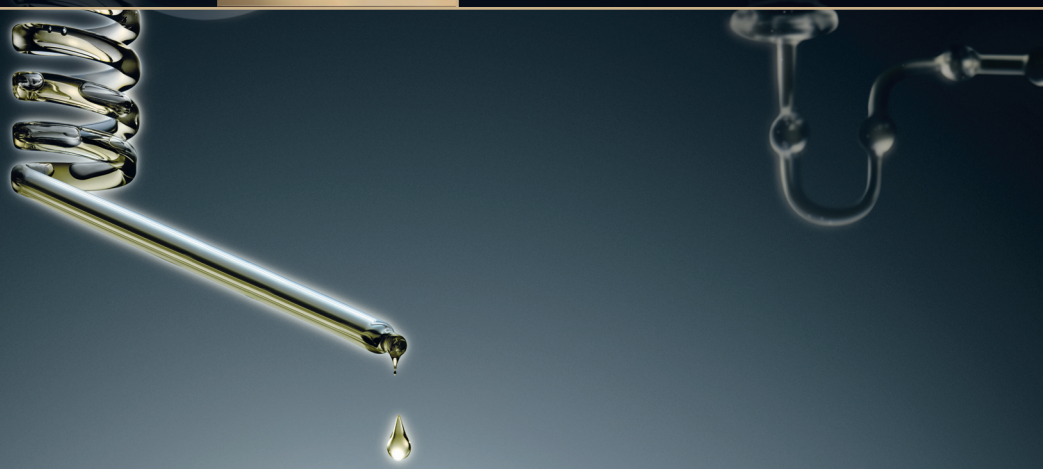


POWER BEAUTY
SINCE 1902



Product Training Brochure
Edition 01 | 2012



HELENA RUBINSTEIN
PRODIGY

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

Helena
Rubinstein



“Every minute of my life has been
employed in defending my ideal
which is to build a fortress against time”

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 20th 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

HR
HELENA RUBINSTEIN

AUDACITY AND PASSION

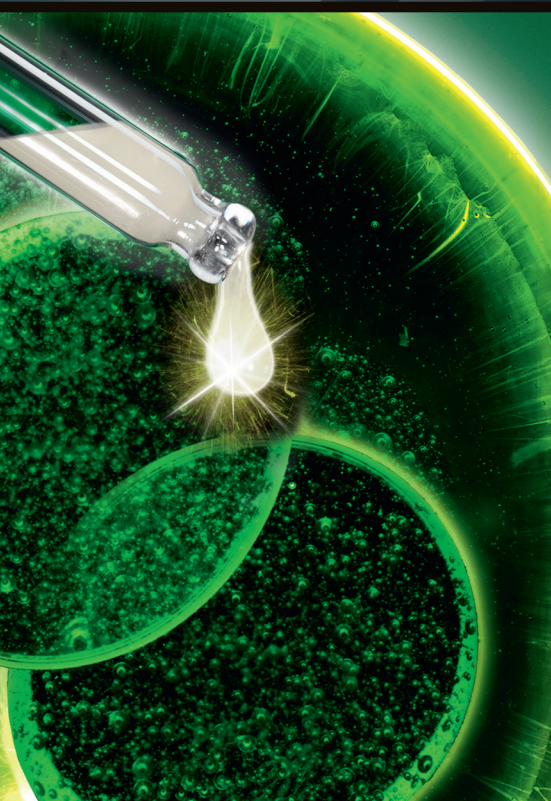
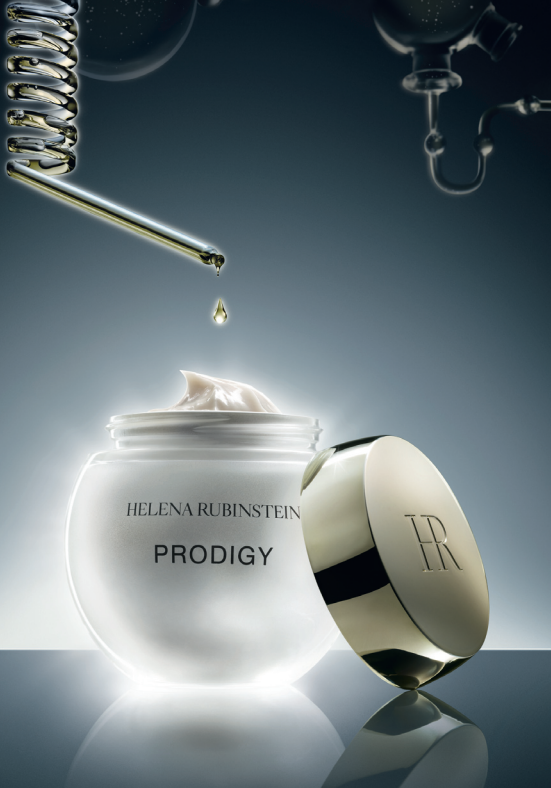
Melbourne, Australia, 1902: the legendary brand was born here and named after its intrepid creator, Helena Rubinstein.

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



SKINCARE

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 aging 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: 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.



