

HR  
HELENA RUBINSTEIN

POWER BEAUTY  
SINCE 1902

# Product Training Brochure

Edition 01 | 2014











POWER BEAUTY  
SINCE 1902

POWER BEAUTY SINCE 1902

Dating back to the brand's creation in 1902, the Helena Rubinstein commitment is still apparent in its present-day philosophy "Power Beauty": 110 years of anti-ageing skincare expertise at the service of the most demanding women.

Both a scientist and an aesthete, Helena Rubinstein traveled the world to meet the most forward-thinking scientists of her time.

Her research lies at the heart of the 20<sup>th</sup> century's major cosmetic success stories: the first automatic mascara in a tube, the first waterproof mascara.

She invented the first beauty salon, advice at points of sale and treatments targeted by skin type.

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

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









POWER BEAUTY  
SINCE 1902

## AUDACITY AND PASSION

Melbourne, Australia, 1902: the legendary brand was born here and named after its intrepid creator, Helena Rubinstein.

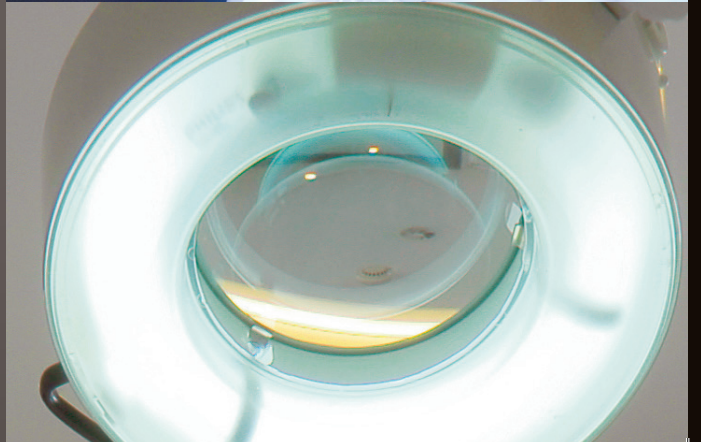
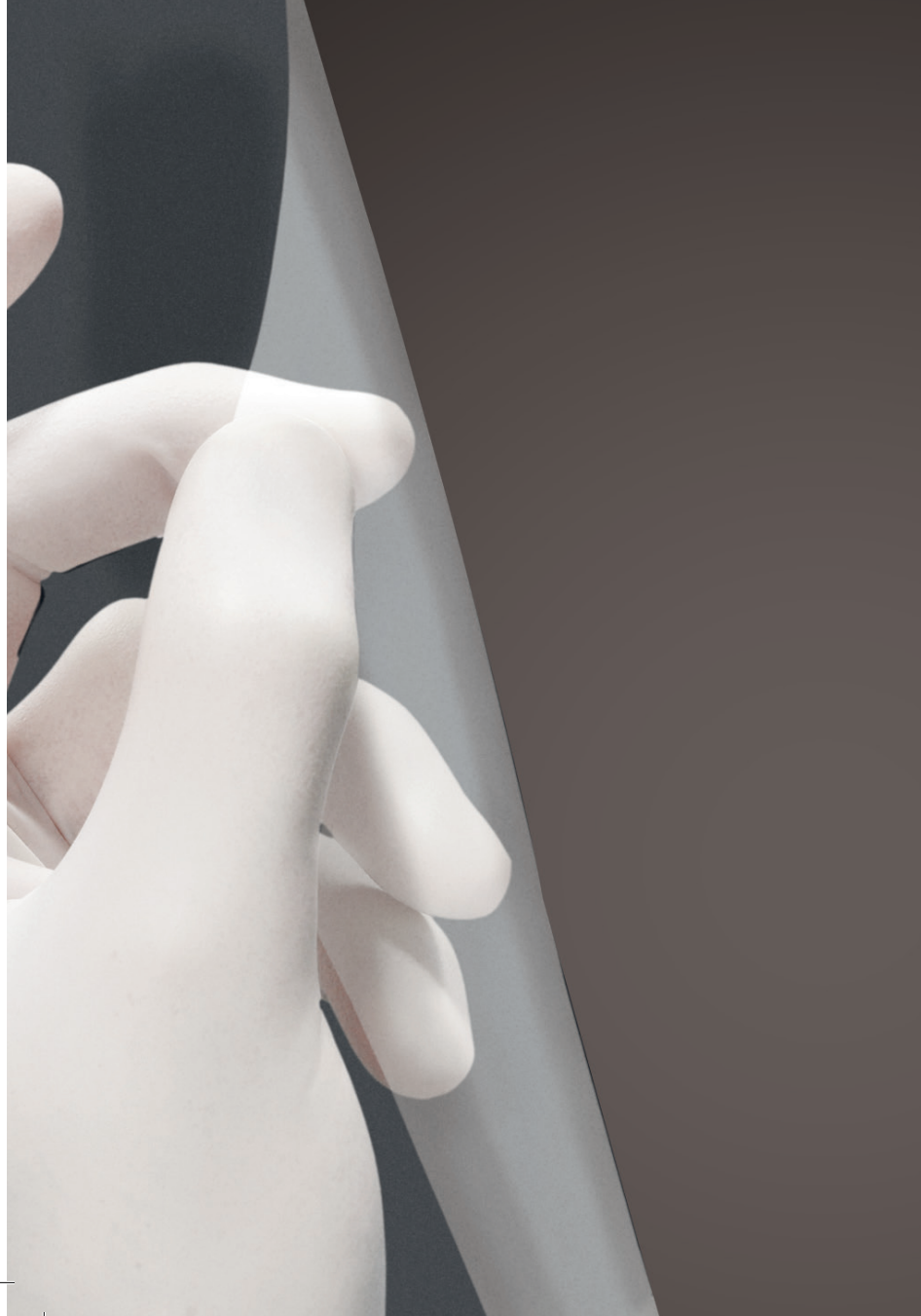
This petite, 4'8" Polish woman - ever perched on sky-high heels - had emigrated there alone at age 24, to escape a marriage arranged by her parents. She was afraid of nothing and had endless energy and intelligence to spare. Most importantly, when she was just a girl, this eldest of eight daughters learned how to organize, supervise and understand women.

Better yet, she knew all about beauty products: every evening before bed, Helena's mother treated her daughters' faces with a special cream made by chemists who were friends of the family, to protect the girls' fragile skin from the bitter cold. Naturally, when Helena left for the new world, her mother packed twelve little jars of the cream in her case. When Helena saw how the heat and drought ravaged Australian ladies' faces, she came up with the idea to sell her cream.

Once the local women tried it, Helena Rubinstein was a hit. After a few years tinkering with the formula, she opened her first beauty salon in Melbourne, where she did beauty treatments and sold her "Valaze" cream, which was a runaway success with chic young ladies from all over Australia.

The visionary Helena Rubinstein understood how important communication is to women and used mail-order sales to promote her brand.









POWER BEAUTY  
SINCE 1902

## AN UNPRECEDENTED PARTNERSHIP WITH LACLINIC-MONTREUX

True to its entrepreneurial nature, its open spirit and its quest for innovation, in 2008, Helena Rubinstein joined its own Laboratories with the expertise and talent of Dr. Pfulg.

From this unprecedented scientific partnership in anti-age expertise, Re-PLASTY was born. Dr. Pfulg, founder of LACLINIC-MONTREUX and renowned cosmetic surgeon, discusses the success of this exceptional partnership.

"I feel very close to the Helena Rubinstein brand, since it is, like Laclinic- Montreux, formed by a team of recognized experts in art and science, who performs luxury treatments with spectacular results. We choose minimally invasive treatments, and we constantly upgrade them in line with the latest technical breakthroughs. Our range includes laser treatments, injections, mesolift, peels and more. Drawing inspiration from our cosmetic procedures, which are designed for each specific skin type, Helena Rubinstein is on the cutting edge of cosmetic understanding and seeks excellence in results. Helena Rubinstein's products are combined with LACLINIC-MONTREUX's treatments, to guarantee efficacy and progress in beauty. Improving the skin's texture, stimulating radiance, increasing moisturization, smoothing the facial contours...

All these anti-age functions are targeted to ensure facial beauty and youth. The Re-PLASTY range meets the goals more than ever, with anti-age results that reproduce the excellence of aesthetic medicine at LACLINIC-MONTREUX. The first range of instantaneous procedures, Re-PLASTY, is directly inspired by LACLINIC-MONTREUX's treatments. Created with the most powerful active ingredients in the highest concentrations, each product in the Re-PLASTY range is a feat of formulation.

Re-PLASTY aims for unprecedented anti-age results, and it has achieved it."







## prodigious and powerful beauty

Helena Rubinstein skincare offers the very best results before aesthetic medicine. All the products are formulated with the most concentrated star ingredients in collaboration with experts at the cutting edge of science and medicine such as Dr Pfulg, a worldwide renowned surgeon at LACLINIC-MONTREUX. They are tested in association with state of the art references University Hospitals in Europe.

3 anti-ageing programs to offer women tailor-made solutions:

### GLOBAL ANTI-AGEING CARE

**The power of nature:** the result of prodigious cellular and tissular research, these products are true life concentrates allowing the global treatment of major signs of skin ageing at each step of women's life.

### ANTI-WRINKLE CARE

**Collagen expertise:** these truly expert products offer targeted anti-ageing solutions on dehydration, wrinkles and sagging for the face, eyes and lips.

### INSTANT COSMETIC INTERVENTIONS

**Aesthetic medicine efficiency – Laclinic at home:** stemming from an unprecedented partnership forged with LACLINIC-MONTREUX, this skincare range reproduces the most cutting-edge techniques used in aesthetic medicine to deliver instant visible results.

“Hello Madam,

Welcome to Helena Rubinstein, the brand with more than 100 years in anti-ageing expertise.

It was created by an extraordinary woman, Mrs Rubinstein, who invented the first cosmetics.

She was convinced that beauty gives a power and that each woman who gives herself the means has the power to be beautiful. Today, we still believe in this “Power Beauty”.

Our products are developed with the highest requirement. We have an exceptional partnership with Laclinic-Montreux, Switzerland, which allows us to create cares at the frontier of aesthetic medicine.

