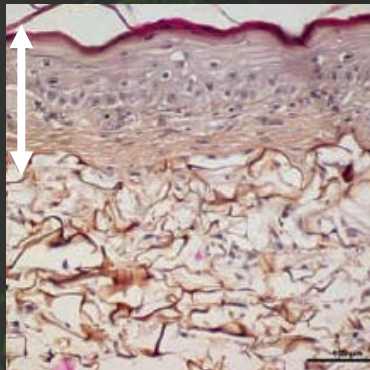
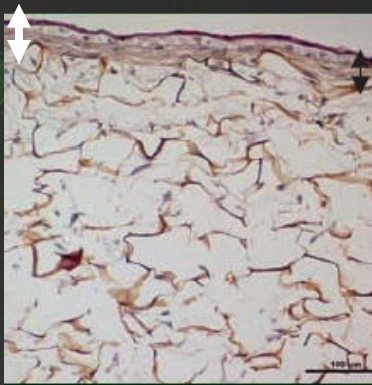
REMARKABLE RESISTANCE

EXCEPTIONAL ABILITIES

100% CONCENTRATION

100% ACTIVE POTENCY

GROUNDBREAKING EXPERIMENTS IN COSMETICS



In vitro: vegetal stem cells promote epidermal anchorage in the dermis: a true epidermal graft*

Prodigy Powercell in vivo: 38.1% reduction in wrinkles and 37.6% reduction in their depth within 1 month**

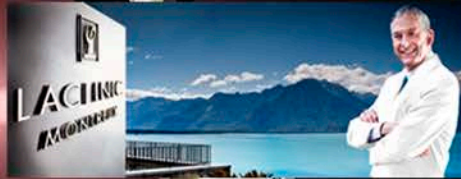
*Lyon Skin Substitutes Laboratory

**Clinical skin print analysis on 40 women



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LACLINIC AT HOME THE Re-PLASTY RESPONSE





AESTHETIC MEDICINE



AESTHETIC SURGERY

81.6% of esthetic interventions are non-surgical
esthetic surgery is falling back (-20%) in favor of
esthetic medicine (+99%) *

growth of esthetic medicine +10% → 2013

THE TOP 5 ESTHETIC INTERVENTIONS**

1. Botox injections
2. Hyaluronic acid injections
3. Laser hair removal
4. Microdermabrasion
5. Intense Pulsed Light - IPL



Average price**:

1. Injections : 250 to 400€ per zone / twice a year.
2. Laser : 150 to 400€ by session / four time a year.
3. Peeling : 150 to 600€ by session / twice a year
4. Mesolift : 130 to 410€ by session / three time a year.

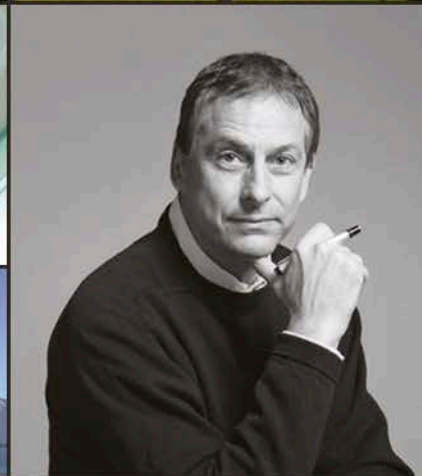
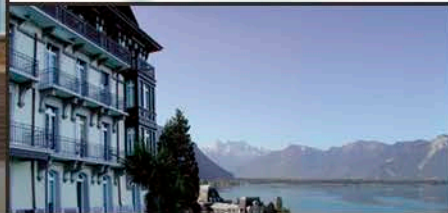
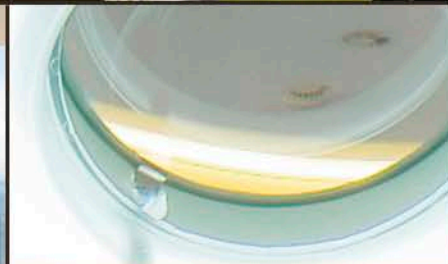
*Source : ASPS sur la période 2000 - 2009 ** Source : ASAPS 2009

**non including Laclinic Montreux prices

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A PRESTIGIOUS PARTNERSHIP





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A PRESTIGIOUS PARTNERSHIP



UNIQUE SKINCARE PROTOCOLS
A GLOBAL, MULTI-SENSORIAL
APPROACH

EXTREME CONCENTRATIONS OF
STAR ACTIVE INGREDIENTS AT THE
HEART OF EXCLUSIVE FORMULAS

RESULTS COMPARABLE TO
LACLINIC MONTREUX PROTOCOLS



TARGET



1. PEELING

WRINKLES, IRREGULARITIES,
SKIN QUALITY



1. Re-PLASTY HD PEEL



2. MESOLIFT

LACK OF RADIANCE,
SAGGING,



2. Re-PLASTY MESOLIFT



3. LASER / IPL

DYSCHROMIAS



3. Re-PLASTY LASERIST



4. POST
INTERVENTION
CARE

AGE SCARS



4. Re-PLASTY
AGE RECOVERY



1. PEEL

PROTOCOL

GLYCOLIC, LACTIC AND PHYTIC ACIDS, RETINOL, LHA

TARGET

WRINKLES, IRREGULARITIES, SKIN QUALITY

RESULTS

INTENSE RENOVATION OF SKIN'S SURFACE

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HR RESPONSE



Re-PLASTY

HD PEEL

REPRODUCES A PROFESSIONAL PEEL AT HOME

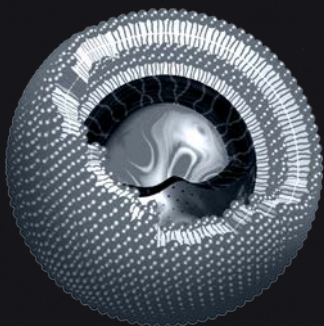
THE PEEL-SOLUTION, AN ULTRA-CONCENTRATED COMPLEX:

Glycolic acid – Lactic acid – Phytic acid

+ RETINOL

+ LHA

+ UVA/UVB filters



PURE RETINOL HIGHLY
CONCENTRATED 0,1%



LHA

Re-PLASTY

HD PEEL

PEEL SOLUTION

Exfoliation of the epidermis to refine texture and imperfections and reduce wrinkles

