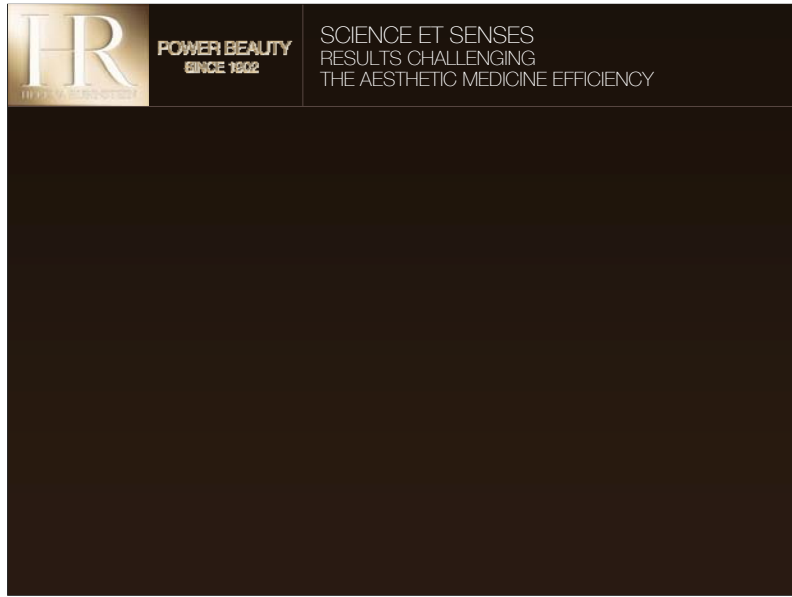
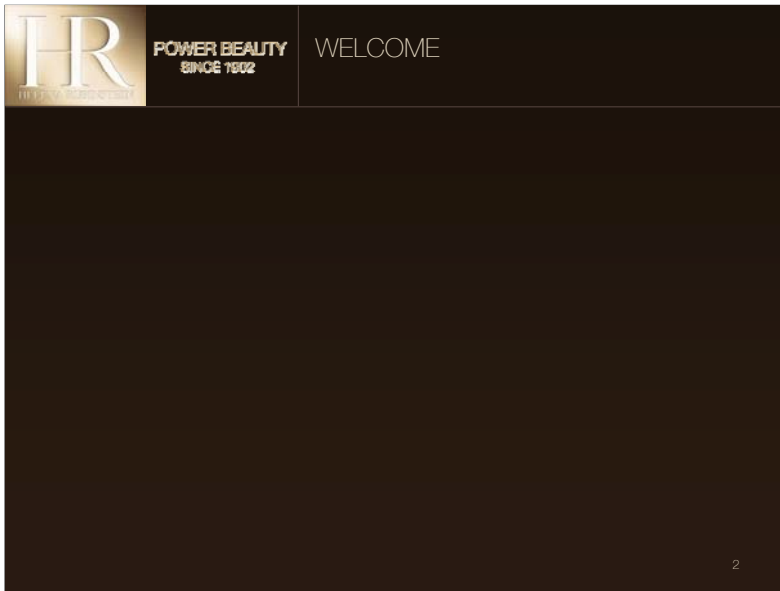


Comments



Trainer's guide



Comments

Welcome Activity – Ice Breaker

As a way of getting to know each other and share the various constituent elements of the HR universe together, we'll start with a game called "the opposite pairs".

Each participants will find on a table various photos relating to the HR universe or, by contrast, some which do not fit at all.

The 6 items are:

- Vegetal extract (Science)
- Textures (Senses)
- Art (Senses)
- Institute – Well being (Senses)
- Protocol (Science)
- Skincare Inspiration (Science)

The trainer listens.

The first step is to recognize photos from the HR universe. You will find information concerning the photos in the slide comments.

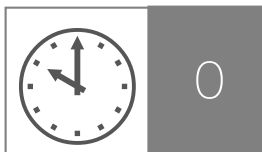
The second step is to place HR photos on the specially prepared board as the game progresses: the "scientific" photos on one side and on the other those that express the brand's sensoriality "senses".

When everyone has finished, the trainer writes in big letters "SCIENCE" on one side and "SENSES" on the other, explaining that this is the module topic: "Well done, you have successfully described the two major components of the HR universe: science and senses."

Trainer's guide

Stage 1 : Introduction

Copy the photos
ICE BREAKER.ppt document.





POWER BEAUTY
SINCE 1902

OBJECTIVES

GAINING IN SCIENTIFIC EXPERTISE

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

DEVELOPING CONCEPT OF PLEASURE WHEN RECOMMENDING HR

- ✓ SENSORIAL VOCABULARY

3

Trainer's guide

Introduction

Objective: understanding the module's added value

Comments

"The aim of this training module is to broaden your cosmetics knowledge and expertise to make you more comfortable talking to customers and to make recommending HR an enjoyable experience."

The various elements that we will look at this afternoon will allow you to:

- Develop your cosmetics expertise across the latest techniques in aesthetic medicine to improve the relevance of the explanations you offer to your customers.
- Refine your understanding of the three territories of HR scientific expertise developed in parallel to aesthetic medicine and which have led to the organization of the brand geography across three major franchises: Prodigy, Collagenist, Re-Plasty.
- Effectively distinguish each range and its unique features: ingredients, technologies, cosmetic effects, vocabulary, targets.
- Develop an interesting lexicon for you and your customers to talk about the sensoriality of HR textures.
- Enjoy sharing in the sensorial experience that constitutes the customer's discovery of an HR product.

Comments

Introduce:

Very early on, Helena Rubinstein demonstrated a genuine passion for the world of plants. She was thus one step ahead of the current botanical explosion in cosmetics and took on the challenge of researching revitalizing vegetal Elixirs. Today, she would be fascinated by the regenerating power of vegetal stem cells.

Helena Rubinstein also developed an intimate understanding of the architecture of the face and its changes over time. The concepts of modeling and remodeling, the fight against the degradation of these structures and actions on skin morphology formed her key concerns. The evolution of collagen engineering can be seen as a continuation of her work.

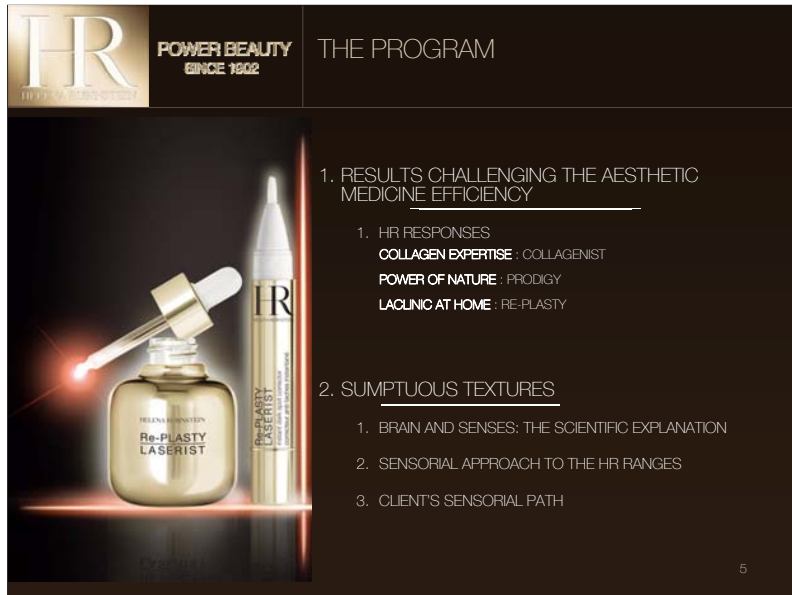
Helena Rubinstein would have had great respect for a scientist whose entire practice is dedicated to women's beauty and whose credo is: "aesthetic medicine is an art and a good aesthetic surgeon views his patient with an artist's eye". Helena Rubinstein and Doctor Pflug share the same passion for beauty and women: they are born esthetes.

Her quest was for global beauty and for excellence in all results concerning beautifying effects and the fight against ageing. She was personally involved in seeking out unique textures until the end of her life.

The ideas we'll be looking at today are the continuation of her heritage.



Trainer's guide



Trainer's guide

Comments

1. Science: Results challenging the Aesthetic Medicine Efficiency
 HR responses to techniques in aesthetic medicine

COLLAGEN EXPERTISE : COLLAGENIST
 POWER OF NATURE : PRODIGY
 LACLINIC AT HOME : Re-PLASTY

2. Senses sequence: senses and sensoriality
 Introduction: sensorial pleasure boosts loyalty to a product

Brain and senses: the scientific explanation
 Sensorial approach to the HR ranges
 Client's sensorial path

HR POWER BEAUTY SINCE 1932 THE 3 TERRITORIES

COLLAGEN EXPERTISE	POWER OF NATURE	LACLINIC AT HOME
<ul style="list-style-type: none"> MICRO IMPLANTS COLLAGEN INJECTIONS LIFTING & V-SHAPING 	<ul style="list-style-type: none"> VEGETAL STEM CELL BIO-SAP 	<ul style="list-style-type: none"> MESOLIFT PEELING LASER POST INTERVENTION CARE

HR

6

Comments


Today, HR takes inspiration from the 3 most sought-after territories of aesthetic medicine:

Collagen expertise: in addition to tissue remodeling techniques. These techniques affect the collagen structure of tissues, acting by hydrating, strengthening or remodeling this structure.


Power of nature, power of vegetal cells: this territory concerns everything related to cellular regeneration and grafting techniques. It offers a global, long-term approach to anti-ageing, which can also be used preventatively

Laclinic at Home: more corrective and radical in nature. These territories encompass techniques such as mesotherapy, peels and laser interventions (partnership with Laclinic Montreux).

Trainer's guide



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

7

Trainer's guide

Comments

Collagenist represents the story of developments in research and knowledge concerning different collagens and their roles in skin ageing.

We are talking about “collagens” rather than “collagen”, a gross oversimplification that some cosmetics brands tend to make.

The study of collagens remains a highly innovative science. Many collagens and their complex effects on skin ageing remain undiscovered.

HR
HERVÉ ROBERT
POWER BEAUTY
SINCE 1932

POWER OF NATURE



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

8

Trainer's guide

Comments

"Power of nature" territory is serves to care for and improve skin's appearance as well as significantly delaying skin ageing using vegetal stem cells or bio-sap.

The difficulty of this method consisted in finding a way of conserving these fresh cells, whose lifespan is very limited.

Research therefore advanced in the direction of finding a way to conserve these cells' active potency for a more acceptable length of time. Researchers began by lyophilizing the cells, but this process was soon rejected as the cells lost their high-performance potency.

Bio-technological expertise was then developed to stabilize these active bio-integral cells allowing them, in turn, to generate cellular material with highly attractive regenerating cosmetic properties: a genuine "Elixir of youth" for skin.

Today, we will be looking at the path taken by HR research, which began by creating bio-sap, then embryonic vegetal cells, finally arriving at the use of precious vegetal stem cells.

*If the audience asks questions about the use of animal cells, confirm that the practice has been authorized in certain countries such as Switzerland but that this has never been the approach adopted by HR, nor in L'Oréal group policy, nor within European and American cosmetics regulations.

Comments

Mesolift: injecting small concentrations of substances into the dermis, along wrinkles or over the entire face so as to lift, re-firm and improve skin radiance.

Derma-Peeling: Skin resurfacing technique using acids. The upper cells of the corneal layer are eliminated, stimulating skin to produce new ones. Skin is thus smoothed and brightened. Three intervention depths are suggested according to skin's needs:

- Superficial, using glycolic acid and other AHAs (fruit acids)
- Medium, using other acids such as TCA and Retinol
- Deep, or phenol peel

Laser / Intense Pulsed Light: another resurfacing technique. A number of generations of laser have been developed and marketed, ranging from the most invasive lasers which vaporize the upper layers of skin to new, much gentler technologies which are better for treating fine lines, sun damage, age spots, freckles or even redness. The heat of the laser also stimulates collagen production within the deep layers of the skin.

Post Intervention Care: In order to help the scars to repair after an intervention, Doctor Pfulg apply a specific and patented solution (hyaluronic acide + glycyrrhizic acid) on the face.

Since 2008, HR has held an exclusive partnership with Laclinic Montreux, one of the world's most prestigious aesthetic medicine clinics. This partnership has allowed us to develop exclusive formulas offering results comparable and/or complementary to undergoing these clinical protocols.

HR POWER BEAUTY
SINCE 1892

LA CLINIC AT HOME

Description: replication of the interventions of LA CLINIC 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

9

Trainer's guide

Comments

Let's take a look at our our key partners and their projects completed in partnership with HR:

Professor Joel Crèche of the University of Tours ran the study which led to the synthesis of vegetal stem cells.

Dr Odile Damour, University of Lyon, CNRS*: Study on the influence of vegetal stem cells on reconstructed skin explants. Spectacular skin reconstruction results within 35 days.

Dr Gérard Pierard, Liège UHC**: In vivo test on Oceanic crista vegetal cells and the Prodigy Powercell formula – Study on 1 month's application to 12 subjects with mature skin –TEWL (Trans Epidermal Water Loss) study.

Prof. Philippe Humbert of Besançon UHC directs the engineering and skin biology laboratory. He highlighted the importance of collagen hydration within the dermis.

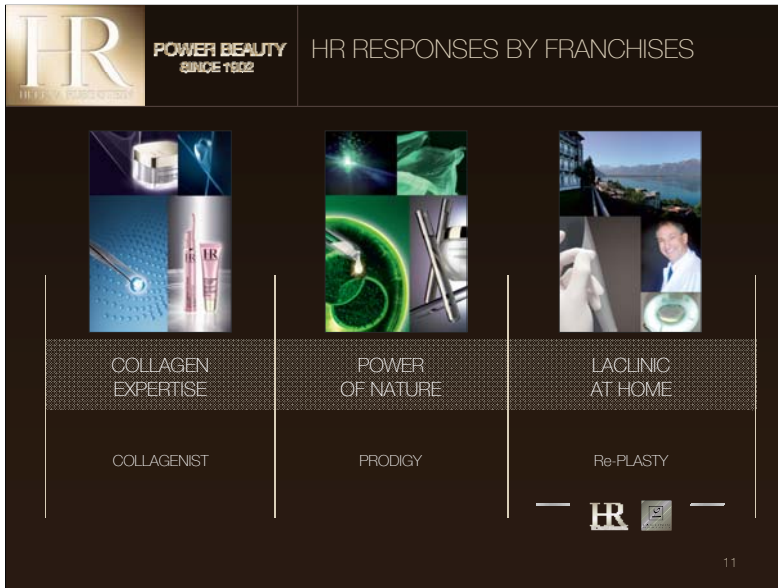
Dr Pfulg founded Laclinic Montreux.

*Centre National de la Recherche Scientifique = National Center of Scientific Research

**UHC: University Hospital Center

Dr. GÉRALD PIERARD	Dr. ODILE DAMOUR	Pr. JOËL CRECHE	Pr. PHILIPPE HUMBERT	Dr. PFULG
UHC LIÈGE	UNIVERSITY OF LYON	UNIVERSITY OF TOURS	UHC BESANÇON	LA CLINIC MONTREUX

Trainer's guide



Trainer's guide

Comments

At HR, laboratory research has been carried out in parallel to these three major scientific directions, respecting the brand's avant-garde tradition, at the very cutting edge of cosmetic technology.

These different areas approach anti-ageing from three different angles allowing you to be flexible and offer complementary products defined by your customers' specific needs.

The first approach is "Collagen Expertise" approach. Its benefit is remodeling skin's collagen structure and micro_lifting.

Keywords: Re-structuring, Re-lifting, Re-plumping, Re-sculpting results.

The second approach is the "Power of Nature". The benefit it offers is skin regeneration.

Keywords: Regeneration, Rejuvenation, Elixir of youth, grafting.

The third approach is the "Advanced Clinical Protocols – Laclinic Montreux protocols" / Laclinic at home. Its benefit is its ability to replicate corrective protocols used in aesthetic medicine of Laclinic Montreux.

Keywords: Achieving results comparable to interventions: Mesolift, Peel, Laser, Post Intervention Care.

