



POWER BEAUTY
SINCE 1902

YOUR PERSONAL
BEAUTY PRESCRIPTION



110 YEARS OF EXPERTISE AT THE SERVICE OF THE MOST DEMANDING WOMEN

Both scientist and aesthete Helena Rubinstein has been, since 1902, constantly reinventing the world of beauty by offering breakthrough products with a unique vision combining avant-garde, science and audacity.

Today, Helena Rubinstein offers every woman the most concentrated star ingredients and the most sumptuous textures for immediate long term results at the level of aesthetic medicine.

All the products are formulated in our laboratories and in collaboration with experts at the cutting edge of science and medicine and are tested in association with state of the art references University Hospitals in Europe.

Helena Rubinstein always centered her advice on women's expectations (personalized diagnosis, active listening, global approach) to offer global skincare and make-up solutions.



HELENA RUBINSTEIN SERVICE PHILOSOPHY

True to its heritage, the brand Helena Rubinstein has developed a unique treatment philosophy that combines a clinical approach and premium service.

Expert personalised diagnosis

Expert cosmetic interventions

Inspired by aesthetic medicine

Using the most advanced technologies and technics

Offering the most precious protocols

Expert Power Beauty prescription

Sensory texture and pleasure

The marriage between science and extreme luxury.



ANTI-WRINKLE CARE

GLOBAL ANTI-AGEING CARE

HYDRA COLLAGENIST	COLLAGENIST RE-PLUMP	COLLAGENIST V-LIFT
ANTI-AGEING HYDRATION	REPLUMPING	LIFTING
Fine Lines Hydration	Wrinkles Replumping	Wrinkles Resculpting











POWERCELL	PRODIGY	PRODIGY EXTREME
YOUTH BOOSTER	DEEP SKIN RENEWAL	DEEP NUTRITION
Smoothed wrinkles & texture Boosted tonicity Instant healthy radiance	Anti-wrinkle Redensification Firmness Luminosity Hydration	Deep wrinkle smoothing Density













YOUTH BOOSTER

POWERCELL
SERUM



9X STRONGER
ANTI-FREE RADICAL POWER

<p>+</p> <p>YOUR SPECIALIST SERUM</p> <p><input type="checkbox"/>  * ☾</p> <p>Deep hydration anti-ageing intensive serum</p>	<p>+</p>	<p>+</p> <p>YOUR SPECIALIST SERUM</p> <p><input type="checkbox"/>  * ☾</p> <p>Instant lift serum</p>
<p>+</p> <p>YOUR CREAM</p> <p><input type="checkbox"/>  * ☾</p> <p>Deep hydration anti-ageing cream</p>		<p>+</p> <p>YOUR CREAM</p> <p><input type="checkbox"/>  * ☾</p> <p>Anti-wrinkle Filling care Day cream SPF 15</p> <p><input type="checkbox"/>  * ☾</p> <p>Anti-wrinkle Filling care Night cream</p>
<p>+</p> <p>YOUR EYE CONTOUR</p> <p><input type="checkbox"/>  * ☾</p> <p>Deep hydration anti-ageing eye-care</p>	<p>+</p> <p>YOUR EYE CONTOUR</p> <p><input type="checkbox"/>  * ☾</p> <p>Eye zoom</p>	<p>+</p> <p>YOUR EYE CONTOUR</p> <p><input type="checkbox"/>  * ☾</p> <p>Retightening eye-lid cream</p>
<p>+</p> <p>YOUR SPECIALIST CARE</p> <p><input type="checkbox"/>  * ☾</p> <p>Deep hydration mask</p>	<p>+</p> <p>YOUR SPECIALIST CARE</p> <p><input type="checkbox"/>  * ☾</p> <p>Lip zoom</p>	

<p>+</p> <p>YOUR NIGHT SERUM</p> <p><input type="checkbox"/>  ☾</p> <p>Youth grafter the night serum</p>	<p>+</p> <p>YOUR NIGHT SERUM</p> <p><i>Use Prodigy Powercell Night Shot</i></p>	<p>+</p> <p>YOUR NIGHT SERUM</p> <p><i>Use Prodigy Powercell Night Shot</i></p>
<p>+</p> <p>YOUR CREAM</p> <p><input type="checkbox"/>  * ☾</p> <p>Youth grafter the cream</p>	<p>+</p> <p>YOUR CREAMS</p> <p><input type="checkbox"/>  * ☾</p> <p>The global anti-ageing cream</p> <p><input type="checkbox"/>  * ☾</p> <p>The global anti-ageing night cream</p>	<p>+</p> <p>YOUR CREAM</p> <p><input type="checkbox"/>  * ☾</p> <p>Ultimate rejuvenating cream</p>
<p>+</p> <p>YOUR EYE CONTOUR</p> <p><input type="checkbox"/>  * ☾</p> <p>Youth grafter the eye care</p>	<p>+</p> <p>YOUR EYE CONTOUR</p> <p><input type="checkbox"/>  * ☾</p> <p>The global anti-ageing eye balm</p> <p><input type="checkbox"/>  * ☾</p> <p>The global anti-ageing eye care</p>	<p>+</p> <p>YOUR EYE & LIPS CONTOUR</p> <p><input type="checkbox"/>  * ☾</p> <p>Ultimate rejuvenating eye & lip cream</p>
<p>+</p> <p>YOUR SPECIALIST CARE</p> <p><i>Weekly or 6-day cure</i></p> <p><input type="checkbox"/>  * ☾</p> <p>Youth grafter the SOS eye patch</p>	<p>+</p> <p><i>Twice a week</i></p> <p><input type="checkbox"/>  * ☾</p> <p>Youth grafter The Mask</p>	