Madam, are you ready to try? ”





## POWER OF NATURE

THE POWER OF NATURE  
FOR SKIN REGENERATION

THE MOST CUTTING EDGE TECHNIQUES  
IN THE FIELD OF VEGETAL SCIENCE AND  
STEM CELLS



## COLLAGEN EXPERTISE

COLLAGEN EXPERTISE  
FOR SKIN REMODELLING

THE MOST ADVANCED TECHNIQUES  
TO FILL, LIFT AND RESCULPT  
THE COLLAGENIC ARCHITECTURE



## AESTHETIC MEDICINE EFFICIENCY LA CLINIC AT HOME

ADVANCED COSMETIC  
INTERVENTIONS  
FOR INSTANT SKIN CORRECTION

REPLICATED FROM LA CLINIC-MONTREUX  
MOST ADVANCED CLINICAL PROTOCOLS

Formulated and tested with LA CLINIC-MONTREUX



# HR 3 SCIENTIFIC TERRITORIES

## GLOBAL ANT-AGEING CARE

### YOUTH BOOSTER

NEW



POWERCELL

### DEEP SKIN REJUVENATION



THE NEW  
PRODIGY

### DEEP NUTRITION



PRODIGY  
EXTREME

## ANTI-WRINKLE CARE

### ANTI-AGEING HYDRATION



HYDRA  
COLLAGENIST

### REPLUMPING



COLLAGENIST  
RE-PLUMP

### LIFTING



COLLAGENIST  
V-LIFT

## INSTANT COSMETIC INTERVENTIONS



Re-PLASTY  
HD PEEL



Re-PLASTY  
MESOLIFT



Re-PLASTY  
LASERIST



Re-PLASTY  
PRO FILLER



Re-PLASTY  
AGE RECOVERY DAY



Re-PLASTY  
AGE RECOVERY NIGHT





POWER BEAUTY  
SINCE 1902

EXCEPTIONAL COMPLETE

LIFE PEARL CELLULAR  
From 45



must  
have

Replenished skin - Polished wrinkles  
Pearlescent brightness - Deep nutrition

MUST HAVE SERUM

YOUTH  
BOOSTER



POWERCELL  
YOUTH GRAFTER

Smoothed wrinkles and texture  
Boosted tonicity  
Instant healthy radiance

POWER OF NATURE: GLOBAL

From 30  
YOUTH BOOSTER



POWERCELL

Smoother - Firmer  
More toned and radiance

From 40  
DEEP SKIN REJUVENATION



PRODIGY

Anti-wrinkle - Redensification  
Firmness - Luminosity - Hydration

COLLAGEN EXPERTISE: ANTI-WRINKLE

From 30  
ANTI-AGEING HYDRATION



HYDRA COLLAGENIST

Fine Lines - Hydration

From 30  
REPLUMPING



COLLAGENIST  
RE-PLUMP

Deep Wrinkles - Replumping



## INSTANT COSMETIC INTERVENTION

Collaboration with LACLINIC-MONTREUX



CORRECT



Ultimate comfort - Ideal transparency  
Polished surface - Reshaped contours

### ANTI-AGEING CARE

From 50  
DEEP NUTRITION



Deep wrinkle smoothing  
Density



Re-PLASTY  
MESOLIFT

Luminosity  
Lifting

Re-PLASTY  
HD PEEL

Peeling  
Fines Lines  
New skin effect

Re-PLASTY  
LASERIST

Anti-Spot  
Radiance

Re-PLASTY  
PRO FILLER

Deep Wrinkles  
Elasticity



REPAIR & PROTECT

REGENERATE



From 40  
LIFTING

COLLAGENIST V-LIFT

Wrinkles - Resculpting



Re-PLASTY  
AGE RECOVERY DAY

Intense antioxidant protection  
Deep repair - Instant soothing



must  
have

Re-PLASTY  
AGE RECOVERY NIGHT

Intense repair of all age scars  
Pro-Xylane 30%



SAGGING - LOSS OF DENSITY - DEEP WRINKLES - DRY SKIN - UNEVEN COMPLEXION

“My skin is sagging, skin on my face contours is starting to hang down, it has deep wrinkles and loses its firmness. My skin is dehydrated, its texture has changed and my complexion is uneven.”



#### TIPS & TECHNIQUES

For a complete anti-ageing treatment, apply the Life Pearl Cellular cream after the Life Pearl Cellular Essence on your face and neck, avoiding the eye contour.





POWER BEAUTY  
SINCE 1902

EXCEPTIONAL COMPLETE CARE

Radicalized signs of ageing  
From 45 years

# LIFE PEARL CELLULAR

THE ESSENCE OF PERFECTION

The Helena Rubinstein laboratories have decoded the secret of the Royal Black Pearl: giving birth, layer by layer, to ultimate perfection in terms of luster, surface, shape and density.

Inspired by this jewel of nature, they have developed Life Pearl Cellular Essence to recreate skin as perfect as a pure pearl.

## ESSENTIAL POINTS TO REMEMBER

Complete anti-ageing care – deep nutrition to fight against the visible signs of ageing: sagging, loss of density, deep wrinkles, dry skin and uneven complexion.

A unique technology that offers the skin a true cellular rebirth to fight against the visible effects of ageing (intra cellular and extra cellular actions).



## WHO IS IT FOR?

For all demanding women with purchasing power, from 45 years who want skincare that is able to act against the radicalized signs of skin ageing: SAGGING, LOSS OF DENSITY, DEEP WRINKLES, DRY SKIN, UNEVEN COMPLEXION.

## FORMULATION SECRET

With age and hormonal imbalances, the life quality of cells is altered. Thanks to its anti-ageing expertise, the Helena Rubinstein laboratories have developed a unique technology that offers the skin a true cellular rebirth to fight against the visible effects of ageing.

From inside, the Cyto-Pearl Elixir™, enriched with micronized pearl extract, reinforces damaged internal cell structure\* to promote the cells' quality of life.

From outside, the Life-Bridge Complex reactivates integrins, cells' "life-bridges", throughout three skin layers\*, to reconnect them with their vital environment and improve cellular connections.

## RESULTS

The ultimate pearl-like perfection: redensified nourished skin, reshaped contours, polished wrinkles, pearlescent brightness.

## DIRECTIONS FOR USE

Apply Life Pearl Cellular essence in the morning and evening to the whole face, neck and décolleté, avoiding the eye contour. Recommend Life Pearl Cellular essence with Prodigy cream and eye contour. You can also advice it with Prodigy Extreme cream and eyes & lips (according to your customer's needs).

## LIFE PEARL CELLULAR



*\*In vivo test.*

### THE ESSENCE OF PERFECTION

- Supreme melting oil-in-texture for a sensorial experience
- A true cellular rebirth for an ultimate pearl-like perfection: redensified nourished skin, reshaped contours, polished wrinkles, pearlescent brightness
- Apply before the cream, in the morning and evening to the whole face, neck and décolleté, avoiding the eye contour.



### THE SUMPTUOUS CREAM

- The velvety satin-finish texture wraps the skin in a precious veil for a rich, refreshing and nourishing finish. Its pearlescent shine gives an immediate youthful orient to the skin.
- YOUTHFUL "ORIENT": ultimate comfort - ideal translucency - polished surface - reshaped contours
- Technology: Cyto-Pearl Elixir + Light Essence Complex to detoxify and renew cells & immediate radiance.
- Apply every day and night, after the Essence, face, neck and décolleté.



WRINKLES, LOSS OF ELASTICITY,  
LACK OF RADIANCE  
DAILY MICRO AGGRESSIONS

“My skin lacks vitality and radiance and wrinkles are appearing. I would like a product to defend and repair it against hectic life rhythms.”



#### TIPS & TECHNIQUES

A single drop of this mighty green bottle can protect your skin against cellular burn out. Apply every morning and evening alone or under the usual HR cream.



# POWERCELL

In 2013, Powercell has proven its power against 25 youth aggressors. In 2014, Helena Rubinstein laboratories go one step further with Powercell [IT], combination of vegetal stem cells of Oceanic Crista and Sea Holly. For the 1st time, an intelligent skincare able to repair and protect the skin by identifying and repairing burn out cells (deficient and disconnected cells), caused by a hectic life rhythms (stress, fatigue, lack of sleep, unbalanced diet, ...).

## ESSENTIAL POINTS TO REMEMBER

Powercell, the alliance of 2 native vegetal cells found at the heart of 2 power plants - Oceanic Crista & Sea Holly.

POWERCELL [IT] is now able to fight against hectic life rhythms that accelerate the skin ageing.

2X concentrated in native vegetal cells - 9X stronger anti-free radical power against hectic life rhythms.



## WHO IS IT FOR?

Demanding women seeking youth boosting skincare able to defend and repair skin Exposed to hectic life rhythms, from age 30.

## FORMULATION SECRET

2X concentrated in native vegetal cells of power plants Oceanic Crista and Sea Holly, than the Powercell 1st generation for a 9X stronger anti-free radical power against hectic life rhythms.

## RESULTS

Within five days, the skin looks visibly younger. Within on month, 100% of the skin properties are improved : wrinkles and texture are smoothed, tonicity is boosted and an instant healthy radiance is brought.

## UNIQUE FEATURE

HECTIC LIFE RHYTHMS exhaust skin's youth and lead to a CELLULAR BURN-OUT (disconnection of their cells with the environment), this reaction accelerates the skin ageing. In fact, when cells are "disconnected", information is no longer correctly transferred at the heart of the cell, which, as though it is «disconnected», is incapable of reacting. Instead of producing good molecules (defending and repairing molecules), burn-out cells are going to produce inflammatory molecules that accelerate skin ageing. Thanks to the complementary actions of native vegetal cells drawn from the heart of two « Power Plants » - Oceanic Crista and Sea Holly- Powercell [IT] is now able to reactivate burn-out cells, to «reconnect» the skin to its environment, to allow skin to be able to function younger, to protect itself against hectic life rhythms.

## POWERCELL YOUTH BOOSTER RANGE

### SERUM

- Evanescent and luxurious express-diffusion texture.
- Enriched with vitamin E (reinforces the anti-oxidant power of Sea Holly) and in Optical Agents (instant radiance). Smoothed wrinkles and texture-boosted tonicity-instant healthy radiance.
- Apply morning and evening, alone or under your usual daily skincare.



### CREAM

- Gel-cream texture that provides a refreshing application (new white pearl color).
- Enriched with vitamin E (reinforces the anti-oxidant power of Sea Holly) and in Optical Agents (instant radiance). Smoother-firmer-more toned-radiant skin.
- Apply morning and evening after Powercell serum, avoiding eye contour.



### EYE CONTOUR

- For fresh eyes and an instant reinvigorating effect.
- Enriched with vitamin E (Reinforces the anti-oxidant power of Sea Holly), Caffeine & Escin (draining and decongestant actions-reduce puffiness), Hepes (boost hydration) and Optical agents (bring instant radiance). Instant radiance-smoothing-de-puffing.
- Apply morning and evening to the eye contour area.



New ergonomic  
High-precision  
Metallic applicator

### MASK

- Massage mask texture.
- 2x more concentrated in native cells than the serum new generation. Enriched in Moisturizing Polymers (48h-continuous hydration) and in Optical Agents to (bring instant radiance). Intense healthy glow-replumped texture-smoother skin-tighten pores.
- Twice a week, apply over the entire face, avoiding the eye and lip areas. Leave for 10 minutes. Massage this excedent or rinse off with water.



### NIGHT SERUM

- A nutritious, self-distributing, night serum, youth grafter.
- Prodigious action for intense regeneration (native vegetal cells of Oceanic Crista): 5 times more concentrated in native cells than Powercell serum 1st generation - rested features, reduced wrinkles, recreated radiance, restored firmness, intense rehydration.
- Apply in the evening, alone or under your usual daily skincare or in a 1-month treatment, alternating with Powercell serum.

