

HR

HELENA RUBINSTEIN



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HYDRA COLLAGENIST
deep hydration anti-ageing cream
densifying - smoothing

HELENA RUBINSTEIN

**HYDRA
COLLAGENIST**

deep hydration
anti-ageing
intensive serum
sérum intense
haute hydratation
anti-âge

Product Training Brochure

Edition 01 | 2011

LIVE BRILLIANTLY



Helena
Rubinstein

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

LIVE BRIL

LLIANTLY

Demi
Moore



“ I’m not 20, I’m not 30, but I’m certainly
different from what most people feel someone
in her 40’s should be ”





100 years of expertise at the service of the most demanding women

Dating back to the brand's creation in 1902, the Helena Rubinstein commitment is still apparent in its present-day philosophy : « Live Brilliantly », a spirit of daring in the face of ageing.

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 prodigious and powerful cosmetics, made of audacity, high technology and glamour.

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

Just like her muse Demi Moore, the Helena Rubinstein woman is determined, intelligent, strong-willed and seductive.

She values a brand able to offer her beauty solutions, tips and techniques, allowing her to win back time, in every sense.

“You can no longer
live without it!”



PRODIGY
POWERCELL

The first youth
grafter serum
with vegetal
stem cells.



PRODIGY

The quintessence of
anti-ageing effectiveness:
a life concentrate to
restart the skin's
youth mechanisms.



PRODIGY Re-PLASTY
SÉRUM

Recreate the Mesolift
effect at home for
instantly visible
lift-radiance action.
With 10% pure, stable,
active Vitamin C.



COLLAGENIST
LIP ZOOM

Instant
replumping
lip balm.
For volumized,
shaped,
supple lips.



COLLAGENIST
EYE ZOOM

Expert
treatment for the
eye contour area,
reduces dark
circles and
puffiness,
smoothes wrinkles.

MUST HAVES

As we become more experienced in the art of beauty, we become "addicted" to some products for their effective formulas, delightful texture or amazing results.

The Beauty Must-Haves by Helena Rubinstein are the result of the prodigy of nature and science, sublime textures and innovative formulas. They are pure gems, acclaimed by our most loyal customers and by the media all over the world.

For guaranteed success, recommend these best-sellers first to women who are just discovering HR and let them work their magic...

must
have

As you read this brochure, you will uncover our "must haves", vital products acclaimed by women and the media the world over.



COLOR CLONE

The first foundation that "clones" the colour of perfect skin to create a translucent, unified complexion.



MAGIC CONCEALER

Anti-dark circles corrector, evens out the complexion and invigorates. Erases blemishes and lightens dark areas.



LASH QUEEN
FELINE BLACKS

The intense volume black mascara that dresses and lengthens the lashes for a feline look.



WANTED ROUGE

The lipstick of all temptations: captivating colours visibly rejuvenating.



SKINCARE

the best before aesthetic medicine

Helena Rubinstein skincare offers the highest concentration of star ingredients to give women the very best results before aesthetic medicine. All the products are formulated in our laboratories and 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:

PRODIGIOUS GLOBAL ANTI-AGEING CARE

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.

SPECIALIST ANTI-AGEING CARE

These truly expert products offer targeted anti-ageing solutions on dehydration, wrinkles and sagging for the face, eyes and lips.

INSTANT COSMETIC INTERVENTIONS

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.

SKIN C

MUST HAVE SERUM



PRODIGY POWERCELL YOUTH GRAFTER

Smoothed skin
Recreated radiance
Reinforced tonicity
24h re-hydration

PRODIGIOUS GLOBAL AN

From 30



PRODIGY POWERCELL

Fortified skin - Reduced wrinkles
Revealed radiance - Continuous hydration

From 40



PRODIGY

Anti-wrinkle - Firmness - Radiance
Uniformity - Hydration

SPECIALIST AN

From 30



HYDRA COLLAGENIST

Deep hydration - Anti-ageing
Densifying - Smoothing

From 40



COLLAGENIST WITH PRO-XFILL

Anti-wrinkle
Replumping - Filling

N CARE

HR
HELENA RUBINSTEIN

AL ANTI-AGEING CARE

From 50



PRODIGY EXTREME

Deep-set wrinkles smoothed - Density
Radiance - Extreme nutrition

ST ANTI-AGEING CARE

From 40



COLLAGENIST V-LIFT

Lift - Firmness
Anti-wrinkle

LACLINIC AT HOME



PRODIGY Re-PLASTY MESOLIFT COSMETIC

Active lifting
Radiance injection - Ideal plasticity



PRODIGY Re-PLASTY HIGH DEFINITION PEEL

Skin perfecting
Smoothed wrinkles - Reduced spots

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

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



TIPS & TECHNIQUES

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.

