



POWER BEAUTY  
SINCE 1902

SCIENCE ET SENSES  
RESULTS CHALLENGING  
THE AESTHETIC MEDICINE EFFICIENCY



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# THE HR LEGACY



110 YEARS  
OF ANTI-AGEING EXPERTISE



### COLLAGEN EXPERTISE

MICRO IMPLANTS  
COLLAGEN INJECTIONS  
LIFTING & V-SHAPING



### POWER OF NATURE

VEGETAL STEM CELL  
BIO-SAP



### LACLINIC AT HOME

MESOLIFT PEELING LASER  
POST INTERVENTION CARE

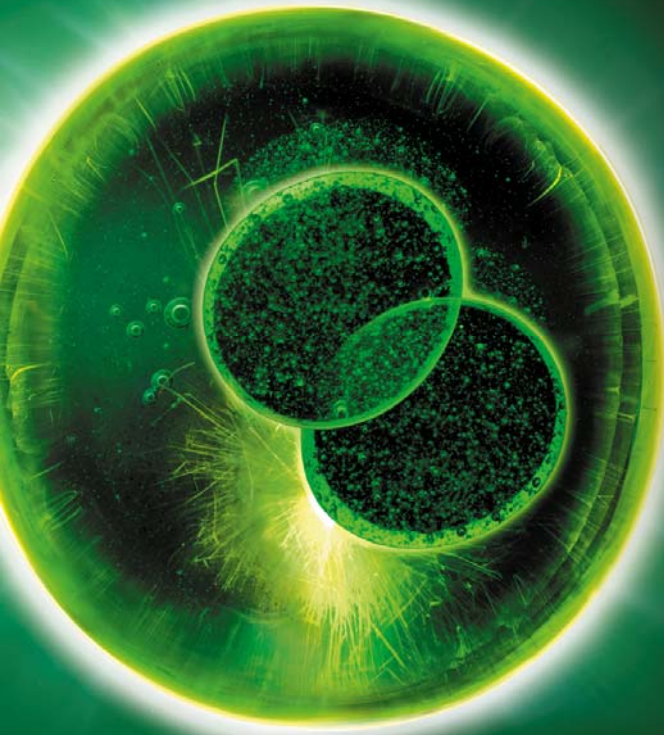
# COLLAGEN EXPERTISE



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

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

**Keywords:** Restructuration



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

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

**Keywords:** Cellular Regeneration

## LACLINIC AT HOME



**Description:** replication of the interventions of LACLINIC MONTREUX

**Mesolift:**

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

**Peel:**

Skin renovation via desquamation.

**Laser / Intense Pulsed Light:**

Resurfacing, rejuvenating, correcting?

**Post Intervention Care:** Helps the skin to repair itself

**Keyword: Correction**

# THE INTERNATIONAL AESTHETIC MEDICINE MARKET



AESTHETIC MEDICINE



AESTHETIC SURGERY

81.6% of esthetic interventions are non-surgical

esthetic surgery is falling back (-20%) in favor of  
esthetic medicine (+99%) \*

growth of esthetic medicine +10% → 2013

## THE TOP 5 ESTHETIC INTERVENTIONS\*\*

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

Average price\*\*:

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

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

\*\*non including Laclinic Montreux prices



Dr GÉRALD  
PIÉRARD

UHC LIÈGE



Dr ODILE  
DAMOUR

UNIVERSITY  
OF LYON



Pr JOËL  
CRECHE

UNIVERSITY  
OF TOURS



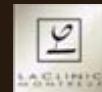
Pr PHILIPPE  
HUMBERT

UHC BESANÇON



Dr PFULG

LA CLINIC  
MONTREUX







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# HR RESPONSES BY FRANCHISES