POWER BEAUTY
SINCE 1902



AN UNPRECEDENTED
PARTNERSHIP WITH
LA CLINIC MONTREUX

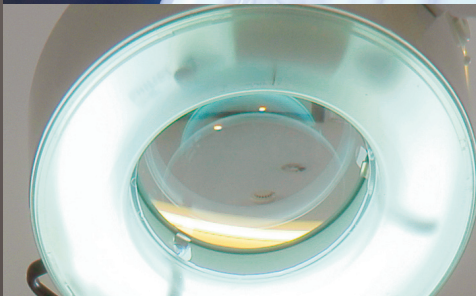
True to its entrepreneurial nature, its open spirit and its quest for innovation, in 2008, Helena Rubinstein joined its own Laboratories with the expertise and talent of Dr. Pfulg.

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.



MUST HAVE SERUM

REJUVENATION



PRODIGY
POWERCELL
YOUTH GRAFTER

Smoothed wrinkles
Radiance
Tonicity

POWER OF NATURE: GLOBAL ANTI-AGEING CARE

From 30
REJUVENATION



PRODIGY POWERCELL

Smoothed wrinkles
Radiance - Tonicity

From 40
DEEP SKIN RENEWAL



PRODIGY

Anti-wrinkle - Redensification
Firmness - Luminosity - Hydration

From 50
DEEP NUTRITION



PRODIGY EXTREME

Deep wrinkle smoothing
Density

COLLAGEN EXPERTISE: ANTI-WRINKLE CARE

From 30
ANTI-AGING HYDRATION



HYDRA COLLAGENIST

Fine Lines
Hydration

From 40
REPLUMPING



COLLAGENIST
WITH PRO-XFILL

Deep Wrinkles
Replumping

From 40
LIFTING



COLLAGENIST V-LIFT

Wrinkles
Resculpting

LACLINIC AT HOME:
INSTANT COSMETIC INTERVENTION



Re-PLASTY
MESOLIFT
COSMETIC

Luminosity
Lifting

Re-PLASTY
HD PEEL

Peeling
Fines Lines

Re-PLASTY
LASERIST

Anti-Spot
Radiance



Re-PLASTY
AGE RECOVERY

Intense repair of all age scars
Pro-Xylane 30%



POWER OF NATURE

THE POWER OF NATURE
FOR SKIN REGENERATION

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

GLOBAL ANT-AGEING CARE



PRODIGY
POWERCELL



THE NEW
PRODIGY



PRODIGY
EXTREME



COLLAGEN EXPERTISE

COLLAGEN EXPERTISE
FOR SKIN REMODELLING

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

ANTI-WRINKLE CARE



HYDRA
COLLAGENIST



COLLAGENIST
WITH PRO-XFILL



COLLAGENIST
V-LIFT



LACLINIC AT HOME

ADVANCED COSMETIC
INTERVENTIONS
FOR INSTANT SKIN CORRECTION

REPLICATED FROM LACLINIC MONTREUX
MOST ADVANCED CLINICAL PROTOCOLS

Formulated and tested with Laclinic Montreux

LACLINIC AT HOME



Re-PLASTY
HIGH DEFINITION PEEL



Re-PLASTY
MESOLIFT



Re-PLASTY
LASERIST



Re-PLASTY
AGE RECOVERY

WRINKLES, LOSS OF TONICITY, LACK OF RADIANCE
DAILY MICRO-AGGRESSIONS

POWER BEAUTY
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GLOBAL ANTI-AGEING CARE

Visible signs of ageing
From 30

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



PRODIGY POWERCELL

youth grafter
the vital power of vegetal stem cells

The ideal skincare for women looking for daily repair and protection

THE HR “+”: NEW MAJOR BREAKTHROUGH ON VEGETAL STEM CELLS

The Helena Rubinstein Laboratories have isolated the quintessence of life of Oceanic Crista: **its vegetal stem cells**.

100% active power to act on cellular regeneration, tissular repair and anti-free radical defense.*

Vegetal stem cells favor the regeneration of a higher quality epidermis, indicator of a younger skin.*

AN UNCTUOUS, EVANESCENT TEXTURE

Evanescent serum and nutritious night shot providing a voluptuous feeling of softness.

Unctuous cream for continuous comfort and hydration.

Smoothing eye contour care with a cool-effect metallic applicator for an immediate fresh reinvigorating effect.

Highly practical, the eye patch could be weekly used for an instant anti-fatigue boosting effect or as a 6-day cure for enhanced results.

PROVEN RESULTS

AFTER 5 DAYS, THE VISIBLE SIGNS OF A YOUNGER SKIN.

Smoothed skin – Recreated radiance – Reinforced tonicity.

* In-vitro tests.

BEAUTY SECRETS

A single drop of the serum is enough to enhance the face's beauty. Use every morning and night, alone or under your usual HR skincare product.



Serum



Night Shot



Face Cream



Eye Care



The sos
Eye Patch

WRINKLES, LOSS OF DENSITY AND ELASTICITY, UNEVEN COMPLEXION,
LACK OF RADIANCE, DEHYDRATION

POWER BEAUTY
SINCE 1902



GLOBAL ANTI-AGEING CARE

Visible signs of ageing
From 40

PRODIGY

a masterpiece of science for a deep "youth transfusion",
a mythical and prodigious texture

The ideal treatment for a woman looking for global anti-ageing efficacy

THE HR "+": A "YOUTH TRANSFUSION" EVEN AT THE DEEPEST DERMIS FOR A DEEP SKIN RENEWAL

The new "Molecular Bio-Sap™": unique synergy of 5 supernatural active ingredients which transfuses its vital power all through the 5 fundamental skin layers with an unprecedented action even at **the deepest dermis**:

- Prevents dermal cellular senescence, ie. "presses pause" on fibroblast ageing and degeneration for a prorogated cellular youth.
- Stops collagen glycation, chemical reaction which stiffens the collagen fibres and prevent them from being renewed.