PRODIGIOUS GLOBAL ANTI-AGEING

Visible signs of ageing
From 30

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 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.

PROVEN RESULTS

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

Smoothed skin – Recreated radiance – Reinforced tonicity.

* In-vitro tests.



Serum



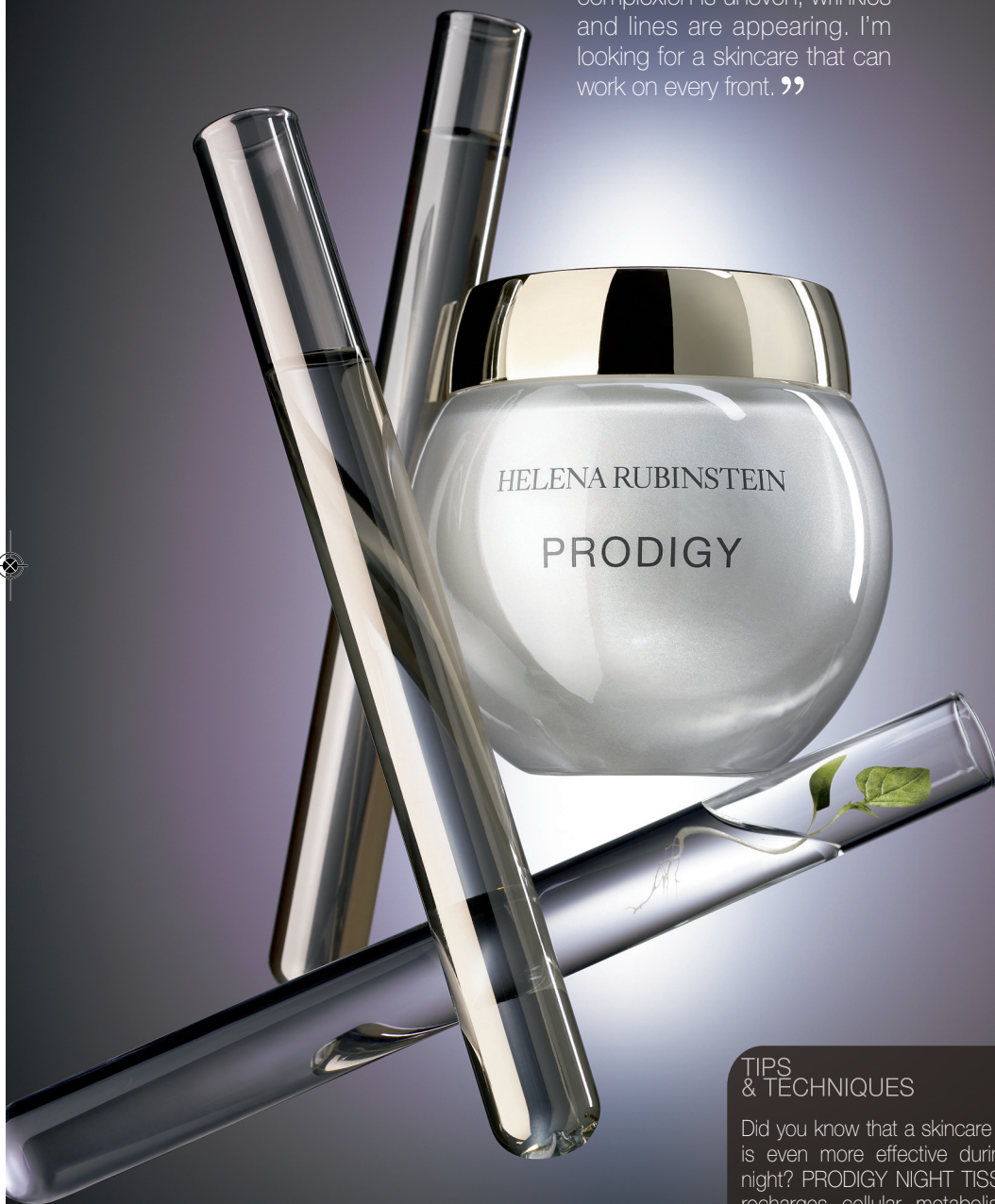
Face Cream



Eye Care

WRINKLES, LOSS OF FIRMNESS, UNEVEN COMPLEXION,
LACK OF RADIANCE, DEHYDRATION

“ My skin is dehydrated, my complexion is uneven, wrinkles and lines are appearing. I'm looking for a skincare that can work on every front. ”



TIPS & TECHNIQUES

Did you know that a skincare cream is even more effective during the night? PRODIGY NIGHT TISSULAR recharges cellular metabolism for optimum skin regeneration during the night.

PRODIGIOUS GLOBAL ANTI-AGEING

Visible signs of ageing
From 40

PRODIGY

a life concentrate,
a prodigious texture

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

THE HR "+": ACTS ON THE 5 MECHANISMS OF SKIN AGEING

SMOOTHNESS, FIRMNESS, RADIANCE, HYDRATION, EVEN COMPLEXION

"Encapsulated **Bio-sap**": a precious blend of 15 of the most prodigious anti-ageing active ingredients, highly concentrated in a single skincare product for a very wide spectrum of effectiveness.

PRODIGIOUS TEXTURES

Soft and silky cream for normal to combination skin.

A highly nutritious and soft cream that is divinely comfortable for dry skin.

PRODIGIOUS RESULTS

SMOOTHNESS – FIRMNESS – RADIANCE – HYDRATION – EVEN COMPLEXION

On application, the skin is nourished and hydrated, the complexion is more luminous.

Day after day, skin mechanisms are reset

- The skin is regenerated, firmed, smoothed, its vitality is restored
- The complexion is more even, its radiance is restored



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. ”



TIPS & TECHNIQUES

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

PRODIGIOUS GLOBAL ANTI-AGEING

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 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. ”



HR
HELENA RUBINSTEIN



TIPS & TECHNIQUES

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

LACLINIC AT HOME

Instant cosmetic interventions

PRODIGY 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, PRODIGY 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

must
have