<p><i>"I need targeted efficacy on visible signs"</i></p> <p>COLLAGEN EXPERTISE</p> <p>MICRO IMPLANTS REPLUMPING FILLING LIFTING V-SHAPING</p>			<p><i>"I want a global anti-ageing action"</i></p> <p>POWER OF NATURE</p> <p>CELLULAR REGENERATION & GRAFTER</p>			<p><i>"I need a radical and immediate correction"</i></p> <p>LACLINIC AT HOME</p> <p>MESOLIFT PEELING LASER POST INTERVENTION CARE</p>		
<p>RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY</p>								
<p>COLLAGENIST SPECIALIST ANTI-AGEING CARE</p> <p>30+ 40+ 40+</p> <p>HYDRA COLLAGENIST COLLAGENIST pro-XL COLLAGENIST V-LIFT</p> <p>DEEP HYDRATION ANTI-AGEING ANTI-WRINKLE REPLUMPING FIRMNESS ANTI-WRINKLE</p>			<p>PRODIGY PRODIGIOUS GLOBAL ANTI-AGEING CARE</p> <p>30+ 40+ 50+</p> <p>PRODIGY POWERCELL PRODIGY PRODIGY EXTREME</p> <p>FORTIFIED SKIN REDUCED WRINKLES RADIANCE ANTI-WRINKLE FIRMNESS RADIANCE HYDRATION UNIFORMITY DEEP-SET WRINKLES DENSITY RADIANCE NUTRITION</p>			<p>Re-PLASTY INSTANT INTERVENTIONS</p> <p>Re-PLASTY MESOLIFT Re-PLASTY HD PEEL Re-PLASTY LASERIST Re-PLASTY AGE RECOVERY</p> <p>ACTIVE LIFTING RADIANCE INJECTION IDEAL PLASTICITY SKIN PERFECTING SMOOTHED WRINKLES REDUCED DARK SPOTS TRANSLUCENT SKIN ACCELERATED REPAIR RENEWED SKIN</p>		
<p>12</p>								

Trainer's guide

Stage 2 : Geography



Comments

The first scientific territory concerns the Collagen Expertise with Collagenist.

We are talking about “collagens” rather than “collagen”, a gross oversimplification that some cosmetics brands tend to make.



Trainer's guide

Stage 3 : The Collagenic Research



Comments

Collagenist represents the story of developments in research and knowledge concerning different collagens and their roles in skin ageing.

It should be strongly underlined that the successive launches since 2001 represent an “incremental” sequence, which explains why certain products are no longer on the market: logically, each successive advance is integrated into successor products.

Collagen stimulation plays multiple roles in morphological correction and it is important to mention them (fully or partially) to strengthen your expertise. These roles are as follows:

- Increasing the synthesis of different collagens to reduce sagging and hollow skin
- Reducing the breakdown of existing collagen
- Reorganizing the structure and anchorage of collagen fibers and their cohesion with the cellular environment to maintain their supportive function
- Promoting dermo-epidermal adhesion
- Strengthening adipocyte walls to avoid slackening
- Fixing inner water deep down and achieving a regular flow of water from the dermis to the epidermis



Trainer's guide

Comments

List the principal discoveries regarding features of different collagens:

2001: Stimulation of collagen I and III synthesis, supportive collagens, to strengthen the tissular structure

2005: Structuring of collagen V (reinforcing collagens I and III) and decorin (anchor chain surrounding collagen fibers, a true information transmission and cellular vitality interface between the collagen fiber and its environment)

2008: Addition of Pro-Xylane which mimics the action of hyaluronic acid to promote collagen IV and VII synthesis (anchorage and adhesion between dermis and epidermis: dermo-epidermal junction) - role in skin tonicity

2010: discovery of the importance of collagen in sagging (migration of fats towards the lower part of the face under the effects of gravity). The membranous envelopes covering adipocytes (known as the septum) are formed from collagen and their ongoing degradation contributes to the deterioration of adipose tissue structure. Strengthening the collagenous septa containing adipocytes therefore prevents the migration of fats towards the lower part of the face. Key active ingredient: V peptides)

2011: January launch of Hydra Collagenist: demonstration of the essential role played by water in skin ageing, not only within superficial epidermal layers but also within the dermis, at the heart of the collagen matrix. Fixation and regulation of aqueous flow in tissues. In-depth water fixation at the heart of the collagen matrix (dermis) thanks to the Derm-Hydratrix complex which stimulates the synthesis of water-fixing glycosaminoglycans.

HR
POWER BEAUTY
SINCE 1902

THE COLLAGENIST SAGA
10 YEARS OF RESEARCH AND INNOVATION
IN COLLAGENS

Year	Product/Ingredient	Key Discovery/Effect
2001	PHYTOKINE CYTOMINE	Specific collagens (I and III)
2005	COLLASTIM	Collagen V and decorin
2008	COLLASTIM PROXYLANE	Collagens IV and VII thanks to Proxylane
2010	VPEPTIDE LIPO REDUCER	Collagen membranes
2011	DERM-HYDRATRIX COLLAGEN MICROSPHERES	Collagenic matrix hydration

15

Trainer's guide

Comments

You should devote more time to presenting the latest addition to the Collagenist range, Hydra Collagenist:

Pioneers in research into collagens for over ten years, Helena Rubinstein Laboratories have demonstrated the role played by the dermis in hydration. A genuine reservoir of cutaneous water, it contains 70% of the water present within skin. Its collagen matrix actively participates in the flow of inner water thanks to its structural molecules. True water micro-captors, they have the power to fix water deep down.

HYDRA COLLAGENIST is the first range of hydrating anti-ageing skincare by Helena Rubinstein to contain technology capable of fixing water all the way down to the dermis, at the heart of the collagen matrix.

Introduce the action mechanisms of its principal components:

Derm-Hydrafix Complex

Stimulates the synthesis of structural molecules of collagen as well as glycosaminoglycans (water micro-traps able to retain up to 1000 times their weight in water)

Reinforces the structure of the collagen matrix

- lasting in-depth hydration
- densification of skin tissues

Collagen micro-spheres in dehydrated form

They are absorbed into superficial layers of skin, capturing external water (up to 9 times their volume) and regularly releasing it

- re-plumps skin

Introduce each range product and its principal features:

- Hydra Collagenist Deep Hydrating Anti-ageing Cream, densifying, smoothing (reactivates hydration, reduces dehydration lines, re-plumps skin and restores suppleness)
- Hydra Collagenist Deep Hydration Anti-Ageing Intensive Serum, densifying, smoothing (twice as concentrated in collagen micro-spheres, it reactivates intense hydration, densifies and smoothes skin)
- Hydra Collagenist Deep Hydration Anti-Ageing eye Care, energizing, smoothing (smoothes dehydration lines, fades signs of tiredness, relaxes tension, fades dark circles and puffiness)
- Hydra Collagenist Deep Hydration Mask intense reinfusion (reinfuses tissues' water content to prevent the appearance of dehydration lines, skin regains comfort and elasticity)

HR POWER BEAUTY SINCE 1902

HYDRA COLLAGENIST

ACTION

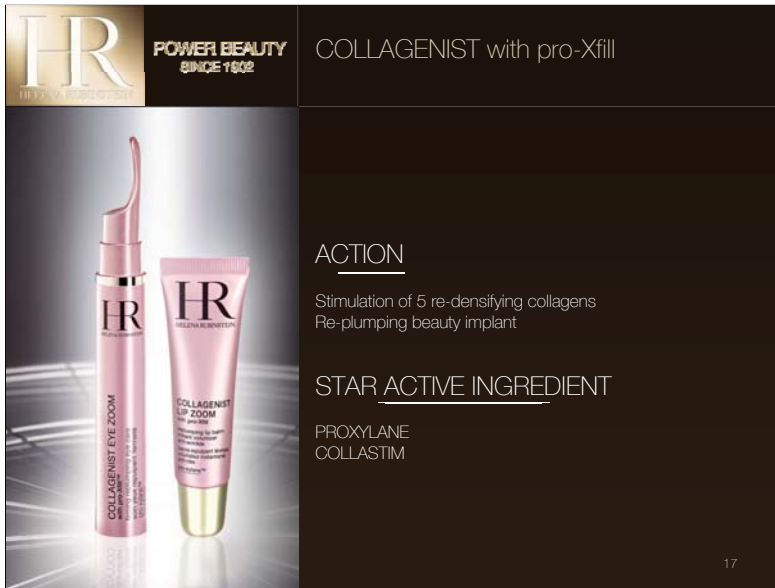
- Fixing inner water
- Densifying skin tissues
- Reinforcing collagen structures

STAR ACTIVE INGREDIENT

DERM-HYDRAFIX
COLLAGEN MICROSFERES

16

Trainer's guide



HR POWER BEAUTY SINCE 1892

COLLAGENIST with pro-Xfill

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

STAR ACTIVE INGREDIENT
PROXYLANE
COLLASTIM

17

Trainer's guide

Comments

Introduce the action mechanisms of its principal components:

Pro-Xylane

Triggers intense production of skin's 5 principal collagens – boosts firmness and tissue resistance

Activates synthesis of collagens IV (anchorage) and VII, specifically deficient beneath wrinkles – fills and re-inflates wrinkles (depth, extent) – strengthens cohesion of tissue layers

Collastim

Stimulates and re-organizes support collagens I, III, V – skin looks “full of bounce”

Introduce each range product and its principal features:

- Collagenist with pro-Xfill: re-plumping care, filler effect, anti-wrinkle, firming (increases skin's resistance and corrects wrinkles: collagen micro-spheres enter the wrinkle groove to instantly re-inflate it)
- Collagenist Night with pro-Xfill: re-densifying care, strengthening, anti-wrinkle, firming (protection and consolidation of stock of collagen overnight: fights the enzymatic degradation of collagen fibers)
- Collagenist Eye Zoom with pro-Xfill: eye care, firming, anti-wrinkle, anti-hollow skin (fades shadows, smoothes star-shaped eye contour wrinkles, fibers offer an instant smoothing illuminating effect)
- Collagenist Lip Zoom with pro-Xfill: re-plumping lip balm, instant volume, anti-wrinkle (swathes lips in sensual volume, smoothes the lip contour)



Trainer's guide

Comments

Introduce the action mechanisms of its principal components:

V-Peptide

Re-anchors structural collagen fibers and the network of elastic fibers

Lifts

Reinforces skin's internal framework

Lipo-Reducer

Destocks and drains lipids (adipocytes)

Reinforces the septa containing adipocytes

Lightens and refines contours

Wave-like structure tautening polymer

Tautens surface tissues thanks to a "tethering" texture

Instant lift

Introduce each range product and its principal features:

- Collagenist V-Lift: tautening, re-plumping, lifting, firming, anti-wrinkle (reduces wrinkles, tautens features, tones skin)
- Collagenist V-Lift Night: skincare to resculpt contours of the face, neck and décolleté (lightens and refines the lower face for sharper contours, redefines the facial outline)
- Collagenist V-Lift: instant lift serum, contours resculpted (two-fold lifting/refining action, resculpts the face into a V)
- Collagenist Eye-Lift: lid tautening care, lifting, anti-wrinkles (smoothes, refirms, tautens eyelids, reduces crow's feet wrinkles)
- Instant V-Lift: sculpting, firming, anti-wrinkle foundation SPF20 (12hr lift effect, second skin effect, redefines features, resculpting light thanks to V-chroma multi-reflective particles)

HR POWER BEAUTY SINCE 1982

PROVEN RESULTS

PROVEN RE-PLUMPING AND RE-SCULPTING EFFECTS

HYDRA-COLLAGENIST:
+26% hydration mastered

COLLAGENIST with pro-Xfill:
Total wrinkled surface (mm²) - 15.2 %
Total length (mm) - 9.1%
Average depth (µm) - 3.6%

COLLAGENIST V-LIFT:
+ 20.1% tone
+5.9% firmness*
-9.7% sagging neck skin
-11.9% slackening of lower face**

19

Trainer's guide

Comments

Emphasize the approach taken of systematic validation via clinical evaluation tests and self-evaluations.

Benefits have been validated and demonstrated.

The protocols and validation authorities involved liken the approach to the rigorous testing programs applied to medical substances: HR is on the frontier between cosmetics and medicine (to be repeated here, even if it has already been said in the slide on prestigious partnerships)

Hydra-Collagenist:

instrumental measurements on 12 women over 6 weeks (UHC Besançon)

Collagenist pro-Xfill

Testing protocol: 40 women aged 45 to 65 with fine lines and wrinkles in the crow's feet area. Twice daily product use on face over 4 weeks. Siflo (silicone) prints taken at T29 days from one crow's feet area (side randomly determined) which were then subject to image analysis.

Collagenist V-lift:

* Instrumental test on 42 women after 4hours (Collagenist V-Lift)

**Tests carried out by expert on 39 women after 2 months (Collagenist V-Lift)



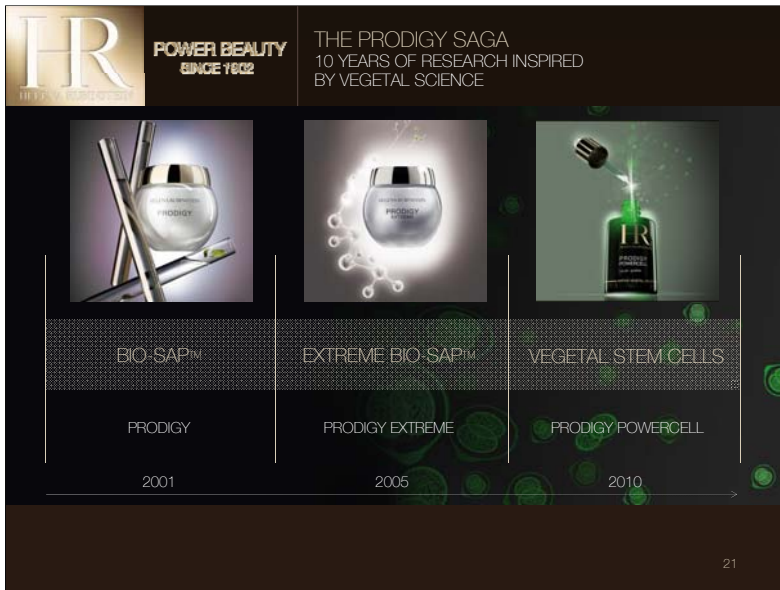
Comments

We are now going to discover the second of these 3 territories: the vegetal cellular approach, which has led to the creation of the Prodigy range.

Trainer's guide

Stage 4 : The Vegetal Cellular Science





Trainer's guide

Comments

The Prodigy saga is made up of three major launches corresponding to ever more advanced discoveries in the domain of vegetal bio-technologies, as well as regenerating and rejuvenating green cosmetics.

- 2001: A symphony of extracts derived from embryonic vegetal tissues (seeds and buds): **Bio-sap™** to fight ageing on all fronts (speeding up cell renewal, stimulating collagen and elastin, reducing age spots, stimulating micro-circulation and lipid synthesis)

- 2005: Precious native vegetal cells of Sequoia and grape blossom united with Bio sap™ to create **Extreme Bio-sap™**, working to relaunch cellular activity by stimulating integrins, vital bridging molecules connecting cells with their matrix.

- 2010: **Vegetal stem cells** of the algae Oceanic Crista, both immortal and infinitely reproducible to restore skin with all of the functional features of young skin.

HR POWER BEAUTY SINCE 1962

THE PRODIGY SAGA
10 YEARS OF RESEARCH INSPIRED
BY VEGETAL SCIENCE

BIO-SAP™	EXTREME BIO-SAP™	VEGETAL STEM CELLS
15 OF THE MOST PRECIOUS ANTI-AGEING ACTIVE INGREDIENTS VEGETAL EXTRACTS	EMBRYONIC VEGETAL CELLS	OCEANIC CRISTA

22

Trainer's guide

Comments

PRODIGY

The first major cosmetic and technological adventure in the series, Prodigy was the creation of a cosmetic treatment integrating encapsulated bio-sap with the aim of reproducing, by bio-mimicry, the miracle of vegetal sap: maintaining tissue growth and life by continuously irrigating skin with an exceptional concentrate of essential organic nutriments stemming from beech bud, acacia honey, ruscus, royal jelly...