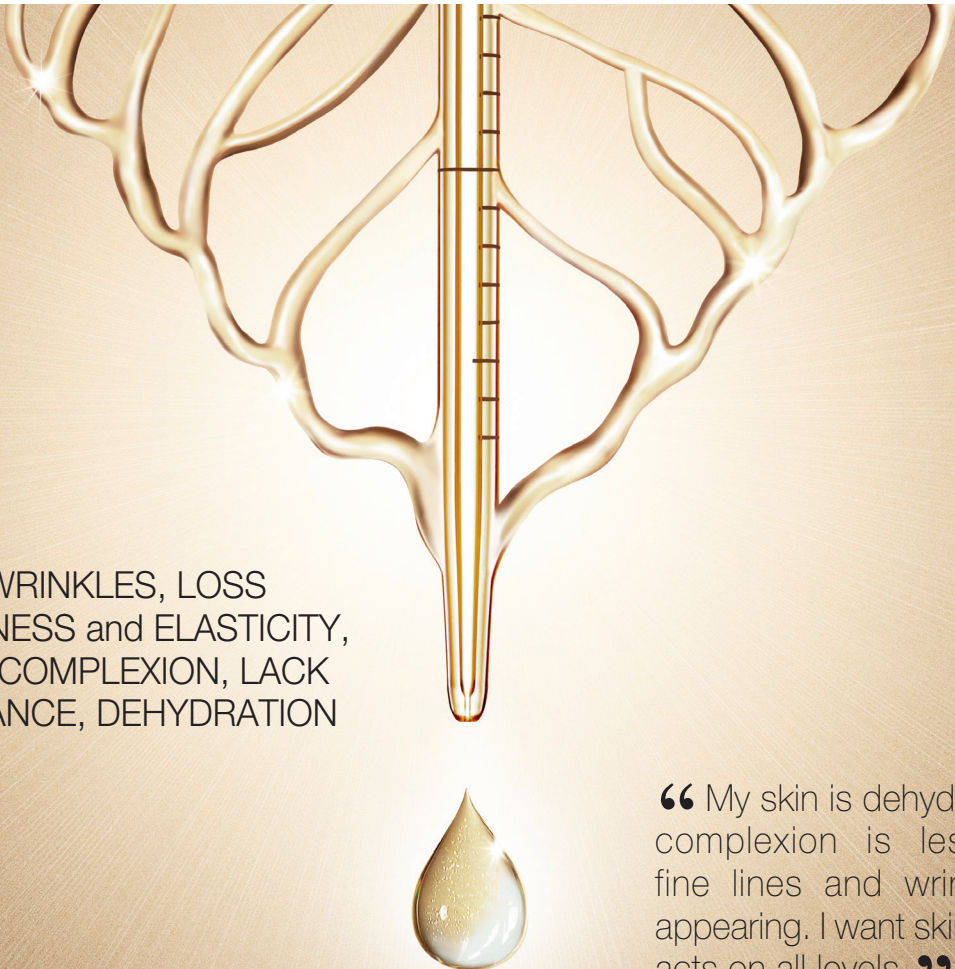


### EYE PATCH

- Bio-cellulose eye patch youth grafter
- Prodigious action for intense regeneration (native vegetal cells from Oceanic Crista): immediate anti-puffiness effect, immediate smoothing, immediate lift effect
- Apply once a week or as a 6-day intensive treatment for reinforced results







VISIBLE WRINKLES, LOSS  
OF FIRMNESS and ELASTICITY,  
UNEVEN COMPLEXION, LACK  
OF RADIANCE, DEHYDRATION

“My skin is dehydrated, my complexion is less even, fine lines and wrinkles are appearing. I want skincare that acts on all levels.”



#### TIPS & TECHNIQUES

To boost the effects of your anti-ageing skincare, apply Powercell serum before Prodigy cream to the face and neck, avoiding the eye contour.



# THE NEW PRODIGY

It all began in 2002. Taking inspiration from the miracle of nature, Helena Rubinstein laboratories invented Prodigy, the 1<sup>st</sup> global anti-ageing skincare product. More than a million jars were sold throughout the world, making Prodigy into a legend.

This legend now benefits from an additional decade of scientific progress, revealed in Botanical Golden Blood, which is very concentrated in vegetal active ingredients. This new synergy of active ingredients targets the 5 fundamental layers of the skin and for the 1<sup>st</sup> time, even at the deepest dermis.

## ESSENTIAL POINTS TO REMEMBER

Global anti-ageing skincare able to target the 5 fundamental layers of the skin, even at the deepest dermis for a deep skin renewal thanks to the Botanical Golden Blood.

Now, Prodigy goes one step further for a deep skin rejuvenation. Skin is firmer, smoother and more radiant.

## WHO IS IT FOR?

All women, from 40 years, who want to combat the 5 signs of ageing: wrinkles, loss of firmness and elasticity, uneven complexion, lack of radiance, dehydration.

## FORMULATION SECRET

This pioneering anti-ageing botanical golden blood is a unique synergy of 5 supernatural vegetal ingredient that transfuses its vital power all through the 5 fundamental skin layers with an unprecedented action against 90% of skin ageing even at the deepest dermis:

- Prevents dermal cellular senescence, i.e. » presses pause” on fibroblasts ageing and degeneration for a prorogated cellular youth.
- Stops collagen glycation, chemical reaction which stiffens the collagen fibres and prevent them from being renewed.

## RESULTS

Prodigy target 90% of skin ageing signs for a deep skin rejuvenation: deep anti-wrinkle, deep redensification, deep firmness, deep luminosity and deep hydration.

## UNIQUE FEATURE

Botanical Golden Blood is stronger, goes deeper and is much more targeted than the precious bio-sao. The formula's polysensoriality (legendary sumptuous texture and the delicate notes of white flowers) that has made the Prodigy legend what it is, has stayed the same.

## PRODIGY – GLOBAL ANTI-AGEING CARE



Face Care

### DAY CREAM

- Day cream
- Action even at the deepest dermis for a deep skin rejuvenation
- Apply morning and evening to thoroughly cleansed skin after Powercell serum, avoiding the eye contour
- For dry skin, Prodigy also exists in a rich texture version



Eye balm

### GLOBAL ANTI-AGEING BALM FOR EYES

- Rich balm
- Action even at the deepest dermis for a deep skin rejuvenation - anti-puffiness effect – instant radiance effect – instant tightening effect
- Apply a small amount to the eye contour morning and evening, in light sweeping movements, from the inside working outwards

## 10 YEARS OF SUCCESS

The mythical prodigious & sumptuous texture  
Delicate floral fragrance

### 2002

Encapsulated Bio-Sap™:  
Global anti-ageing action

### SKIN BENEFITS

Global anti-ageing results:  
anti-wrinkle, firmness, radiance,  
uniformity, hydration

### 2012

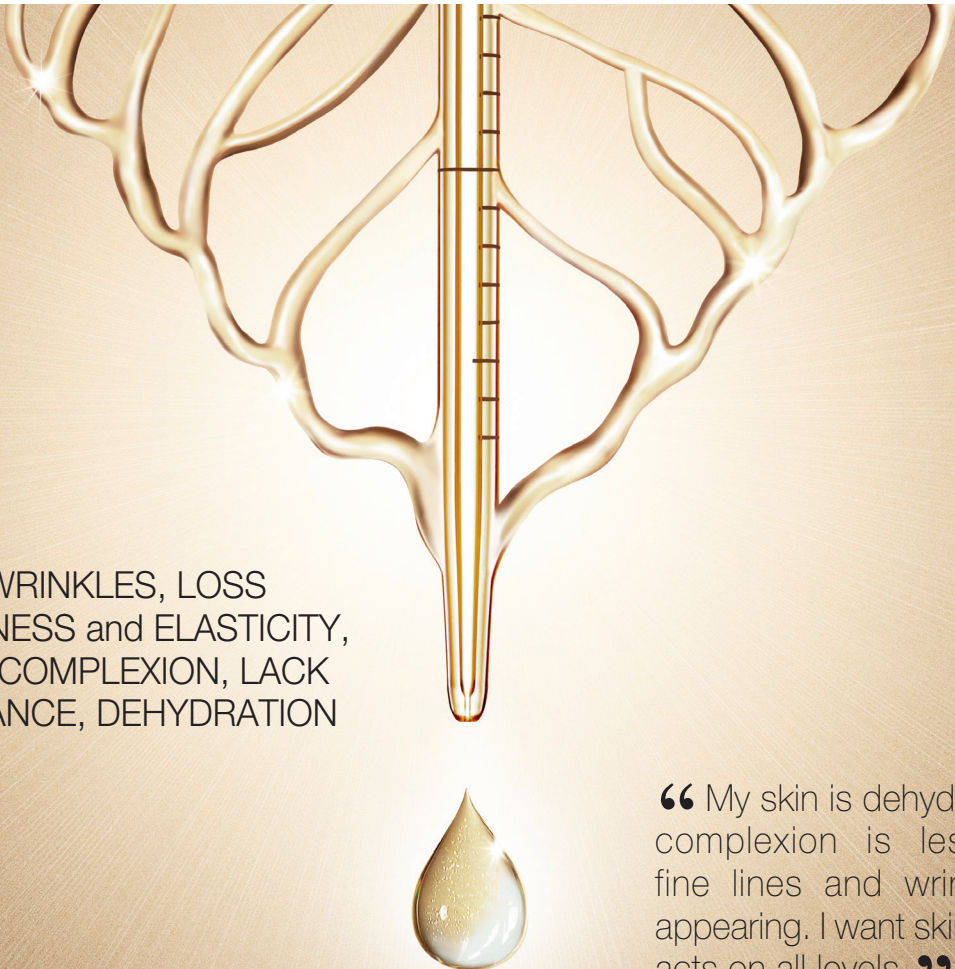
Botanical Golden Blood  
(Molecular Bio-Sap™):

- For the 1<sup>st</sup> time, action until the **DEEPEST DERMIS**
- Targeted action on the 5 fundamental layers of the skin

### IMPROVED SKIN BENEFITS:

Global anti-ageing,  
renewed skin  
from the deep inside for an  
even velvety and firmer skin  
deep hydration, deep luminosity,  
deep anti-wrinkle, deep firmness,  
deep densification





VISIBLE WRINKLES, LOSS  
OF FIRMNESS and ELASTICITY,  
UNEVEN COMPLEXION, LACK  
OF RADIANCE, DEHYDRATION

“My skin is dehydrated, my complexion is less even, fine lines and wrinkles are appearing. I want skincare that acts on all levels.”



#### TIPS & TECHNIQUES

To boost the effects of your anti-ageing skincare, apply Powercell serum before Prodigy cream to the face and neck, avoiding the eye contour.



# PRODIGY

## PRODIGY NIGHT



### GLOBAL ANTI-AGEING NIGHT CREAM

- Generous and creamy texture, combined with a relaxing stress-relieving scent of Ylang-Ylang essential oil. Improved for better spreadability and penetration.
- Restores skin youth, night after night
- Molecular Nocta-Sap:
  - defends & repairs dna against micro-damages (UVA + UVB, oxidative stress)
  - "presses pause" on cellular senescence
- Apply in the evening, after Prodigy Powercell serum or Life Pearl Cellular serum

## PRODIGY – TISSULAR



### GLOBAL ANTI-AGEING REPAIR SERUM

- Repair serum with a "Metamorphosis" texture that is fresh and moisturising on application, smooth and rich to touch
- Global anti-ageing action thanks to the quintessence of Bio-Sap.
- Repairing and regenerating action (Bio-Matrix™: extract of Cedar bud from Japan, to promote tissue regeneration, and extract of Indian Grapevine seed to restructure the skin)
- Apply morning and evening before your usual skincare

## PRODIGY – EYE ZONE SERUM



### GLOBAL ANTI-AGEING CARE EYE CONTOUR

- Global multi-zone eye contour care with a light, melt-in texture
- Global anti-ageing action (quintessence of Bio-Sap + Argan extract) for prodigious multi-zone results: instant lift effect, lifted eyelids, smoothed-out wrinkles
- Apply from temple to temple in light sweeping movements or under the eye contour

## PRODIGY – CLEANSER



- ANTI-AGEING cleansing foam gel
- Purifying and hydrating action (Bio-Clarté) exfoliates and softens (Skin Re-New complexes) protects against free radicals (Shea extract). Contains Aqua-Softyl, known for its water-softening properties
- Lather with water and rinse thoroughly

## PRODIGY – MAKE-UP – REMOVER



- Global anti-ageing cleanser
- Global anti-ageing action (purifying Bio-Sap and micro-droplets of concentrated oil): removes make-up, purifies, smoothes, softens and illuminates the skin while preparing it to receive Prodigy skincare
- Apply a small amount of product and massage the face. Rinse well or remove with a moist cotton pad

## PRODIGY – LOTION



- Delicate anti-ageing lotion
- Contains the precious encapsulated Prodigy Bio-Sap for an anti-ageing action to complement skin cleansing
- Apply in the morning to prepare the skin for its daily skincare treatments and in the evening to complement the cleansing of the face and prepare the skin for its night skincare



DEEP WRINKLES, INTENSE DRYNESS, LOSS OF DENSITY

“My wrinkles are very noticeable, my skin is no longer elastic and is losing density. My usual cream is no longer enough. I would like a product to smooth out my face and visibly rejuvenate it.”