*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.”



HR
HELENA RUBINSTEIN



AN UNPRECEDENTED PARTNERSHIP
WITH LACLINIC MONTREUX

TIPS & TECHNIQUES

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

LACLINIC AT HOME

Instant cosmetic interventions

PRODIGY Re-PLASTY

HIGH DEFINITION PEEL

refined wrinkles, reduced dark spots
sublime skin texture

THE HR "+": CLINICAL PEEL AT HOME

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

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

Developed with LACLINIC MONTREUX, in Switzerland, PRODIGY Re-PLASTY HIGH DEFINITION 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, dark spots 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 – REDUCED DARK SPOTS – SUBLIME SKIN TEXTURE

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

* Comparative tests between Prodigy Re-Plasty High Definition Peel and a peeling session at Laclinic 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

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. ”



TIPS & TECHNIQUES

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.

SPECIALIST ANTI-AGEING

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



Cream



Intensive Serum



Eye Care



Mask

LOSS OF VOLUME AND FIRMNESS,
FURROWED FACE, VISIBLE WRINKLES

“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.”



TIPS & TECHNIQUES

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

SPECIALIST ANTI-AGEING

Anti-wrinkle replumping filling care
From 40

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.



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

“ 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. ”



TIPS & TECHNIQUES

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**.

SPECIALIST ANTI-AGEING

Lifting re-sculpting anti-wrinkle care
From 40

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



Face Care



Night Care



Serum



Eye Care

ALL SKIN TYPES

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



TIPS & TECHNIQUES

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



"De-oxidizing"
Gentle Foaming
Cleanser



"De-oxidizing"
Soft Cleansing
Milk



"De-oxidizing"
Fresh Cleansing
Milk

TONE



Rich Firming
Lotion with
Collagen
Activator



Light Firming
Lotion with
Collagen
Activator

RENEW – NIGHT



Peeling Gel-Lotion
Night Renewal
Skincare



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.