HIGH-DOSE PURE RETINOL

The dermatologist's reference anti-wrinkle molecule

HIGH-DOSE LHA

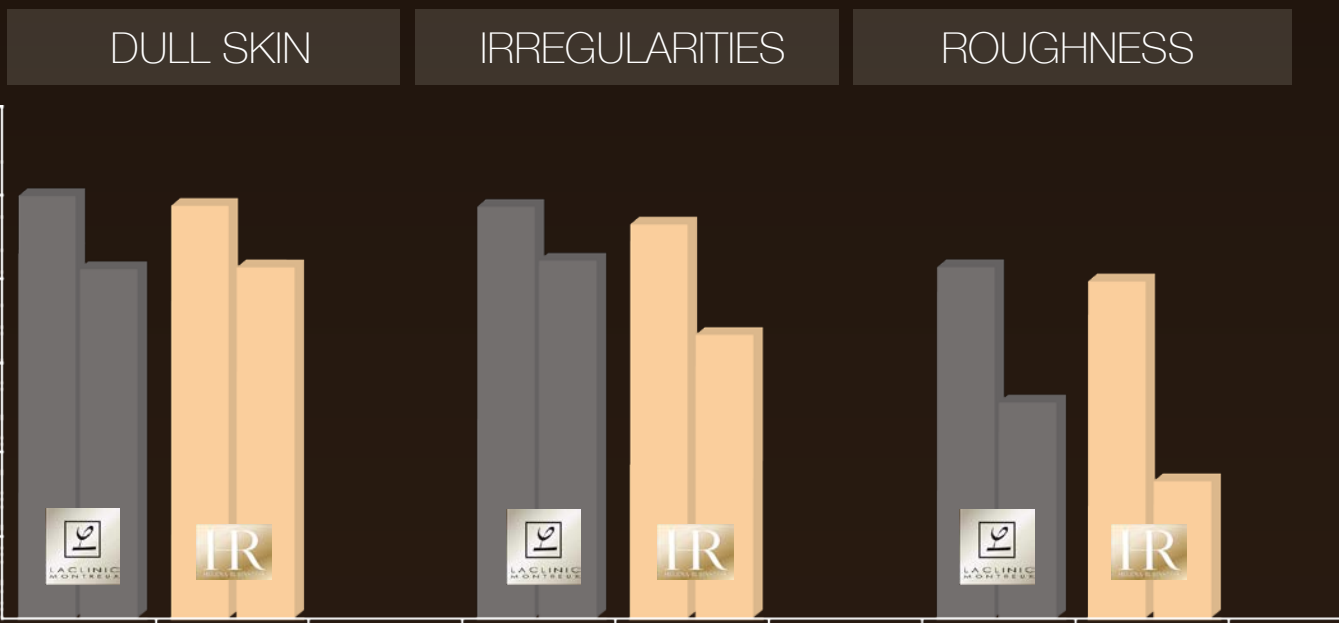
Ultra-precise and targeted exfoliant action

UVA/UVB FILTERS

Protection from photo-ageing, age spot and wrinkle prevention

3 PARAMETERS

D0 - D14





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LA CLINIC PROTOCOL



2. MESOLIFT

PROTOCOL

MICRO-INJECTIONS OF VITAMINS, HYALURONIC ACID,
AMINO ACIDS

TARGET

LACK OF RADIANCE, SAGGING

RESULTS

INTENSE REGENERATION OF CUTANEOUS PLASTO-RADIANCE

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HR RESPONSE



Re-PLASTY

MESOLIFT

REPRODUCES THE MESOLIFT AT HOME

THE MESO-SOLUTION, AN ULTRA-CONCENTRATED COMPLEX:

Vitamin C (10%) – Hyaluronic acid – Ferulic acid



VITAMIN C



HYALURONIC ACID



AMINO ACIDS

Re-PLASTY

MESOLIFT

HIGH CONCENTRATION PURE VITAMIN C

Anti-free radical potency, skin smoothing,
complexion uniformity

HYALURONIC ACID

Excellent hydrating ability, absorbs up to 1000x
its weight in water

AMINO ACIDS

Participate in dermal construction and hydration

FERULIC ACID

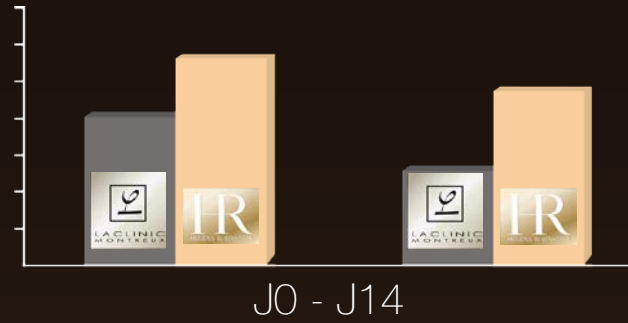
Anti-free radical potency, global anti-oxidant protection



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Re-PLASTY MESOLIFT COMPARATIVE RESULTS

RADIANCE



REDNESS



TRANSPARENCY





3. LASER / INTENSE PULSED LIGHT

PROTOCOL

PROTOCOL WHICH ACTS ON THE 3 CHROMATIC SIGNS OF AGEING
MELANINS – HAEMOGLOBIN – MICRO-RELIEF

TARGET

DYSCHROMIAS, DARK SPOTS, HYPERPIGMENTATION, SKIN AGEING

RESULTS

REDUCED DARK SPOTS, TRANSLUCENT COMPLEXION, RADIANCE
AND SMOOTHED SKIN

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HR RESPONSE



Re-PLASTY

LASERIST

REPRODUCES A SESSION OF IPL

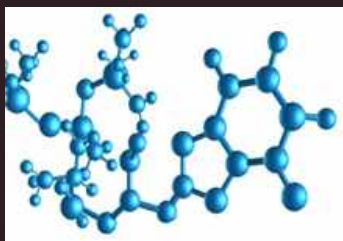
AN ULTRA CONCENTRATED WITHENING FORMULA TO
FIGHT AGAINST PIGMENTARY DISORDERS :

LASERIST SOLUTION

LHA

Re-PLASTY
LASERIST

LASERIST SOLUTION



LHA (patented molecule)



RED ALGAE EXTRACT

- WHITE CERAMIDE
- VITAMIN CG
- RED ALGAE EXTRACT

Re-PLASTY

LASERIST

The Laserist-Solution is the Re-PLASTY LASERIST range's star active ingredient. This active ingredient offers **global action on pigment spots and irregularities.**

It is made up of an innovative association of cutting-edge depigmenting molecules.