#### TIPS & TECHNIQUES

The skin in the eye contour area and the skin around the lips have the same characteristics. The skin in these zones is thin and constantly solicited during expressions, so lines appear more quickly and are more accentuated than on the rest of the face.





POWER BEAUTY  
SINCE 1902

## GLOBAL ANTI-AGEING CARE

Radicalised signs of ageing  
From 50 years, mature skin

# PRODIGY EXTREME

Helena Rubinstein laboratories in association with the famous Laboratoire de Biologie in Liège, known for its work with NASA, have decoded the fundamental role of integrins in the protection of the skin against ageing. Integrins are real "life bridges" which connect the cells to their environment, the extra-cellular matrix. Over time, the activity of the integrins changes, the bridges are broken down and the isolated cells are not able to perform their vital functions.

### ESSENTIAL POINTS TO REMEMBER

Global skincare to fight against the visible signs of ageing: deep wrinkles, loss of density, skin dryness, slackening, loss of radiance.

An exclusive complex, Extreme Bio-Sap, reactivates the integrins.



### WHO IS IT FOR?

For all demanding women, from 50 years, who want skincare that is able to act against the signs of skin ageing: WRINKLES, LOSS OF DENSITY, SKIN DRYNESS, SLACKENING, LOSS OF RADIANCE.

### FORMULATION SECRET

EXTREME BIO-SAP:

1. Native vegetal cells (Sequoia seed extract and Grapevine flower extract). Native vegetal cells stimulate integrin activity\* by connecting fibroblasts to the dermal matrix, reactivating collagen, elastin and glycosaminoglycan synthesis.
2. Quintessence of Bio-Sap (Acacia honey, Ruscus, Beech bud extract, Rice peptides and Royal jelly).

### RESULTS

Replumped wrinkles, reinforced density, extreme nutrition, facial volumes look reshaped, restored radiance.

### UNIQUE FEATURE

WHY USE THE SAME PRODUCT FOR THE EYES AND LIPS?

Because the skin around the eyes has similar features to the skin around the lips: it is thin and constantly solicited during facial expressions. Facial lines in these areas become more quickly accentuated than on the rest of the face.

## THE PRODIGY EXTREME RANGE



Face Care

### ULTIMATE REJUVENATING CREAM

- Extreme rejuvenating treatment with a rich and precious cream texture
- Action on the 5 radical signs of skin ageing (Extreme Bio-Sap): replumps wrinkles, densifies, nourishes and illuminates
- Apply morning and evening to thoroughly cleansed skin



Eye and Lip  
Treatment

### ULTIMATE REJUVENATING CREAM EYES AND LIPS

- Rich, comfortable and precious cream for eye and lip contours
- Action on the 5 radical signs of skin ageing (Extreme Bio-Sap). Anti-puffiness and anti-dark circles
- Apply morning and/or evening to the eye and lip contour, to thoroughly cleansed skin

\*In vitro tests conducted by the Laboratoire de Biologie in Liège



LOSS OF MOISTURE, DEHYDRATION WRINKLES,  
LESS SMOOTH SKIN, REDUCED DENSITY

“Over time, my skin seems to be dehydrated and I am starting to see small wrinkles. I need more than a basic moisturiser, I need a product that will hydrate my skin deep down, but also preserve all of its youthfulness.”



Like thousands of water “micro-implants”

#### TIPS & TECHNIQUES

Apply Hydra Collagenist Deep Hydration Mask once or twice a week in a thick layer to impregnate the skin with water from deep within.



# HYDRA COLLAGENIST

Brought into the spotlight by Helena Rubinstein laboratories: the quality of the collagen matrix is essential for good hydration. In the dermis, the skin's water reservoir, water is not "free", but linked to the collagen matrix. Various types of collagen are found in this matrix. Over time, the collagen matrix becomes disorganised and structural molecules diminish. Water becomes more "free". The skin loses its hydration and youthfulness

## ESSENTIAL POINTS TO REMEMBER

**INTENSE ANTI-AGEING HYDRATION:** a great success, inspired by 10 years of expertise in the study of collagen: Hydra Collagenist, intense anti-ageing hydration skincare for skin that is visibly younger.



MAJOR ANTI-AGEING INNOVATION

## WHO IS IT FOR?

All women, from 30 years, who want an anti-ageing treatment for visibly younger skin that is hydrated, toned and smooth.

## FORMULATION SECRET

As experts in the study of collagen for over 10 years, Helena Rubinstein laboratories have created a unique technology which acts on holding water inside the skin.

1. DERM-HYDRAFIX COMPLEX stimulates the synthesis of collagen structure molecules\* to hold water deep inside the skin, leaving it densified.
2. COLLAGEN MICROSPHERES hold water inside the epidermis.

## RESULTS

Hydration is immediately reactivated. Dehydration wrinkles are reduced and the skin is more radiant. Day after day, the skin appears denser, smoother and visibly younger.

## HYDRA COLLAGENIST RANGE

### HIGH PERFORMANCE ANTI-AGEING HYDRATION DENSIFYING-SMOOTHING SKINCARE

- Deep hydration anti-ageing cream densifying - smoothing
- Hydration is instantly reactivated. Reduction of dehydration wrinkles. Smoother skin
- Apply morning and evening to thoroughly cleansed skin. Available in a gel-cream version for normal/combination skin and in a cream for dry skin



\*In vitro tests

### DEEP HYDRATION ANTI-AGEING INTENSIVE SERUM

- Deep hydration anti-ageing serum densifying - smoothing
- A fluid, silky texture
- Twice as concentrated in collagen microspheres. Hydration is instantly reactivated. Reduction of dehydration wrinkles. Skin is denser
- Apply morning and evening, alone or under your usual skincare product



### DEEP HYDRATION ANTI-AGEING EYE CARE ANTI-FATIGUE - SMOOTHING

- Ultra-light gel-cream texture
- Instant hydration of the eye contour
- Signs of tiredness are reduced. Reduction of dehydration wrinkles
- Apply morning and evening, to the eye contour area
- Instantly absorbed. Sensation of freshness and softness



### DEEP HYDRATION MASK – INTENSE RE-INFUSION

- Deep hydration mask, "re-infusion" effect
- The texture infuses into the skin in an instant by enveloping it in a moisturising, ultra-comfortable veil. Rich and generous texture
- Apply a thick layer once or twice a week, avoiding the eye contour area. Leave on for 10 minutes, then gently remove the excess using a tissue or moist cotton pad





VISIBLE WRINKLES - LOSS OF REBOUNCE  
- LOSS OF VOLUME & FIRMNESS

“When I look at myself,  
I see wrinkles, loss of  
volume and density, I feel  
it much thinner, less thick,  
the plumpness of my face is  
gone...”



TIPS & TECHNIQUES

Recommend the application of collagenist lip zoom before going to bed, for replumped lips on awakening



# COLLAGENIST RE-PLUMP

After 12 years of Collagen expertise, Helena Rubinstein Laboratories spot the “shape-memory” collagens (XII and XVI), key-factor in the deformation and bounce back of the skin. Deteriorating with age; skin loses its original plump, age marks set deeply.

Collagenist Re-Plump is the 1<sup>st</sup> cream which has a such technology able to stimulate the synthesis of these “shape memory” collagens for a double action, in-depth and on-surface.

## ESSENTIAL POINTS TO REMEMBER

ANTI-WRINKLE & REPLUMPING CARE, which boosts now the production of the “shape-memory” collagens (XII, XVI)\* and the 5 key structuring collagens (I, III, IV, V, VII)\*, already targeted by Collagenist with pro-xfill, to rebound the skin and regain resilience.



## WHO IS IT FOR?

Demanding women seeking anti-wrinkle care and want to regain a youthful plump, from age 30.

## FORMULATION SECRET

Collagenist Re-Plump goes one step further for a double action:

In-depth: collagen reset complex to boost the production of the “shape-memory” collagens (XII, XVI)\* in addition to the 5 key structuring collagens (I, III, IV, V, VII)\*, already targeted by Collagenist with pro-xfill, to rebound the skin and regain resilience.

On-surface: replumping hyaluronate to rebound skin surface in association with HEPES, a cell renewal active to instantly replump skin and smooth wrinkles.

## RESULTS:

De-wrinkled skin – rebounded surface. Upon application, skin is smoothed, bouncy and luminous. Day after day wrinkles fade away; skin is re-plumped, radiant with youth.

## COLLAGENIST RE-PLUMP



### ANTI-WRINKLE FILLING CARE - REBOUNCE & SMOOTHNESS – SPF 15

- Rebounded and de-wrinkled actions
- IN-DEPTH ACTION (Collagen Reset Complex): Regained substance & elasticity = ability to bounce back to youthful shape
- ON-SURFACE ACTION (Replumping Hyaluronate & Hepes): renewed & smoothed skin surface
- Protects skin from UV aggressions and glycation to preserve collagen capital (SPF 15 and Carnosine)
- Immediate skin luminosity (Light Capturing Agents)
- Improved texture for a bounce back effect to the touch
- Apply in the morning to thoroughly cleansed skin, just after Prodigy Powercell serum.
- Available in two versions: dry skin and normal to combination skin.



### ANTI-WRINKLE FILLING CARE - REBOUNCE & TONING

- Prolongs benefits of the day cream (rebound and de-wrinkle actions)
- IN-DEPTH ACTION (Collagen Reset Complex): Regained substance & elasticity = ability to bounce back to youthful shape
- ON-SURFACE ACTION (Replumping Hyaluronate & Hepes): renewed & smoothed skin surface
- Protects collagen from glycation (Carnosine)
- Malt & Vitamin E extracts + Blueberry extracts for skin tonicity
- Improved texture for a bounce back effect to the touch
- Apply in the evening to thoroughly cleansed skin, just after Prodigy Powercell serum.



### FILLED EYE CONTOUR, ANTI-WRINKLE, RADIANCE

- IN-DEPTH ACTION (Collagen Reset Complex): Regained substance & elasticity = ability to bounce back to youthful shape
- ON-SURFACE ACTION (Replumping Hyaluronate & Hepes): renewed & smoothed skin surface
- Improve skin luminosity of the eye contour (Light Capturing Agents)
- Apply morning and evening to the eye contour area.



### RE-CURVED LIPS, INSTANT PLUMPNESS, ANTI-WRINKLE

- Soft balm texture for lips
- Sensual fullness and volume (volumising active ingredients and collagen microspheres)
- Intense densifying action (high concentration of Pro-Xfill complex)
- Apply to lips alone or under your lipstick.
- Available shades: Skin Beige and Nude Pink.