MYTHICAL TEXTURE, PROWESS OF FORMULATION

Mythical prodigious texture for a sumptuous comfort and a matt, velvet finish. Soft and silky cream for normal to combination skin. A highly nutritious and soft cream that is divinely comfortable for dry skin.

PRODIGIOUS RESULTS

Now Prodigy goes one step further
for a deep skin renewal: skin is firmer,
smoother and more radiant:

DEEP ANTI-WRINKLE
DEEP REDENSIFICATION
DEEP FIRMNESS
DEEP LUMINOSITY
DEEP HYDRATION

BEAUTY SECRETS

To boost your anti-ageing treatment,
apply the Prodigy Powercell serum
before the Prodigy Cream on your
face and neck, avoiding the eye
contour.



Face
Cream



Eye
Balm

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

Molecular Bio-Sap™:
- For the 1st time, action
until the DEEPEST DERMIS
- Targeted action on the 5
fundamental layers of the skin

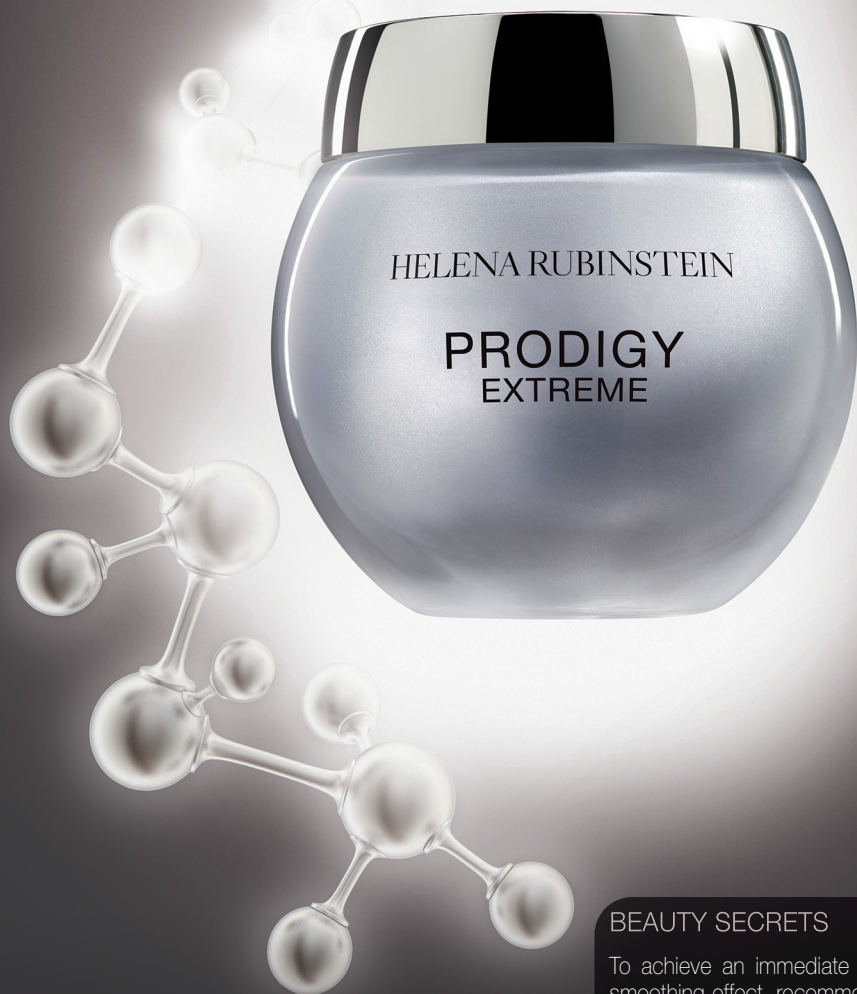
IMPROVED SKIN BENEFITS

Global anti-ageing
Renewed skin
from the deep inside for
an even velvety and
firmer skin

deep hydration, deep lumino-
sity, deep anti-wrinkle, deep
firmness, deep redensification

DEEP WRINKLES, EXTREME DRYNESS, LOSS OF DENSITY

“ My skin is very marked, it's not as resilient as it used to be, it's losing substance. My usual cream is no longer enough. I would like a skincare that can smooth out and visibly rejuvenate my face. ”



BEAUTY SECRETS

To achieve an immediate radiance and smoothing effect, recommend PRODIGY LIQUID LIGHT FOUNDATION to be used following the skincare ritual.

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GLOBAL ANTI-AGEING CARE

Radicalised signs of ageing
From 50, mature skin

PRODIGY EXTREME

integrins – true cellular “life bridges”
for mature skins

The ideal skincare for mature skins

THE HR “+”: UNPRECEDENTED ACTIVITY ON THE INTEGRINS

The Helena Rubinstein Laboratories have shown the unprecedented activity of sequoia and vine native vegetal cells on integrins. Skin is reborn: densified, smoother, intensely nourished.

Fundamental discovery: HR and the Laboratory of Connective Tissue Biology in Liège, Belgium have deciphered the vital role of integrins in the ageing process. Cellular survival depends on integrins*, true “life bridges” that connect the cells to the dermis. With age, these bridges break down and cells become disconnected. Skin ageing radicalizes.

