

HR
HELENA RUBINSTEIN

POWER BEAUTY
SINCE 1902



PRODIGY NIGHT
deep skin restoring concentrate



“Like an image photocopied several times,
skin cells lose quality after each cellular replication.”



Inspired by a Nobel-awarded territory,
Prodigy Night preserves the **cells quality**,
replication after replication, by acting on
telomeres.

Prodigy Night is the 1st cream to restore
skin youth, cell after cell.

- Deep regeneration
- Rested features
- Intense nurturing

RESULTS CONFIRMED BY WOMEN

After 4 weeks of use, women noted real
effectiveness on the major signs of ageing*.

SMOOTHER
82%

ELASTIC
73%

FIRMER
75%

RESTED
74%

RADIANT
72%

NOURISHED
92%

* Self-assessments on 49 women, at 4 weeks.



STORYTELLING

White Lotus Flower

While the skin reaches its regenerative peak at night, the finest nocturnal flowers also bloom only after dark.

It is at this time their **outstanding virtues** come alive.

Inspired by this botanical miracle, HELEN RUBINSTEIN has revealed the power of the White Lotus Flower in its **NEW Molecular Nocta-Sap™**, a highly effective botanical synergy.

TELOMERES

Markers of cellular ageing

WORLD PREMIERE

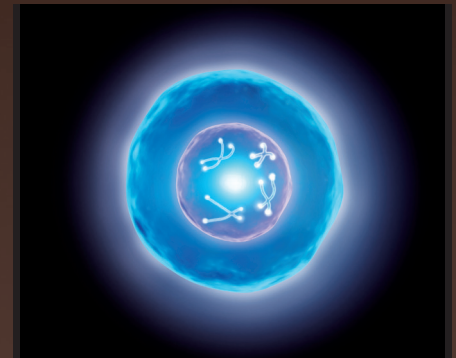
Scientists discover the way to turn back cellular time by acting on “CELLULAR SENESENCE” (irreversible dysfunction and ageing of cells).



TELOMERES

The latest research on skin biology has identified that the trigger of cellular senescence is determined by telomeres, the “cellular guardians” which manage the quality of cell replications (DNA preservation) and of cellular youth.

This groundbreaking field of research was awarded a Nobel Prize in 2009.



HR SCIENCE

In 2012, the Helena Rubinstein laboratories began an unprecedented quest against cellular ageing and have designed the 1st Molecular Nocta-sap™ that act on telomeres and restore cell vitality by :

- defending DNA against micro-damages ;
- “pressing pause” on cellular senescence.



TEST 1: MOLECULAR

EX VIVO: MEASURING THE PROTECTIVE ACTIVITY OF

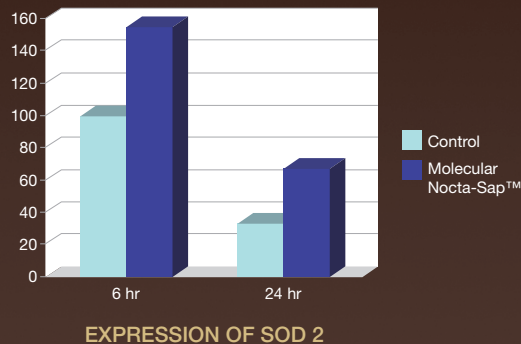
3 KEY MOMENTS TO PRE

The MOLECULAR NOCTA-SAP™ was designed to perform



SOD 2: gene with defense mechanisms to fight anti-free radicals, by detoxifying cells prior to aggression. Prevents premature senescence.

CELLULAR DETOXIFICATION IMPROVED X 2**



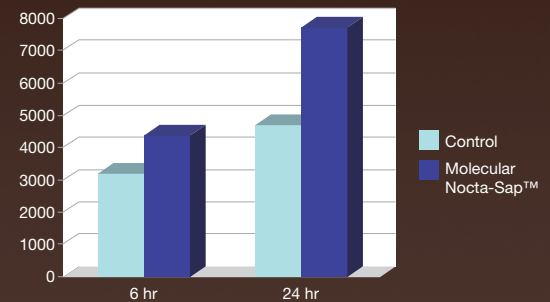
EXPRESSION OF SOD 2

The expression of SOD 2 shows that after 6 and 24 hours, Molecular Nocta-Sap™ stimulates the gene involved in cellular detoxification.