LOSS OF FIRMNESS, SLACKENING AND SAGGING OF TISSUE IN THE FACE AND NECK  
IMPERFECT CONTOURS

“ My face is less structured. My skin is no longer firm and my features are puffy. I would like a product that lifts and restores an even face shape. ”



\*Instrumental complexion evenness test conducted on 50 women.

#### TIPS & TECHNIQUES

To complete the Collagenist V-LIFT skincare ritual, recommend INSTANT V-LIFT sculpting foundation. With its 12-hour V-LIFT effect and its resculpting and smoothing light, the complexion looks 10 years younger\*.



# COLLAGENIST V-LIFT

Collagenist V-Lift is an unprecedented innovation. For the first time, Helena Rubinstein has taken inspiration from the V-Shaping technique, a new aesthetic medicine technique that corrects faces with sagging features and lost definition. 3 actions: RESCULPT, REFINE AND REANCHOR. Result: the face shape is better defined, and structured into a "V" shape.

## ESSENTIAL POINTS TO REMEMBER

For the 1st time, the V-Shaping technique has been integrated into a Helena Rubinstein anti-ageing treatment to lift and refine the facial features

### LIFT EFFECT WITHOUT SURGERY

Tightening effect - Resculpting lift - Firmness - Anti-wrinkle

3 ACTIONS: RESCULPT, REFINE AND REANCHOR



V-LIFT EXPERT CARE

## WHO IS IT FOR?

For the most demanding women looking for expert anti-ageing care to lift the facial features and refine the contours by restoring a "V" shape.

## FORMULATION SECRET

### 1. V-PEPTIDE™: RESCULPT

Reinforces the collagen and elastin fibres that support the structure of the face.

### 2. LIPO-REDUCER™: REFINE

Lighten the volumes that weigh down facial contours.

### 3. "LIFT" TEXTURE: REANCHOR

Contains a tensing polymer that restructures the tissue on the surface: IMMEDIATE LIFT EFFECT

## RESULTS

Facial contours appear more defined, in a well-structured "V" shape.

Result: lift effect without surgery. The face is sculpted and its "V" shape is restored.

## COLLAGENIST V-LIFT RANGE

### TIGHTENING RESCULPTING CREAM - LIFT - FIRMNESS - ANTI-WRINKLE

- Day cream for face and neck with a rich texture
  - Resculpts and refines the face shape, anti-wrinkle action (Peptide-V™)
  - Lifting effect (tensing polymers)
  - Apply to thoroughly cleansed face and neck in the morning.
- Available in two versions: Dry skin and normal to combination skin



### CONTOUR RESHAPING CREAM – (face, neck & chest)

- Night cream with a smooth texture for the face, neck and chest
- Remodels and refines the facial contours (Lipo-Réducteur™). Draining lifting effect (tensing polymers)
- Apply in the evening to thoroughly cleansed face, neck and chest



### INSTANT LIFT SERUM RESCULPTED CONTOURS

- Lift serum for face, neck and chest
- Reshapes and refines facial contours (Lipo-Réducteur™). Immediate lift effect (tensing polymers), the facial contours appear resculpted
- Apply morning and/or evening under your usual skincare to the face, neck and chest

### RETIGHTENING EYE-LID CREAM LIFT - ANTI-WRINKLE

- Eye contour cream for concentrated eyelid lift
- Resculpts the eye contour area and lifts the eyelids, anti-wrinkle action (V-peptide™). Lift effect (tensing polymers)
- Apply morning and evening to the eye contour area and the immobile upper eyelid





## CONCERNS

## INTERVENTION

## CORRECT

INTERVENTION  
CARE



## REPAIR PROTECT

POST  
INTERVENTION  
CARE

## DULLNESS SAGGING

### MESOTHERAPY



Re-PLASTY MESOLIFT

## ROUGHNESS FINE LINES

### PEELINGS



Re-PLASTY HD PEEL

## THE PRESCRIPTION OF D. PFULG

Re-PLASTY  
AGE RECOVERY



# RE-PLASTY GEOGRAPHY AT A GLANCE

## DARK SPOTS DYSCHROMIAS

### LASER



Re-PLASTY LASERIST

## WRINKLES LOSS OF ELASTICITY

### INJECTIONS



Re-PLASTY PRO FILLER

## PROTECT AND REPAIR



AGE  
RECOVERY  
DAY

## REGENERATE



AGE  
RECOVERY  
NIGHT



LOSS OF RADIANCE, TIRED FEATURES, DULL AND SAGGING SKIN

“My skin is dull, tired and has lost its radiance. It needs an instant boost for immediate effectiveness. I am looking for the very best in anti-ageing skincare.”



#### TIPS & TECHNIQUES

Have the customer experience the immediate and visible lift effect of the serum by applying it to their neck or the back of their hand.



# Re-PLASTY

## MESOLIFT

Inspired by the mesotherapy technique practiced at LACLINIC-MONTREUX, a prestigious Swiss clinic, known for its avant-garde techniques, Helena Rubinstein laboratories have created Re-Plasty mesolift, cosmetic mesolift, an instant anti-ageing cosmetic protocol.

### ESSENTIAL POINTS TO REMEMBER

Instant cosmetic anti-ageing intervention. Cosmetic mesolift gives visible results: ideal plasticity, restored luminosity, visible lift.

Intense anti-ageing action which aims to restore the plasticity and luminosity of youthful skin, as well as leaving the skin more toned with redefined contours. Effective protection against the harmful effects of time and environmental factors



### WHO IS IT FOR?

Demanding women seeking instant efficacy on luminosity and lift or to prolong aesthetic medicine benefits.

### FORMULATION SECRET

Exceptional active ingredients inspired by the mesolift technique performed at LACLINIC-MONTREUX:

MESO-SOLUTION: Vit. C (10%): to fight against free radicals, leave the skin smooth, even out the complexion, improve skin firmness.

HYALURONIC ACID: to intensely hydrate and leave the skin more turgid (dense).

AMINO ACIDS: for a restructuring action.

ALGAE EXTRACT: to stimulate cell metabolism.

FERULIC ACID: a powerful anti-free radical active ingredient, extract of rice grains grown in Japan, to protect the cells against ageing caused by external factors (UVA, pollution, etc.).

### RESULTS

With prodigious results on plasticity and radiance, the skin appears firmer and more toned.

### RE-PLASTY MESOLIFT LINK SELLING

#### CORRECT

##### ★☾ INTENSE CONCENTRATE LIFTING-RADIANCE



- Extreme concentrate with a fluid and melt-in texture
- Intense anti-ageing action (Meso-solution) for enhanced luminosity and recreated plasticity, toned skin and visibly redefined contours. Anti-oxidant protection (Ferulic acid)
- Apply in the morning, alone or under your usual skincare, with light, sweeping movements taking care not to massage

##### ★☾ REVIVING EXTREME GEL FOR EYES



- Eye contour gel, fresh, melt-in texture
- Intense anti-ageing action (Meso-solution) for enhanced luminosity and recreated plasticity, toned skin and visibly redefined contours. Anti-oxidant protection (Ferulic acid). Draining action anti-puffiness and anti-dark circles
- Apply in the morning and/or evening by smoothing the product from the outer corner of the eye to the inner corner



#### PROTECT & REPAIR

##### ★ SKIN SOOTHING REPAIRING CREAM INTENSE ANTIOXIDANT PROTECTION



- the 1st "bandage" textured cream against skin ageing
- Day after day, intense repair, instant soothing, active antioxidant protection
- Apply to the thoroughly cleansed face every Day, after the suitable Re-Plasty serum, avoiding the eye contour

#### REGENERATE

##### ☾ REPAIR ACCELERATOR NIGHT CREAM



- Balm texture with a healing effect
- Night after night, it corrects all the scars of ageing: wrinkles, skin damage and imperfections
- Apply to the thoroughly cleansed face every evening, after the suitable Re-Plasty serum, avoiding the eye contour



FINE LINES, IRREGULARITIES, ROUGHNESS

“My skin has lost its softness,  
wrinkles have appeared and I can  
no longer hide my pigmentation  
spots.”



AN UNPRECEDENTED ALLIANCE  
WITH LACLINIC-MONTREUX

#### TIPS & TECHNIQUES

Recommend the peel mask by  
applying it to the hands to smooth  
and unify the skin.



# Re-PLASTY

## HD PEEL

Created from an unprecedented alliance with the well-known aesthetic medicine clinic, LACLINIC-MONTREUX, Helena Rubinstein laboratories have created Re-Plasty HD Peel. An anti-ageing peeling cosmetic treatment which has taken its inspiration from the peeling treatment protocol conducted at LACLINIC-MONTREUX: 2 combined anti-ageing actions: PEEL - CORRECT with a triple result: reduced wrinkles, diminished dark spots and a more radiant complexion.

### ESSENTIAL POINTS TO REMEMBER

Cosmetic anti-ageing peeling treatment for: smooth, even and luminous skin.

Inspired by the sophisticated peeling technique performed at LACLINIC-MONTREUX:  
2 combined anti-ageing actions: PEEL - CORRECT.  
Visible results after 15 days\*.



INSTANT COSMETIC TREATMENT

### WHO IS IT FOR?

All women who want to restore perfect quality to their skin: minimise wrinkles - smooth out skin roughness - skin irregularities - new skin effect.

### FORMULATION SECRET

Two actions:

1. Peel - an exfoliating complex inspired by the protocol performed at LACLINIC-MONTREUX: PEEL SOLUTION (glycolic + phytic + lactic acids).
2. Correct - high concentration of specific active ingredients (pure retinol, LHA and HEPES) depending on the various products, for a targeted action.

### RE-PLASTY HD PEEL LINK SELLING

#### CORRECT



#### HIGH POTENCY RETINOL NIGHT CONCENTRATE ANTI-WRINKLE DARK SPOT REDUCTION

- Anti-wrinkle night concentrate Anti-dark spots
- Peeling action (Peel Solution), correction (Retinol anti-wrinkle Vit. E)
- Apply in the evening to thoroughly cleansed skin before Re-Plasty Age Recovery cream

Twice  
a week



#### PERFECT SKIN RENEWAL INSTANT PEEL MASK

- Perfect skin renewal instant peel mask
- Peeling action (Peel Solution), correction (renewal action Hepes 10%), protection (urea)
- Apply 2/3 times a week, leave on for 5 minutes and rinse thoroughly



#### PROTECT & REPAIR



#### SKIN SOOTHING REPAIRING CREAM INTENSE ANTIOXIDANT PROTECTION

- the 1st "bandage" textured cream against skin ageing
- Day after day, intense repair, instant soothing, active antioxidant protection
- Apply to the thoroughly cleansed face every Day, after the suitable Re-Plasty serum, avoiding the eye contour

#### REGENERATE



#### REPAIR ACCELERATOR NIGHT CREAM

- Balm texture with a healing effect
- Night after night, it corrects all the scars of ageing: wrinkles, skin damage and imperfections
- Apply to the thoroughly cleansed face every evening, after the suitable Re-Plasty serum, avoiding the eye contour



## DARK SPOTS, REDNESS, SURFACE IRREGULARITIES

“Over time, my complexion has become less even, I have dark spots and redness on my face.”



### TIPS & TECHNIQUES

Also recommend application of Instant Dark Spot Corrector locally onto the dark spots of hands.



# Re-PLASTY

## LASERIST

In association with LACLINIC-MONTREUX, Helena Rubinstein laboratories have taken inspiration from laser sessions which are conducted to fine-tune Re-Plasty Laserist, which targets the 3 factors involved in chromatic ageing: dark spots, redness and surface irregularities.