A PRECIOUS, HIGH-COMFORT TEXTURE

A rich, creamy, soft texture to swathe skin in ultimate comfort.

PRODIGIOUS RESULTS FOR MATURE SKINS

CELLULAR RESURRECTION: THE SKIN IS “REBORN”

REPLUMPED DEEP WRINKLES – REINFORCED DENSITY – EXTREME NUTRITION

On application: the skin is intensely nourished and hydrated.

Day after day: skin cell activity is boosted and the face is visibly rejuvenated.

* Tested in vitro by the Laboratory of Connective Tissue Biology in Liège, Belgium.



Face
Cream



Eye and Lip
Contour Care

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

“ With time, my skin is getting dehydrated and it seems to cause fine lines. More than just a moisturizer, I would like a skincare that deeply hydrates my skin and visibly preserves its youth. ”

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ANTI-WRINKLE CARE

Deep hydration anti-ageing care
From 30

HYDRA COLLAGENIST

Increase deep hydration
for visibly younger skin

THE HR “+”: HYDRATION AT THE HEART OF COLLAGENIC MATRIX

In the dermis, collagens are structured by molecules that are true water micro-captors. The collagenic matrix quality is essential for optimal hydration. But with time, the matrix becomes disorganized and collagen molecules decrease.

Collagen experts for over 10 years, HELENA RUBINSTEIN Laboratories create a unique technology to “implant” water at the heart of skin*:

- The Derm-Hydrafix complex stimulates the synthesis of collagen structure molecules* to fix water deep in the collagenic matrix and densify skin.
- Collagen microspheres lock water into the epidermis.

INTENSE HYDRATION TEXTURES

The Hydra Collagenist textures provide instant hydration that transform on application into a high-comfort sensation and re-infuse skin with freshness.

DURABLY MASTERED HYDRATION, VISIBLY YOUNGER SKIN

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

* in vitro tests



BEAUTY SECRETS

Recommend to apply 1 or 2 times a week Hydra Collagenist Deep Hydration Mask in a thick layer to deeply re-infuse the skin with water.



Cream



Intensive Serum



Eye Care



Mask

LOSS OF VOLUME AND FIRMNESS,
FURROWED FACE, VISIBLE WRINKLES

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HELENA RUBINSTEIN

ANTI-WRINKLE CARE

Anti-wrinkle replumping filling care
From 40

“My face is becoming more furrowed with age. My skin is less toned. I have noticed that my wrinkles and fine lines are more and more visible. I would like a skincare treatment to replump my skin.”



COLLAGENIST WITH PRO-XFILL

visible anti-wrinkle results,
no injection, no compromise

THE HR “+”: ACTION ON THE 5 COLLAGENS IN THE SKIN

A leading edge technology developed for head-on action to increase the production of five collagens responsible for the firmness and resistance of the cutaneous tissues.

- The exclusive pro-Xfill complex combines pro-xylane™ with collagen activators to relaunch the synthesis of anchoring collagens
- The Collastim™ stimulates the synthesis of support collagens and reorganizes them into a solid, regular network
- Collagen micro-spheres infiltrate the furrows of wrinkles and instantly plump them.

BOUNCE TEXTURES

Both melting and moisturizing textures that instantly fill the skin with comfort and provide a visible replumping effect.

“REPLUMPED FACE” RESULTS

On application, the skin is instantly supple and hydrated. Day after day, skin is replumped; wrinkles and fine lines are filled.

BEAUTY SECRETS

Recommend applying
COLLAGENIST LIP ZOOM
before bed, for replumped
lips in the morning.



Face Care

Night Care

Serum

Eye Care
Lip Care

Pore
Serum

LOSS OF FIRMNESS, SLACKENING AND SAGGING OF FACIAL AND NECK TISSUES,
FACIAL CONTOURS LESS DEFINED

POWER BEAUTY
SINCE 1902



ANTI-WRINKLE CARE

Lifting re-sculpting anti-wrinkle care
From 40

“My face is less well structured. My skin is no longer firm, and my features are thickening. I would like a skincare that lifts and restores the harmony of my face oval.”



COLLAGENIST V-LIFT

V-shaping technology
lift the features, refine contours

THE HR “+”: THE V-SHAPING TECHNIQUE REPLICATED IN A SKINCARE

1. Lift: V-Peptide™ helps to strengthen the elastin and collagen fibres that support the face's architecture.
2. Reshape: Lipo-Reducer destocks fat reserves to streamline and refine contours.

A “HOOK” TEXTURE

Containing a notched-structure tensor polymer that retightens the skin surface tissue for an instant lifting effect.

LIFTING EFFECT WITHOUT SURGERY

Resculpted, the facial V is perfectly redefined.
The features are visibly retightened, as if lifted. Facial contours appear sharper, as if resculpted.

Firmness: 83%*

Redefined contours: 72%*

*Self-evaluations on 51 women, aged 40 to 65, T+4 weeks

**Instrumental homogeneity test carried out on 50 women

BEAUTY SECRETS

To complement the Collagenist V-Lift skincare routine, recommend INSTANT V-LIFT sculpting foundation. With its 12-hour V-Lift effect and resculpting, smoothing light, the complexion appears 10 years younger**.



Face Care



Night Care



Serum



Eye Care

LOSS OF RADIANCE, TIRED FEATURES, DULL AND SAGGING SKIN

“My skin is dull, tired and it has lost its radiance. It needs a fast-acting treatment for immediate effectiveness. I'm looking for the very best in anti-ageing.”