TINF 2: gene involved in p
TELO 2: helps preserve telomere length to ensure t

TELOMERE PROTE

IMPROVED X 1,7**



EXPRESSION OF TINF 2

The expression of TINF 2 & TELO 2 shows that after 6 and 24 of genes involved in protecting telomeres.

* Ex-vivo test on cellular protection: 4 types of molecular targets and DNA were observed to prove the restoring effect of the MOLECULAR NOCTA-SAP™

** VS. explant treated with a neutral solution

CELLULAR BIOLOGY

EFFECT OF MOLECULAR NOCTA-SAP™ ON TELOMERES

TO PRESERVE SKIN YOUTH

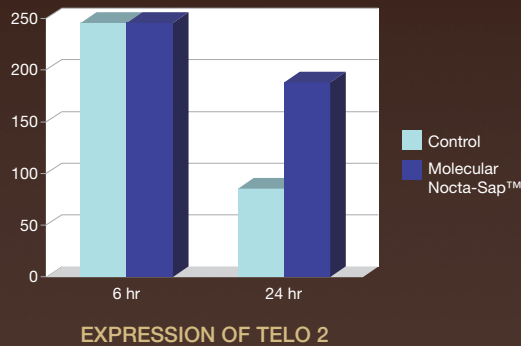
perform 3 actions during 3 key chronobiological phases*



ed in protecting telomeres.
ensure the same quality of cellular division over time.

PROTECTION

IMPROVED X 2,2**



and 24 hours, Molecular Nocta-Sap™ stimulates the expression

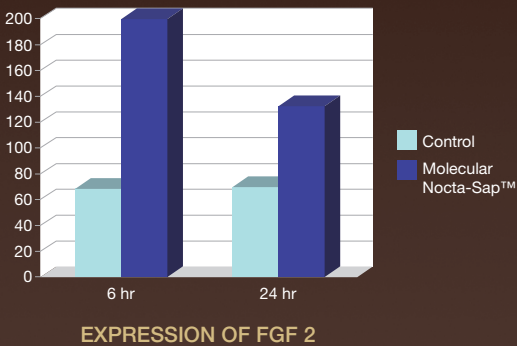
PROTOCOL

A comparative study was performed on skin explants, treated with and without Molecular Nocta-Sap™, and then exposed to oxidative stress caused by UVA and UVB light. Goal: to evaluate the variations in the expression of genes involved in telomere protection, detoxification and cell regeneration with Molecular Nocta-Sap™.

FGF 2: growth factor gene involved in cellular division.

CELLULAR REGENERATION

IMPROVED X 1,9**



The expression of FGF 2 shows that after 6 hours, Molecular Nocta-Sap™ stimulates the expression of genes involved in the cellular regeneration process.

The stimulation of the expression of SOD 2, TINF 2, TELO 2 & FGF 2 genes by Molecular Nocta-Sap™ under UV light conditions illustrates its capacity to:

DETOXIFY CELLS
PROTECT TELOMERES AND DNA
BOOST THE CELLULAR REGENERATION PROCESS

TEST 2: IMMUNOFLUORESCENCE

THE *EX VIVO* TESTS MEASURE THE PROTECTIVE ACTMITY
OF MOLECULAR NOCTA-SAP™ ON DNA

PROTOCOL

A comparative study was performed on skin explants, treated with and without Molecular Nocta-Sap™, and then exposed to oxidative stress caused by UVA and UVB light. Goal: to visualize the presence of thymine dimers in order to illustrate the ability of Molecular Nocta-Sap™ to protect DNA.