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 REVOLUTION



For those who want a new take on the translucent complexion finish, discover COLOR TO MIX, the first pigment concentrate that allows you to adjust your daily skincare to the exact shade you wish.

UNIFY THE COMPLEXION



must
have

Foundation

ERASE SHADOWY AREAS



must
have

Anti-dark circles

SCULPT AND ILLUMINATE



Powders & Blush

FOUND

PERFECTING NATURAL MAKE-UP



Natural finish
Ultra light coverage

COLOR CLONE HYDRA-24H
Nude skin effect & hydration



must
have

Satin finish
Light coverage

COLOR CLONE
Natural effect

REJUVENATING MAKE-UP



Satin finish
Medium coverage

PRODIGY LIQUID LIGHT
Smoothing radiant effect



Satin finish
Medium coverage

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

FOUNDATION

HR
HELENA RUBINSTEIN

LASTING MAKE-UP



Transparent matte finish
Light coverage

COLOR CLONE SUBLIMAT
Matifying veil effect



Velvet-soft fluid
High coverage

SPECTACULAR
Anti-dullness effect – 12hr wear

EXPERT MAKE-UP



Second skin finish
Medium coverage

MAGIC CONCEALER
Perfecting & anti-fatigue concealer



Translucent finish
Pigment concentrate

COLOR TO MIX
Tailor made shade creator



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.

TIPS & TECHNIQUES

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



must
have

Mascara



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

LASH QUEEN

LENGTHENING

NATURAL EFFECT

SPECTACULAR

LONG LASH



Majestic
Volume &
Lengthening



Waterproof
Volume &
Lengthening



Intense
Volume &
Lengthening



Instant
Volume &
Lengthening



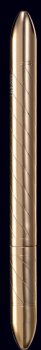
Feather-
light
Volume



Push-up Volume
Provocative
Curves



Fortifying effect
Lengthening
& Definition



Lash-to-lash Volume
Waterproof &
Refillable

Mythical
mascara



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.