Precise epidermal micro-exfoliation.

>Action on micro-texture and imperfections for smoother skin.

Anti-tyrosinase activity

reduces melanin transport into keratinocytes.

>Dark spot reduction action.



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Re-PLASTY LASERIST COMPARATIVE RESULTS IN 8 WEEKS



Clinical study in collaboration with LAACLINIC MONTREUX and UH of Besançon (France).



4. POST INTERVENTION CARE

PROTOCOL

HELPS THE SCARS AND THE SKIN TO REPAIR AFTER AN INTERVENTION

TARGET

SCARS, CUTANEOUS DAMAGES, IMPERFECTIONS

RESULTS

AGE SCARS & SKIN « REPAIRED », IMPERFECTIONS CORRECTED, COMFORT

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HR RESPONSE

Re-PLASTY

AGE RECOVERY

SKIN REPAIR ACCELERATING NIGHT CARE TO CORRECT
ALL AGE SCARS:

WRINKLES

CUTANEOUS DAMAGES

IMPERFECTIONS

ULTRA CONCENTRATED FORMULA:

PROXYLANE

HYALURONIC ACID

GLYCYRRHIZIC ACID



Re-PLASTY

AGE RECOVERY

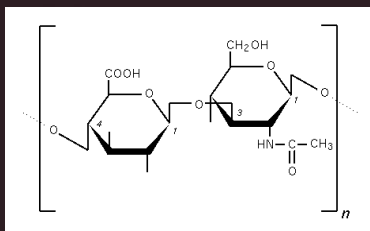
PROXYLANE



PROXYLANE

For the first time, the highest concentration **(30%)** of this cutting-edge anti-ageing ingredient ever integrated into night care to obtain outstanding skin recovery speed result.

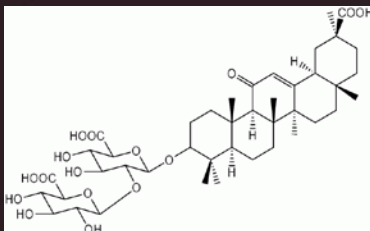
CICA SOLUTION



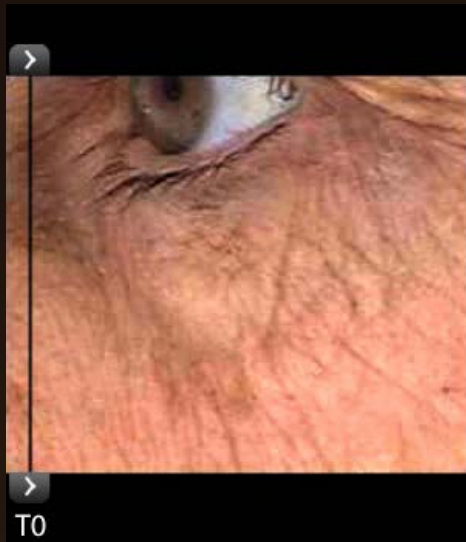
CICA SOLUTION

A complex inspired by the medical expertise of Dr Pfulg, associating hyaluronic acid and glycyrrhizic acid:

- HYALURONIC ACID, known in aesthetic medicine for enhancing skin repair with its band-aid action and preserving the quality of cutaneous tissues.



- GLYCYRRHIZIC ACID, in order to appease skin, this acid acts as an inhibitor of the activators responsible for cutaneous irritations.





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KNOWLEDGE TEST

DOCTOR QUIZ



- Vegetal stem cells
- Vegetal sap
- Hook fibers
- Embryonic vegetal tissues
- Meso-solution
- Beautiful plasticity
- Lighten volume
- Vegetal bio-technology
- Contour definition
- Green cosmetics
- Ultra-fine resurfacing
- Uniform skin texture
- Cellular regeneration
- Peel solution
- Youth graft
- Densification of skin architecture
- Amazing renovator
- Skin looks full of bounce
- Instant anti-ageing treatment
- Remodeling
- Smoothed micro-texture
- Radical radiance-lift



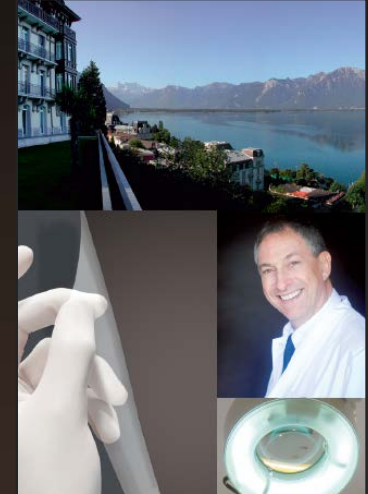
Vegetal stem cells
Vegetal sap
Hook fibers
Embryonic vegetal tissues
Meso-solution
Beautiful plasticity
Lighten volume
Vegetal bio-technology
Contour definition
Green cosmetics
Ultra-fine resurfacing
Uniform skin texture
Cellular regeneration
Peel solution
Youth graft



Hook fibers
Lighten volumes
Contours definition
Densification of skin architecture
Skin looks full of bounce
Remodeling



Vegetal stem cells
Vegetal sap
Embryonic vegetal tissues
Vegetal bio-technology
Green cosmetics
Cellular regeneration
Youth graft



Meso-solution
Beautiful plasticity
Ultra-fine resurfacing
Uniform skin texture
Peel solution
Amazing renovation
Instant anti-ageing treatment
Smoothed micro-texture
Radical radiance-lift

"I need targeted efficacy on visible signs"

COLLAGEN EXPERTISE

MICRO IMPLANTS REPLUMPING FILLING LIFTING V-SHAPING

"I want a global anti-ageing action"

POWER OF NATURE

CELLULAR REGENERATION & GRAFTER

"I need a radical and immediate correction"