A 5 STEP PROCESS

STEP 1: the skin explants are cultured for 4 days.

STEP 2: half of the explants are treated with Molecular Nocta-Sap™, and the other half with an excipient.

STEP 3: after 3 days of being cultured/treated, all of the explants are placed in a new culture environment and exposed to aggressive UVA and UVB light.

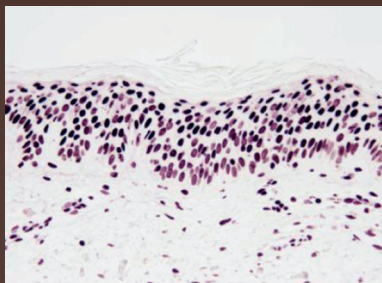
STEP 4: after 24 hours of exposure to aggressive UV light, the explants are removed from the culture.

STEP 5: an immunofluorescence study was conducted to measure the formation of thymine dimers, markers of DNA damage.

AFTER 24 HOURS OF EXPOSURE TO UV LIGHT, MOLECULAR NOCTA-SAP™:

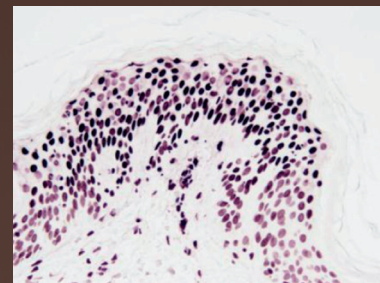
- Diminishes dermal and epidermal damage caused by exposure to UVA and UVB light.
- Reduces the formation of thymine dimers, markers of DNA damage.

EXPLANT TREATED
WITH THE EXCIPIENT



In purple, thymine dimers

EXPLANT TREATED
WITH MOLECULAR NOCTA-SAP™



Formation of -28% of thymine dimers

DNA REPAIR IMPROVED
X 28%

PRODIGY DAY & NIGHT ROUTINE

Treatment protocol Anti-ageing routine

Wrinkles, loss of firmness and elasticity, lack of radiance, dehydration

DAY ROUTINE

SERUM



DAY CREAM

RENEW: Treat the skin



EYE CONTOUR



FOUNDATION



Loss of tonicity, lack of radiance, wrinkles

Wrinkles, loss of firmness and elasticity, lack of radiance, dehydration

Eye contour wrinkles, loss of density, lack of radiance, dehydration

Complement action of the skincare thanks to vegetal stem cells
Nude skin sensation

NIGHT ROUTINE

SERUM



NIGHT CREAM

RESTORE: Restore the skin during the night



EYE CONTOUR



Loss of tonicity, lack of radiance, wrinkles

Deep regeneration and intense nutrition during the night, tired features

Eye contour wrinkles, loss of density, lack of radiance, dehydration

PRODIGY DAY & NIGHT CREAMS APPLICATION

DAY ROUTINE



1. Apply cream over the face and neck using upwards smoothing movements. Use the entire surface of the hand, working from the neck towards the forehead.



2. Using the fleshy part of the fingers, smooth from the sides of the nose to the middle of the forehead, then along the contours and down to the chin.



3. Perform firm smoothing movements from the chin to the top of the cheeks. Continue horizontally to the ears. Work downwards towards the jaw line.

NIGHT ROUTINE



First, a relaxing gesture to stimulate sleep:

1. Facial relaxation: close your eyes, put your hands over your face for a few seconds. Gently slide your hands to the outer part of your face by pressing slightly on your eyeballs. Repeat 3 times.



Second, a gentle gesture to optimize the benefits of your PRODIGY NIGHT cream:

2. Apply cream over the face and neck using upwards smoothing movements. Use the entire surface of the hand, working from the neck towards the forehead.



3. Using the fleshy part of the fingers, smooth from the sides of the nose to the middle of the forehead, then along the contours and down to the chin.



4. Perform firm smoothing movements from the chin to the top of the cheeks. Continue horizontally to the ears. Work downwards towards the jaw line.





www.helenarubinstein.com