

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 1<sup>st</sup> 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 1<sup>st</sup> Molecular Nocta-sap™ that act on telomeres and restore cell vitality by :

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

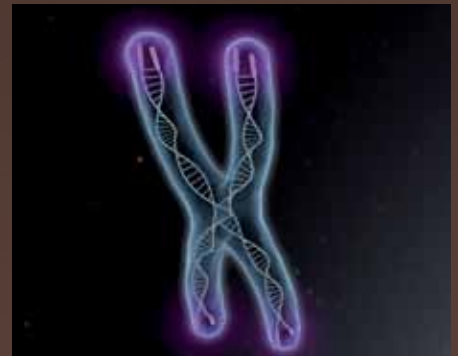
### Le Point.fr

#### L'homme qui rajeunit les cellules

Jean-Marc Lemaître, qui a trouvé un cocktail pour “ramener le temps”, confirme que le vieillissement est réversible.



Publié : Jean-Marc Lemaître possède le secret de la jeunesse. Il réveille les cellules et à l'aide des découvertes de la science.





# TEST 1 : MOLECULAR BIOLOGY

EX VIVO: MEASURING THE PROTECTIVE ACTIVITY OF MOLECULAR NOCTA-SAP™ ON TELOMERES

## 3 KEY MOMENTS TO PRESERVE SKIN YOUTH

The MOLECULAR NOCTA-SAP™ was designed to perform 3 actions during 3 key chronobiological phases\*

10PM

2AM

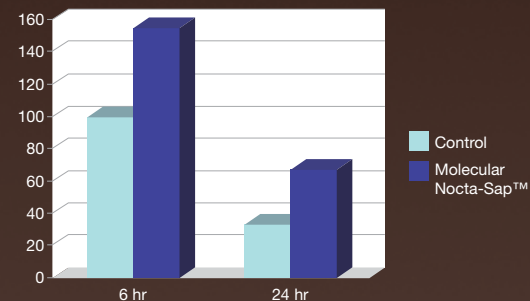
5- 6AM

### 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™.

**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\*\*

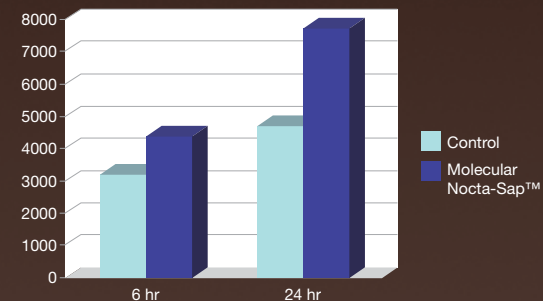


#### EXPRESSION OF SOD 2

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 protecting telomeres.  
**TELO 2:** helps preserve telomere length to ensure the same quality of cellular division over time.

#### IMPROVED X 1,7\*\*

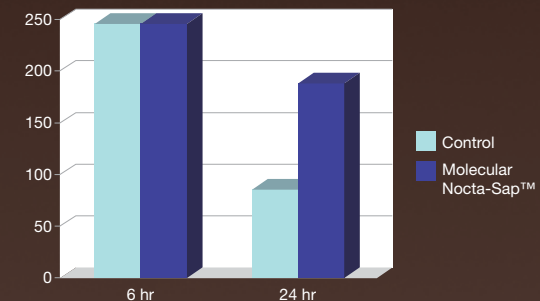


#### EXPRESSION OF TINF 2

The expression of TINF 2 & TELO 2 shows that after 6 and 24 hours, Molecular Nocta-Sap™ stimulates the expression of genes involved in protecting telomeres.

#### TELOMERE PROTECTION

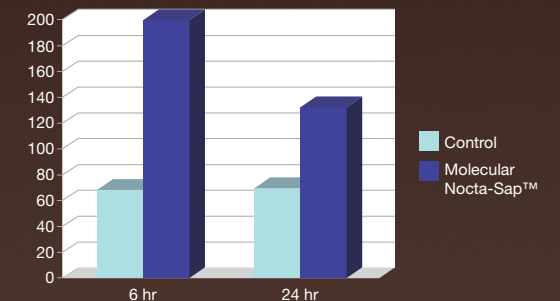
#### IMPROVED X 2,2\*\*



#### EXPRESSION OF TELO 2

**FGF 2:** growth factor gene involved in cellular division.

#### CELLULAR REGENERATION IMPROVED X 1,9\*\*



#### EXPRESSION OF FGF 2

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

\* 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

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 ACTIVITY  
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

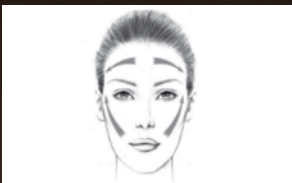
Deep regeneration and intense nutrition during the night, tired features

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.

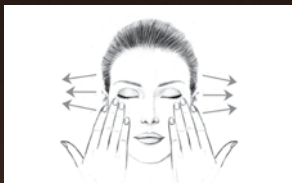


**2.** Using the fleshy part of the fingers, smooth from the sides of the nose to the middle of the forehead, then along the contours and down to the chin.



**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.



**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.



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.



**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](http://www.helenarubinstein.com)