TECHNOLOGY: two-fold network of hydrophilic and lipophilic active ingredients encapsulated within separate zones, to promote better diffusion within skin cells.

PRODIGY EXTREME

With extreme bio-sap, native vegetal cells of sequoia and grape blossom are added to bio-sap to reactivate the functioning of integrins, "cellular life bridges" and re-initiate cellular activity.

TECHNOLOGY: potentialization of native vegetal cells through bio-technology (in vitro cultures of billions of leaf and flower vegetal cells), making Helena Rubinstein a pioneer within the niche of green cosmetics.

PRODIGY POWERCELL

Latest major technological advance in Prodigy: using bio-technology to reproduce rare cells – vegetal stem cells (extracted from an algae equipped with exceptional longevity and remarkable defense mechanisms, Oceanic Crista) whose culture process has endowed their molecular properties with a multitude of vitality-boosting and anti-oxidant factors (sugars, amino acids, fatty acids, lipids, phenolic composites, cinnamic acid derivatives...) designed to offer skin cells a prodigious rejuvenating boost.

TECHNOLOGY: Culture of "totipotent" embryonic vegetal cells, containing within them all of the vital force needed to develop all of the plant's organs (roots, stems, branches, flowers, leaves...)

HR POWER BEAUTY SINCE 1902

THE PRODIGY SAGA
10 YEARS OF RESEARCH INSPIRED BY VEGETAL SCIENCE

BIO-SAP™	EXTREME BIO-SAP™	VEGETAL STEM CELLS
TARGETS 5 MECHANISMS OF SKIN AGEING	REACTIVATES INTEGRINS, TRUE CELLULAR "LIFE BRIDGES" FOR MATURE SKIN	CELLULAR REGENERATION TISSULAR REPAIR ANTI-FREE RADICAL DEFENSE

23

Trainer's guide

Comments

Remind your clients of the specificity of the active ingredients selected by Helena Rubinstein and their respective modes of action:

Bio-sap was designed to act against the 5 mechanisms of skin ageing:

- Slow-down in cell renewal
- Collagen and elastin breakdown
- Deregulation of melanogenesis
- Slowing of skin micro-circulation
- Reduction in lipid synthesis

For 5 prodigious results:

- Smoothing, reduction in surface wrinkles
- Improvement in skin elasticity
- Reduction in age spot intensity
- Improved radiance
- Improved hydration

Extreme Bio-Sap re-activates integrins:

Integrins are proteins on the surface of fibroblasts which attach themselves very firmly to surrounding collagen fibers. When stimulated, they improve fibroblast contractility which decreases with age and leads to a progressive loss of vitality. It thus fills out furrows, densifies skin and improves cellular nutrition.

Vegetal stem cells act on skin like a youth graft

They improve epidermal regeneration time as well as its extensibility and elasticity, the hallmarks of youthful skin functioning.

For more information, see the following slides.



Comments

Here you will talk about the discoveries of Prof. Joel Crèche on stem cells cultivated in vitro:

They are immortal: produced in vitro, in laboratories, via a complex bio-technology procedure, these cells are endowed with a type of immortality. They can be cultivated indefinitely, giving researchers free access to vegetal cells lines born decades ago, maintained in perfect conservation.





They are totipotent (as in pluripotent): they contain all the vital force needed to develop all the plant's organs (roots, stem, branches, flowers, leaves...) and just a single cell is needed to regenerate an entire plant. For this reason they are also known as embryonic cells.

Trainer's guide

HR
HUGO BOSS

POWER BEAUTY
SINCE 1882

VEGETAL STEM CELLS
THE EXTRAORDINARY ADVENTURE OF THEIR CREATION

1	2	3	4
Selection of plant species Extraction of part of the plant	Transfer into a sterile, enriched culture environment	Formation of aggregations of dedifferentiated native vegetal cells	Production of stable, immortal lines of dedifferentiated vegetal cells
			

25

Comments

Here is a simple way of talking about the production of vegetal stem cells through biotechnology:

Starting with part of a plant (flower, leaf...) – whose function has already been determined, we carry out a series of laboratory procedures (in vitro) in view of returning them to the stage of native vegetal cells, before finally reaching the equivalent of “developed stem cells” said to be “dedifferentiated”.

In vitro, these dedifferentiated cells become rejuvenated, regaining their dedifferentiated embryonic state.

Trainer's guide

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

VEGETAL STEM CELLS
MULTIPLE USES

IN VITRO, THESE CELLS REGAIN THEIR "JUVENILE AGE"

MICROPROPAGATION
In vitro embryogenesis
Production of clones of orchids,
coffee....

CREATION OF NEW VARIETIES
Applications in agriculture and
horticulture

PRODUCTION OF BIO-MOLECULES
Pharmaceutical, agro-alimentary and
cosmetic applications

26

Comments

Helena Rubinstein is positioned on the frontier between medicine and cosmetics and our Laboratories' cosmetic research benefits from all therapeutic advances in biotechnology and discoveries regarding vegetal stem cells.

Micropropagation: Technique for propagating plants in test-tubes, commonly used in view of producing healthy plants are rapidly producing plants identical to an original plant. The micropropagation technique entails the following stages: 1) selection of a suitable plant, sterilization and transfer into a nourishing medium 2) proliferation of shoots and their multiplication in aseptic culture 3) shoot transfer into a medium encouraging root production followed by greenhouse cultivation.

Horticulture: creation and cultivation of ornamental plants: flowers, vegetables and fruits.

Trainer's guide



Trainer's guide

Comments

It will be useful to quantify all of the advantages of vegetal stem cell production through bio-technology:

PURITY AND REPRODUCIBILITY

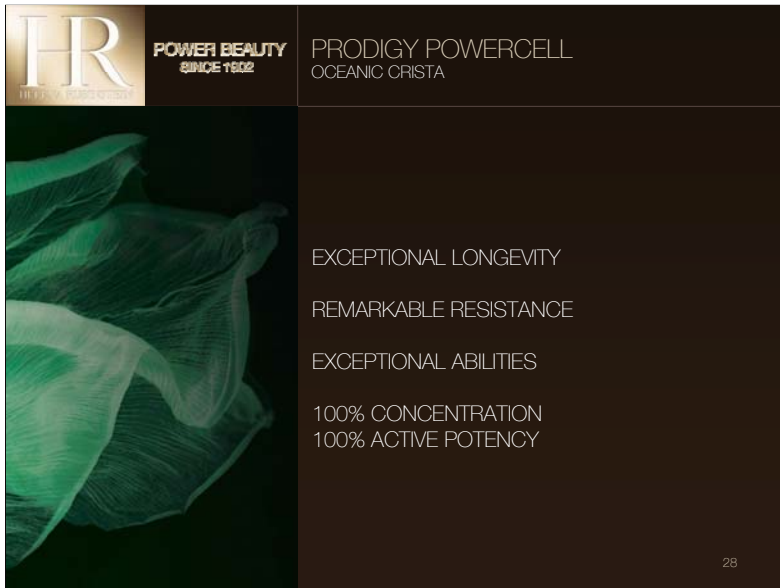
Above all, it guarantees total reliability both in terms of the production process and the quality of the resultant active ingredients. Bio-technology employs bio-reactors, enormous vessels which guarantee a highly secure environment which is absolutely sterile, with very accurate checks carried out throughout the production processes.

GREEN CHEMISTRY

Helena Rubinstein Laboratories have emerged as pioneers in the domain of green chemistry: cosmetics founded upon authentically natural key active ingredients without having any negative impact on nature. Clean technology.

INCREASED BIO-MOLECULE PRODUCTION

"Dedifferentiated" vegetal stem cells cultivated in vitro are endowed with truly remarkable properties: they synthesize substances which are normally repressed in plants in their natural state. This means that these cells are more powerful when used in isolation than they are within the plant, producing substances that chemists are unable to create.



Comments

Oceanic Crista, the key active ingredient in Prodigy Powercell, has emerged as miraculously resistant in the face of external aggressors (living in a hostile environment, on wave-beaten rocks in salt-saturated soils).

Vegetal stem cells of oceanic crista have powers of:

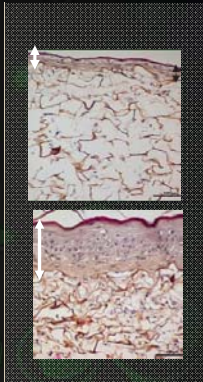
- regeneration
- reparation
- anti-oxidant

Trainer's guide

HR POWER BEAUTY SINCE 1832

PROVEN RESULTS

GROUND BREAKING 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

29

Trainer's guide

Comments

OCEANIC CRISTA STEM CELLS: REGENERATION SCIENTIFICALLY PROVEN *IN VITRO**

Under the effects of oceanic crista stem cells, we observed that reconstructed skin epidermis with 57 year-old fibroblasts became more like young skin, with thickness almost identical to that of reconstructed skin with 22 year-old fibroblasts.

An *in vitro* study was carried out by the Lyon Skin Substitutes Laboratory* on the reconstruction of skin fully-formed within a culture environment, using fibroblasts from a 57 year-old woman. Study leader Dr Odile Damour stated that "Stem cells of oceanic crista promote rapid attachment of the epidermal graft to the equivalent dermis and its protective function, by stimulating the proliferation and differentiation of epidermal cells."

Stage 1 (on day 21), action on the dermis:

- regeneration, dermal restructuring for a better "epidermal graft"

Stage 2 (on day 35), action on the epidermis:

- acceleration of cellular renewal for a thicker epidermis;
- improvement in cellular differentiation for a fully differentiated epidermis.

Under the effects of stem cells of oceanic crista, perfect homeostasis is rapidly achieved, as well as a better quality corneal layer.

HR in vitro study/Odile Damour, C. Lequeux et al, Skin Pharmacol Physiol; 2011, 24 75-80.



Comments

The third scientific territory concerns the advanced clinical protocols approach in partnership with LA CLINIC MONTREUX.

Trainer's guide

Stage 5 : Laclinic Montreux



Comments

To fully understand the strategy initiated by Helena Rubinstein Laboratories in the development of its selected cosmetic anti-ageing procedural treatments, it is important for you to grasp the modalities, frequency and extent of the current demand for aesthetic medicine.

Over the last decade, from 2000 to 2009, there has been considerable growth of the aesthetic surgery and medicine markets: +69%

However, there has been a net fall-back for aesthetic surgery over the same time-frame: -20%

While moderately invasive aesthetic medicine has skyrocketed : +99%.

The most popular treatments include:

- Botox injections, which experienced an impressive boom between 2000 and 2009 but whose growth appears to have slowed over the last two years. There are, however, new research areas considering lower doses of botulinum toxin, administered more often and on parts of the face other than the forehead

- Dermal fillers", the most prominent being hyaluronic acid injections, are considered more affordable and less intimidating by customers. Hyaluronic acid is an element naturally found in the body and causes far fewer side effects than botulinum toxin. These techniques thus still have a bright future, particularly given that it is easier for practitioners to gain a License to perform this type of injection than for botulinum toxin. We will give a recap of these techniques a little later on

- Microdermabrasion and chemical peels remain highly popular techniques in skin "resurfacing". Clients choosing these techniques constitute a much broader age range: people may opt for one of them following an acne treatment, while they may also be sought for their anti-wrinkle effects.

- IPL (Intense Pulsed Light) is a pulsed light beam with results comparable to laser, but less intense. This technique is used for hair removal and for the treatment of redness and rosacea, but also in "rejuvenating" modes to boost skin's collagen production: "Photo-rejuvenation"

What is the difference between aesthetic medicine and aesthetic surgery?

Also known as plastic surgery, aesthetic surgery constitutes surgical interventions designed to correct bodily deformities or an external aspect of appearance that the patient finds unacceptable. Today's surgical interventions allow virtually every part of the body to be remodeled. Classic aesthetic surgery interventions: liposuction, breast enhancement, rhinoplasty, face-lift.

Aesthetic medicine refers to more minor interventions which do not require a visit to the operating theater. They are less invasive and can be carried out in clinics or institutes by doctors and not necessarily by surgeons. Aesthetic medicine interventions: injections, peels, laser.

Don't forget to adapt the prices to your own market.

HR POWER BEAUTY SINCE 1902

THE INTERNATIONAL AESTHETIC MEDICINE MARKET

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 : ASAPS sur la période 2000 - 2009 ** Source : ASAPS 2009
**non including L'Oréal Paris prices

31

Trainer's guide

Comments

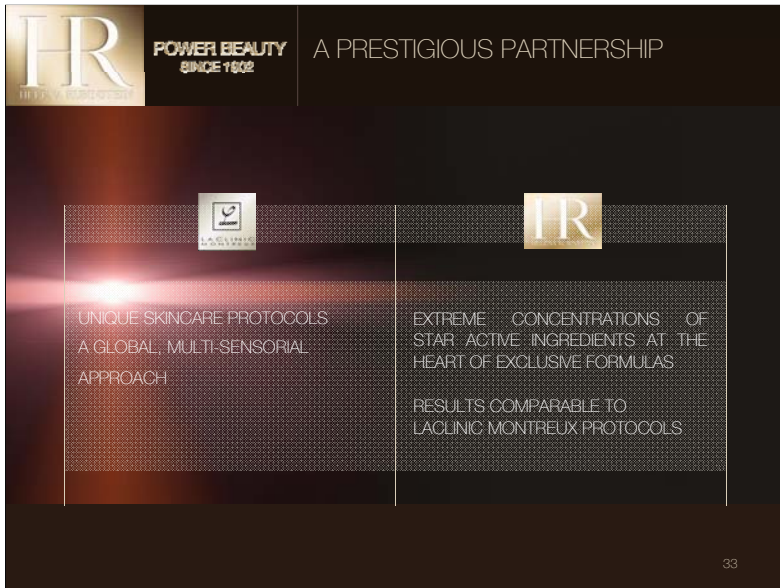
Laclinic-Montreux is one of the world's most prestigious clinics, recognized around the globe for the spectacular results achieved by its specialists, with their ability to combine art and science.

In this unique place, where medical perfection fuses with an artistic approach to the face and body, all medical and paramedical specialties are united:

- Beauty institute
- Aesthetic medicine center
- Dental clinic
- Plastic, reconstructive and aesthetic surgery department



Trainer's guide



Comments

Constantly underline the parallel between Helena Rubinstein anti-ageing treatments and aesthetic medicine protocols at Laclinic Montreux.

Trainer's guide

HR POWER BEAUTY SINCE 1892		SIMILAR EXPECTATIONS	
L'AGUETTE		HR	
 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	

34

Trainer's guide

Comments

More information about peels used in aesthetic medicine:

Chemical **peels** are a technique used in aesthetic medicine to renovate the epidermis via desquamation, thus improving the general condition of skin's surface: wrinkles, complexion uniformity, micro-texture, age spots...

The intervention performed by doctors at Laclinic-Montreux is particularly sophisticated and goes beyond traditional resurfacing techniques. The peel is enriched with corrective and protective anti-ageing active ingredients which offer skin a visible rejuvenation effect.

In Europe, 16% of women aged 30 to 50 opt for peels in order to reduce fine lines and wrinkles, loss of radiance and dyschromias.

More information about mesolift used in aesthetic medicine:

Mesolift is a technique used in aesthetic medicine offered to women across the world to regain the characteristics of young skin. It allows tired, dull skin to be regenerated. It consists of injecting mini-doses of revitalizing anti-ageing active ingredients into the epidermis. Its effects on radiance, tone and smoothness are instant.

Doctors at Laclinic-Montreux employ a particularly effective mixture of nourishing and revitalizing active ingredients:

- Vitamins, trace elements and minerals
- Hyaluronic acid to re-plump and rehydrate the dermis
- Active components to stimulate micro-circulation, skin oxygenation and collagen synthesis

Results are visible after the first treatment: skin is firmer and more radiant.

Laser or IPL The difference between LASER and "INTENSE PULSED LIGHT" is that LASER produces a beam of a single wavelength, that is, the light is only of one color, whereas Intense Pulsed Light releases beams of white light.

In the case of Intense Pulsed Light, the beam emitted can be modeled using filters which transmit the light beyond a pre-determined beam, lending the Intense Pulsed Light technique multiple uses for hair removal, photo-rejuvenation and vessel treatment.

