



POWER BEAUTY
SINCE 1902

SCIENCE ET SENSES
RESULTS CHALLENGING
THE AESTHETIC MEDICINE EFFICIENCY



POWER BEAUTY
SINCE 1902

THE HR LEGACY



110 YEARS
OF ANTI-AGEING EXPERTISE



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

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

LACLINIC AT HOME



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



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



Dr GÉRALD
PIÉRARD

UHC LIÈGE



Dr ODILE
DAMOUR

UNIVERSITY
OF LYON



Pr JOËL
CRECHE

UNIVERSITY
OF TOURS



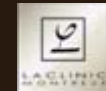
Pr PHILIPPE
HUMBERT

UHC BESANÇON



Dr PFULG

LA CLINIC
MONTREUX





POWER BEAUTY
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HR RESPONSES BY FRANCHISES



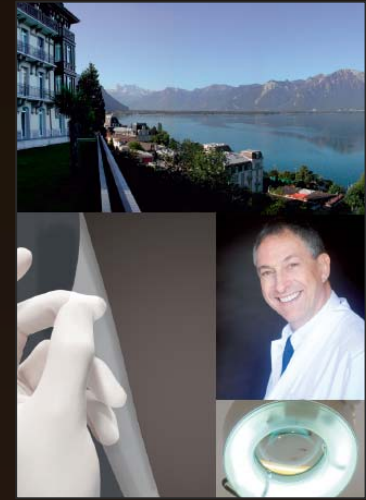
COLLAGEN
EXPERTISE

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"

LA CLINIC AT HOME

MESOLIFT PEELING LASER POST INTERVENTION CARE



RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY

COLLAGENIST

SPECIALIST ANTI-AGEING CARE

30+



HYDRA COLLAGENIST

DEEP HYDRATION
ANTI-AGEING

40+



COLLAGENIST pro-Xfill

ANTI-WRINKLE
REPLUMPING

40+



COLLAGENIST V-LIFT

FIRMNESS
ANTI-WRINKLE

30+



PRODIGY POWERCELL

FORTIFIED SKIN
REDUCED WRINKLES
RADIANCE

40+



PRODIGY

ANTI WRINKLE
FIRMNESS
RADIANCE
HYDRATION
UNIFORMITY

50+



PRODIGY EXTREME

DEEP-SET
WRINKLES
DENSITY
RADIANCE
NUTRITION

PRODIGY

PRODIGIOUS GLOBAL ANTI-AGEING CARE

Re-PLASTY

INSTANT INTERVENTIONS



Re-PLASTY MESOLIFT

ACTIVE LIFTING
RADIANCE
INJECTION
IDEAL PLASTICITY



Re-PLASTY HD PEEL

SKIN PERFECTING
SMOOTHED
WRINKLES



Re-PLASTY LASERIST

REDUCED DARK SPOTS
TRANSLUCENT
SKIN



Re-PLASTY AGE RECOVERY

ACCELERATED
REPAIR
RENEWED
SKIN



POWER BEAUTY
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SALES

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





POWER BEAUTY
SINCE 1902

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



POWER BEAUTY
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SALES SCENARIO

INTRODUCE EACH
FRANCHISE





POWER BEAUTY
SINCE 1902

COLLAGEN EXPERTISE



COLLAGENIST

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

**PRO-XYLANE™
COLLASTIM™**

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

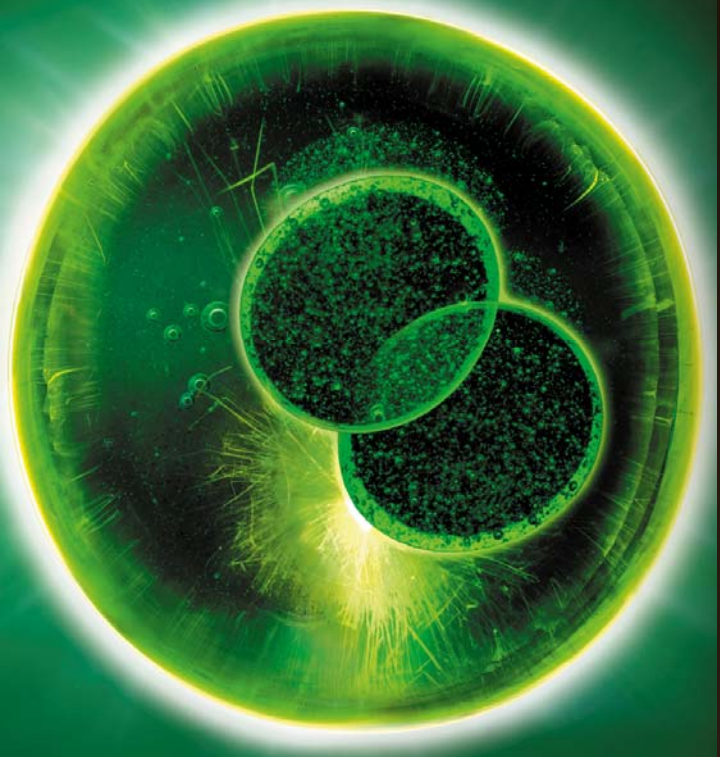
V-PEPTIDE™
LIPO-REDUCER



HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

POWER OF NATURE



PRODIGY

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

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%)**



POWER BEAUTY
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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



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LACLINIC AT HOME



LACLINIC
MONTREIL

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.

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.



POWER BEAUTY
SINCE 1902

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).



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.”

The logo for LACLINIC MONTREAL is displayed in a 3D, metallic style. It features a square icon with a stylized 'L' and 'C' inside, positioned above the text 'LACLINIC' and 'MONTREAL' which are arranged in two lines.

FAQ

What precautions need to be taken ?

A photograph of a wall with a logo. The logo consists of a square frame containing a stylized 'L' and 'C' intertwined. Below the frame, the word 'LACLINIC' is written in large, bold, sans-serif letters, and 'MONTREAL' is written below it in smaller, bold, sans-serif letters. The entire logo is illuminated from the side, creating a strong shadow.

“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.”

FAQ

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.



LACLINIC
MONTREAL



POWER BEAUTY
SINCE 1902

SENSORIAL APPROACH

TEXTURES





POWER BEAUTY
SINCE 1902

TEXTURE DISCOVERY

COLLAGENIST

STRETCHING MASSAGE



PRODIGY

ENVELOPING MASSAGE



Re-PLASTY

RESURFACING MASSAGE



HR

HELENA RUBINSTEIN