LACLINIC AT HOME

MESOLIFT PEELING LASER POST INTERVENTION CARE



RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY

COLLAGENIST SPECIALIST ANTI-AGEING CARE

PRODIGY PRODIGIOUS GLOBAL ANTI-AGEING CARE

Re-PLASTY INSTANT INTERVENTIONS



HYDRA COLLAGENIST COLLAGENIST pro-Xfill COLLAGENIST V-LIFT

DEEP HYDRATION ANTI-AGEING ANTI-WRINKLE REPLUMPING FIRMNESS ANTI-WRINKLE



PRODIGY POWERCELL PRODIGY PRODIGY EXTREME

FORTIFIED SKIN REDUCED WRINKLES RADIANCE ANTI WRINKLE FIRMNESS RADIANCE HYDRATION UNIFORMITY DEEP-SET WRINKLES DENSITY RADIANCE NUTRITION



Re-PLASTY MESOLIFT Re-PLASTY HD PEEL Re-PLASTY LASERIST Re-PLASTY AGE RECOVERY

ACTIVE LIFTING RADIANCE INJECTION IDEAL PLASTICITY SKIN PERFECTING SMOOTHED WRINKLES REDUCED DARK SPOTS TRANSLUCENT SKIN ACCELERATED REPAIR RENEWED SKIN



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SALES

HOW CAN I INTRODUCE
THE RESEARCH AND THE AESTHETIC MEDICINE
INTO MY SALES SCENARIO?





1. INTRODUCING THE BRAND

- “HR challenges the aesthetic medicine results – the most concentrated formulas for the most demanding women”

2. DIAGNOSIS / MIRROR

- Needs of the client + reformulate

3. PRODUCT RECOMMENDATION

- Link to our 3 territories
- Skin benefit

4. TEXTURE DEMONSTRATION + KEYWORDS ON STAR ACTIVE INGREDIENTS

5. LINK SELLINK



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SALES SCENARIO

INTRODUCE EACH FRANCHISE





POWER BEAUTY
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COLLAGEN EXPERTISE



COLLAGENIST



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SALES SCENARIO HYDRA COLLAGENIST



In front of
the mirror

"With time, my skin is getting dehydrated and it seems to cause fine lines"

Reformulate

"So, you'd like a deep hydration do visibly younger skin "

Link to
collagen
science

" In the field of collagen research, the most efficient techniques to re-densify the skin, are the reorganization of the collagen matrix. Today, HR challenges this efficiency with HYDRA COLLAGENIST, the deep hydration anti-ageing care "

Skin Benefit

"Like micro-implants of water in the heart of the skin, hydration is instantly and durably reactivated, dehydration wrinkles are reduced"

Star active
ingredients

DERM-HYDRAFIX COMPLEX
COLLAGEN MICROSPHERES

SALES SCENARIO COLLAGENIST pro-Xfill



In front of
the mirror

“ My face is becoming more furrowed, I have noticed that my wrinkles and fine lines are more and more visible ”

Reformulate

“ So, you'd like visible anti-wrinkle results, a plumped and smoothed skin ”

Link to
collagen
science

“In the field of collagen research, the most efficient technique to fight against wrinkles and furrowed face, is the plumping filling. Today, HR challenges this efficiency with COLLAGENIST pro-Xfill, our plumping anti-wrinkle range”

Skin Benefit

“ Like collagen injections in the heart of the skin, the face is replumped, fine lines and wrinkles are filled”

Star active
ingredients

COLLASTIM™
PRO-XYLANE™



POWER BEAUTY
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SALES SCENARIO COLLAGENIST V-LIFT



In front of
the mirror

“ My face is less well structured. My skin is no longer firm, and my features are thickening”

Reformulate

« So, you'd like to lift your features and refine your contours”

Link to
collagen
science

" In the fields of collagen research, the most efficient techniques to treat the loss of firmness, are the lifting as well as the reorganization of the dermis . Today, HR challenges these results with COLLAGENIST V-LIFT, our lift - firmness - anti-wrinkle range”

Skin Benefit

“ Like a face-lift, the facial V is perfectly redefined, the volumes are retightened, as if lifted. Facial contours appear sharper, as if resculped ”