Given that lasers use a single light beam, several lasers are needed if several different uses are necessary.

Lasers and Intense Pulsed Light are highly specific light sources which emit a wavelength in a particular direction, allowing a small-sized, high-intensity focus to be produced. The action of each laser and IPL is particularly determined by the wavelength used. The light emitted is captured by the targeted cells, causing them to be destroyed, allowing practitioners to work on vascular or pigmented cells, or to stimulate collagen synthesis without damaging adjacent tissues. This technique has come increasingly to the forefront of aesthetic medicine in recent years.

Post intervention care in order to help the scars to repair after an intervention, Doctor Pfulg apply a specific and patented solution (hyaluronic acide + glycyrrhizic acid) on the face.

The Re-Plasty range was born out of a unique partnership which enabled the creation of cosmetic skincare protocols whose results are similar to those of interventions carried out in anti-ageing aesthetic medicine.

HR POWER BEAUTY SINCE 1892


LACLINIC PROTOCOLS

1. PEEL

PROTOCOL
GLYCOLIC, LACTIC AND PHYTIC ACIDS, RETINOL, LHA

TARGET
WRINKLES, IRREGULARITIES, SKIN QUALITY

RESULTS
INTENSE RENOVATION OF SKIN'S SURFACE



35

Comments

The peels carried out at Laclinic Montreux go beyond traditional resurfacing techniques.

They bring together a genuinely exfoliant, corrective and protective peel.

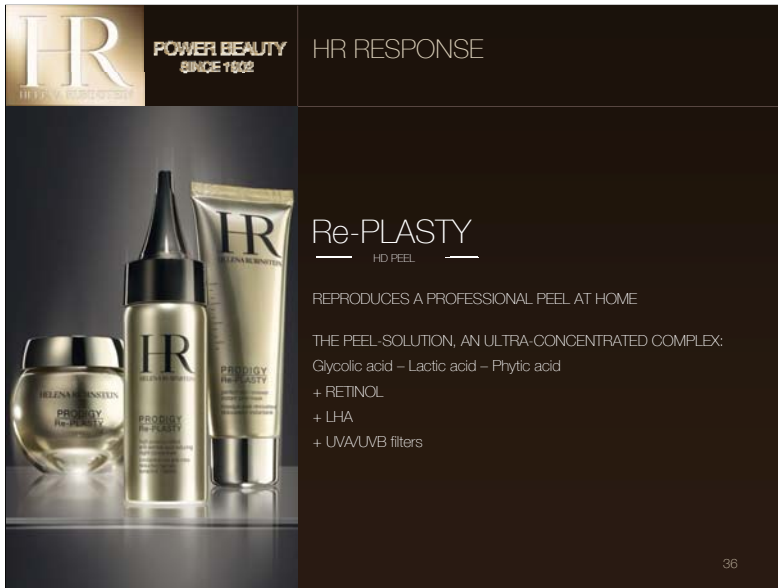
3 acids are generally used in these types of peel:

- Glycolic acid,
- Lactic acid
- Phytic acid

The benefit of glycolic and lactic acid, AHAs, is their desquamating action.

Phytic acid (plant origin) is anti-oxidant, brightening and depigmenting.

Trainer's guide



Trainer's guide

Comments

INSTANT ANTI-AGEING TREATMENTS

Prodigy Re-Plasty High Definition Peel

A concentrate of clinical expertise

PEEL SOLUTION

This original complex replicates the exfoliation solution applied at Laclinic Montreux and is made up of glycolic, lactic and phytic acids. This peel-solution is endowed with strong exfoliant potency and promotes the regular desquamation of the upper layers of the stratum corneum. **Glycolic acid** (produced from sugar cane, beetroot or grape extracts) and **lactic acid** belong to the AHA family. They promote the regular desquamation of upper epidermal layers: they weaken the attachments between corneocytes and facilitate elimination of dead cells at skin's surface. **Phytic acid** is a plant-based acid (derived from mushrooms) used in dermatological peels for its desquamating action. It also boasts anti-inflammatory and anti-oxidant properties.

Trainer's guide

Comments

HIGH-DOSE PURE RETINOL

The dermatologist's reference anti-wrinkle molecule. An outstanding molecule for stimulating cellular renewal and reducing fine lines and wrinkles. The serum integrates one of the highest concentrations of Retinol on the frontier of medically prescribed products. Its anti-wrinkle action is reinforced by the addition of an encapsulated vitamin A derivative, whose efficacy is progressively released throughout the night.

It is known as super-activated retinol, since it is associated with encapsulated pro-retinol for prolonged release and improved absorption into the epidermis.

HIGH-DOSE LHA

Ultra-precise and targeted exfoliant action. Lipo Hydroxy Acid is an exclusive patented L'Oréal active ingredient. Stemming from 10 years of research, it represents the latest generation of salicylic acid derivatives. Its exfoliant action is significantly more potent than that of traditional salicylic acid. It has excellent affinity with the epidermis. High-definition epidermal exfoliation.

SPF10 and anti-UVA+++ / anti-UVB filters

Protection from photo-ageing, age spot and wrinkle prevention.

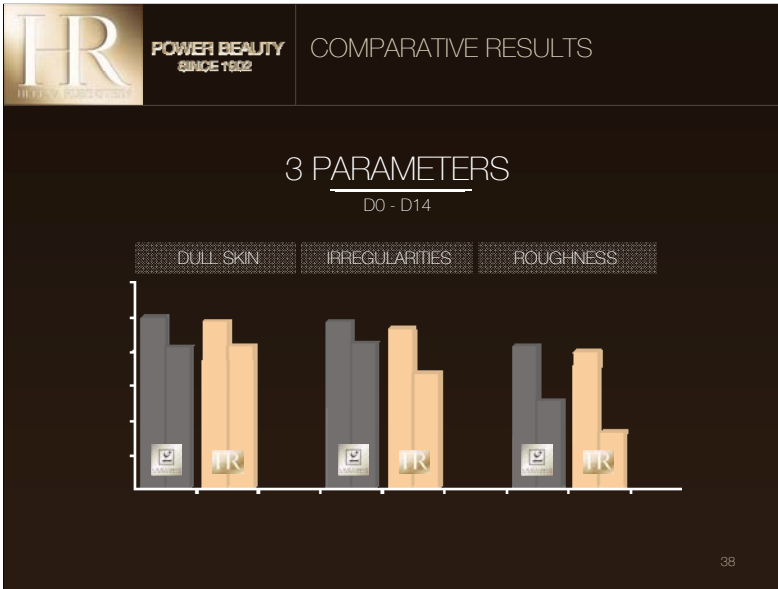
For the first time, the research unit of Helena Rubinstein Laboratories has successfully formulated the strongest concentration of pure retinol. It is stabilized by a sequestrant and an anti-oxidant and protected by oxygen- and light-proof packaging.

The second reference molecule is LHA= LIPO HYDROXY ACID

Its structure allows it to be absorbed into the inter-corneocyte layers so as to break down intercellular links, allowing for high-precision and very gentle exfoliation with no visible desquamation.

Also mention the use of other high-quality molecules with recognized anti-ageing effects in dermatology within the range:

- HEPES, a patented exfoliating substance
- Urea, powerful hydrating properties



Comments

The objective attained by Prodigy Re-Plasty High Definition Peel is to achieve, after 14 days' use, the same results as a medical peel session carried out at Laclinic-Montreux.


Trainer's guide

HR
HEALTH & BEAUTY

POWER BEAUTY
SINCE 1892

LACLINIC PROTOCOL

LACLINIC
MESOLIFT



2. MESOLIFT

PROTOCOL

MICRO-INJECTIONS OF VITAMINS, HYALURONIC ACID,
AMINO ACIDS

TARGET

LACK OF RADIANCE, SAGGING

RESULTS

INTENSE REGENERATION OF CUTANEOUS PLASTO-RADIANCE

39

Trainer's guide

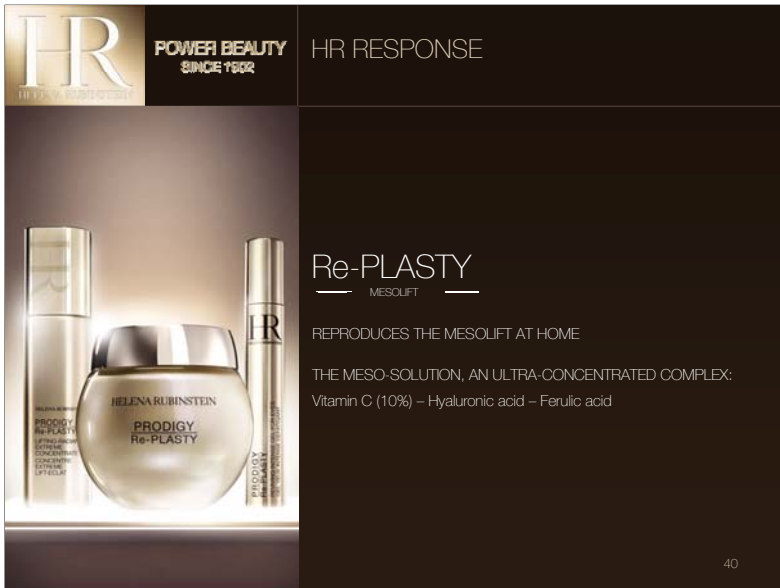
Comments

Re-Plasty Mesolift

To reproduce the spectacular and instant clinical results of the mesolift, Helena Rubinstein Laboratories have created a new prodigy of cosmetic technology: the Meso-solution, an exclusive complex that meticulously integrates the major components of a mesolift solution at expert dosages developed with the medical team of LACLINIC MONTREUX:

- a nourishing and revitalizing mixture containing hyaluronic acid to re-inflate and rehydrate the dermis,
- vitamins, trace elements and minerals to stimulate micro-circulation, oxygenation and collagen neo-formation within skin.

The meso-solution contains a high concentration of pure vitamin C: up to 10%. The formula also integrates an algae extract to re-oxygenate skin and stimulate its metabolism.



Trainer's guide

HR POWER BEAUTY SINCE 1902

STAR ACTIVE INGREDIENTS

Re-PLASTY
MESOLIFT

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

41

Comments

Specifically selected ingredients to perfectly target the problems identified

The meso-solution

This exclusive complex meticulously integrates the major components of the mesolift solution for expert action on cutaneous plasto-radiance: resplendence and perfect skin morphology.

High concentration pure vitamin C offers beneficial properties for both epidermis and dermis. Anti-free radical potency, activity on skin smoothness and complexion uniformity. Result: smoother, more radiant skin.

Hyaluronic acid, excellent hydrating ability thanks to its capacity to absorb up to a thousand times its weight in water.

Amino acids aim to restructure a tissue whose protein structure has been damaged by the skin ageing process. They also work to improve skin hydration.

A pro-oxygenating active ingredient for skin that's firmer and more toned, as though lifted

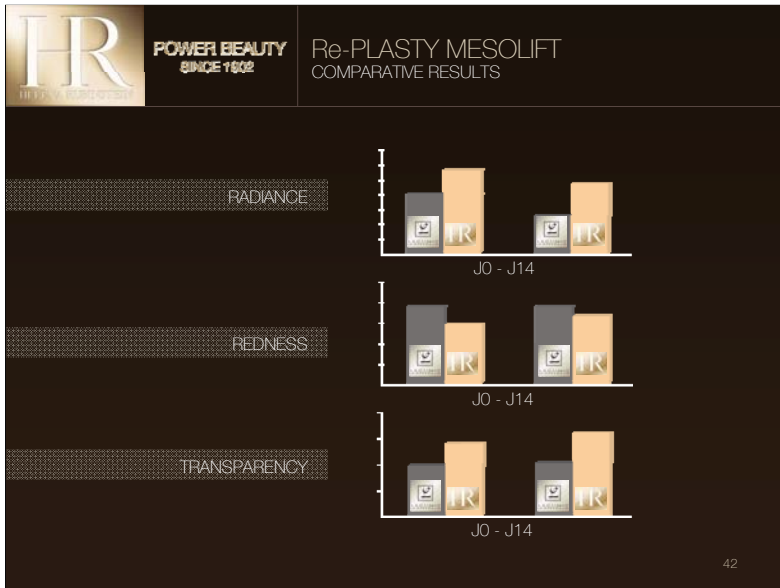
High concentration in Ferulic Acid

This powerful protective complex is enriched with ferulic acid – one of the most powerful cellular protectants used in dermatology. It was designed to help cellular “body guards” to fend off the attacks of chronological and environmental ageing.

Radiance filter

Acts like a radiance shield to instantly create ideal skin illumination while protecting against the harmful effects of UV rays.

Trainer's guide



Trainer's guide

Comments

Comparative studies have shown results close to those achieved by the mesolift carried out at Laclinic-Montreux:

- Improvement of skin radiance: +17% after 4 weeks (*)
 - Improvement of skin micro-texture: +30% after 8 weeks
 - Improvement of skin hydration: +10% after 2 weeks
 - Improvement of skin transparency: +25% after 2 weeks
- (*) Instrumental measurements (videomicroscope, chromasphere, corneometer)

This is a first in cosmetics: Helena Rubinstein Laboratories have taken on the challenge of comparing Prodigy Re-Plasty Mesolift with mesotherapy carried out at Laclinic-Montreux.

Dr Michel Pflug draws striking conclusions:

"Women who regularly use mesotherapy may choose to opt for the Helena Rubinstein/ Laclinic Montreux skincare protocol in full certainty of achieving almost the same improvements in their skin."

Results on skin radiance and micro-texture are achieved faster using the skincare protocol than with mesotherapy, after just 4 weeks' treatment.

HR POWER BEAUTY SINCE 1982

LACLINIC

LACLINIC MONTREUX


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

43



Comments

The laser intervention at LACLINIC MONTREUX is a technique in which intense pulsed light is diffused to the heart of skin across 3 wavelength spectra to target the 3 signs of chromatic ageing for a more radiant and unified complexion.

It fights against:

- dark spots,
- redness,
- imperfections.

Trainer's guide

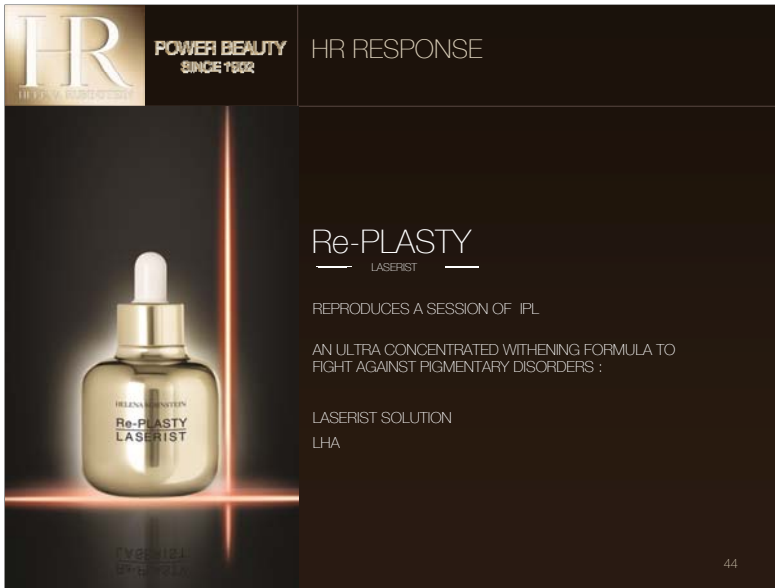
Comments

In their quest for exceptional aesthetic results, HELENA RUBINSTEIN and LACLINIC MONTREUX have created an unprecedented alliance in anti-ageing expertise to replicate a laser session.

Inspired by the LACLINIC MONTREUX laser session, the HELENA RUBINSTEIN Laboratories have developed the Laserist-Solution, an innovative association of cutting-edge de-pigmenting molecules.

Associated with escine and hyaluronic acid, the Laserist-Solution allows to fight against:

- dark spots,
- redness,
- imperfections.



Trainer's guide

Comments

LHA: Lipo Hydroxy Acid is an exclusive patented L'Oreal active ingredient. Stemming from 10 years' research, it represents the latest generation in salicylic acid derivatives. Its exfoliating action is significantly more powerful than traditional salicylic acid. It has excellent affinity with the epidermis. High-definition epidermal exfoliation.

