



LIVE BRILLIANTLY
DEMI MAKEUP
by Helena Rubinstein

HR
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FOCUS
LIPS

ENHANCE THE SMILE IN 15 MIN!

BEFORE YOU START!

- Check the cleanliness of your workstation, instruments and products.
 - Sanitize your hands in front of the customer.
 - Take products with spatulas, sanitized beforehand.
 - Protect the customer's clothes and hair.
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EXPRESS LIP MAKE-UP REMOVAL



- Take a cotton pad soaked with "ALL MASCARAS".



- Hold one corner of the mouth with one hand, and with the other take the cotton pad and wipe the mouth from left to right in one fluid movement.
- Hold the other corner of the mouth and repeat movement towards the other side. Fold the cotton and wipe the lower lip from bottom to top. Then wipe the upper lip from top to bottom. Repeat if necessary.

SKIN CARE APPLICATION

Act on the heart of the skin for a long term action



COLLAGENIST LIP ZOOM with pro-Xfill

replumping lip balm
instant volumizer
anti-wrinkle pro-xylane™



EXPERT ADVICE

Apply the product on and around the lips.
Use the thumb and index finger to firmly pinch around the mouth, perpendicular to wrinkles.
Place added emphasis on the upper and lower lip contour.
"These RE-SHAPING PINCHES help to replump and to reduce wrinkle depth. They also help to restore the upper lip's volume".

MAKE-UP APPLICATION

For an instant visual effect

Depending on the client's request (or mirror diagnosis), choose between the two results:

FOR A PERFECTLY DESIGNED SMILE

UNDERLINE AND RESHAPE

Shape the lip contour directly with lip brush.
Start by the heart of the upper lip and the corners.
Then, join these two parts to achieve the contour with brush.

COLOUR THE LIPS

Apply WANTED ROUGE with a brush, colouring the entire lips up to contour.
Lips are colored without lip pencil for a "full" glamorous lip effect.



FOR A LUSCIOUS AND LUMINOUS SMILE

COLOUR AND REPLUMP THE LIPS

Apply WANTED ROUGE with a brush putting colour intensity in the middle of the lips and reshape the corners, when mouth is a little opened, to avoid an excessively pouty look.

BLEND THE COLOUR FOR LIPS WITHOUT ANY DEFINED CONTOUR

With the tip of the finger, blend the lipstick, colouring right to their natural contour.
The aim is to shade the lips in varying intensities without a distinct, artificial line around the contour.
Apply WANTED GLOSS for an even more transparent and luminous result.



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