### ESSENTIAL POINTS TO REMEMBER

Instant anti-ageing cosmetic treatment for intense lightening of the complexion and correction of dark spots. Targets the 3 signs of chromatic ageing: dark spots, redness and surface irregularities.

After 8 weeks of use the results are equivalent to a laser session performed at LACLINIC-MONTREUX\*



### WHO IS IT FOR?

All women who want to fight against dark spots and redness, and unify their complexion.

### FORMULATION SECRET

Inspired by this aesthetic medicine technique, Helena Rubinstein laboratories have fine-tuned Laserist-Solution, a unique and patented combination of cutting-edge depigmentation molecules, including LHA, a patented molecule that micro-exfoliates the epidermis.

Laserist-Solution:

- Gently exfoliates and smoothes away imperfections
- Fights effectively against dark spots

### RESULTS

Dark spots and redness disappear, the skin is smooth, luminous and sheer.

### RE-PLASTY LASERIST LINK SELLING

#### CORRECT

##### SERUM ANTI-DARK SPOT CONCENTRATE INTENSIVELY BRIGHTENING



- Silky serum with a velvety finish
- Targets the 3 factors in chromatic ageing: dark spots, redness, surface irregularities
- Apply before the day cream (with SPF 15) or Age Recovery night cream to the face, neck and chest, avoiding the eye contour

##### INSTANT DARK SPOT CORRECTOR



- Fine, lightly tinted emulsion
- Immediately conceals dark spots.
- Day after day, dark spots are reduced in size, number and intensity
- After applying the appropriate serum and cream, apply locally to dark spots on the face and/or hands, avoiding the eye contour

#### PROTECT & REPAIR

##### SKIN SOOTHING REPAIRING CREAM INTENSE ANTIOXIDANT PROTECTION



- the 1st "bandage" textured cream against skin ageing
- Day after day, intense repair, instant soothing, active antioxidant protection
- Apply to the thoroughly cleansed face every Day, after the suitable Re-Plasty serum, avoiding the eye contour

#### REGENERATE

##### REPAIR ACCELERATOR NIGHT CREAM



- Balm texture with a healing effect
- Night after night, it corrects all the scars of ageing: wrinkles, skin damage and imperfections
- Apply to the thoroughly cleansed face every evening, after the suitable Re-Plasty serum, avoiding the eye contour

*\*\*In vivo test - evaluation of the clarity of dark spots after 8 weeks.*



DEEP WRINKLES - LOSS OF VOLUME & ELASTICITY  
IRREGULARITIES

“When I look at myself, I see wrinkles all over my face, loss of elasticity and volume, irregularities, visible pores...

I want a radical solution without injections / I want to prolong the benefits of injections as long as possible.”





# Re-PLASTY

## PRO FILLER

In association with LACLINIC-MONTREUX, Helena Rubinstein laboratories have taken inspiration from hyaluronic acid injections to develop Re-Plasty Pro Filler, which targets deep wrinkles, loss of elasticity and volume and irregularities.

### ESSENTIAL POINTS TO REMEMBER

Instant anti-ageing cosmetic treatment to fill deep wrinkles, restore volume and elasticity and to correct irregularities.

The efficacy of one hyaluronic acid injection at LACLINIC-MONTREUX.  
Transforming texture for an instant visible ideal plasticity.



### WHO IS IT FOR?

For all demanding women seeking instant results and who are ready to pay the price of efficacy to fight against: DEEP WRINKLES, LOSS OF VOLUME AND ELASTICITY, IRREGULARITIES.

For women who want a radical solution without injections OR for women who want to prolong the benefits of injections as long as possible.

### FORMULATION SECRET

Inspired by this aesthetic medicine technique, Helena Rubinstein laboratories have associated the filler solution and LR2412 (4%) to bring and stimulate the synthesis of hyaluronic acid into the skin:

**FILLER-SOLUTION:** An innovative association of hyaluronic acid in high concentration and cutting-edge re-plumping molecules to fill wrinkles and to bring volume and elasticity to the skin.

**LR 2412(4%):** A surgical precision with a cutting-edge anti-ageing molecule with 17 patents able to boost the metabolism of the hyaluronic acid at 2 levels\* of the skin for a filling effect catalyzer.

### RESULTS

Instantly, wrinkles are smoothed, skin is moisturized, elasticity is restored.  
Day after day, deep wrinkles are reduced, skin is re-plumped with ideal plasticity.

### RE-PLASTY PROFILLER LINK SELLING

#### CORRECT



#### PROTECT & REPAIR

#### REGENERATE



#### CONCENTRATE

- Transforming texture for an instant visible ideal plasticity.
- The alternative of hyaluronic acid injections: corrected deep wrinkles – restored elasticity
- Apply before Age Recovery day cream or Age Recovery night cream, to the whole face and neck, avoiding the eye contour.

\*At the epidermis and the superficial dermis levels.



#### SKIN SOOTHING REPAIRING CREAM INTENSE ANTIOXIDANT PROTECTION

- the 1st "bandage" textured cream against skin ageing
- Day after day, intense repair, instant soothing, active antioxidant protection
- Apply to the thoroughly cleansed face every Day, after the suitable Re-Plasty serum, avoiding the eye contour



#### REPAIR ACCELERATOR NIGHT CREAM

- Balm texture with a healing effect
- Night after night, it corrects all the scars of ageing: wrinkles, skin damage and imperfections
- Apply to the thoroughly cleansed face every evening, after the suitable Re-Plasty serum, avoiding the eye contour



UNCOMFORTABLE AND FRAGILIZED DRY SKIN,  
TUGGING SENSATIONS, WRINKLES, AGE DAMAGES

“My skin feels uncomfortable and  
is fragilized, I have tugging sensations.  
I have the feeling that my skin is marked.”





# Re-PLASTY AGE RECOVERY DAY

Re-PLASTY AGE RECOVERY DAY CREAM is the 1st "bandage" textured cream against skin ageing. Helena Rubinstein laboratories and Dr. Pfulg worked hand in hand to create this exceptional formula with an amazing sensorial "bandage" texture.

## ESSENTIAL POINTS TO REMEMBER

THE 1ST "BANDAGE" TEXTURED CREAM AGAINST SKIN AGEING to soothe, repair and protect the skin against a broad spectrum of free radicals.

Vitamin C and E, that offers a complementary antioxidative action to protect skin against a broad spectrum of free radicals.



## WHO IS IT FOR?

Demanding women seeking exceptional protecting anti-ageing day care, those who have already used the Re-PLASTY products, as well as those who have undergone aesthetic medicine procedures.

## TECHNOLOGY

ACTI-PLAST SOLUTION, complex formulated with:

- an active fraction of Centella Asiatica, a natural plant extract, well-known in Chinese traditional medicine for its skin soothing and repairing properties. (Also called "Tiger herb" because wounded tigers roll themselves in centella to help healing their scars after fights...)
- D-Panthenol, a highly efficient moisturizing molecule used in cosmetics dermatology (soothes irritated skins). (used in all baby skin cares.)

COMPLETE ANTIOXYDANT COMPLEX: a double association of Vitamin C and E, respectively hydrosoluble and liposoluble, that offers a complementary antioxidative action to protect skin against a broad spectrum of free radicals.

## RESULTS

From the 1st application: skin is instantly soothed and feels more comfortable. It is nourished and hydrated with more luminosity.

Day after day: skin is reinforced and tugging sensations disappear. Wrinkles are reduced and age damages are corrected. The skin is protected from external aggressions and looks visibly younger.

## RE-PLASTY AGE RECOVERY DAY LINK SELLING

### CORRECT



### PROTECT & REPAIR

### REGENERATE



Re-PLASTY  
MESOLISFT

or



Re-PLASTY  
HD PEEL

or



Re-PLASTY  
LASERIST

or



Re-PLASTY  
PRO FILLER



### SKIN SOOTHING REPAIRING CREAM INTENSE ANTIOXYDANT PROTECTION

- the 1st "bandage" textured cream against skin ageing
- Day after day, intense repair, instant soothing, active antioxidant protection
- Apply to the thoroughly cleansed face every Day, after the suitable Re-Plasty serum, avoiding the eye contour



### REPAIR ACCELERATOR NIGHT CREAM

- Balm texture with a healing effect
- Night after night, it corrects all the scars of ageing: wrinkles, skin damage and imperfections
- Apply to the thoroughly cleansed face every evening, after the suitable Re-Plasty serum, avoiding the eye contour



WRINKLES, SKIN DAMAGE, IMPERFECTIONS

“Over time, the signs of ageing seem to be more and more visible, my skin has become uncomfortable.”





# Re-PLASTY AGE RECOVERY NIGHT

Helena Rubinstein laboratories have combined their know-how with the medical expertise of Doctor Pfulg, the founder of LACLINIC-MONTREUX, to fine-tune a treatment that takes its inspiration from post-operative aesthetic medicine techniques: Re-Plasty Age Recovery, a night cream that acts as a regeneration accelerator to combat all the scars left by ageing.

## ESSENTIAL POINTS TO REMEMBER

The 1st night cream to be highly concentrated in pro-xylane (30%), and able to correct all the scars of ageing: wrinkles, skin damage and imperfections.

Balm texture with a "sticking-plaster effect".



## WHO IS IT FOR?

For all demanding women looking for exceptional anti-ageing correction during the night, those who already use the other products in the Re-Plasty line, as well as those who undergo aesthetic medicine procedures.

## RESULTS

A unique combination of cutting-edge active ingredients:

- Pro-xylane (30%), which accelerates the skin's regeneration rate
- CICA-SOLUTION: a complex inspired by the medical expertise of Dr Pfulg, a combination of hyaluronic and glycyrrhethinic acid, which is highly soothing, repairing and hydrating.

The skin is soothed, nourished and smooth in an instant.

Day after day, epidermal regeneration is accelerated, all the scars of ageing are corrected to reveal restored skin, just like new.

## UNIQUE FEATURE

Dr Pfulg always uses Age Recovery for his patients' post-operative care. He has also noticed that Age Recovery accelerates the repair in signs of ageing, particularly during the night, when the skin is more able to self-repair, renew itself and assimilate the active ingredients.

## RE-PLASTY AGE RECOVERY NIGHT LINK SELLING

### CORRECT



### PROTECT & REPAIR

### REGENERATE



Re-PLASTY  
MESOLISFT

or



Re-PLASTY  
HD PEEL

or



Re-PLASTY  
LASERIST

or



Re-PLASTY  
PRO FILLER



### SKIN SOOTHING REPAIRING CREAM INTENSE ANTIOXIDANT PROTECTION

- the 1st "bandage" textured cream against skin ageing
- Day after day, intense repair, instant soothing, active antioxidant protection
- Apply to the thoroughly cleansed face every Day, after the suitable Re-Plasty serum, avoiding the eye contour



### REPAIR ACCELERATOR NIGHT CREAM

- Balm texture with a healing effect
- Night after night, it corrects all the scars of ageing: wrinkles, skin damage and imperfections
- Apply to the thoroughly cleansed face every evening, after the suitable Re-Plasty serum, avoiding the eye contour







# PURE RITUAL

Helena Rubinstein presents a new range of cleansers "PURE RITUAL", that offers a double action: cellular and environmental impurities removal. Thanks to the exceptional « TRANSFORMING AND MAGNETIC TEXTURES » we are now able to remove the external residues (make-up, pollution, sebum, death cells, etc) and internal residues (death cells, melanin residues, etc) cumulated on skin surface that accelerate ageing. Day after day, this exclusive Pure Ritual range helps to reveal the skin's youthfulness.