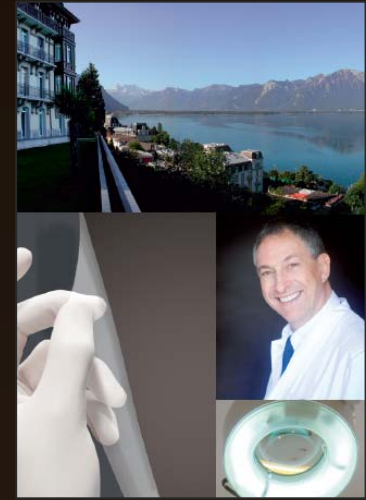
COLLAGEN  
EXPERTISE

COLLAGENIST



POWER  
OF NATURE

PRODIGY



LACLINIC  
AT HOME

Re-PLASTY



*"I need targeted efficacy on visible signs"*

## COLLAGEN EXPERTISE

MICRO IMPLANTS    REPLUMPING FILLING    LIFTING V-SHAPING

*"I want a global anti-ageing action"*

## POWER OF NATURE

CELLULAR REGENERATION & GRAFTER

*"I need a radical and immediate correction"*

## LA CLINIC AT HOME

MESOLIFT    PEELING    LASER    POST INTERVENTION CARE



# RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY

## COLLAGENIST

SPECIALIST ANTI-AGEING CARE

30+



HYDRA COLLAGENIST

DEEP HYDRATION  
ANTI-AGEING

40+



COLLAGENIST pro-Xfill

ANTI-WRINKLE  
REPLUMPING

40+



COLLAGENIST V-LIFT

FIRMNESS  
ANTI-WRINKLE

## PRODIGY

PRODIGIOUS GLOBAL ANTI-AGEING CARE

30+



PRODIGY POWERCELL

FORTIFIED SKIN  
REDUCED WRINKLES  
RADIANCE

40+



PRODIGY

ANTI WRINKLE  
FIRMNESS  
RADIANCE  
HYDRATION  
UNIFORMITY

50+



PRODIGY EXTREME

DEEP-SET  
WRINKLES  
DENSITY  
RADIANCE  
NUTRITION

## Re-PLASTY

INSTANT INTERVENTIONS



Re-PLASTY MESOLIFT

ACTIVE LIFTING  
RADIANCE  
INJECTION  
IDEAL PLASTICITY



Re-PLASTY HD PEEL

SKIN PERFECTING  
SMOOTHED  
WRINKLES



Re-PLASTY LASERIST

REDUCED DARK SPOTS  
TRANSLUCENT SKIN



Re-PLASTY AGE RECOVERY

ACCELERATED REPAIR  
RENEWED SKIN



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SALES

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

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# SALES SCENARIO



## 1. INTRODUCING THE BRAND

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

## 2. DIAGNOSIS / MIRROR

- Needs of the client + reformulate

## 3. PRODUCT RECOMMENDATION

- Link to our 3 territories
- Skin benefit



## 4. TEXTURE DEMONSTRATION + KEYWORDS ON STAR ACTIVE INGREDIENTS

## 5. LINK SELLINK



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# SALES SCENARIO

INTRODUCE EACH  
FRANCHISE

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# COLLAGEN EXPERTISE



## COLLAGENIST

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# SALES SCENARIO HYDRA COLLAGENIST



In front of  
the mirror

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

Reformulate

“So, you’d like a deep hydration do visibly younger skin ”