BEAUTY SECRETS

Make the client experience the serum's instant and visible lift effects on her neck or the back of her hand.

POWER BEAUTY
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LACLINIC AT HOME
Instant cosmetic interventions

Re-PLASTY

MESOLIFT COSMETIC

ideal plasticity, radiance injection, active lift

THE HR “+”: MESOLIFT* COSMETIC INTERVENTION AT HOME

The Re-PLASTY Mesolift cosmetic intervention is the first replication of the mesolift protocol of LACLINIC MONTREUX, developed for anti-ageing revitalization, lift action and a global protection.

Developed in collaboration with LACLINIC MONTREUX in Switzerland, Re-PLASTY contains the **Meso-solution**, an exclusive complex including **ferulic acid**, **pure vitamin C** (up to 10% in the concentrate), **hyaluronic acid**.

These renowned, powerful dermatological active ingredients have been selected to restore an ideal plasticity to the skin.

PRODIGIOUS ULTRA-CONCENTRATED FORMULAS

The serum: highly concentrated fluid for instant penetration (10% pure vitamin C).
The cream: dense, elastic and sculpting.

INSTANT RESULTS: SKIN GLOWS WITH THE RADIANCE OF YOUTH

ACTIVE LIFT – RADIANCE INJECTION – IDEAL SKIN PLASTICITY

Lift and radiance injection for visibly rejuvenated skin.

Upon application: the skin is revitalized, the complexion is more radiant, features are tightened.

After 1 week: the face is smoother and more radiant. Skin tone is refined.

After 4 weeks: the skin is firmed and the face looks visibly younger.



Intense Cream
SPF15



Intense Reviving
Eye Gel



Intense
Concentrate

*Mesolift is a cosmetic medicine technique that acts on the plasticity and radiance of the skin.

LINES – UNEVENNESS – DISCOLORATION

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



AN UNPRECEDENTED PARTNERSHIP
WITH LACLINIC MONTREUX

BEAUTY SECRETS

Recommend applying the peeling mask to the hands to unify and smooth out the skin.

POWER BEAUTY
SINCE 1902



LACLINIC AT HOME
Instant cosmetic interventions

Re-PLASTY

HD PEEL

refined wrinkles, sublime skin texture

THE HR “+”: CLINICAL PEEL AT HOME

The Re-PLASTY range HD PEEL: the high dose anti-ageing peel procedure, a replication of the peel protocol performed at LACLINIC MONTREUX.

Going beyond classic resurfacing, Re-PLASTY HD PEEL combines 3 complementary anti-ageing actions: **PEELING – CORRECTION – PROTECTION**

Developed with LACLINIC MONTREUX, in Switzerland, Re-PLASTY HD PEEL contains the peel-solution, an exclusive complex of 3 acids (glycolic, lactic and phytic) to provide intense renewal for the skin.

In each of the products in the range, peel-solution is combined with the very best anti-ageing active ingredients in extreme concentrations, for corrective actions on wrinkles, and anti-ageing protection.

PRODIGIOUS ULTRA - CONCENTRATED FORMULAS

The night concentrate: a highly concentrated fluid with instant penetration (0.1% pure retinol).

The cream: satiny, smooth and brightening (0.35% LHA).

The mask: for instant new skin renewal (10% HEPES + 10% urea).

PROFESSIONAL RESULTS: HIGH DEFINITION SKIN

REFINED WRINKLES – SUBLIME SKIN TEXTURE

After 15 days of use of the complete routine: results on skin quality equivalent to an anti-ageing peeling session at Laclicnic Montreux.

* Comparative tests between Prodigy Re-Plasty High Definition Peel and a peeling session at Laclicnic Montreux carried out on 2 groups of 10 women at Besançon University hospital, by the SKIN EXIGENCE team, under the scientific supervision of Prof. Humbert.



Refining Cream



Night Concentrate



Mask

“ With time, my complexion is less uniform, my skin shows spots and redness. ”



BEAUTY SECRETS

Recommend also Instant dark spot corrector to be applied locally to dark spots on the hand.

Re-PLASTY LASERIST

intensively brightening, dark spots correction

THE HR “+”: THE REPLICATION OF A LASER INTERVENTION IN A SKIN CARE

Re-PLASTY LASERIST, inspired by LACLINIC MONTREUX laser intervention, targets the three signs of chromatic ageing: dark spots, redness and imperfections.

Developed with LACLINIC MONTREUX, in Switzerland, Re-PLASTY LASERIST contains the Laserist-Solution, an innovative association of cutting-edge de-pigmentation molecules, for a global action on chromatic ageing.

In each formula, Laserist-Solution is enriched with LHA, a patented molecule that precisely micro-exfoliates the epidermis.

PRODIGIOUS ULTRA CONCENTRATED FORMULAS

The concentrate: highly concentrated in Laserist-Solution, combining LHA, WHITE CERAMIDES, VITAMIN CG and RED ALGAE EXTRACT.

The instant dark spot corrector: highly concentrated in LHA, lightly tinted.

INSTANT VISIBLE CLINICAL RESULTS

INTENSIVELY BRIGHTENING – DARK SPOTS CORRECTION

From the first application, the complexion is instantly radiant and unified, skin is smoothed.

Day after day, dark spots, redness and imperfections are reduced, revealing a smooth, homogenous and translucent skin.