Star active
ingredients

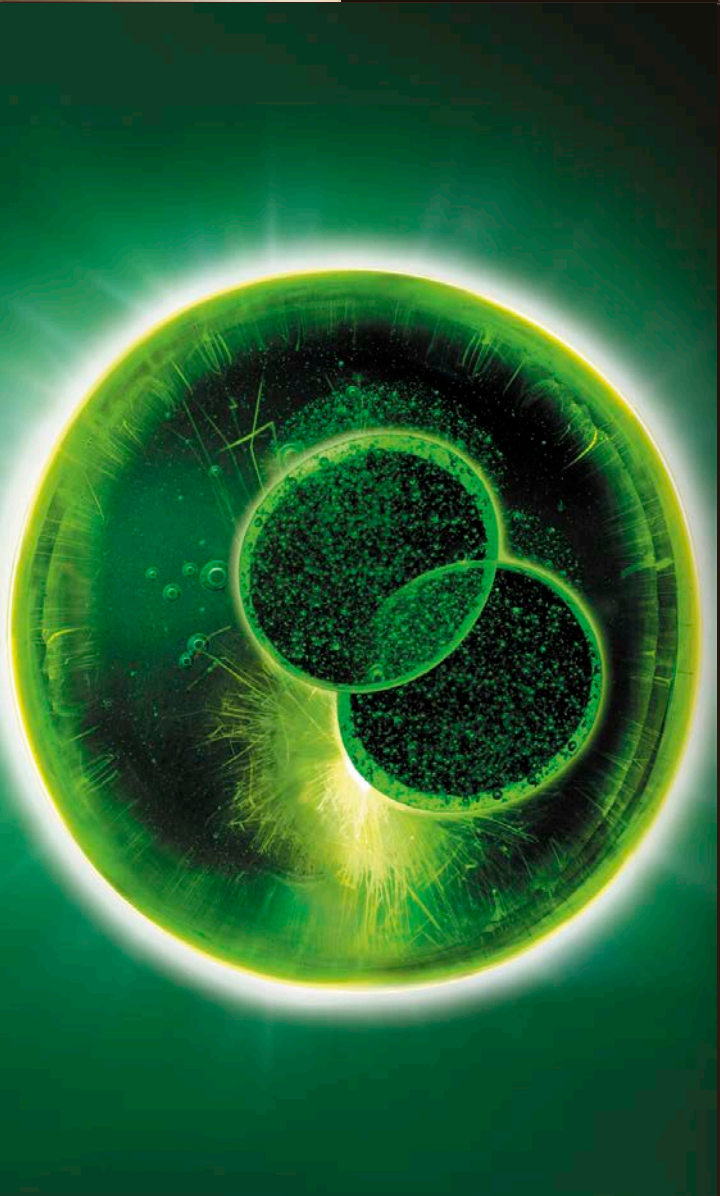
LIPO-REDUCER

V-PEPTIDE™

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

POWER OF NATURE



PRODIGY



POWER BEAUTY
SINCE 1902

SALES SCENARIO PRODIGY POWERCELL



In front of
the mirror

" My skin lacks vitality and radiance, wrinkles start to appear. I would like a skincare that repairs and protects my skin against daily aggressions"

Reformulate

" So, you'd like to regenerate, repair and ideally protect your skin "

Link to
vegetal
science

" In the field of vegetal science, one of the most efficient techniques to repair and protect the skin, is the use of vegetal stem cell regenerating power, which uses cell regeneration and stem cell grafting to regenerate the old cells of the skin. Today, HR challenges this efficiency with PRODIGY POWERCELL, youth grafter for a perfect regeneration and a daily anti-ageing defense "

Skin benefit

" After 5 days, the visible signs of a younger skin : smoothed skin, recreated radiance, reinforced tonicity, and protected skin "

Star active
ingredients

OCEANIC CRISTA VEGETAL STEM CELLS



POWER BEAUTY
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SALES SCENARIO PRODIGY POWERCELL NIGHT SHOT



In front of
the mirror

" My skin really lacks vitality and radiance, wrinkles start to appear. I would like a skincare that repairs and protects my skin against daily aggressions"

Reformulate

" So, you'd like to intensely regenerate, repair your skin and ideally protect it "

Link to
vegetal
science

" In the field of vegetal science, one of the most efficient techniques to repair and protect the skin, is the use of vegetal stem cell regenerating power, which uses cell regeneration and stem cell grafting to regenerate the old cells of the skin. Today, HR challenges this efficiency with PRODIGY POWERCELL NIGHT SHOT, our youth grafter concentrated "shot" which repair and regenerate your skin each night.

Skin Benefit

Like a concentrated youth grafter, your features are more relaxed, wrinkles are reduced, your face is radiant and firmed.

Star active
ingredients

OCEANIC CRISTA VEGETAL STEM CELLS
(5 TIMES MORE CONCENTRATED)
HIGH PROXYLANE CONCENTRATION (10%)

HR
HELENA RUBINSTEIN

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SALES SCENARIO PRODIGY



In front of
the mirror

" My skin is dehydrated, my complexion is uneven, wrinkles and lines are appearing."

Reformulate

" So, you'd like a skincare which can work on every front, with a global anti-ageing efficacy"

Link to
vegetal
science

" In the field of vegetal science, one of the most efficient techniques to treat all signs of skin ageing, is the use of vegetal stem cells regenerating power, which uses cell regeneration and stem cell grafting to regenerate the old cells of the skin. Today, HR to challenges this efficiency with PRODIGY our prodigious global anti-ageing range "

Skin Benefit

" This life concentrate acts on the 5 mechanisms of skin ageing. Your skin is prodigiously hydrated, firmed, smoothed, more even and radiant.

Star active
ingredients

BIO-SAP

SALES SCENARIO PRODIGY EXTREME



In front of
the mirror

" My skin is very marked, it's not as resilient as it used to be, it's losing substance. My usual cream is no longer enough"

Reformulate

" So, you'd like a rich and comfortable skincare to densify, rejuvenate and smooth your skin"

Link to
vegetal
science

" In the field of vegetal science, one of the most efficient techniques to treat all radicalized signs of ageing, is the use of vegetal stem cell regenerating power, which uses cell regeneration and stem cell grafting to regenerate the old cells of the skin. Today, HR challenges this efficiency with PRODIGY EXTREME our ultimate global anti-ageing range "

Skin Benefit

" Its formula is enriched in highly concentrated vegetal native cells, which act against all radicalized signs of ageing. The skin is regenerated and "reborn". It is intensely nourished and hydrated, skin cell activity is boosted and the face is visibly rejuvenated "

Star active
ingredients

EXTREME BIO-SAP



POWER BEAUTY
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LACLINIC AT HOME



LACLINIC
MONTREUX

Re-PLASTY

SALES SCENARIO

Re-PLASTY MESOLIFT



In front of
the mirror

" My skin is dull, tired and it has lost its radiance. I'm looking for the very best in anti-ageing"

Reformulate

" So, you'd like to visibly and immediately firm and bring radiance to your skin"

Link to
aesthetic
medicine

" In the field of aesthetic medicine, one of the most efficient techniques to lift and to bring radiance, is the mesolift. In Laclinic Montreux, renowned prestigious clinic in Switzerland, the Mesolift protocol consists in micro-injecting a solution of powerful dermatological active ingredients in the skin. Today, HR signs an exclusive partnership with Laclinic Montreux and proposes you Re-PLASTY MESOLIF "

Skin Benefit

" Inspired by Laclinic Montreux Mesolift protocol, Re-PLASTY MESOLIF offers spectacular immediate clinical results: active lift, radiance, ideal skin plasticity. Skin glows with the radiance of youth.

Star active
ingredients

An exclusive complex inspired by the Mesolift solution of Lacinic Montreux including ferulic acid, pure vitamin C (up to 10% in the concentrate), hyaluronic acid.



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SALES SCENARIO

Re-PLASTY HD PEEL



In front of the mirror

" My skin has lost its softness, wrinkles have appeared. I'm looking for the very best in anti-ageing"

Reformulate

" So you'd like to visibly and immediately have a perfect skin texture and refined wrinkles"

Link to aesthetic medicine

" In the field of aesthetic medicine, one of the most efficient techniques to refine wrinkles and reduce imperfections, is the dermatological peeling. In Laclinic Montreux, renowned prestigious clinic in Switzerland, the protocol of peeling consists in re-surfacing the skin. Today, HR signs an exclusive partnership with Laclinic Montreux and proposes you Re-PLASTY HD PEEL "

Skin Benefit

" Inspired by Laclinic Montreux Peeling protocol, Re-PLASTY HD PEEL offers spectacular immediate clinical results. The skin is soft, smoothed and its skin texture is as soft as silk "

Star active ingredients

The exclusive complex, inspired by the Peel Solution of Laclinic Montreux including 3 acids (glycolic, lactic and phytic) + LHA. The night concentrate is highly concentrated in retinol for a high definition skin texture and anti-wrinkles results.