## ESSENTIAL POINTS TO REMEMBER

Exceptional transforming and first magnetic texture.

Cellular technology that removes external residues but also internal ones from within the skin.

## FORMULATION SECRET

The "Pure Ritual complex" contains specific active ingredients, and is in all the formulas of the full range:

- Black Rice Extract: Antioxidant properties to protect skin against free radicals.
- White rice extract: to reactivate skin metabolism and revitalize it.
- Glycolic Acid: Desquamation properties for a smooth and radiant skin.
- Yeast Extract: Promotes auto-cleansing of the cell from inside.

This "Pure Ritual complex" is combined with additional active ingredients to treat specific skin's concern for each product of the range.

## DAILY CLEAN



With water

### PURE RITUAL CARE-IN-FOAM

Deep cleansing creamy foam  
Smooth & radiant skin

AS PURIFYING AS A SOAP, AS GENTLE AS A CREAM.

**Technology:** "Pure Ritual complex" + Glycerin = moisturized skin.

**Use:** Apply morning or evening. Take a small amount of foam, add water to get a dense and opaque lather. Make a circular massage throughout your face and neck avoiding the eye contour. Rinse off with water. Apply your daily routine.

OR



With cotton-pad  
and tissue

### PURE RITUAL CARE-IN-MILK

Intense comfort make-up remover milk  
Toned & velvety skin

HIGHLY CONCENTRATED IN WATER FOR A COMFORTABLE AND REFRESHING CLEANSING.

**Technology:** "Pure Ritual complex" + high concentration of water = moisturized skin.

**Use:** Apply every morning and evening. Take a small amount of product and make a circular massage throughout your face, eyes and neck. Remove with a cotton pad generously soak with lotion. Apply your daily routine.

## DAILY TONE



With cotton-pad

### PURE RITUAL CARE-IN-LOTION

Skin perfecting lotion  
Refined pores & texture radiant skin tone

ENRICHED WITH ACTIVE INGREDIENTS FOR RETEXTURIZING AND PERFECTING ACTIONS.

**Technology:** "Pure Ritual complex" + Hyaluronic Acid, Adenosine and HEPES = moisturized, smooth and radiant skin.

**Use:** Apply daily to a perfectly cleansed face and neck, using a cotton pad generously soak with lotion. Make smooth movement throughout your face. Tap skin with your fingertips to stimulate penetration of the lotion. Apply your daily routine.

## WEEKLY EXFOLIATE



With water

### PURE RITUAL CARE-IN-PEEL

Glow renewal double black peel  
Resurfaced & hydrated skin

MECHANICAL AND BIOLOGICAL SCRUB FOR A DEEP CLEANSING ACTION, WITHOUT DRYING OUT SKIN.

**Technology:** "Pure Ritual complex" + Black Tea Ferment, AHA, and Pumice Stone Powder = smooth, radiant and luminous skin.

**Use:** Apply twice a week. Spread a thin layer of product over the dry face and neck, avoiding the eye contour. Emulsify with circular movements, first dry and then with water. Rinse off with water.





HR  
HELENA RUBINSTEIN

COLOR CLONE

perfect complexion creator  
radiance - bare skin finish  
créateur de teint parfait  
éclat - fini peau nue  
SPF / FPS 15



HR  
LASH QUEEN  
CELEBRATION



SUBREALIST  
EVERFRESH



PRODIGY  
POWERCELL  
EYE URGENCY

HR



## the ultimate rejuvenating power

---

A visionary woman, Helena Rubinstein was behind some of the 20<sup>th</sup> century's biggest make-up successes. Ever since, the brand has continued to offer the most demanding women addictive textures enriched with cutting-edge active ingredients; available in universal, timeless and flawless shades to reveal time-defying beauty. A scientist as well as an aesthete, Helena Rubinstein particularly appreciated art. Faithful to their heritage, Helena Rubinstein's make-up creations are true jewels uniting audacious inspiration and high-innovation. They represent the never-ending search for new beauty must haves and surpass every limit.

### COMPLEXION

As part of her quest to defy time, Helena Rubinstein creates complexion products at frontier of science and beauty. They master the light to unify, sculpt and rejuvenate the face.

### EYES

Helena Rubinstein is behind some of the 20<sup>th</sup> century's leading cosmetic innovations: the first waterproof mascara in 1939 and the first automatic mascara in a tube in 1958. Helena Rubinstein's eye creations continue to enhance this very precious zone with stunning intensity.

### LIPS

Colors and textures that play with shine and shimmer, Helena Rubinstein's lip creations perfect the smile with a hint of youthful sensuality.





HR

HELENA RUBINSTEIN

COLOR CLONE

perfect complexion creator  
radiance - bare skin finish  
créateur de teint parfait  
éclat - fini peau nue  
SPF / FPS 15



# master the light to unify, sculpt and rejuvenate the face

For the most demanding women, complexion is a never ending quest for perfection; it is the ultimate aesthetics search.

And to make it come true, according to Helena Rubinstein, it requires absolute scientific creativity.

Sheer, flexible textures in total affinity with the skin combined with state-of-the-art active ingredients and fresh, illuminating shades; Helena Rubinstein's legendary know-how provides women with a perfect, time-defying complexion.

## MAKE-UP INNOVATION



To visibly conceal and to durably erase dark circles, discover PRODIGY POWERCELL EYE URGENCY THE TREATMENT CONCEALER, the first treatment concealer with dual surface and in-depth action, to immediately and durably erase dark circles in 4 weeks. More than a concealer, the skincare efficiency combined to the make up technology.

### UNIFY THE COMPLEXION



Foundations

### ERASE SHADOWY AREAS



Concealers

### SCULPT AND ILLUMINATE



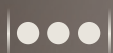
Powders & Blush



## LASTING MAKE-UP

SPF 10

SPF 35 / PA+++



Revived matte finish  
High coverage

Matte luminous finish  
Medium to high coverage

**SPECTACULAR**  
Anti-dullness & comfort  
12h extra wear

**PRODIGY COMPACT**  
Smoothness - Radiance  
12h comfort

## EXPERT MAKE-UP



Perfecting &  
anti-fatigue concealer

Illuminating smoothing  
eye opener

Youthful complexion grafter  
treatment concealer

MAGIC CONCEALER

PRODIGY LIQUID LIGHT EYE OPENER

PRODIGY POWERCELL  
EYE URGENCY  
THE TREATMENT CONCEALER



# FOUNDATIONS

## REJUVENATING MAKE-UP

SPF 20



Satin finish  
Medium coverage

**INSTANT V-LIFT**  
Sculpting - Firmness  
anti-wrinkle

SPF 15 / PA+++



Satin finish  
Medium coverage

**PRODIGY LIQUID LIGHT**  
Radiance - Smoothness  
Global anti-ageing

SPF 15 PA++



Light glowy finish  
Light coverage

**PRODIGY POWERCELL FOUNDATION**  
Youthful freshness radiance  
Global anti-ageing

## PERFECTING NATURAL MAKE-UP

SPF 10



Natural finish  
Light coverage

**COLOR CLONE**  
Perfect radiant complexion  
with bare skin finish

SPF 12



Natural matte finish  
Light coverage

**COLOR CLONE SUBLI-MAT**  
Long lasting and color perfection







# enhance the eyes with stunning intensity

The eyes are a key element in beauty, fully expressing personality and femininity.

For a youthful-looking face, eyes need to be magnified, luminous and subtly highlighted.

To enhance the eyes, Helena Rubinstein combines the art of light and shade with the power of performing formulas and with elegant, universal, timeless colours.

## BEAUTY SECRETS



To instantly conceal and durably erase dark circles apply Prodigy Powercell Eye urgency the treatment concealer, all over the circles area.

If necessary complete to cover with Magic Concealer



Apply MAGIC CONCEALER in small dabs to dark circles and the inner hollow of the eye.

Opt for a shade lighter than your foundation.

## UNDERLINE

## SCULPT & ILLUMINATE

## CATCH



Eyebrows & eye pencils



Eyeshadows



Mascaras







pioneering expertise,  
objects of desire

## MASCARA REVOLUTION

Inventor of the 1<sup>st</sup> waterproof mascara in 1939 and the 1<sup>st</sup> automatic mascara in a tube in 1958, for over 70 years Helena Rubinstein has been revolutionizing eye make-up and boldly reinterpreting the mascara.

## INNOVATION

Remarkable high-performance brushes and incredible formulation expertise, for a captivating feminine look.

## PRECIOUSNESS

True jewel products, Helena Rubinstein mascaras rewrite the codes of timeless luxury with ever more audacity.

### MULTI-BENEFIT

#### SURREALIST EVERFRESH



Gliding  
sensation  
deployed  
volume-length-curves

### VOLUME

#### LASH QUEEN



Tailor-made  
Volume  
Extreme Definition  
Deep Black



Volume &  
Lengthening



Intense  
Volume &  
Lengthening



Push-up  
Volume  
Provocative  
Curves



Lifted lashes  
& Captivating  
Volume

### LENGTHENING

#### SPECTACULAR EXTENSION



Fortifying effect  
Lengthening  
& Definition

#### LONG LASH

Mythical  
mascara



Natural  
lengthening  
& separation







# perfect the smile with a hint of youthful sensuality

Last but not least of Helena Rubinstein's beauty revelation, the make-up of the lips is the final touch which brings utmost femininity.

Helena Rubinstein offers an entire spectrum of precious effects - from satin to shimmer, high coverage to the most translucent - to play between ultra-natural and voluptuousness expressing the seductive part of your personality.

Helena Rubinstein Laboratories enrich the comfortable textures with Lip Serum Complex and hyaluronic acid to offer a visibly rejuvenating effect and a captivating colour result.

## BEAUTY SECRETS



For an instant replumping effect, prime your lips with COLLAGENIST REPLUMP LIP ZOOM and apply a touch of gloss to the centre.

### REJUVENATING COLOURS

#### WANTED ROUGE



#### WANTED STELLARS



Lipstick

### VOLUME SHINE

#### WANTED GLOSS



#### WANTED STELLARS GLOSS



Gloss





## BRAND INTRODUCTION

« Hello Madam,

Welcome to HR, the brand with more than 100 years in anti-ageing expertise.

It was created by an extraordinary woman, Mrs Rubinstein, who invented the first cosmetics.

She was convinced that beauty gives a power and that each woman who gives herself the means has the power to be beautiful. Today, we still believe in this “Power Beauty”.

Our products are developed with the highest requirement. We have an exceptional partnership with LACLINIC-MONTREUX, Switzerland, which allows us to create cares at the frontier of aesthetic medicine.

Madam, are you ready to try? »



# SALES METHOD

---

1

## GREETING

- Premium and Expert Welcoming including brand presentation

2

## MIRROR DIAGNOSIS

- Inviting customer to express skin concerns.
- Finding needs + reformulation



4

## ENGAGING

- Sampling
- Build the heartlink and loyalty
- Service

3

## ADVISING & EXPERIENCING

- Serum + cream + eye care + foundation
- Discovery on hand



after treating the skin with PRODIGY, apply light  
and fresh make-up focusing on complexion radiance.

## Treat

NEW



### MUST HAVE SERUM POWERCELL

smoothed wrinkles and texture,  
boosted tonicity and instant healthy  
radiance



### PRODIGY

Action even at the deepest dermis,  
for a deep skin rejuvenation



### PRODIGY EYES

erases dark circles and puffiness  
and smoothes out wrinkles



NEW



## Enhance

### COLOR CLONE FOUNDATION

perfect radiant complexion with bare  
skin finish

### BEAUTY SECRETS

The neck and décolleté are fragile and  
exposed areas that must be treated with  
caution.