Link to  
collagen  
science

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

Skin Benefit

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

Star active  
ingredients

DERM-HYDRAFIX COMPLEX  
COLLAGEN MICROSPHERES

# SALES SCENARIO COLLAGENIST pro-Xfill



In front of  
the mirror

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

Reformulate

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

Link to  
collagen  
science

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

Skin Benefit

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

Star active  
ingredients

**PRO-XYLANE™  
COLLASTIM™**



# SALES SCENARIO COLLAGENIST V-LIFT

In front of  
the mirror

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

Reformulate

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

Link to  
collagen  
science

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

Skin Benefit

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

Star active  
ingredients

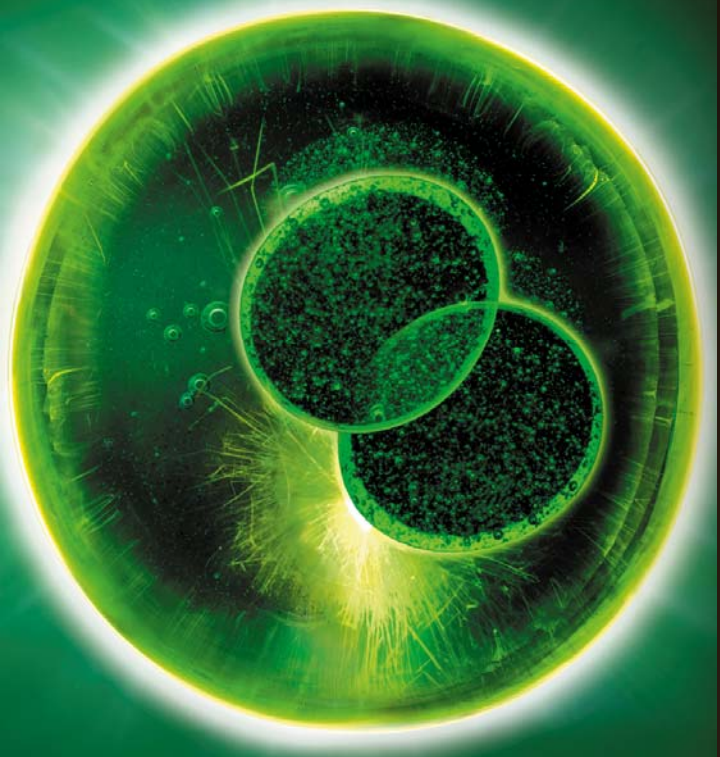
V-PEPTIDE™  
LIPO-REDUCER



HR  
HELENA RUBINSTEIN

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POWER OF NATURE



PRODIGY

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# SALES SCENARIO PRODIGY POWERCELL



In front of  
the mirror

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

Reformulate

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

Link to  
vegetal  
science

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

Skin benefit

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

Star active  
ingredients

OCEANIC CRISTA VEGETAL STEM CELLS

# SALES SCENARIO PRODIGY POWERCELL NIGHT SHOT



In front of  
the mirror

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

Reformulate

“ So, you’d like to intensely regenerate, repair your skin and ideally protect it “

Link to  
vegetal  
science

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

Skin Benefit

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

Star active  
ingredients

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



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# SALES SCENARIO PRODIGY



In front of  
the mirror

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

Reformulate

“ So, you’d like a skincare which can work on every front, with a global anti-ageing efficacy”

Link to  
vegetal  
science

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

Skin Benefit

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

Star active  
ingredients

BIO-SAP

# SALES SCENARIO PRODIGY EXTREME



In front of  
the mirror

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

Reformulate

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

Link to  
vegetal  
science

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

Skin Benefit

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

Star active  
ingredients

EXTREME BIO-SAP



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# LACLINIC AT HOME



LACLINIC  
MONTREUX

Re-PLASTY

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# SALES SCENARIO

## Re-PLASTY MESOLIFT



In front of the mirror

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

Reformulate

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

Link to aesthetic medicine

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

Skin Benefit

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

Star active ingredients

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



# SALES SCENARIO

## Re-PLASTY HD PEEL



In front of  
the mirror

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

Reformulate

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

Link to  
aesthetic  
medicine

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

Skin Benefit

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

Star active  
ingredients

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

# SALES SCENARIO

## Re-PLASTY LASERIST



In front of  
the mirror

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

Reformulate

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

Link to  
aesthetic  
medicine

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

Skin Benefit

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

Star active  
ingredients

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

# SALES SCENARIO

## Re-PLASTY AGE RECOVERY



In front of  
the mirror

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

Reformulate

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

Link to  
aesthetic  
medicine

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

Skin Benefit

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

Star active  
ingredients

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



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FAQ

# LACLINIC MONTREUX QUESTIONS

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## FAQ

### I am hesitating on the price ?

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

...

Example Re-PLASTY HD PEEL

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

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

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



## FAQ

### What is a Mésolift ?

Mesolift is a technique used in Aesthetic Medicine.

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

Results on radiance, tone and smoothness are instant.



## FAQ

### What is a Peel ?



LACLINIC  
MONTREIL


“It is a skin resurfacing technique using acids. Two techniques are used by the dermatologists: the peeling with acids, or microdermabrasion.

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

Skin is thus smoothed and brightened.”

## FAQ

# What precautions need to be taken ?

A photograph of a wall with a logo. The logo consists of a square frame containing a stylized 'L' and 'C' intertwined. Below the frame, the words 'LACLINIC' and 'MONTREAL' are written in large, bold, sans-serif letters, with 'MONTREAL' on a lower line and slightly offset to the left.

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



## FAQ

# What is Intense Pulsed Light ?

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

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

The logo consists of a square icon containing a stylized 'L' and 'R' intertwined. Below the icon, the words 'LACLINIC' and 'MONTREAL' are written in a bold, sans-serif font, with 'MONTREAL' on a lower line and slightly offset to the left.



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SENSORIAL APPROACH

# TEXTURES

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# TEXTURE DISCOVERY

COLLAGENIST

STRETCHING MASSAGE



PRODIGY

ENVELOPING MASSAGE



Re-PLASTY

RESURFACING MASSAGE



HR

HELENA RUBINSTEIN