SALES SCENARIO

Re-PLASTY LASERIST



In front of
the mirror

" My complexion is uneven, I can no longer hide my dark age spots"

Reformulate

So, you'd like to visibly reduce your dark spots and have a translucent skin"

Link to
aesthetic
medicine

" In the field of aesthetic medicine, one of the most efficient techniques to fight against dark spots, is the Intense Pulsed Light. In Laclinic Montreux, renowned prestigious clinic in Switzerland, sessions of Intense Pulsed Light consist in targeting and to eliminate dark spots. Today, HR signs an exclusive partnership with Laclinic Montreux and proposes you Re-PLASTY LASERIST "

Skin Benefit

" Re-PLASTY LASERIST replicates Laclinic Montreux sessions of Intense Pulsed Light and offers spectacular immediate clinical results. Dark spots disappear your skin is radiant and translucent "

Star active
ingredients

Exclusive complex which is inspired by Laclinic Montreux sessions of Intense Pulsed Light results, the formula is an intense brightening and anti-dark spots concentrated, laser effect.

SALES SCENARIO

Re-PLASTY AGE RECOVERY



In front of
the mirror

« Over time, signs of ageing seem ever more noticeable on my skin and it feels uncomfortable. When I wake up in the morning it has still not recovered »

Reformulate

« So you'd like a cocoon night skincare which corrects all signs of ageing? »

Link to
aesthetic
medicine

" In the field of aesthetic medicine, one of the most efficient techniques to correct age scars, is the post intervention care. In Laclinic Montreux, renowned prestigious clinic in Switzerland, post intervention care consist in repairing the skin by applying on the face a patented solution of hyaluronic acid and glycyrrhizic acid. Today, HR signs an exclusive partnership with Laclinic Montreux and proposes you Re-PLASTY AGE RECOVERY "

Skin Benefit

« Re-PLASTY AGE RECOVERY replicates Laclinic Montreux post intervention care and offers spectacular immediate clinical results. Age scars, cutaneous damages and imperfections are corrected »

Star active
ingredients

Patented solution inspired by Laclinic Montreux post intervention care, the formula associates Cica Solution (hyaluronic acid and glycyrrhizic acid) and 30% of Pro-xylane.



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FAQ

LACLINIC MONTREUX QUESTIONS



FAQ

I am hesitating on the price ?

Answer this objection, only if you have the question. Do not forget that the price is subjective and is legitimized by the research, the high concentration of active ingredients, the sensoriality of textures ...

Example Re-PLASTY HD PEEL

Madam, the average use of the Re-PLASTY HD PEEL routine is about 3 months.

In 15 days of use of your routine, you obtain the same results as a session of Laclinic Montreux Peeling.

One Re-PLASTY HD PEEEL intervention (serum + cream) of 3 months has a 350€ value while 1 session of peeling would cost 600€ (average price).



LACLINIC
MONTREUX

FAQ

What is a Mésolift ?



Mesolift is a technique used in Aesthetic Medicine.

This intervention works to regenerate dull and tired skin. It involves injecting mini-doses of revitalizing anti-ageing active ingredients along wrinkles or over the entire face, to lift, re-firm and boost skin radiance.

Results on radiance, tone and smoothness are instant.

FAQ

What is a Peel ?



“It is a skin resurfacing technique using acids.

Two techniques are used by the dermatologists: the peeling with acids, or microdermabrasion.

Upper cells of the corneal layers are eliminated, stimulating skin to produce new ones.

Skin is thus smoothed and brightened.”

FAQ

What precautions need to be taken ?



“The treatment depth here is superficial (epidermal) and cosmetic. It has been tested to ensure excellent tolerance on skin. Ensure you accustom your skin to the Retinol dose first by using the cream for a week then the night serum every other night. During use, do not use any other retinol-based products. Protect your skin from the sun. Foundation offers valuable extra protection: would you like me to recommend one of our products? HR is also a reference brand for foundation.”

What is Intense Pulsed Light ?



Intense Pulsed Light (IPL) is essentially used in interventions of aesthetic medicine for the resurfacing. Unlike the peeling, Intense Pulsed Light has a more "precise" approach: damage due to the sun exposure, dark spots, freckles, or even the fine wrinkles and redness.

The heat of Intense Pulsed Light is also considered stimulating for the production of collagen in the deep layers of the skin.



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SENSES

SOMPTUOUS TEXTURES



HR
HELENA RUBINSTEIN

POWER BEAUTY
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KEYS TO SENSORIAL STIMULATION



SENSORIAL PLEASURE BOOSTS PRODUCT
LOYALTY

“SENSORIALIZATION” PHENOMENON
PRODUCT: “COMPLIANCE”

PACK: EVER MORE SOPHISTICATED

POINT OF SALE: SENSORIAL “MERCHANDISING”



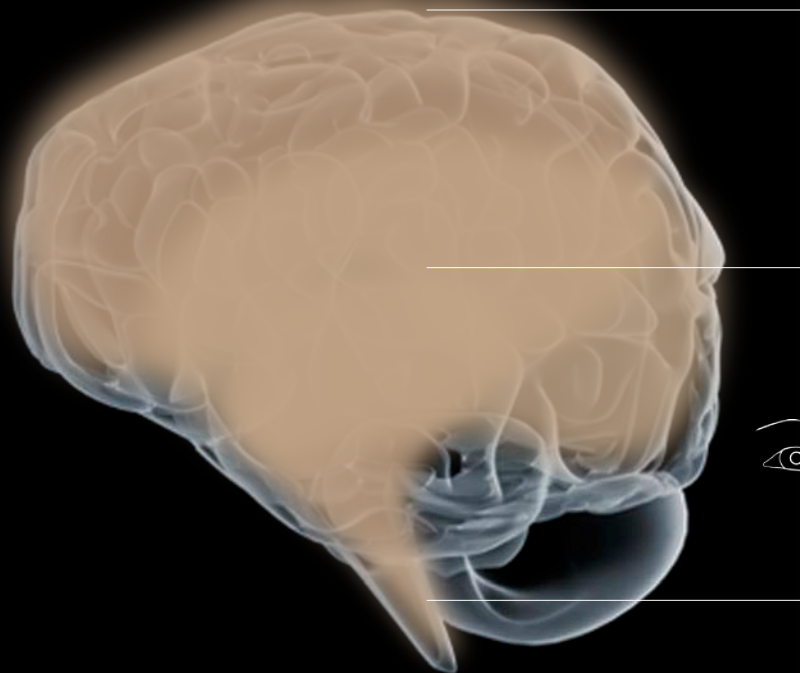
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THE BRAIN AND THE SENSES