INSTANT COSMETIC INTERVENTION

Re-PLASTY
MESOLIFT

Re-PLASTY
HD PEEL

Re-PLASTY
LASERIST

Re-PLASTY
PRO FILLER

CORRECT: INTERVENTION

MESOLIFT



Dullness
Sagging

PEELING



Roughness
Fine lines

LASER



Dark spots
Dischromias

HYALURONIC
ACID INJECTION



Wrinkles
Loss of elasticity

YOUR CONCENTRATE SERUM



Lifting-radiance intense
concentrate



Advanced retinol anti-wrinkle
night concentrate



Anti-dark spot concentrate
intensely brightening



Intense wrinkle corrector
& elasticity restorer



YOUR EYE CONTOUR

Reviving extreme gel for eyes



YOUR EYE CONTOUR

Use Re-Plasty
Mesolift Eye Gel



YOUR SPECIALIST CARE

Perfect skin renewer instant
peel mask
*Twice
a week*



YOUR EYE CONTOUR

Use Re-Plasty
Mesolift Eye Gel



YOUR SPECIALIST CARE

Instant dark spot
corrector pen



YOUR EYE CONTOUR

Use Re-Plasty
Mesolift Eye Gel

REPAIR: POST-INTERVENTIONAL CARE

PROTECT & REPAIR

AGE RECOVERY DAY CREAM



THE 1ST « BANDAGE »
TEXTURED CREAM
AGAINST SKIN AGEING

Skin is soothed, repaired
and protected against a
broad spectrum of free
radicals

REGENERATE

AGE RECOVERY NIGHT CREAM



30% OF PROXYLANE:
ACCELERATED
EPIDERMIC REPAIR

Night after night, repair
all age scars: wrinkles,
cutaneous damages,
imperfections

EXCEPTIONAL COMPLETE CARE

LIFE PEARL CELLULAR

ULTIMATE PEARL-LIKE PERFECTION

Redensified nourished skin
Reshaped contours
Polished wrinkles
Pearlescent brightness

LIFE PEARL CELLULAR



YOUR SERUM



The essence of perfection



YOUR CREAM



The sumptuous cream cellular rebirth

FOUNDATION

REJUVENATING MAKE-UP

SPF 15 / PA++



●●○



PRODIGY POWERCELL
FOUNDATION
Youthful freshness radiance
Global anti-ageing

SPF 15 / PA+++



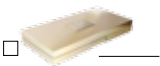
●●○



PRODIGY LIQUID LIGHT
FOUNDATION
Radiance-smoothness
Global anti-ageing

SPF 35 / PA+++

●●○



PRODIGY COMPACT
Smoothness - Radiance - 12h comfort

SPF 20

●●○



INSTANT V-LIFT
Sculpting, firmness, anti-wrinkle

PERFECTING NATURAL MAKE-UP

SPF 15



●●○



COLOR CLONE
Perfect radiant complexion
with bare skin finish

SPF 12



●●○



COLOR CLONE SUBLI-MAT
Long lasting & Color perfection

LASTING MAKE-UP

SPF 10



●●○



SPECTACULAR
Anti-dullness & comfort - 12h extra wear

UV PROTECTION

PREMIUM UV

NON-TINTED



PREMIUM UV
anti-ageing
UV protection
SPF 50 / PA+++

BLUE BASE



PREMIUM UV
BLUE BASE
anti-UV ageing - pollution
SPF 40 / PA+++

BB BASE



PREMIUM UV
NUDE BB BASE
UV protection
SPF 50 / PA+++

SKIN CLEANSING & CONDITIONING

MAKE UP REMOVER



ALL MASCARAS
Two-phase make-up
removing lotion

MILK



CARE-IN-MILK
Toned and velvety skin

CLEANSING WITH WATER



CARE-IN-FOAM
Smooth and radiant skin



PRODIGY
Anti-ageing cleanser

LOTION



CARE-IN-LOTION
Refined pores and texture
Radiant skin tone

SCRUB



Twice
a week
CARE-IN-PEEL
resurfaced and hydrated skin

OTHER PRODUCTS

INFORMATION

DATE: ____ / ____ / ____

YOUR PERSONAL BEAUTY EXPERT:

YOUR STORE:

NEXT APPOINTMENT:

____ / ____ / ____



AN UNPRECEDENTED SCIENTIFIC ALLIANCE

In 2008, Helena Rubinstein has inaugurated an unprecedented partnership with a renowned aesthetic surgeon, Dr. Michel Pfulg, founder of LACLINIC-MONTREUX, one of the most prestigious cosmetic clinics. This collaboration has given birth to a new chapter in anti-age cosmetics directly inspired by cosmetic medicine.

The result is Re-PLASTY, the first range of instant cosmetics interventions with results challenging an aesthetic medicine session at LACLINIC-MONTREUX.

CORRECT

MESOTHERAPY



Re-PLASTY
MESOLIFT

PEELING



Re-PLASTY
HD PEEL

LASER



Re-PLASTY
LASERIST

INJECTIONS



Re-PLASTY
PRO FILLER



PROTECT & REPAIR

POST-INTERVENTIONAL CARE



Re-PLASTY
AGE RECOVERY DAY



Re-PLASTY
AGE RECOVERY NIGHT





www.helenarubinstein.com