White Ceramide: a next-generation anti-dark spot molecule that regulates the pigmentation process at its source.

Vitamin CG: (stable vitamin C derivative) clarifies pigment spots and protects against free radicals. Vitamin CG offers various actions: it inhibits the activity of tyrosinase, a key enzyme in melanin synthesis thus brightening the complexion; it is anti-free radical and keratolytic. It is also known for its anti-ageing properties by stimulating the synthesis of collagen, an essential dermal constituent, responsible for its resistance and involved in its elasticity. Unlike vitamin C, which easily degrades in aqueous solution or when exposed to heat or light, vitamin CG is a stabilized (glucosylated) form of vitamin C which is less sensitive to oxidation. It is gradually converted into active vitamin C within skin, procuring it with a prolonged action for optimal efficacy.

Red algae extract: *Palmaria palmata* is a red algae which reaches up to 50cm in length and grows in the North Atlantic. It is rich in alginate and other trace elements as well as marine minerals, anti-oxidants and proteins. It is used in the cosmetics industry for its brightening properties (anti-tyrosine and anti-melanin transport activities).

HR POWER BEAUTY SINCE 1992

STAR ACTIVE INGREDIENTS

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.

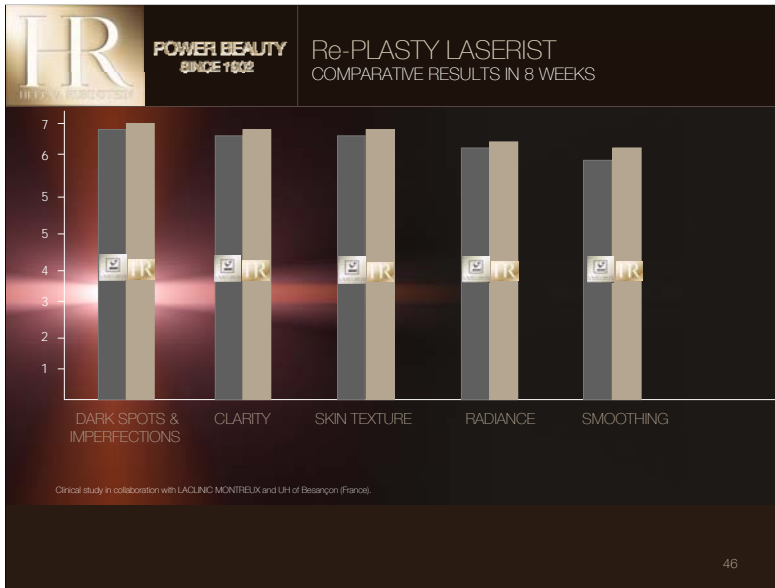
Anti-tyrosinase activity reduces melanin transport into keratinocytes.
>Dark spot reduction action.

45

Trainer's guide

Comments

In vivo test. Use of the serum morning and night.



Trainer's guide

HR POWER BEAUTY SINCE 1862

LACLINIC PROTOCOL

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



47

Comments

Post-Intervention care : to help the scars to repair after an intervention, Doctor Pfulg apply a specific and patented solution (association of hyaluronic acid and glycyrrhizic acid) which helps the skin to correct by itself.

Trainer's guide


HR POWER BEAUTY SINCE 1902

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



48

Trainer's guide

Comments

Dr Pfulg, founder of LACLINC MONTREUX and pioneering aesthetic surgeon, discloses the secret of his exceptional post-intervention care:
30% PROXYLANE associated with CICA-SOLUTION to repair all age scars.


Dr Pfulg also noted that this solution accelerated repair of signs of ageing, particularly at night, when skin is more capable of self-repairing, self-renewing and taking up active ingredients.

HR POWER BEAUTY SINCE 1892

STAR ACTIVE INGREDIENTS

Re-PLASTY
AGE RECOVERY

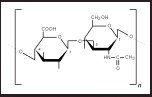
PROXYLANE



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.

49

Comments

Pro-Xylane™: this patented molecule derived from a vegetal composite acts on dermal components to improve communication between cells and effectively combat ageing-related loss of skin density.

Glycyrrhizic Acid: (lycyrrhizinic acid, glycyrrhizine, liquorice) is a key active ingredient (saponin) from liquorice. This chemical substance is endowed with anti-inflammatory properties, which are particularly useful in balms designed to soothe the skin or gums...

Trainer's guide

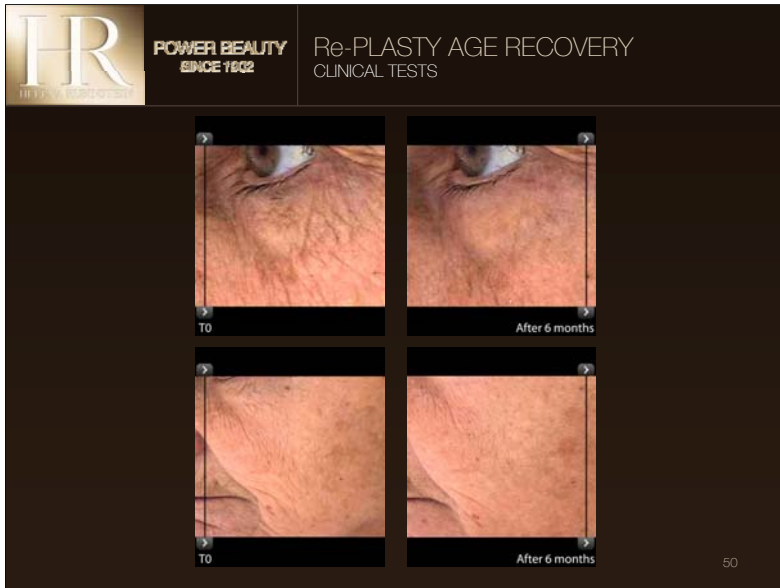
Comments

In vivo test made with the CHU BESANÇON and 4 dermatologists on 28 women having light aesthetic medicine interventions such as laser, IPL, injections, peeling) Among the volunteers , all presented an erythema (redness) before application of the product. After the 1st application, 53 % of the volunteers presented no more erythema. Before application of the product, 58 % of the volunteers presented dryness and/or a desquamation. After application, no one of the volunteers still presented dryness.

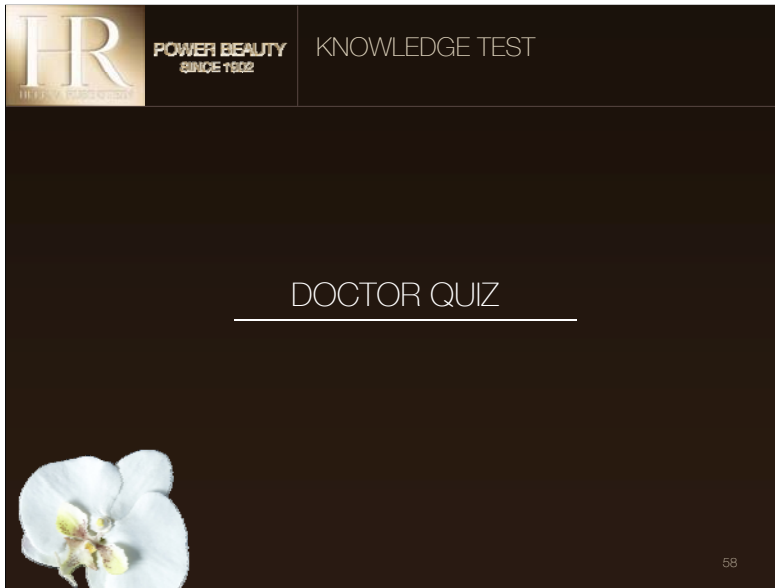
The tolerance was good for all the subjects.

The remarks mainly quoted are " melting, unctuous, pleasant texture " or " easily absorbed"

The perfume is pleasant and the product is " soothing & bring radiance ".



Trainer's guide



Trainer's guide

Stage 6 : Quiz



Comments

Test game:

Some terms from the first column have already been evoked during the 3 territories presentation, others are new.

This test-game has two-fold objectives:

- Work with participants (via group corrections) to ensure that the distinctive characteristics of the 3 territories have been fully understood. Explain each of the territories again using this new vocabulary.
- Give the BAs a broad lexicon to talk about each territory without any confusion

See correction slide

HR
POWER BEAUTY
SINCE 1902

TEST YOUR KNOWLEDGE
THE WORDS YOU NEED

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

52

Trainer's guide

HR
HERVE ROBERT

POWER BEAUTY
SINCE 1882

TEST YOUR KNOWLEDGE
THE WORDS YOU NEED

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 renovation
Skin looks full of bounce
Instant anti-ageing treatment
Remodeling
Smoothed micro-texture
Radical radiance-lift



Hook fibers
Lighten volumes
Contour 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

53

Comments

Correction slide.

Trainer's guide

Comments

HR products can therefore be used equally effectively before an esthetic medicine treatment as after, or indeed as an alternative, according to the customer's preference.

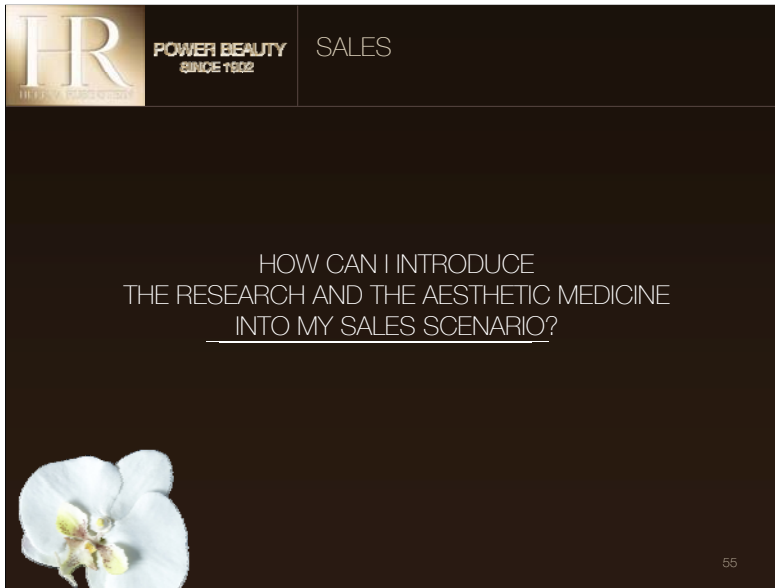
The advertisement features the HR logo at the top center. Below it, three columns of text describe product benefits: "I need targeted efficacy on visible signs", "I want a global anti-ageing action", and "I need a radical and immediate correction". The main body of the ad is titled "RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY" and is divided into three sections: COLLAGENIST (Specialist Anti-Ageing Care), PRODIGY (Prodigious Global Anti-Ageing Care), and Re-PLASTY (Instant Interventions). Each section displays several product containers with their names and specific benefits listed below them. The bottom right corner of the ad contains the number "54".

COLLAGENIST SPECIALIST ANTI-AGEING CARE			PRODIGY PRODIGIOUS GLOBAL ANTI-AGEING CARE			Re-PLASTY INSTANT INTERVENTIONS			
30+	40+	40+	30+	40+	50+				
HYDRA COLLAGENIST	COLLAGENIST pro-XL	COLLAGENIST V- LIFT	PRODIGY POWERCELL	PRODIGY	PRODIGY EXTREME	Re-PLASTY MESOLIFT	Re-PLASTY HD PEEL	Re-PLASTY LASERIST	Re-PLASTY AGE RECOVERY
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

Trainer's guide

Break & geography reminder






Trainer's guide

Stage 7 : Sales Scenario



HR POWER BEAUTY SINCE 1932

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

56

Trainer's guide

Comments

After the welcome, you have to introduce an adapted hook sentence containing the following keywords:

" results challenging the aesthetic medicine "

" The most concentrated star ingredients "

Example:

" Good morning madam "

...

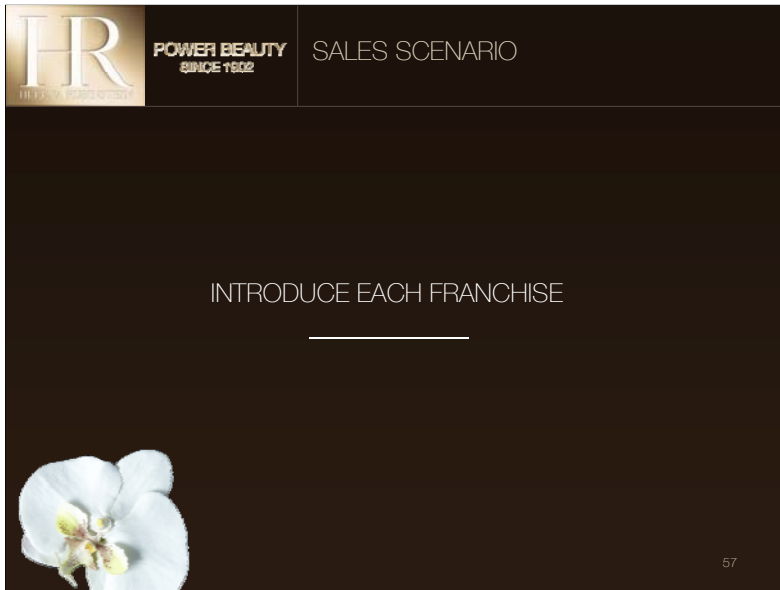
" Have you already had the pleasure to try our products? "

If the answer is yes, go to the step 2, by concentrating you on the needs of the customer.

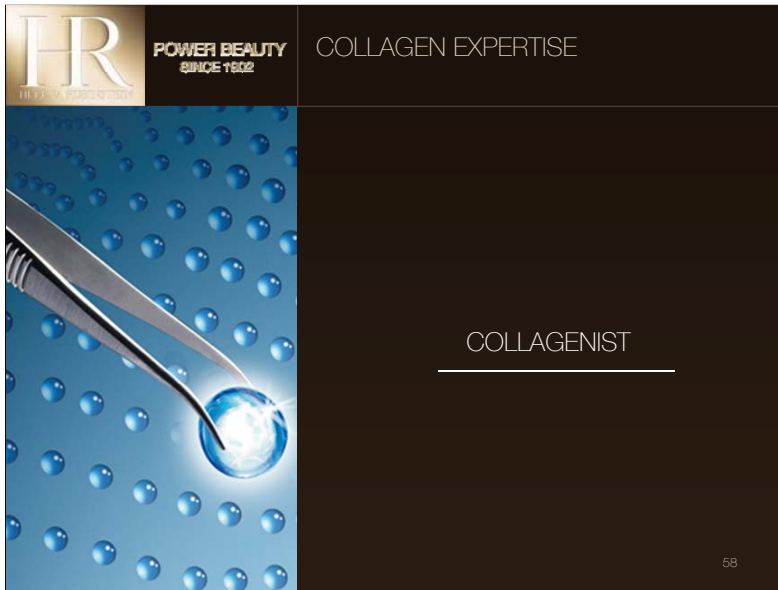
If the answer is no:

" HR challenges the aesthetic medicine results, with the most concentrated star ingredients. Allow me to present you ... "

Comments



Trainer's guide



Trainer's guide

HR POWER BEAUTY SINCE 1902

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-density 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

59

Trainer's guide



HR
POWER BEAUTY
SINCE 1932

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™

60

Trainer's guide

HR POWER BEAUTY SINCE 1902

SALES SCENARIO
COLLAGENIST V-LIFT

In front of the mirror
Reformulate

Link to collagen science

Skin Benefit

Star active ingredients

* My face is less well structured. My skin is no longer firm, and my features are thickening*
- So, you'd like to lift your features and refine your contours*