Do not hesitate to apply the cream both  
morning and night.



this make-up is to be applied on skin that has been re-energized and redensified with PRODIGY EXTREME. The complexion is light, transparent and the colours are fresh.

## Treat

NEW



### MUST HAVE SERUM POWERCELL

smoothed wrinkles and texture,  
boosted tonicity and instant healthy  
radiance



### PRODIGY EXTREME

the ultimate in anti-ageing power  
for mature skin, acting on cell  
activity and survival



### PRODIGY EXTREME EYE AND LIP

nourishes, illuminates, smoothes out  
wrinkles, firms and lifts the eyes, erases  
puffiness and dark circles and prevents  
lipstick bleeding



NEW



## Enhance

### COLOR CLONE FOUNDATION

perfect radiant complexion with bare  
skin finish

### QUICK MINUTE

Sometimes, signs of ageing can become more visible as the day goes by. To give the eyes an instant radiance boost, you can rehydrate the eye contour. Without removing your make-up, lightly pat on a tiny amount of PRODIGY EXTREME EYE AND LIP.



on skin that has been redensified and smoothed with  
COLLAGENIST RE-PLUMP, apply luminous make-up to fill  
an uneven complexion and bring volume to the lips.

## Treat

NEW



### MUST HAVE SERUM POWERCELL

smoothed wrinkles and texture,  
boosted tonicity and instant healthy  
radiance



### COLLAGENIST RE-PLUMP

de-wrinkled skin and rebounded  
surface



### COLLAGENIST RE-PLUMP EYE ZOOM

anti-wrinkle and anti-dark circle effects  
tonicity and luminosity of the eye contour

AND / OR



### COLLAGENIST RE-PLUMP LIP ZOOM

replump the lips



NEW



### COLOR CLONE FOUNDATION

perfect radiant complexion with bare  
skin finish

## BEAUTY SECRETS

Do your lips feel dry and seem to lack volume? For ultra hydrated, supple and replumped lips, apply a small amount of COLLAGENIST LIP ZOOM lip balm several times a day in the middle of your lips and leave it to melt into the contours.



on skin that has been firmed and lifted thanks to  
COLLAGENIST V-LIFT, achieve an instantly sculpted  
make-up result with the tightening effect of INSTANT V-LIFT.

## Treat

NEW



### MUST HAVE SERUM POWERCELL

smoothed wrinkles and texture ,  
boosted tonicity and instant healthy  
radiance



### COLLAGENIST V-LIFT

lifts features, reshapes contours



### COLLAGENIST EYE-LIFT

lifts eyelids  
lifting anti-wrinkle effect



## Enhance



### INSTANT V-LIFT

resculpts features,  
firming anti-wrinkle effect

### BEAUTY SECRETS

Recommend the sculpting foundation  
INSTANT V-LIFT to complete the  
COLLAGENIST V-LIFT routine. Thanks to  
its 12 hours long V-LIFT effect and to its  
re-sculpting and smoothing light, complexion  
looks 10 years longer.



ideal plasticity and an instant lifting effect with Re-PLASTY Mesolift Cosmetic, and an illuminated complexion with PRODIGY LIQUID LIGHT.

## Treat



Re-PLASTY  
MESOLIFT SERUM

Correct



Re-PLASTY  
AGE RECOVERY DAY

Protect & Repair



Re-PLASTY  
AGE RECOVERY NIGHT

Accelerate skin regeneration



Re-PLASTY  
MESOLIFT EYE

Correct



## Enhance

PRODIGY  
LIQUID LIGHT

radiance, smoothness  
global anti-ageing

### BEAUTY SECRETS

Spread the cream like a veil from the middle of the face towards the contours and neck in a single stroke to ensure that its contouring action on skin plasticity is instantly perceptible.

During the Beauty Revelation, invite your client to discover RE-PLASTY HD PEEL renovating mask by applying a small amount on her hand... within a few seconds, she will perceive its dazzling instant effects.





POWER BEAUTY  
SINCE 1902

Re-PLASTY LASERIST  
LINK SELLING

RESTORE A SPOTLESS COMPLEXION,  
EVEN AND LUMINOUS

spots, redness and imperfections are reduced for an homogenous and transparent complexion with Re-PLASTY Laserist and an illuminated complexion with PRODIGY LIQUID LIGHT.

## Treat



Re-PLASTY  
LASERIST SERUM

Correct



Re-PLASTY  
AGE RECOVERY DAY

Protect & Repair



Re-PLASTY  
AGE RECOVERY NIGHT

Accelerate skin regeneration



Re-PLASTY  
MESOLIFT EYE

Correct



## Enhance

PRODIGY  
LIQUID LIGHT

radiance, smoothness  
global anti-ageing

### BEAUTY SECRETS

Also recommend the INSTANT DARK SPOT CORRECTOR to apply locally on the spots of face and hands;



EXCEPTIONAL COMPLETE CARE



LIFE PEARL CELLULAR



Resplendished skin - Polished wrinkles  
Pearlescent brightness - Deep nutrition

Ultimate comfort - Ideal transparency  
Polished surface - Reshaped contours

MUST HAVE  
SERUM

GLOBAL ANTI-AGEING CARE

ANTI-WRINKLE CARE  
COLLAGEN EXPERTISE

INSTANT COSMETIC INTERVENTION

TREAT

YOUTH BOOSTER



NEW



**POWERCELL**  
Smoothed wrinkles  
and texture  
Boosted tonicity  
Instant healthy  
radiance

**POWERCELL**  
Firmers  
More toned and  
radiance

**THE NEW  
PRODIGY**  
Anti-wrinkle  
Redensification  
Firmness - Luminosity  
Hydration



DEEP SKIN  
RENEWAL

DEEP  
NUTRITION



**PRODIGY  
EXTREME**  
Deep wrinkle  
smoothing  
Density

ANTI-AGEING  
HYDRATION



**HYDRA  
COLLAGENIST**  
Fine Lines  
Hydration

REPLUMPING



**COLLAGENIST  
RE-PLUMP**  
Deep Wrinkles  
Replumping

LIFTING



**COLLAGENIST  
V-LIFT**  
Wrinkles  
Resculpting

INSTANT COSMETIC INTERVENTION



**Re-PLASTY**  
MESOLIFT, HD PEEL, LASERIST,  
& PRO FILLER  
Cosmetic intervention  
at home

**Re-PLASTY**  
AGE RECOVERY DAY  
Intense antioxidant  
protection - Deep repair  
Instant soothing



**Re-PLASTY**  
AGE RECOVERY NIGHT  
Intense repair  
of all age scars  
Pro-Xylane 30%



NATURAL PERFECTING MAKE-UP

LASTING MAKE-UP

REJUVENATING MAKE-UP



NEW

**COLOR CLONE  
FOUNDATION**  
Perfect radiant complexion  
with bare skin finish



**COLOR CLONE  
SUBLI-MAT**  
Perfect radiant complexion  
with bare skin finish



**SPECTACULAR**  
Revived Matte finish  
Anti-dullness & comfort  
12hr extra wear



**INSTANT V-LIFT**  
Satin finish,  
sculpting, firming,  
anti-wrinkle



**PRODIGY  
LIQUID LIGHT**  
Satin finish, Radiance  
smoothness, Global anti-ageing



**PRODIGY POWERCELL  
FOUNDATION**  
Light glowy finish, Youthful freshness  
radiance, Global anti-ageing



**PRODIGY COMPACT**  
Matte luminous finish,  
Smoothness, Radiance  
12h comfort, Global anti-ageing

ENHANCE

YOUR EYES

YOUR LIPS



GLOBAL ANTI-AGEING CARE

ANTI-WRINKLE CARE

INSTANT COSMETIC INTERVENTION



**POWERCELL**  
Youth Grafter  
Eye care



**PRODIGY**  
Eye Zone  
Serum



**THE NEW**  
**PRODIGY EYES**  
The global  
anti-ageing cream



**PRODIGY EXTREME**  
**EYES & LIPS**  
Ultimate rejuvenating  
cream



**HYDRA**  
**COLLAGENIST**  
Deep anti-ageing  
hydration eye care



**COLLAGENIST**  
**RE-PLUMP EYE**  
Filled eye contour,  
anti-wrinkle, radiance



**COLLAGENIST**  
**EYE-LIFT**  
Eyelid lifting care  
Firming, anti-wrinkle



**COLLAGENIST**  
**RE-PLUMP LIP**  
Re-curved lips, instant  
plumpness, anti-wrinkle



**Re-PLASTY**  
MESOLIFT  
Extreme eye  
wake-up gel

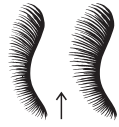
TREAT

ENHANCED LASHES

REJUVENATING COLOURS



**SURREALIST**  
EVERFRESH  
GLIDING SENSATION  
DEPLOYED  
VOLUME-LENGTH-  
CURVES



**LASH QUEEN**  
CELEBRATION



**LASH QUEEN**  
VOLUME &  
LENGTH



**LASH QUEEN**  
FELINE BLACKS  
INTENSE  
VOLUME  
LENGTHENING



**LASH QUEEN**  
SEXY BLACKS  
PUSH-UP VOLUME  
PROVOCATIVE  
CURVES



**LASH QUEEN**  
FATAL BLACKS  
LIFTED LASHES  
& CAPTIVATING  
VOLUME



**LASH QUEEN**  
SPECTACULAR  
EXTENSION  
FORTIFYING EFFECT  
LENGTHENING  
HIGH DEFINITION



**LONG LASH**  
MASCARA  
NATURAL  
LENGTHENING



WANTED ROUGE



WANTED GLOSS



WANTED STELLARS



WANTED STELLARS GLOSS

ENHANCE



**ALL MASCARAS!**  
Two-phase Make-up  
Removing Lotion  
Remove mascara with a cotton  
pad soaked in "ALL MASCARAS".  
Dab around the lashes so that the cotton  
pad absorbs the mascara, then slide the  
pad across the lashes from root to tip.



**PURE RITUAL**  
Milk, foam and lotion  
Apply every morning and  
evening to remove inter-  
nal and external residues  
cumulated on skin surface.



**PURE RITUAL**  
Black peel  
Apply twice a week  
Spread a thin layer of  
product on a dry face  
and neck, avoiding  
the eye contour area.



**MAGIC CONCEALER**  
To brighten the eyes, apply  
MAGIC CONCEALER in  
small dabs to dark circles  
and the inner hollow of the  
eye. Opt for a shade lighter  
than your foundation.



**PRODIGY LIQUID LIGHT**  
EYE OPENER  
Apply PRODIGY LIQUID LIGHT  
EYE OPENER from temple to temple  
with the applicator. Blend it as a veil  
all over the eye zone. Then, apply  
targeted spotlights on the upper point  
of the arches, and the inner corner.



**PRODIGY EYE URGENCY**  
THE TREATMENT CONCEALER  
Apply on the apple zone, smoothing  
outward, from the eyebrows to the  
cheekbones, and from the nose  
to the external corner of the eyes-2  
shades for all dark circles types.



**WANTED BLUSH**  
For a lifting and sculpting  
effect, use WANTED BLUSH  
in a "sculpting" shade by  
applying it to the cheekbones.  
For a fresh and healthy look,  
add a touch to the tips of the  
nose and chin.

BEAUTY SECRETS





POWER BEAUTY  
SINCE 1902

[illegible]



## NOTES



[illegible]









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