Re-PLASTY AGE RECOVERY

After 3 nights, repair all age scars: wrinkles - cutaneous damages - imperfections

For the first time, a night care highly concentrated in proxylane (30%), able to repair all age scars: wrinkles, cutaneous damages, imperfections.



Concentrate

Corrector

“I would like truly active cleansing products that are kind to my skin, to preserve its youth...”



BEAUTY SECRETS

Introduce the customer to the peeling gel by applying it to the back of her hand before you let her try a skincare texture.

LIFE RITUAL

1st youth-protecting cleansing ritual with Moringa extract

THE HR “+”: 3 KEY ACTIONS FOR FRONT-LINE CLEANSING CARE
DE-OXIDIZE – REFIRM – RENEW

At the heart of the range: LIFE MORINGA COMPLEX (algae extract + Moringa seed extract) to fight against oxidative ageing.

THE RANGE

- Two refirming lotions enriched with a collagen activator, depending on skin type
- A peeling gel lotion enriched with glycolic acid to renew the skin

TEXTURES ADAPTED TO EVERY SKIN TYPE

- Cleanser: rich and unctuous foam for ultra sensual application
- Milks: rich and fluid like an enveloping caress
- Lotions: fresh and energizing with a refirming effect
- Gel: ultra hydrating and smoothing

DE-OXIDIZE

TONE

RENEW – NIGHT





POWER BEAUTY
SINCE 1902



MAKE-UP

the ultimate rejuvenating power

A visionary woman, Helena Rubinstein was behind some of the 20th 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 20th 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.

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

COMPLEXION

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 smooth and illuminate the eye zone, discover PRODIGY LIQUID LIGHT EYE OPENER, the first "band of light" that visibly reveals fresh and youthful-looking eyes. More than an illuminator, the ideal complementary step of the concealer.



UNIFY THE COMPLEXION



Foundation

ERASE SHADOWY AREAS



Anti-dark circles

SCULPT AND ILLUMINATE



Powders & Blush

PERFECTING NATURAL MAKE-UP

LASTING MAKE-UP



Natural finish
Ultra light coverage

COLOR CLONE HYDRA-24H
Nude skin effect & hydration



Satin finish
Light coverage

COLOR CLONE
Natural effect



Transparent matte finish
Light coverage

COLOR CLONE SUBLIMAT
Matifying veil effect



Satin finish
High coverage

SPECTACULAR
Anti-dullness effect - 12hr wear

REJUVENATING MAKE-UP

EXPERT MAKE-UP



Nude skin finish
Light coverage

PRODIGY POWERCELL FOUNDATION
Youthful complexion



Satin finish
Medium coverage

PRODIGY LIQUID LIGHT
Smoothing radiant effect



Satin finish
Medium coverage

INSTANT V-LIFT
Sculpting, firming, anti-wrinkle effect



Perfecting &
anti-fatigue concealer

MAGIC CONCEALER



Illuminating smoothing
eye opener

PRODIGY LIQUID LIGHT EYE OPENER



Tailor made
shade creator

COLOR TO MIX

POWER BEAUTY
SINCE 1902



EYES

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 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.



UNDERLINE



Eye & Eyebrow pencils

SCULPT & ILLUMINATE



Eyeshadow

CATCH



Mascara

POWER BEAUTY
SINCE 1902



MASCARAS

pioneering expertise,
objects of desire

MASCARA REVOLUTION

Inventor of the 1st waterproof mascara in 1939 and the 1st 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.



VOLUME				LENGTHENING		NATURAL EFFECT	
LASH QUEEN				SPECTACULAR		LONG LASH	
						Mythical mascara	
Majestic Volume & Lengthening	Waterproof Volume & Lengthening	Intense Volume & Lengthening	Feather-light Volume	Push-up Volume Provocative Curves	Lifted lashes & Captivating Volume	Fortifying effect Lengthening & Definition	Lash-to-lash Volume Waterproof & Retilable

POWER BEAUTY
SINCE 1902



LIPS

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 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

POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

GOLDEN BEAUTY

suncare products for sun-kissed skin

ANTI-AGEING PROTECTION COMBINING 3 ELEMENTS*:

- A patented **filtering system** for extra-broad spectrum protection against UVA and UVB rays.
- A **thermo-active micro-organism** sourced from ocean's depths.
- **Soy extract** to stimulate collagen synthesis**.

Enriched with **African Baobab tears**, these formulas intensely hydrate and soften skin for an even, lasting tan.

A SUBLIME TAN

The self-tanning skincare products and Prodigious Gel are equipped with light, melt-in textures, creating a moment of intense sensorial pleasure on application. They dress the skin in a sublime veil of light, whilst leaving it supple, smooth and resplendent with beauty.



Sun Care
Anti-ageing Protection

After-sun
Face & Body

Prodigious Gel
Tan Enhancer

Tinted
Self-tanners

Self-tanners
Body

* except oil, self-tanner and prodigious gel

**tests in vitro



POWER BEAUTY
SINCE 1902

HR
HELENA RUBINSTEIN

BEAUTY REVELATION

the Helena Rubinstein approach to advice

Each woman has unique and precious beauty inside her. To reveal this beauty, Helena Rubinstein offers a unique global approach in 3 stages: TARGET – TREAT – ENHANCE

TARGET the woman's needs by asking her to look in a mirror and to explain how she sees her face and her beauty. Essentially, listen to her and target the elements that preoccupy her.