* 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*

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

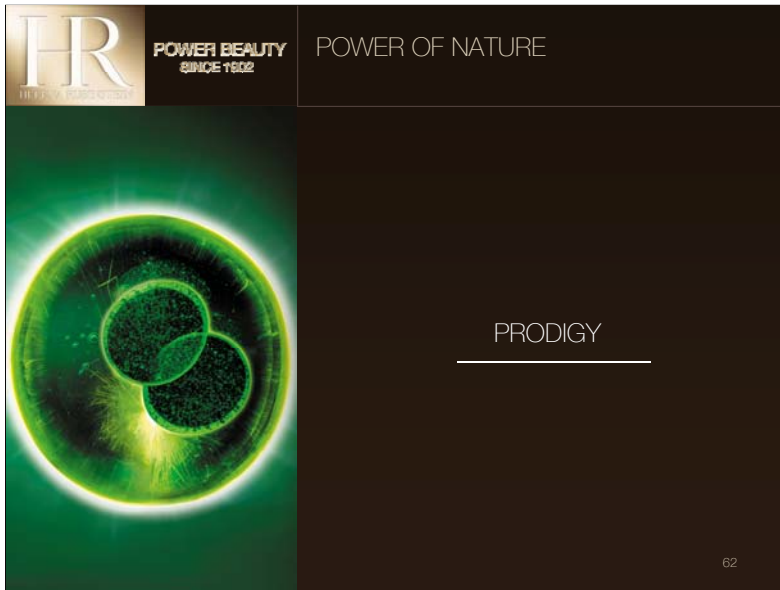
V-PEPTIDE™
LIPO-REDUCER




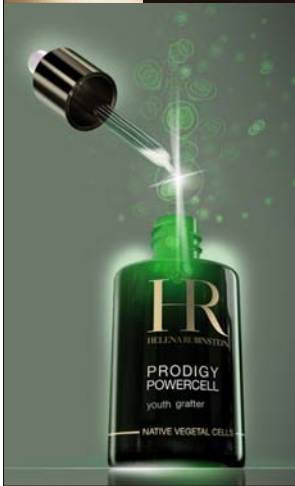
61

Trainer's guide

Comments



Trainer's guide

 <p>POWER BEAUTY SINCE 1902</p>	<h2>SALES SCENARIO PRODIGY POWERCELL</h2>
	<p>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*</p> <p>Reformulate * So, you'd like to regenerate, repair and ideally protect your skin *</p> <p>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 *</p> <p>Skin benefit: * After 5 days, the visible signs of a younger skin : smoothed skin, recreated radiance, reinforced tonicity, and protected skin *</p> <p>Star active ingredients OCEANIC CRISTA VEGETAL STEM CELLS</p> <p>63</p>

Trainer's guide

 <p>POWER BEAUTY SINCE 1932</p>	<h2>SALES SCENARIO</h2> <h3>PRODIGY POWERCELL NIGHT SHOT</h3>
	<p>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*</p> <p>Reformulate * So, you'd like to intensely regenerate, repair your skin and ideally protect it.*</p> <p>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.</p> <p>Skin Benefit: Like a concentrated youth grafter, your features are more relaxed, wrinkles are reduced, your face is radiant and firmed.</p> <p>Star active ingredients OCEANIC CRISTA VEGETAL STEM CELLS (5 TIMES MORE CONCENTRATED) HIGH PROXYLANE CONCENTRATION (10%)</p> <p>64</p>

Trainer's guide

POWER BEAUTY
SINCE 1902

HELENA RUBINSTEIN

PRODIGY

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

65

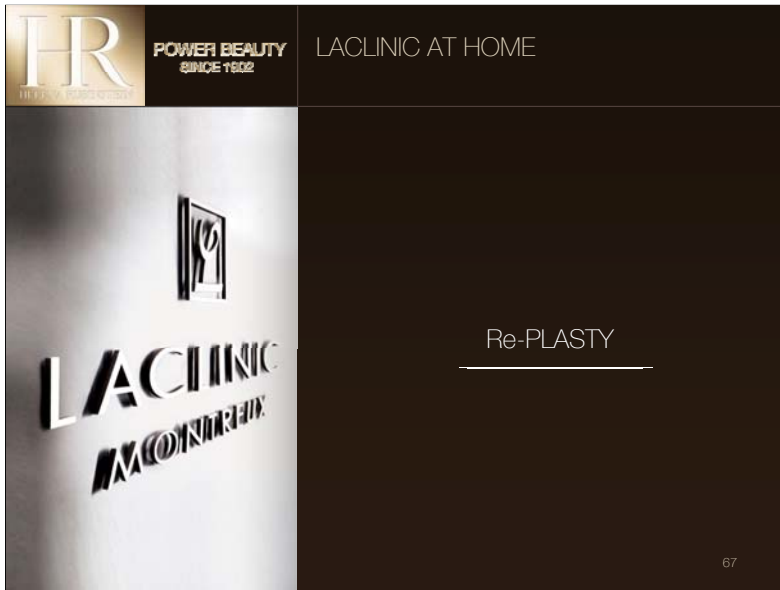
Trainer's guide

	POWER BEAUTY SINCE 1932	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 aging, 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 aging. 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	

66

Trainer's guide

Comments



Trainer's guide



HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1932

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 Lacinic 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 Lacinic Montreux and proposes you Re-PLASTY MESOLIF*

Skin Benefit
* Inspired by Lacinic 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.

HELENA RUBINSTEIN
PRODIGY
Re-PLASTY
LIFTING SERUM
WITH
HYALURONIC ACID
CONCENTRATE
AND
VITAMIN C
LIFTCELL

HELENA RUBINSTEIN
PRODIGY
Re-PLASTY
LIFTING SERUM
WITH
HYALURONIC ACID
CONCENTRATE
AND
VITAMIN C
LIFTCELL


HELENA RUBINSTEIN
PRODIGY
Re-PLASTY
LIFTING SERUM
WITH
HYALURONIC ACID
CONCENTRATE
AND
VITAMIN C
LIFTCELL

68

Trainer's guide

HR POWER BEAUTY SINCE 1902

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 Lacinic Montreux, renowned prestigious clinic in Switzerland, the protocol of peeling consists in re-surfacing the skin. Today, HR signs an exclusive partnership with Lacinic Montreux and proposes you Re-PLASTY HD PEEL. *

Skin Benefit * Inspired by Lacinic 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 Lacinic 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.

69

HR POWER BEAUTY SINCE 1902

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.

70



HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902

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

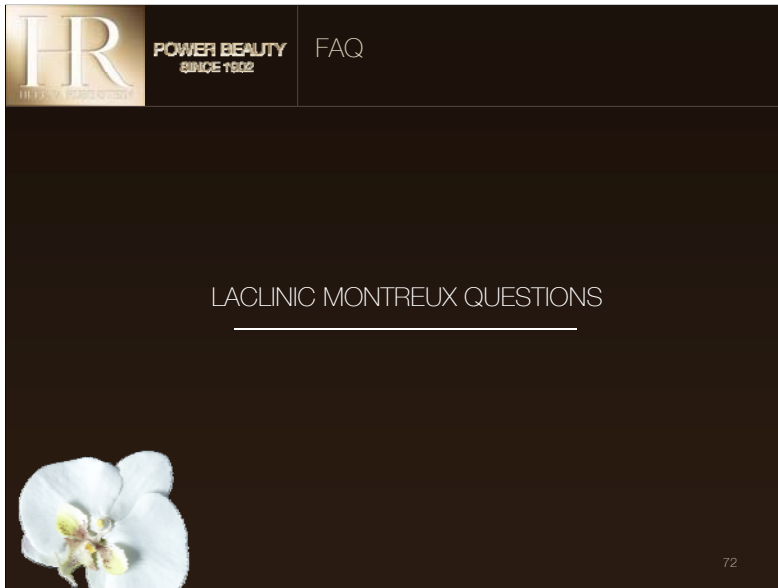
- Re-PLASTY AGE RECOVERY replicates Laclinic Montreux post intervention care and offers spectacular immediate clinical results. Age scars, cutaneous damages and imperfections are corrected •

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-xylene.

71

Trainer's guide



Trainer's guide

Stage 8 : FAQ



	POWER BEAUTY SINCE 1932	FAQ I am hesitating on the price ?
		<p>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 ...</p> <p>Example Re-PLASTY HD PEEL Madam, the average use of the Re-PLASTY HD PEEL routine is about 3 months.</p> <p>In 15 days of use of your routine, you obtain the same results as a session of Lacinic Montreux Peeling.</p> <p>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).</p> <p>73</p>

Trainer's guide

	POWER BEAUTY SINCE 1932	FAQ What is a Mésolift ?
		<p>Mesolift is a technique used in Aesthetic Medicine.</p> <p>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.</p> <p>Results on radiance, tone and smoothness are instant.</p> <p>74</p>

Trainer's guide

HR
POWER BEAUTY
SINCE 1932

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."

75

Trainer's guide

Comments



POWER BEAUTY
SINCE 1932

FAQ
What precautions need to be taken ?



LACINIC
MONTEPELLE

"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."

76

Trainer's guide

HR
HEALTH & PERFORMANCE

POWER BEAUTY
SINCE 1982

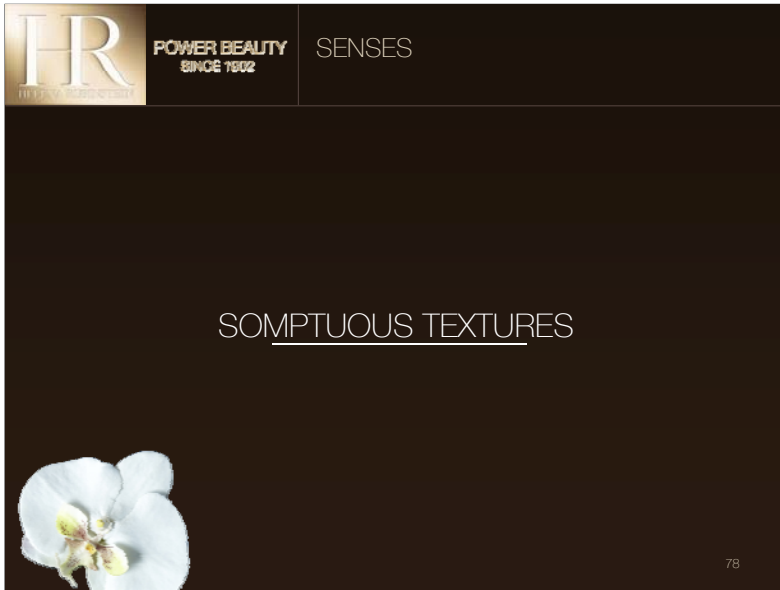
FAQ What is Intense Pulsed Light ?

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.

77

Trainer's guide



Trainer's guide

Stage 9 : Somptuous textures



Comments

Now let's focus on the polysensorial universe of HR, which offers a key to gaining loyalty and addiction to HR products.

Success depends on two inseparable areas which complete each other and are echoed in women's concerns regarding high-performance luxury cosmetics:

Results (which we have covered under the scientific approach)

Sensual pleasure which we will now discuss by immersing ourselves in the HR polysensorial universe

Comments

The pleasure of purchasing

Cosmetics has been compelled to follow developments in consumption trends: today we no longer “suffer to be beautiful”, instead we “enjoy pleasure to be beautiful”.

Consumption has been deliberately oriented towards pleasure, with sensoriality found in marketing at every level: from retail environment to product.

A few examples: the arrival of “soft touch” skin-feel materials on counters (tactile pleasure), but also the use of sound at points of sale (auditory pleasure), fragrance diffusers (olfactory pleasure), sophisticated retail arrangements with back-lighting and carefully chosen colors and textural effects. “Fun shopping ” is in vogue, integrating the pleasure of discovery and poly-sensorial stimulation.

This sensorial sophistication is echoed in products, particularly luxury products: multi-layered packaging for visual and tactile pleasure, soft-touch packaging, visual and tactile contrasts on packaging (matte/shiny, plain/printed...), shape of bottles and jars, materials used...

Even more so in cosmetics than in other areas, the sensorial trend is echoed at all levels: packaging (font, color, material effects), bottle (materials, colors and their symbolism, transparence/opacity...), the product (texture, transformation of the texture, fragrance, sensation on application, color, appearance).

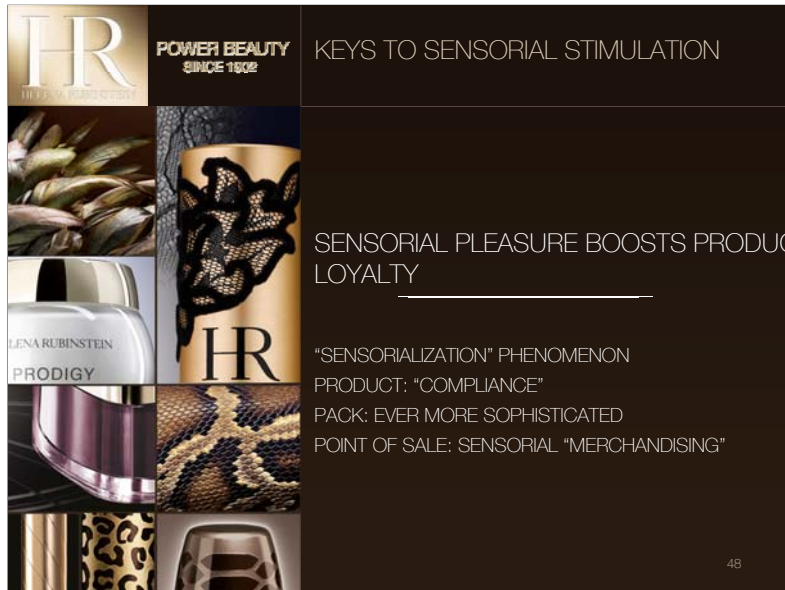
Increased compliance

Marketing studies have shown that compliance (repeated, regular use) of a cosmetic product increases proportionally to pleasure experienced on application: perception of self-validation (luxurious packaging, evocative name, modern look...) and sensorial pleasure (essentially tactile and olfactory).

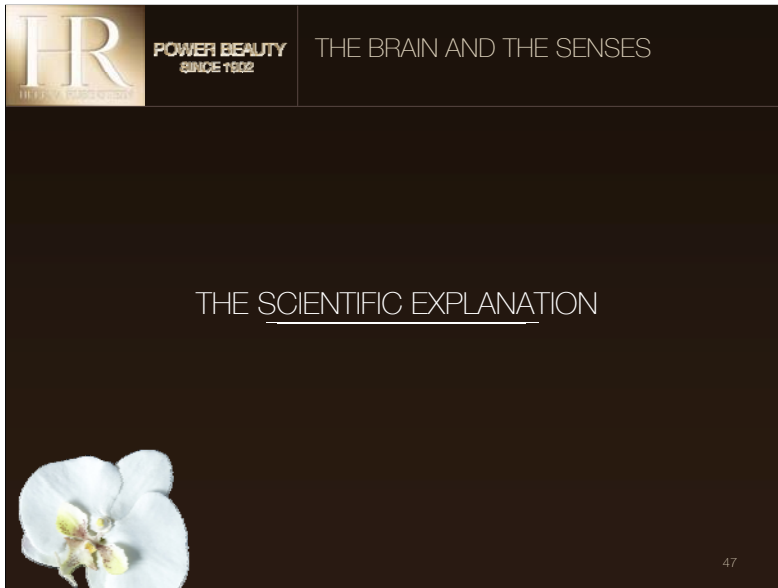
Additionally, sensorial pleasure also boosts well-being and stimulates what are known as the neural reward pathways (neuro-transmitter secretion) whose notable effects include reducing stress and indirectly improving cosmetics' effects on skin.

Impact on loyalty

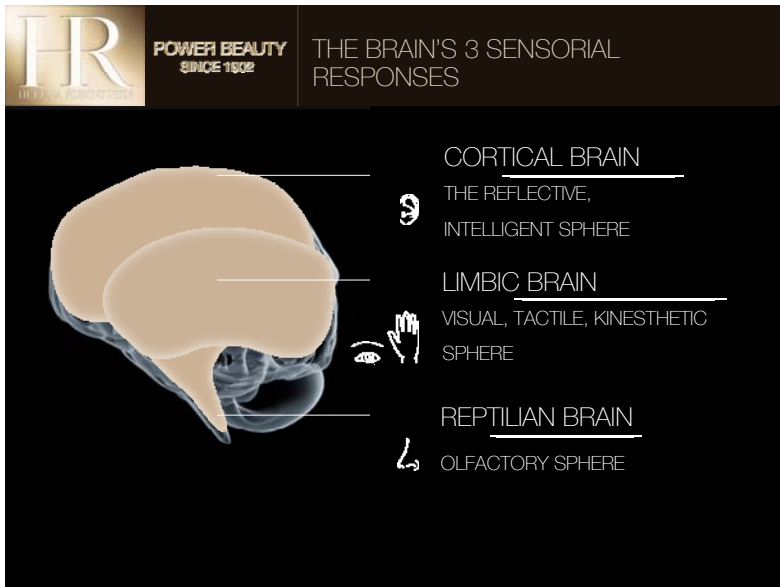
Sensorial stimulation initiatives at points of sale aim to improve the level of pleasure experienced in a place at moment T to promote regular return to the point of sale (in the aim of regaining that feeling of well-being).