TIPS & TECHNIQUES



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



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



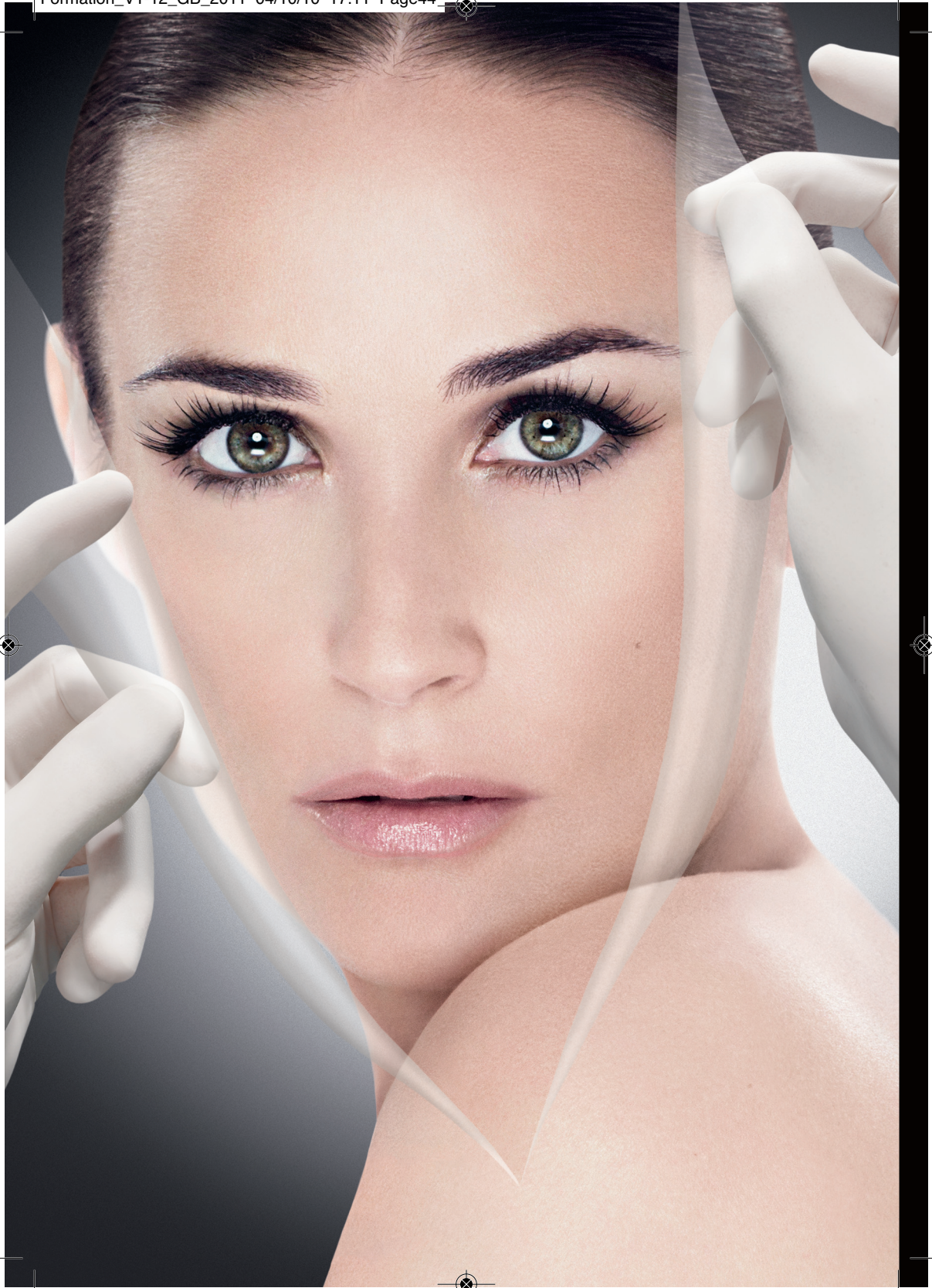
Tinted
Self-tanners



Self-tanners
Body

* except oil, self-tanner and prodigious gel

**tests in vitro



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.



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.

Restore the radiance and tone of young skin

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

Treat



PRODIGY RE-PLASTY
recreates Mesolift at home



**PRODIGY RE-PLASTY
EYE**
reduces dark circles and puffiness

TIPS & TECHNIQUES

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.