THE SCIENTIFIC EXPLANATION



THE BRAIN'S 3 SENSORIAL RESPONSES



CORTICAL BRAIN

THE REFLECTIVE,
INTELLIGENT SPHERE

LIMBIC BRAIN

VISUAL, TACTILE, KINESTHETIC
SPHERE



REPTILIAN BRAIN

OLFACTORY SPHERE



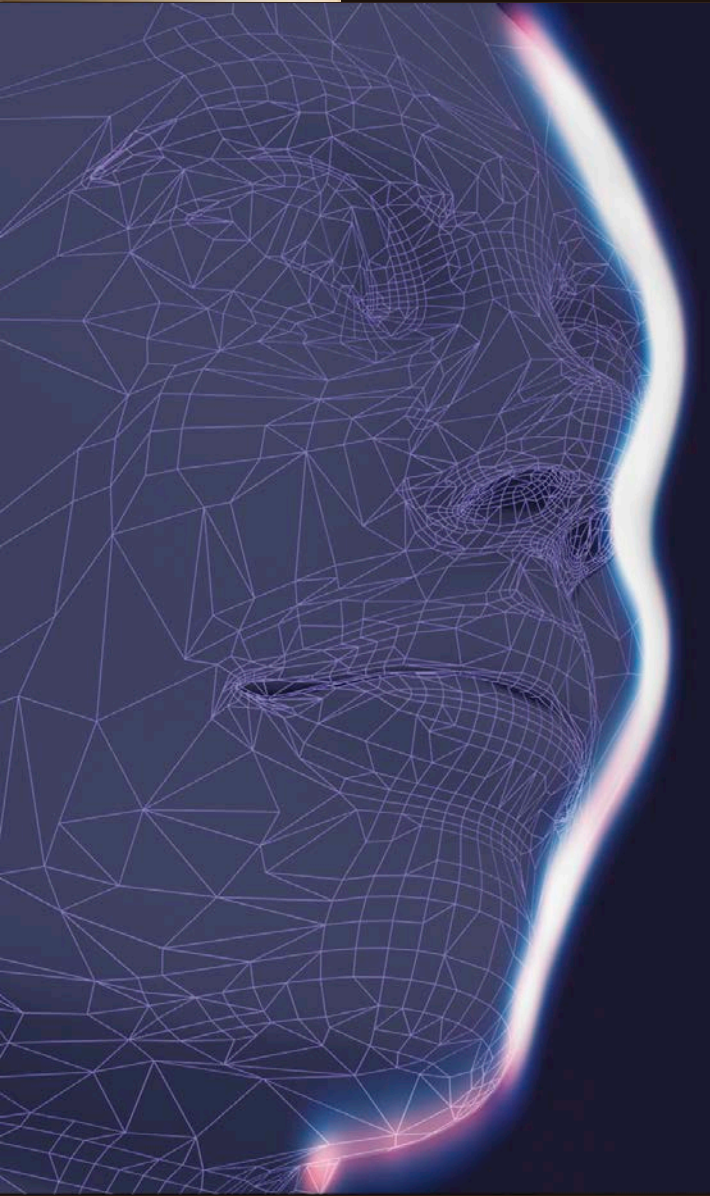


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SENSORIAL APPROACH

TEXTURES





COLLAGENIST “MESH” TEXTURES

TEXTURES TO REINFORCE SUPPORT, TONE

CONTOURING, FILLER, HOOK TEXTURES

REFRESHING, MORE GELIFIED TEXTURES

HYDRA-TECHNOLOGICAL ACTIVE INGREDIENT
DISTRIBUTION



POWER BEAUTY
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THE SEMANTICS OF HR TEXTURES



PRODIGY “FUSION” TEXTURES

TEXTURES THAT FUSE WITH SKIN CELLS

ENVELOPING, RICH, VOLUPTUOUS, SECOND
SKIN-EFFECT TEXTURES

DOUBLE PHASE ACTIVE INGREDIENT MICRO-
EMUSLION TEXTURE/OPTIMIZES DIFFUSION



PRODIGY Re PLASTY “HIGH-DEFINITION” TEXTURES

RESURFACING SERUMS WITH ENERGIZING,
INSTANTLY ACTIVE TEXTURES

PROTECTIVE DAY TEXTURES (UV-DAY), WHICH
OPTIMIZE SKIN'S
PLASTO-RADIANCE

SOOTHING AND CALMING NIGHT BALM



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SENSORIAL APPROACH

FRAGRANCE





POWER BEAUTY
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THE HR SENSORIAL APPROACH COLLAGENIST

REMODELING SENSATION



FRESH FRUITY
FRAGRANCE

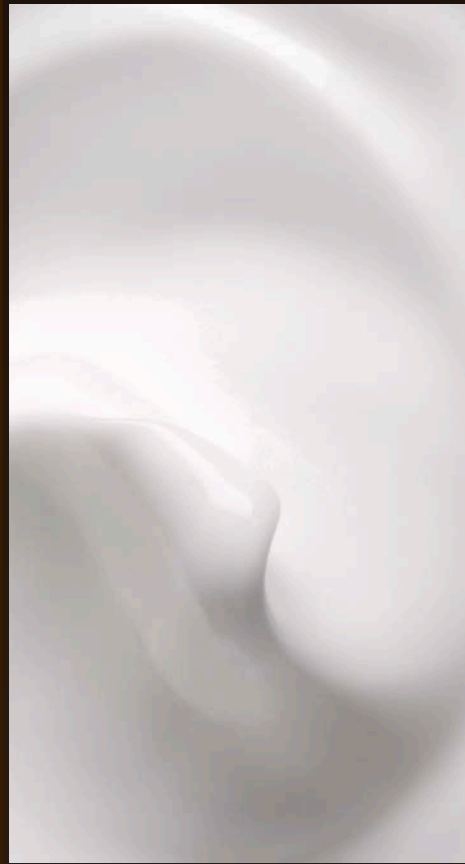


MESH TEXTURE



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THE HR SENSORIAL APPROACH PRODIGY