TREAT her skin with a range of global or specialist skincare treatments adapted to her anti-ageing priority.

ENHANCE her face with luminous, subtle make-up designed just for her.

In the next few pages, find out about the 5 Beauty Revelations to meet women's 5 main expectations.

POWER BEAUTY
SINCE 1902



PRODIGY LINK SELLING
REDUCE THE RADICAL SIGNS OF AGEING

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

Treat



MUST HAVE SERUM PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity
and recreates radiance



PRODIGY

a "youth transfusion" even at the deepest
dermis, for a deep skin renewal



PRODIGY EYES

erases dark circles and puffiness
and smoothes out wrinkles



Enhance

PRODIGY POWERCELL FOUNDATION

youthful complexion effect

BEAUTY SECRETS

The neck and decollete are fragile and
exposed areas that must be treated with
caution.
Do not hesitate to apply the cream both
morning and night.



BEFORE BEAUTY RITUAL

Before: the face had lost its energy; the complexion was uneven and dull.

Now: the skin looks regenerated. The complexion is more even and luminous.
I look younger. I feel better.

POWER BEAUTY
SINCE 1902



Re-PLASTY MESOLIFT LINK SELLING

RESTORE THE RADIANCE
AND TONE OF YOUNG SKIN

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

recreates Mesolift at home



Re-PLASTY MESOLIFT
CREAM

recreates Mesolift at home



Re-PLASTY MESOLIFT
EYE

reduces dark circles and puffiness



Re-PLASTY
AGE RECOVERY

accelerates skin repair



Enhance

PRODIGY
LIQUID LIGHT

radiance and line-smoothing effect

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 PRODIGY RE-PLASTY HIGH DEFINITION PEEL renovating mask by applying a small amount on her hand... within a few seconds, she will perceive its dazzling instant effects.



Before: the skin was dull; the features sagged and looked tired.

Now: the result is spectacular. The skin is revitalized and refirmed, the complexion is revived, and the face is smoother and more luminous. I seem to have lost several years in the blink of an eye.

POWER BEAUTY
SINCE 1902



COLLAGENIST WITH pro-Xfill LINK SELLING

REPLUMP AND REFIRM THE FACE,
REDUCE VISIBLY WRINKLES

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

Treat



MUST HAVE SERUM PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity
and recreates radiance



COLLAGENIST pro-Xfill injection-free collagen effect



COLLAGENIST EYE ZOOM erases dark circles and puffiness, smoothes out wrinkles

AND / OR



COLLAGENIST LIP ZOOM replumps the lips



Enhance

COLOR CLONE FLUID FOUNDATION transparently unifies

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.



BEFORE BEAUTY RITUAL

Before: the face was hollow; wrinkles were more and more visible.

Now: the skin's energy and firmness is restored. Wrinkles are smoothed and less noticeable. The face is visibly replumped.

POWER BEAUTY
SINCE 1902



COLLAGENIST V-LIFT LINK SELLING
LIFT FEATURES, RESHAPE 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



MUST HAVE SERUM PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity
and recreates radiance



COLLAGENIST V-LIFT

lifts features, reshapes contours



COLLAGENIST EYE-LIFT

lifts eyelids
lifting anti-wrinkle effect



Enhance



INSTANT V-LIFT

smoothes and resculpts features
firming anti-wrinkle effect



BEFORE BEAUTY RITUAL

Before: the face outline sagged. The skin was lined, wrinkled and visibly lacked firmness.

Now: contours are more defined. The skin's energy and firmness are restored. Features are tightened, the face is toned.

POWER BEAUTY
SINCE 1902



PRODIGY EXTREME LINK SELLING

REDUCE THE RADICAL
SIGNS OF AGEING

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



MUST HAVE SERUM PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity and recreates 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