Enhance



**PRODIGY
LIQUID LIGHT**
radiance and line-smoothing effect



MAGIC CONCEALER
erases and lightens dark
areas

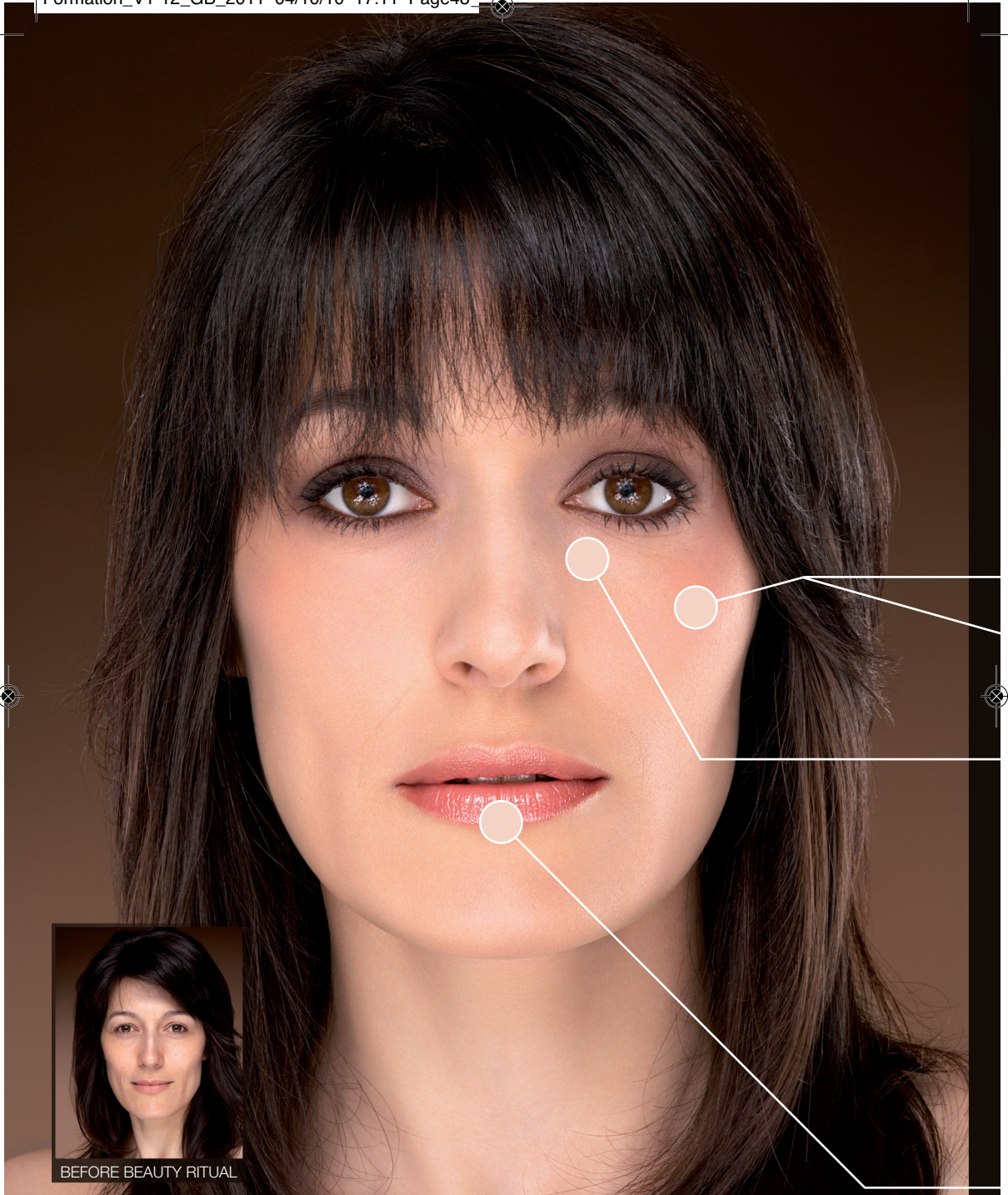


WANTED STELLARS GLOSS
fascinating plumping shine

TIPS & TECHNIQUES



For a feline look and to open up the eye, apply a generous amount of LASH QUEEN FELINE BLACKS mascara to the lashes and accentuate the feline effect by insisting on the outer corner with the tip of the brush.



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.

Replump and refirm the face, reduce visible wrinkles

on skin that has been redensified and smoothed with
COLLAGENIST 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



COLLAGENIST LIP ZOOM

replumps the lips

TIPS & TECHNIQUES

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.

Enhance



COLOR CLONE FLUID FOUNDATION

transparently unifies



MAGIC CONCEALER

erases imperfections, brightens dark
areas and replumps an uneven
complexion



WANTED GLOSS

has an uplifting effect and stunning
shine while remaining light

TIPS & TECHNIQUES



To give the eyes more body and depth, apply LASH QUEEN mascara to the lashes. Take time to apply several layers. The eyes are more open, more present.



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.

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



WANTED BLUSH

in a "sculpting" shade (browns) to
sculpt and redefine the face: hollows
of the cheeks, face outline, double
chin



WANTED ROUGE

to redesign and structure the mouth

TIPS & TECHNIQUES



Apply a double layer of LASH QUEEN
FEATHER mascara to the upper lashes;
take care to use the flat side of the brush
first for an optimal load. Stretch by
brushing with the edge of the brush
to smooth and separate the volumes,
thus creating an ethereal effect. Next,
create a more discreet result on the
lower lashes.



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.

Reduce the overall signs of ageing

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

Treat



MUST HAVE SERUM PRODIGY POWERCELL

reduces wrinkles, reinforces tonicity and recreates radiance



PRODIGY

restores the skin's youth mechanisms day after day



PRODIGY EYES

erases dark circles and puffiness and smoothes out wrinkles

TIPS & TECHNIQUES

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.