Trainer's guide



Trainer's guide



Trainer's guide

Comments

Our brain is made up of three cerebral layers, each of which is associated with certain abilities and senses:

The primitive brain is the reptilian brain, which is linked to the most basic sense associated with survival of the species: smell. Scents provoke instant sensations, but they are also lastingly imprinted in our reflex memory: stimulation of the olfactory system is connected to the reptilian brain, which manages reflex behaviors and generates indelible cerebral imprints (good or not good). It is intimately linked to long-term memories: the smell of our grandmother's kitchen or our mother's perfume. If the sense of smell is not stimulated (generation of instant pleasure), it blocks the transmission of satisfaction messages to higher levels (limbic and cortical) and can thus be disastrous for a cosmetic: no pleasure, no loyalty.

Smell is a primitive sense linked to survival

There is a close link between smell and survival instinct

Smells generate an instant, irresistible sensation of pleasure or displeasure

Some sensorial marketing is based on smell: osmo-marketing

LET'S MAKE THE PARTICIPANTS SMELL A PERFUME

The brain's second layer is also closely linked to sensoriality, but in a more subtle and elaborate way than the reptilian brain: this is the emotional limbic brain. There is a close association between sensorial stimulation and memory (places, people, situations, emotions felt, sensations). Positive stimulation of the senses (I like it, it's nice, it's soft, it's good...) leads to the instant emotional response of pleasure. Humans are hedonists by nature (tending towards pleasure, satisfaction and reproduction). Once a positive sensation has been registered by the brain, it will be systematically reactivated upon contact with what provoked it: place, product, person... Customers who use a "sensorial" cosmetic will attempt to reproduce the positive sensations experienced: positive visual, tactile or kinesthetic stimulation forms a loyalty-creating factor.

The emotional brain is polysensorial: visual, tactile and kinesthetic (internal feelings)

Sensorial perception induces emotion

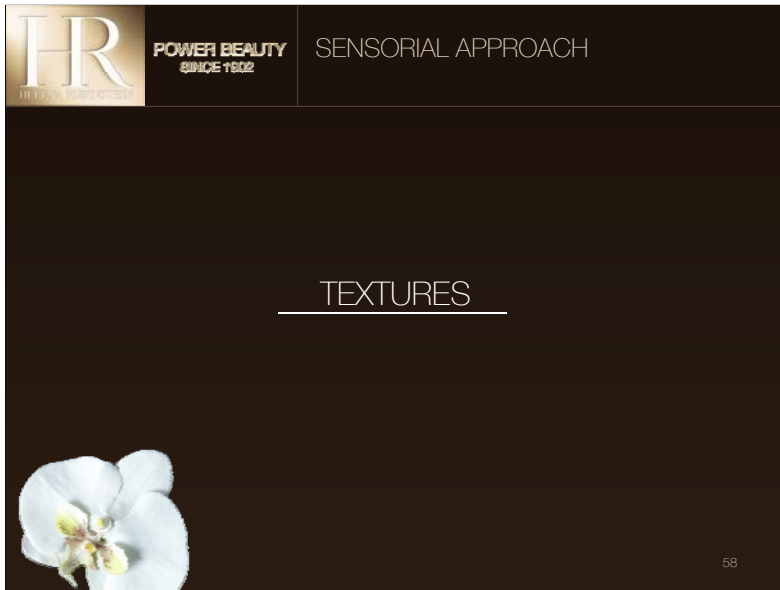
Emotion is closely linked to memory

Laying down positive memories creates loyalty

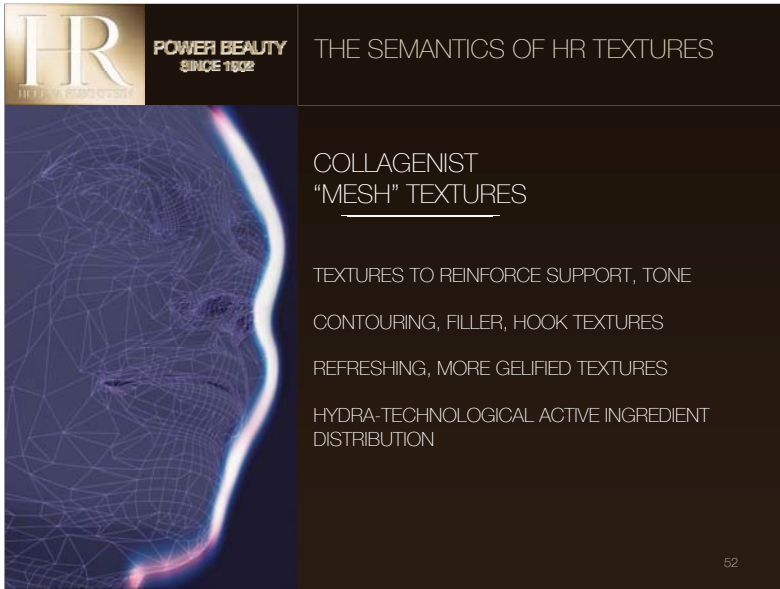
LET'S MAKE TOUCH (BLIND TEST) A JAR OF HR CREAM THEN, ASK THE PARTICIPANTS TO DESCRIBE WHAT THEY TOUCHED. ASK THEM TO OPEN THEIR EYES TO CHECK.

Comments on the third layer of the brain are more hypothetical. This is the cortical layer (analysis, integration, explanation). It is the sphere of reflection, logic and reasoning. There is some intelligence behind sensoriality but it is yet to be explained. HR has formulated intelligent textures (second skin effect, textures that transform)

LET'S MAKE THE PARTICIPANTS SHARE AND SPEAK ABOUT THE TWO EXPERIENCES THEY LIVED.



Trainer's guide



Trainer's guide

Comments

For women looking to fight tissue sagging, lack of firmness, lack of tone and wrinkles, textures must be just as compelling.

They need to procure an instant tautening sensation, one of lift, support and tone:

Implant

Filler

Hook

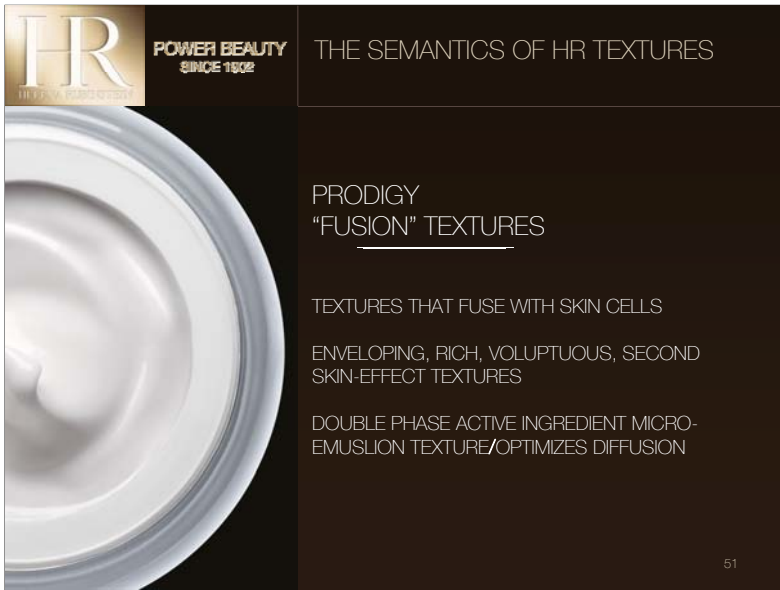
These are the factors that will make tactile perception "satisfying" and suited to skin's needs and the customer's concerns.

The Collagenist textures are therefore mesh-weave textures. With elastic bounce. They re-plump skin and procure an instant lifting sensation.

Consider the particularly impressive V-lift texture, which contains a wave-structure tautening polymer allowing it to "lift" skin and "hook" active ingredients in place.

In the Collagenist range, the active ingredients are more concentrated in the formula's aqueous phase. The textures are more "hydra-technological" and gelified.

Let's make your participants discover a HYDRA COLLAGENIST texture so that they put words on the texture.



Comments

At HR, we have a true semantic code of “intelligent” textures

Prodigy has a precious, voluptuous texture. Its sumptuousness conveys so much richness and elegance that it offers addictive sensuality to its users.

Beyond these remarkably pleasant properties, it is also an intelligent texture: its liposoluble active ingredients are micro-diffused within an aqueous phase containing hydrosoluble active ingredients. This represents a technological feat since in most creams the active ingredients tend to be concentrated in an aqueous phase and then emulsified in an oil-based phase.

Let's make your participants discover a PRODIGY texture so that they put words on the texture.

Trainer's guide

Comments

The keyword in statements from women opting for PRODIGY Re PLASTY is quasi-medical non-invasive efficacy (cosmetic alternative or complement to protocols in aesthetic medicine: peel, mesolift, laser...).

The textures must be perceived as highly active, resurfacing, but soothing complements must also be integrated into the ritual:

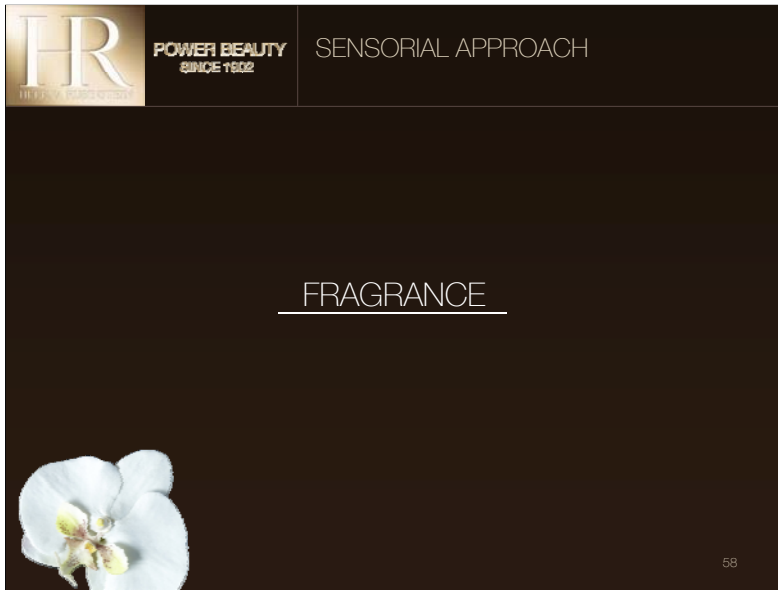
- The serums are the most concentrated textures, more invasive, with the fasted resurfacing results, with effects on skin's morphology.
- The day creams' textures optimize skin lighting for an instant visual effect – like the "Glow Filter Complex" which leaves a pearly sheen on skin while protecting from UV rays.

+ A night cream whose texture provides a soothing and healing sensations required by the franchise.

Let's make your participants discover a Re-PLASTY texture so that they put words on the texture.



Trainer's guide



Trainer's guide

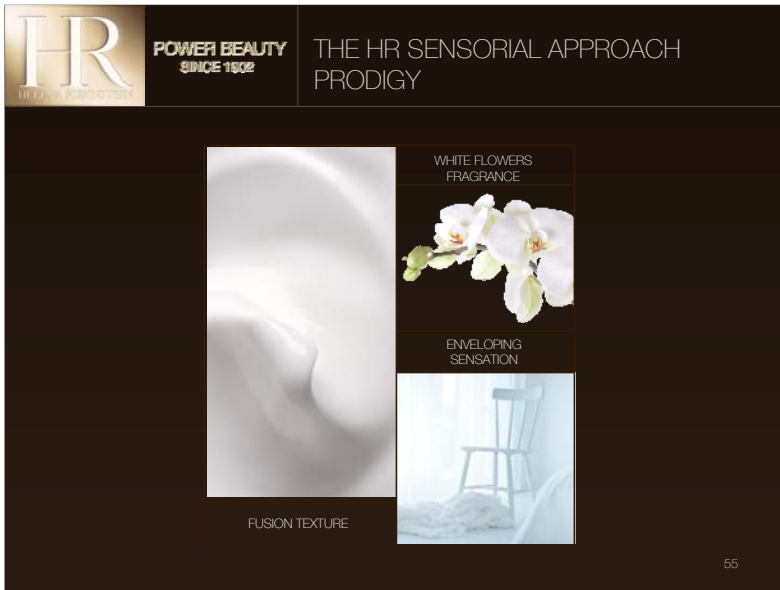
Comments

Demonstration of Hydra Collagenist and Pro Xfill.
Watermelon – Mirabelle – Apricot Peach

Descriptive semantics to be developed:
fruity candied delicate gelified



Trainer's guide

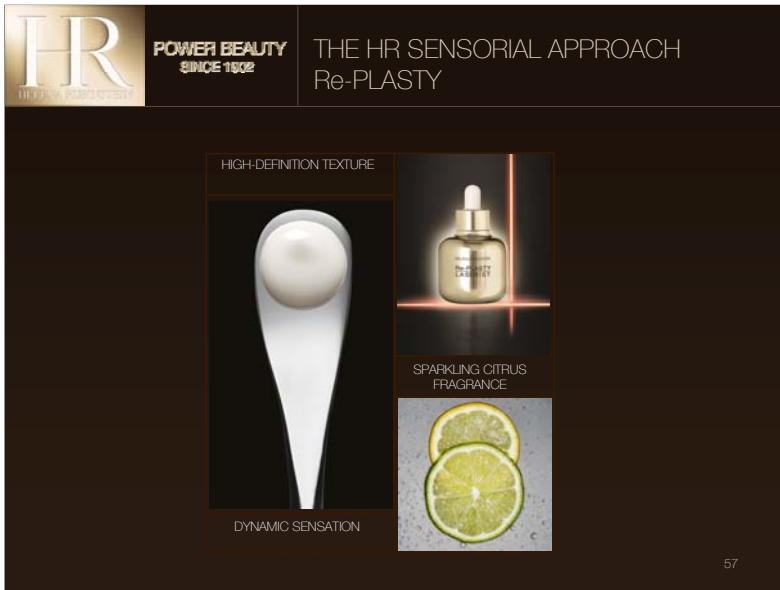


Comments

Demonstration of Prodigy and Prodigy Extrême
Lily of the valley, Freesia, Ylang Ylang, Jasmin

Descriptive semantics to be developed:
Rich, Enveloping

Trainer's guide



Comments

Demo of Re-Plasty formulas
Bergamot – Orange – Citrus
Effervescent Ozone

Trainer's guide

The advertisement features the HR logo at the top center. It is divided into three main columns representing different skincare philosophies:

- COLLAGEN EXPERTISE:** Targeted efficacy on visible signs. Includes Micro Implants, Replumping Filling, and Lifting V-Shaping.
- POWER OF NATURE:** Global anti-aging action. Includes Cellular Regeneration & Graftier.
- L'ACLINIC AT HOME:** Radical and immediate correction. Includes Mesolift, Peeling, Laser, and Post Intervention Care.

Below this is a section titled "RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY" which lists three product lines:

- COLLAGENIST (PRODIGUS ANTI-AGING CARE):** Includes Hydra Collagenist (30+, 40+, 50+), Collagenist pro-XIII, and Collagenist V-LIFT. Benefits include deep hydration, anti-wrinkle, firmness, and skin fortification.
- PRODIGY (PRODIGUS GLOBAL ANTI-AGING CARE):** Includes Prodigy Powercell, Prodigy, and Prodigy Extreme. Benefits include anti-wrinkle, deep-set wrinkles, and active lifting.
- Re-PLASTY (PRODIGUS INJECTIONS):** Includes Re-PLASTY Mesolift, HD Peel, Laserist, and Age Recovery. Benefits include skin perfecting, reduced dark spots, and accelerated repair.

