



LIVE BRILLIANTLY



*Helena Rubinstein*



THE 1<sup>ST</sup> BEAUTY INSTITUTE



THE 1<sup>ST</sup> BEAUTY PARTIES



THE 1<sup>ST</sup> AUTOMATIC  
REFILLABLE MASCARA



THE 1<sup>ST</sup> “COLLAGEN EFFECT  
WITHOUT INJECTION” SKINCARE







HR  
HELENA RUBINSTEIN

COLOR CLONE

perfect complexion  
creator  
créateur de teint parfait



THE MASCARA SAGA LASH QUEEN





HR  
HELENA RUBINSTEIN





THE 1<sup>ST</sup> YOUTH GRAFTER CARE  
WITH VEGETAL STEM CELLS



THE 1<sup>ST</sup> ANTI-AGEING  
HYDRATION SKINCARE ACTING DEEP  
DOWN THROUGH TO THE DERMIS