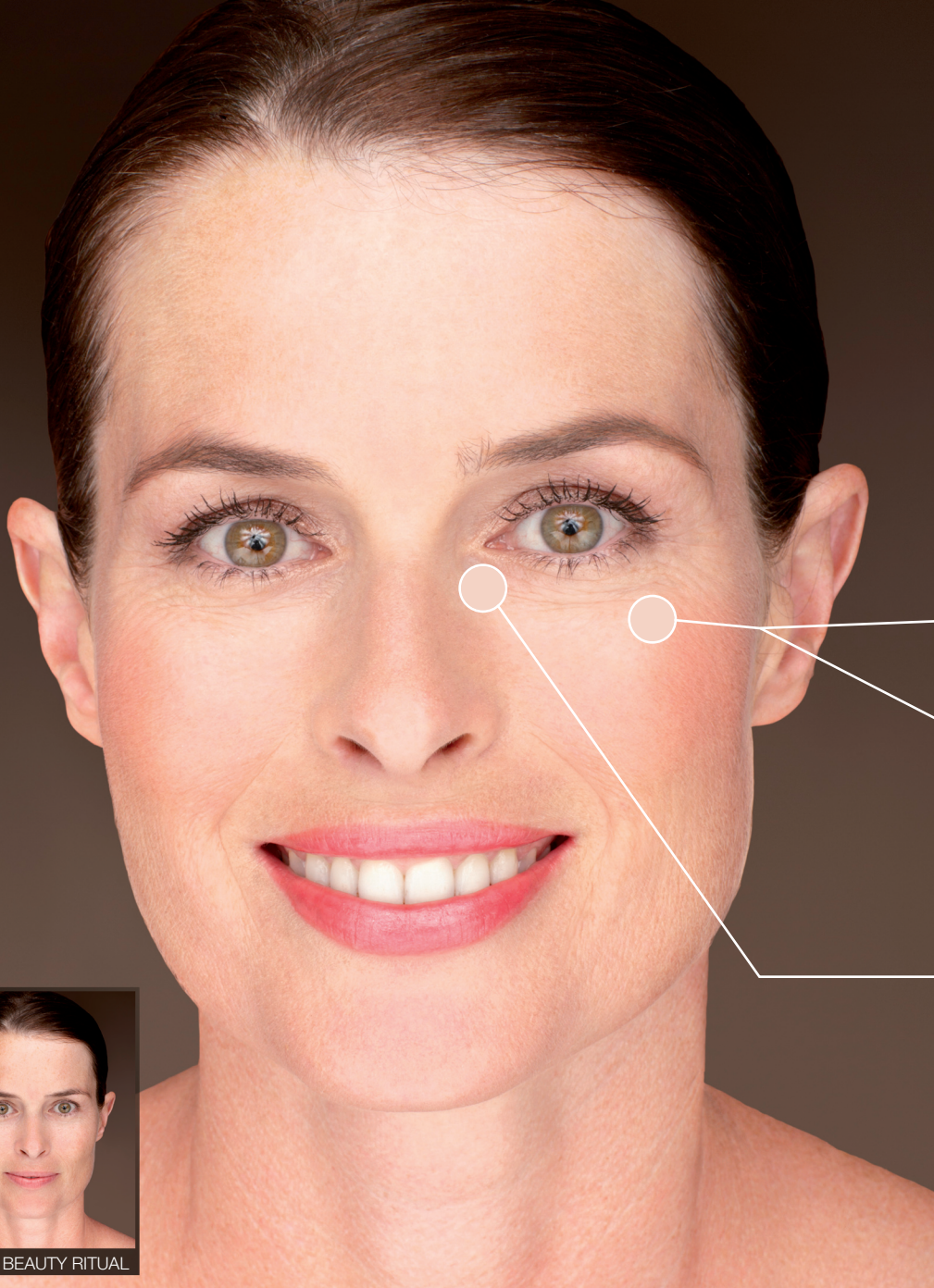
Enhance

COLOR CLONE

transparently unifies

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.



BEFORE BEAUTY RITUAL

Before: features were sagging, the skin was very lined and lacked elasticity; wrinkles were very obvious. The face had lost all of its youth.

Now : the result is spectacular. The skin is revitalized and refirmed, the complexion revived, the face smoother and more luminous. I seem to have lost several years in the blink of an eye.

POWER BEAUTY
SINCE 1902

YOUR FACE

Must have
serum

Global anti-ageing care

Anti-wrinkle care

Instant cosmetic intervention



PRODIGY
POWERCELL
Youth Graftor
The cream



PRODIGY
POWERCELL
Youth Graftor
The cream



THE NEW
PRODIGY
The global
anti-ageing
cream



PRODIGY
EXTREME
Ultimate
rejuvenating
cream



HYDRA COLLAGEN SERUM
Deep hydration
anti-ageing
care



COLLAGENIST V-LIFT
Tightening
resculpting care



COLLAGENIST
With pro-Xill
Regenerating,
firming, lifting
filler care



COLLAGENIST V-LIFT
Tightening
resculpting care



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



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



Re-PLASTY
AGE RECOVERY
Skin repair accelerating
anti-wrinkle night care

TREAT

ENHANCE

Natural perfecting

Lasting

Rejuvenating



COLOR CLONE
HYDRA-24H
Nude skin effect
& hydration



COLOR CLONE
Natural effect



COLOR CLONE
SUBL-MAT
Matifying veil effect



COLLAGENIST
With pro-Xill
Regenerating,
firming, lifting
filler care



PRODIGY POWERCELL
FOUNDATION
Youthful complexion grater



PRODIGY
LIQUID LIGHT
Smoothing
radiant effect



INSTANT V-LIFT
Sculpting, firming,
anti-wrinkle effect

YOUR EYES

YOUR LIPS

Prodigious global anti-ageing eye care

Specialist anti-ageing eye & lip care

Instant intervention for eyes



PRODIGY
POWERCELL
Youth Graftor
Eye care



PRODIGY
Eye Zone Serum
The global
anti-ageing cream



THE NEW
PRODIGY EYES
The global
anti-ageing cream



PRODIGY EXTREME
EYE & LIP
Ultimate rejuvenating
cream



HYDRA COLLAGEN SERUM
Deep hydration
anti-ageing
care



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



COLLAGENIST
LIP ZOOM
Replumping lip balm
with pro-Xill



Re-PLASTY
MESOLIFT
Extreme eye
wake-up gel

TREAT

Enhanced lashes

Rejuvenating colours



LASH QUEEN



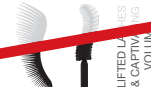
LASH QUEEN



LASH QUEEN



LASH QUEEN



LASH QUEEN



LONG LASH
MASCARA



WANTED STELLARS



WANTED GLOSS
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.



LIFE RITUAL
Milk and light lotion

Remove make-up with
Life Ritual milk and
remove excess with
the light lotion.



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.



COLOR TO MIX
Tailor-made shade creator.
2 shades to blend with an
anti-ageing day cream,
foundation or sun face
protection product.



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

NOT FINAL



www.helenarubinstein.com