The bottom section, "SENSORIAL APPROACH", lists three fragrance types: Mesh Texture (Fresh/Energy), Fusion Texture (White Flowers), and High-Definition Textures (Sparkling Citrus).

Trainer's guide

Stage 10 : Reminder



HR
HERMÈS PARFUMS

POWER BEAUTY
SINCE 1862

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 olactive 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 olactive 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 olactive family of the COLLAGENIST range?

91

Trainer's guide

Stage 11 : Team Quiz



Comments

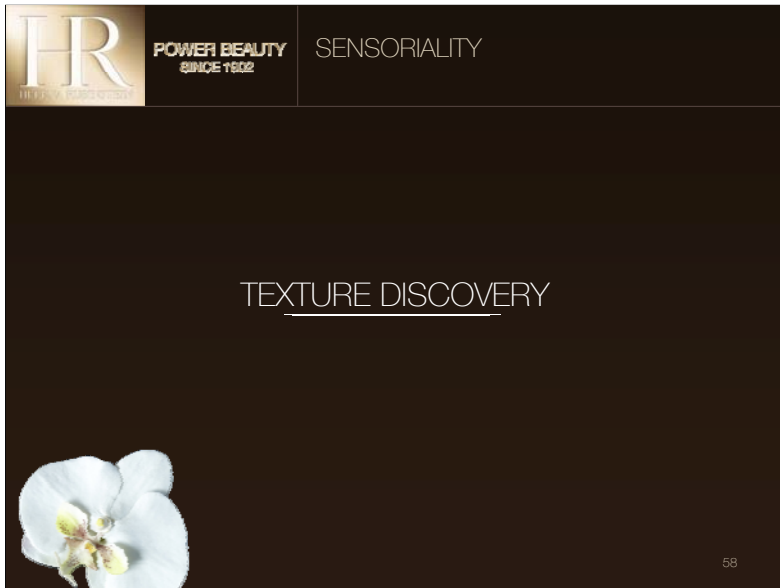
Slide correction

TEAM 1:

1. Power of nature, vegetal science.
2. Power of Nature / Collagen Expertise / Laclinic at Home.
3. The mesolist, the peeling, the Intense Pulses Light and the post intervention care.
4. Reduce wrinkles and irregularities. To have a perfect skin texture.
5. Glycolic, lactic, phytic.
6. Fusion textures.
7. Sparkling Citrus.
8. Immortal and totipotency.
9. Pure vitamin C , 10 %.
10. High definition.

TEAM 2:

1. Collagen expertise, collagen science.
2. Bring stem cells, help the skin to regenerate, to repair, to protect, to fight against ageing...
3. Micro- injections of a dermatological solution (acid hyaluronique, Vitamin C) to bring radiance and ideal plasticity to the skin.
4. Because it is one of the most efficient methods to target the dark spots and eliminate them.
5. Vitamin C, acid hyaluronic, acid ferulic.
6. Mesh texture.
7. White flowers.
8. Oceanic Crista vegetal native cells.
9. Pure retinol.
10. Fresh Fruity.



Trainer's guide

Stage 12 : Texture Discovery



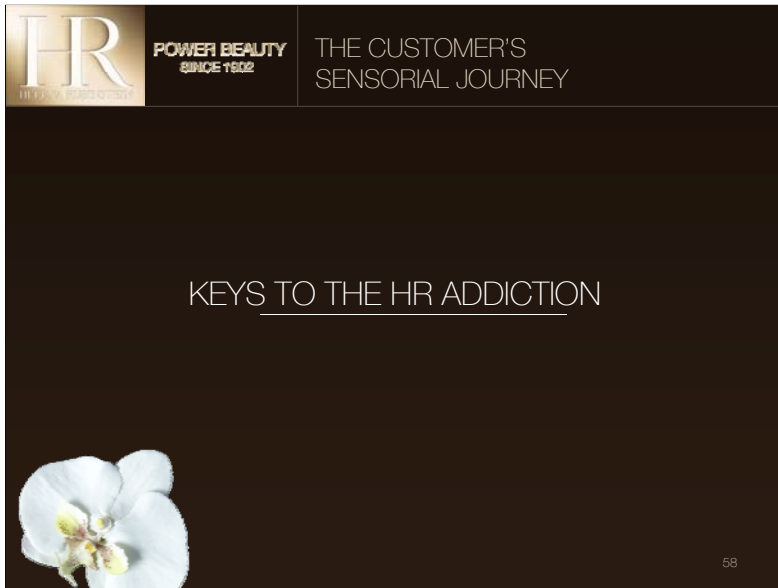
Comments

Develop the Semantics of Texture: Formulate a texture presentation using at least 4 descriptive terms per product

Texture discovery tray: On a tray, present the textures of your choice and ask the participants to talk about every texture by using at least 4 different qualifiers according to the 3 ranges Collagenist / Prodigy / Re-Plasty.

Then let's them speak about the fragrances.

Correct the exercise.



Comments

Developing the sensoriality of our approach to retail is not just a question of futile pleasure: the journey that ensues has a genuine influence on the customer's purchase decision and her intention to become loyal to both product and brand.

It is thus important that we now recap on the retail steps in which these sensorial rituals are developed.

Trainer's guide



Comments

Objective: preparing and cultivating addiction to HR cosmetics.

Our products are luxury items. Just like a fine wine, a fine HR care product must be presented within a sensorial ritual. It is up to you to create this ritual with your customer and present the product adhering to the steps in the art of showcasing a high-end product: a fine wine is observed, smelt, manipulated, tasted and each step is commented upon. The same must apply to a "grand cru" of HR Skincare.

First step: Looking and showing

LOOKING: develop your sense of observation and work on developing an automatic sensorial visual approach: what can you say about the packaging, or possibly the color of the product?

SHOWING: involve your customer with appropriate movements

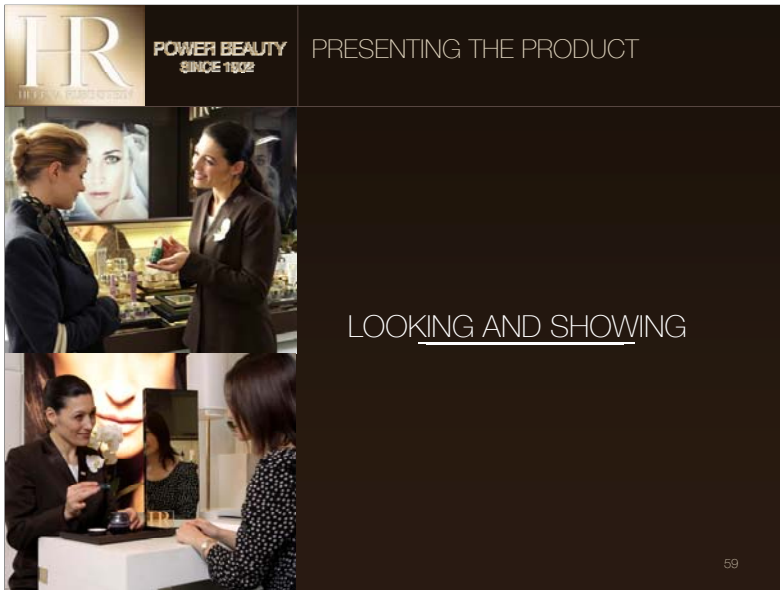
Second step: linking together the presentation process

Present the product (reverent, generous, precise movement)

Take it out of its card box (like a jewel)

Show the spatula, explaining its use (amount taken up, hygiene...)

Take out the jar or bottle and explain its special features (pump bottle, pipette (product concentration), opacity to preserve from oxidation...)



Trainer's guide

Comments

The second stage: Applying, according to each of the 3 ranges, propose your customer a hands massage.

Studies have shown that presenting the texture during the initial seconds of sale is a decisive factor in the customer's purchase decision.

The texture presentation must be a special moment between you and your customer. It is her chance to enjoy a moment of sensorial pleasure – a massage of the back of the hand, which is not routinely used at cosmetics points of sale, but should be as it is so simple.

Today we will look at 3 massage techniques for the back of the hand, divided according to the franchises studied.

It is important to comment on the texture since it relates directly to benefits for the skin:

Mesh,

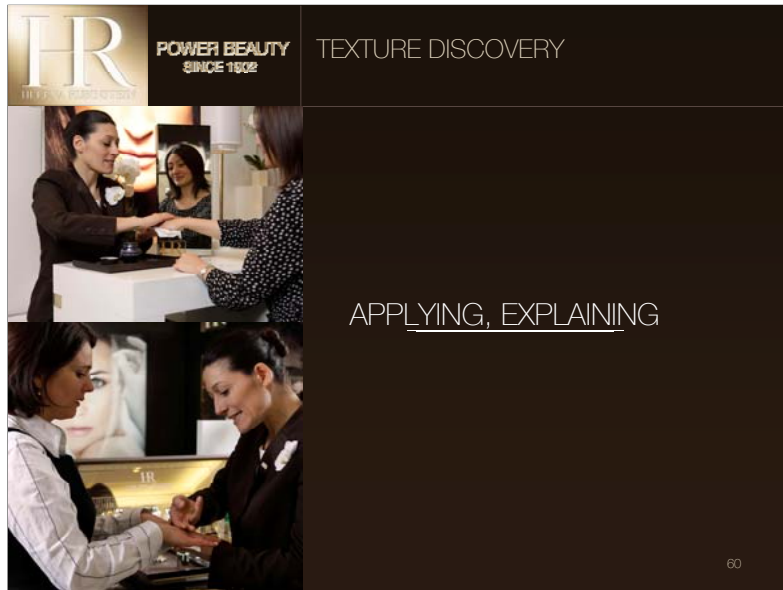
Fusion,

High definition,

Cf. following slide.

It is a privileged moment with your customer, " a real service". You can take advantage to speak about textures:

Or active ingredients, results / benefits on the skin, how to apply (in the morning / evening by avoiding the eye contour).



Trainer's guide



Comments

According to the range, the textures discovery will follow a logic and easy massage.

A stretching massage for the Collagenist range.

An enveloping massage for the Prodigy range.

A resurfacing massage Re-Plasty range.

Trainer's guide

Comments

The third stage: make the customer participate.

The moment when the customer smells the texture or observes instant results on her skin is another key moment for you: it gives you the customer's first spontaneous reaction to the product. At this point, in 90% of cases, if you observe the customer's body language, you will notice her interest in the product and see her considering her purchase decision.

Give her time to express herself. A few seconds of silence at this stage will be a useful ally for you.

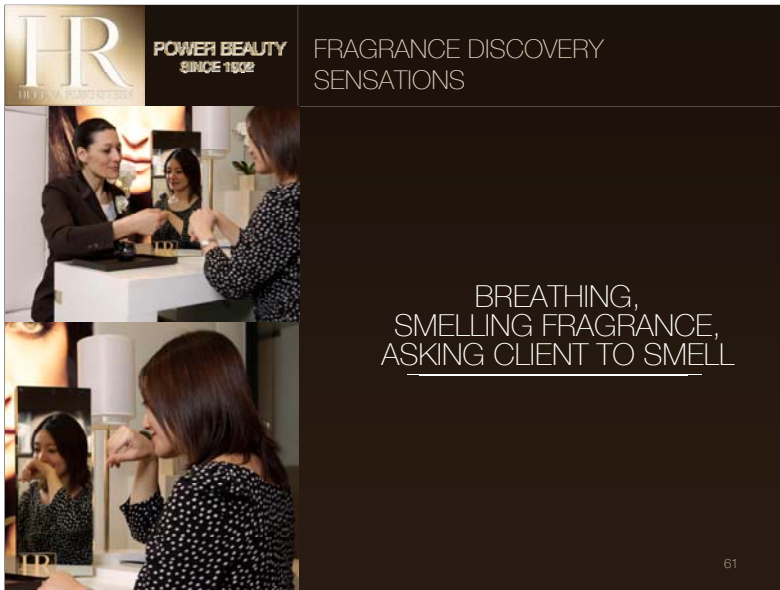
Then ask her questions about what she thinks of it. Have her imagine the same result on her face.

Invite the customer to discover the fragrance of the cream and to touch her hand.

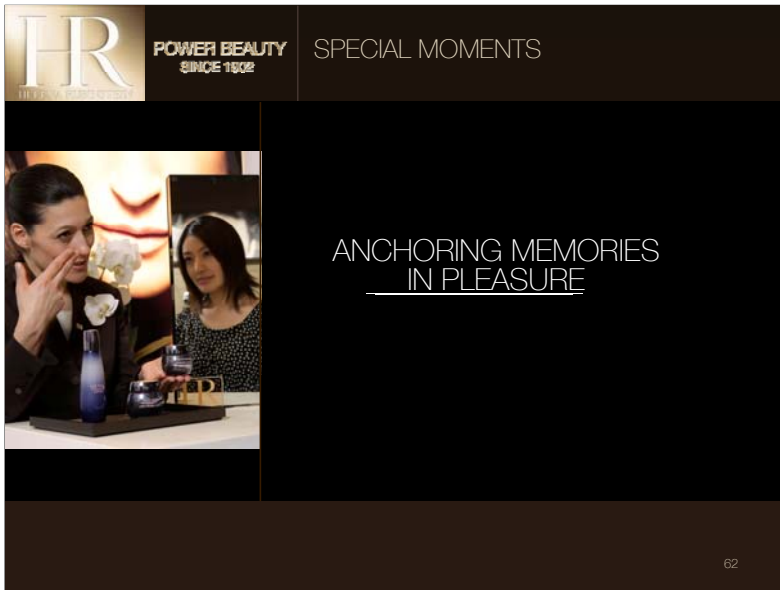
Ask her also to compare the texture of both hands.

Make her speak to know what she is thinking about the cream.

Always speak with emotion.



Trainer's guide



Trainer's guide

Comments

The fourth stage: recapitulate.

Take advantage of this special moment you have created with your client to anchor your retail recommendation: this is the point where you can introduce her to the ritual and link products while demonstrating application techniques.

You must be the reflection in her bathroom mirror:

Mime the way you would apply cream to her face: from the inside outwards, avoiding the more fragile eye area.

Mime the product's lifting, tautening effect.

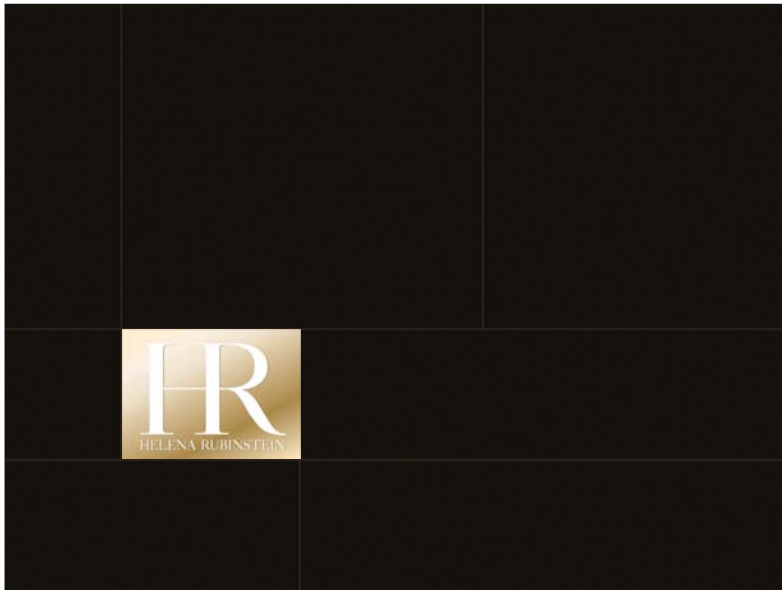
Mime skin's radiance.

These visual gestures make the sales pitch more persuasive, interesting, easy to understand and helps the client to remember it.

Speak about the pleasure of using our products, about the efficiency of our routines. Always use the client keywords and speak with the same language .

Create the addiction (brand and products).

Comments



Trainer's guide

End