Enhance



PRODIGY LIQUID LIGHT

radiance and line smoothing effect



MAGIC CONCEALER

erases and illuminates shadow areas



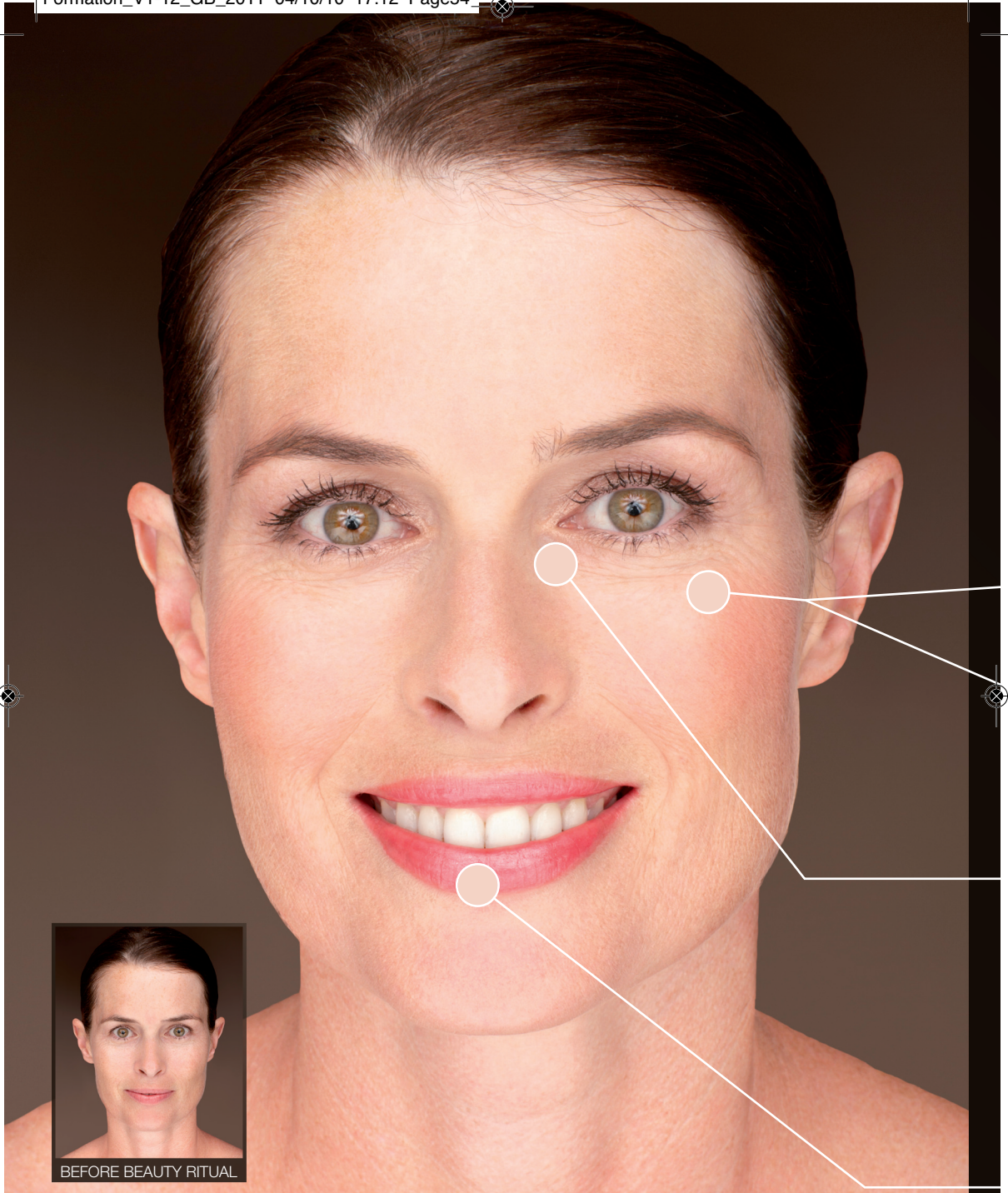
WANTED STELLARS

gives lips sheer colour and provides added shine

TIPS & TECHNIQUES



To boost the eye's radiance and glow, choose LASH QUEEN SEXY BLACKS mascara.