FUSION TEXTURE

WHITE FLOWERS
FRAGRANCE



ENVELOPING
SENSATION



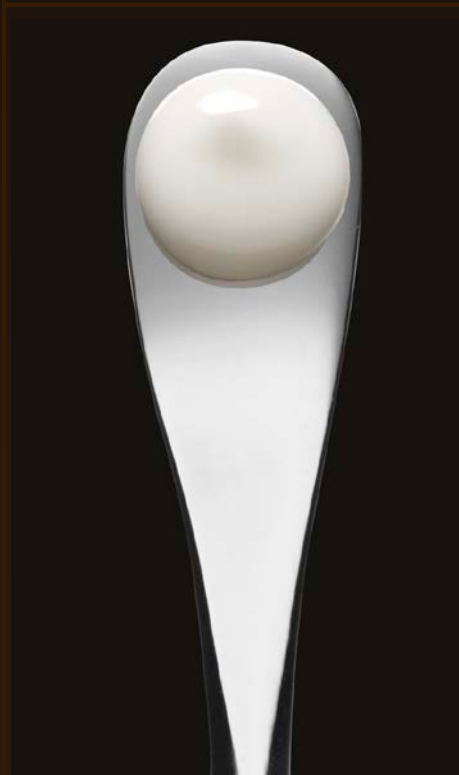


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THE HR SENSORIAL APPROACH

Re-PLASTY

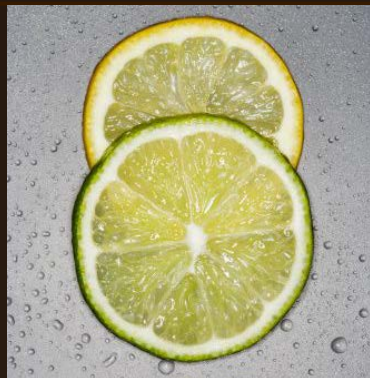
HIGH-DEFINITION TEXTURE



DYNAMIC SENSATION



SPARKLING CITRUS
FRAGRANCE



"I need targeted efficacy on visible signs"

COLLAGEN EXPERTISE

MICRO IMPLANTS REPLUMPING FILLING LIFTING V-SHAPING

"I want a global anti-ageing action"

POWER OF NATURE

CELLULAR REGENERATION & GRAFTER

"I need a radical and immediate correction"

LACLINIC AT HOME

MESOLIFT PEELING LASER POST INTERVENTION CARE



RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY

COLLAGENIST SPECIALIST ANTI-AGEING CARE

PRODIGY PRODIGIOUS GLOBAL ANTI-AGEING CARE

Re-PLASTY INSTANT INTERVENTIONS



DEEP HYDRATION ANTI-AGEING ANTI-WRINKLE REPLUMPING FIRMNESS ANTI-WRINKLE



FORTIFIED SKIN REDUCED WRINKLES RADIANCE ANTI WRINKLE FIRMNESS RADIANCE HYDRATION UNIFORMITY DEEP-SET WRINKLES DENSITY RADIANCE NUTRITION



ACTIVE LIFTING RADIANCE INJECTION IDEAL PLASTICITY SKIN PERFECTING SMOOTHED WRINKLES REDUCED DARK SPOTS TRANSLUCENT SKIN ACCELERATED REPAIR RENEWED SKIN

SENSORIAL APPROACH

MESH TEXTURE
FRESH FRUITY FRAGRANCE

FUSION TEXTURE
WHITE FLOWERS FRAGRANCE

HIGH-DEFINITION TEXTURES
SPARKLING CITRUS FRAGRANCE



POWER BEAUTY
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TEAM QUIZ

TEAM 1

- Territory which inspired the PRODIGY range?
- What are the 3 territories of the HR skincare?
- What are the 4 Laclinic Montreux protocols which inspired the Re-PLASTY range?
- What are the skin benefits brought by a the dermatological peeling?
- What are the 3 acids used in Re-PLASTY HD Peel range?
- How do you define the PRODIGY textures?
- What is the olfactive family of the Re-PLASTY range?
- What are the 2 characteristics of the vegetal stem cells?
- What active ingredient is highly concentrated in the Re-PLASTY Mesolift serum?
- How do you define the Re-PLASTY textures?

TEAM 2

- Territory which inspired the COLLAGENIST range?
- Why do we use vegetal stem cell (actions on the skin)?
- What is the Mesolift?
- What is the range which is inspired by the Intense Pulsed Light?
- What are the star active ingredients of Re-PLASTY Mesolift Solution?
- How do you define the COLLAGENIST textures?
- What is the olfactive family of the PRODIGY range?
- What is the PRODIGY POWERCELL star active ingredient?
- What active ingredient is highly concentrated in Re-PLASTY HD Peel serum?
- What is the olfactive family of the COLLAGENIST range?



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SENSORIALITY

TEXTURE DISCOVERY





POWER BEAUTY
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THE CUSTOMER'S
SENSORIAL JOURNEY

KEYS TO THE HR ADDICTION



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PRESENTING THE PRODUCT



LOOKING AND SHOWING



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TEXTURE DISCOVERY



APPLYING, EXPLAINING



COLLAGENIST

STRETCHING MASSAGE



PRODIGY

ENVELOPING MASSAGE



Re-PLASTY

RESURFACING MASSAGE



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FRAGRANCE DISCOVERY SENSATIONS



BREATHING,
SMELLING FRAGRANCE,
ASKING CLIENT TO SMELL

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SPECIAL MOMENTS



ANCHORING MEMORIES
IN PLEASURE

HR

HELENA RUBINSTEIN