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.

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



MAGIC CONCEALER

erases and lightens dark areas



WANTED ROUGE

to redesign and structure the lips

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.

TIPS & TECHNIQUES

For lengthened, fortified and perfectly orderly lashes, apply SPECTACULAR EXTENSION mascara to the upper and lower lashes. The eyes will have a more open and structured look.



WANTED

a fragrance of desire and possession,
emblematic of a naturally free-spirited woman,
bound by love.



THE VIBRANCE OF YLANG YLANG

The secret to WANTED's luminosity, a n°9 fraction of Ylang Ylang stemming from a sophisticated extraction method. Its clarity infuses WANTED with light and colour.

AN AUDACIOUS MAGNOLIA-WOOD DUALITY

At the very heart of WANTED, the bright and sparkling essence of magnolia embraces the soft, distinguished, almost masculine notes of wood. This magnolia-wood duality grants the fragrance its stunning modernity.

SENSUAL IRIS

Combining rich vanilla with tonka bean accents, voluptuous iris enhances the floral tones of the top notes, all the while supporting the woody base notes. This powdery harmony enrobes WANTED in a halo of sensuality.

TARGET

FACE

Must have serum

Instant cosmetic intervention

Specialist anti-ageing care



**PRODIGY
POWERCELL**
Youth Graftor
The cream



PRODIGY
Global anti-ageing
concentrate



**PRODIGY
EXTREME**
Ultimate
rejuvenating cream



**PRODIGY Re-PLASTY
MESOLIFT COSMETIC**
Mesolift cosmetic
intervention at home



**PRODIGY Re-PLASTY
HIGH DEFINITION PEEL**
The first high-concentration
anti-ageing peel



HYDRA COLLAGENIST
Deep hydration
anti-ageing care



**COLLAGENIST
with pro Xfill**
Anti-wrinkle
replumping, filling care



COLLAGENIST V-LIFT
Lifting re-sculpting
anti-wrinkle care



TREAT

Natural perfecting

Lasting

Rejuvenating

ENHANCE



**COLOR CLONE
HYDRA-24H**
Nude skin effect
& hydration



COLOR CLONE
Natural effect



**COLOR CLONE
SUBLI-MAT**
Matifying veil effect



SPECTACULAR
Anti-dullness effect
12hr wear



**PRODIGY
LIQUID LIGHT**
Smoothing radiant effect



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

TARGET

EYES

LIPS

Prodigious global anti-ageing eye care

Instant intervention for eyes

Specialist anti-ageing eye & lip care

TREAT



**PRODIGY
POWERCELL**
Youth Grafter
Eye care



PRODIGY
Eye Zone Serum



PRODIGY EYES
Global anti-ageing
concentrate



**PRODIGY EXTREME
EYE & LIP**
Ultimate rejuvenating
cream



**PRODIGY
RE-PLASTY**
Extreme eye
wake-up gel



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



**COLLAGENIST
EYE ZOOM**
Replumping firmness
eye care treatment
with pro-XIII



**COLLAGENIST
EYE-LIFT**
E-yeid lifting care
Firming, anti-wrinkle



**COLLAGENIST
LIP ZOOM**
Replumping lip balm
with pro-XIII

Enhanced lashes

Rejuvenating colours Volume Shine

ENHANCE



LASH QUEEN
MAJESTIC
VOLUME &
LENGTH



LASH QUEEN
FINE BLACKS
INTENSE
VOLUME
LENGTHENING



LASH QUEEN
FINE EXTRA VAGANZA
INSTANT
VOLUME
LENGTHENING



LASH QUEEN
FEATHER COLLECTION
FEATHER-LIGHT
VOLUME



LASH QUEEN
SEXY BLACKS
PUSH-UP VOLUME
PROVOCATIVE CURVES



SPECTACULAR
EXTENSION
FORTIFYING EFFECT
LENGTHENING
HIGH DEFINITION



LONG LASH
MASCARA
NATURAL
LENGTHENING



WANTED
ROUGE



WANTED
GLOSS
STELLARS GLOSS

TIPS & TECHNIQUES

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.



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

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
lips of the nose and chin.



HR
HELENA RUBINSTEIN

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