



AN UNPRECEDENTED SCIENTIFIC ALLIANCE

In 2008, Helena Rubinstein has inaugurated an unprecedented partnership with a renowned aesthetic surgeon, Dr. Michel Pfulg, founder of LACLINIC-MONTREUX, one of the most prestigious cosmetic clinics. This collaboration has given birth to a new chapter in anti-age cosmetics directly inspired by cosmetic medicine.

The result is Re-PLASTY, the first range of instant cosmetics interventions with results challenging an aesthetic medicine session at LACLINIC-MONTREUX.

CORRECT

MESOTHERAPY
Re-PLASTY MESOLIFT

PEELING
Re-PLASTY HD PEEL

LASER
Re-PLASTY LASERIST

INJECTIONS
Re-PLASTY PRO FILLER

+

PROTECT & REPAIR

POST-INTERVENTIONAL CARE
Re-PLASTY AGE RECOVERY DAY

REGENERATE

Re-PLASTY AGE RECOVERY NIGHT



www.helenarubinstein.com



POWER BEAUTY
SINCE 1902



110 YEARS OF EXPERTISE AT THE SERVICE
OF THE MOST DEMANDING WOMEN

Both scientist and aesthete Helena Rubinstein has been, since 1902, constantly reinventing the world of beauty by offering breakthrough products with a unique vision combining avant-garde, science and audacity.

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.

All the products are formulated in our laboratories and in collaboration with experts at the cutting edge of science and medicine and are tested in association with state of the art references University Hospitals in Europe.

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

YOUR PERSONAL
BEAUTY PRESCRIPTION



HELENA RUBINSTEIN SERVICE PHILOSOPHY

True to its heritage, the brand Helena Rubinstein has developed a unique treatment philosophy that combines a clinical approach and premium service.

Expert personalised diagnosis

Expert cosmetic interventions

Inspired by aesthetic medicine

Using the most advanced technologies and technics

Offering the most precious protocols

Expert Power Beauty prescription

Sensory texture and pleasure

The marriage between science and extreme luxury.



ANTI-WRINKLE CARE

| HYDRA COLLAGENIST | COLLAGENIST RE-PLUMP | COLLAGENIST V-LIFT |
|--------------------------|-------------------------|-------------------------|
| ANTI-AGEING HYDRATION | REPLUMPING | LIFTING |
| Fine Lines Hydration | Wrinkles Replumping | Wrinkles Resculpting |

GLOBAL ANTI-AGEING CARE

| POWERCELL | PRODIGY | PRODIGY EXTREME |
|--|---|--------------------------------------|
| YOUTH BOOSTER | DEEP SKIN RENEWAL | DEEP NUTRITION |
| Smoothed wrinkles & texture Boosted tonicity Instant healthy radiance | Anti-wrinkle Redensification Firmness Luminosity Hydration | Deep wrinkle smoothing Density |



YOUTH BOOSTER

POWERCELL
SERUM

YOUR SPECIALIST SERUM

Deep hydration anti-ageing intensive serum

YOUR CREAM

Deep hydration anti-ageing cream

YOUR EYE CONTOUR

Deep hydration anti-ageing eye-care

YOUR SPECIALIST CARE

Deep hydration mask

YOUR CREAM

Anti-wrinkle Filling care Day cream SPF 15

YOUR EYE CONTOUR

Eye zoom

YOUR SPECIALIST CARE

Lip zoom

YOUR NIGHT SERUM

Youth grafter the night serum

YOUR CREAM

Youth grafter the cream

YOUR EYE CONTOUR

Youth grafter the eye care

YOUR SPECIALIST CARE

Weekly or 6-day cure

YOUR NIGHT SERUM

Use Prodigy Powercell Night Shot

YOUR CREAMS

The global anti-ageing cream

YOUR EYE CONTOUR

The global anti-ageing eye care

YOUR SPECIALIST CARE

Twice a week

YOUR NIGHT SERUM

Use Prodigy Powercell Night Shot

YOUR CREAM

Ultimate rejuvenating cream

YOUR EYE & LIPS CONTOUR

Ultimate rejuvenating eye & lip cream

YOUR SPECIALIST CARE

Twice a week

INSTANT COSMETIC INTERVENTION

Re-PLASTY MESOLIFT

MESOLIFT

Dullness
Sagging

Re-PLASTY HD PEEL

PEELING

Roughness
Fine lines

Re-PLASTY LASERIST

LASER

Dark spots
Dischromias

Re-PLASTY PRO FILLER

HYALURONIC
ACID INJECTION

Wrinkles
Loss of elasticity

CORRECT: INTERVENTION

YOUR CONCENTRATE SERUM

Lifting-radiance intense concentrate

Advanced retinol anti-wrinkle night concentrate

Anti-dark spot concentrate intensively brightening

Intense wrinkle corrector & elasticity restorer

YOUR EYE CONTOUR

Reviving extreme gel for eyes

YOUR EYE CONTOUR

Use Re-Plasty Mesolift Eye Gel

YOUR EYE CONTOUR

Use Re-Plasty Mesolift Eye Gel

YOUR EYE CONTOUR

Use Re-Plasty Mesolift Eye Gel

REPAIR: POST-INTERVENTIONAL CARE

PROTECT & REPAIR

AGE RECOVERY DAY CREAM

REGENERATE

AGE RECOVERY NIGHT CREAM

THE 1ST - BANDAGE - TEXTURED CREAM AGAINST SKIN AGEING

Skin is soothed, repaired and protected against a broad spectrum of free radicals

30% OF PROXYLANE: ACCELERATED EPIDERMIC REPAIR

Night after night, repair all age scars, wrinkles, cutaneous damages, imperfections

EXCEPTIONAL COMPLETE CARE

LIFE PEARL CELLULAR

ULTIMATE PEARL-LIKE PERFECTION

Redensified nourished skin
Reshaped contours
Polished wrinkles
Pearlescent brightness

LIFE PEARL CELLULAR

YOUR SERUM

The essence of perfection

YOUR CREAM

The sumptuous cream cellular rebirth

FOUNDATION

REJUVENATING MAKE-UP

SPF 15 / PA++

PRODIGY POWERCELL FOUNDATION

Youthful freshness radiance
Global anti-ageing

SPF 15 / PA+++

PRODIGY LIQUID LIGHT FOUNDATION

Radiance-smoothness
Global anti-ageing

SPF 35 / PA+++

PRODIGY COMPACT

Smoothness - Radiance - 12h comfort

SPF 20

INSTANT V-LIFT

Sculpting, firmness, anti-wrinkle

PERFECTING NATURAL MAKE-UP

SPF 15

COLOR CLONE

Perfect radiant complexion with bare skin finish

SPF 12

COLOR CLONE SUBLI-MAT

Long lasting & Color perfection

LASTING MAKE-UP

SPF 10

SPECTACULAR

Anti-dullness & comfort - 12hr extra wear

UV PROTECTION

PREMIUM UV

NON-TINTED

PREMIUM UV anti-ageing UV protection SPF 50 / PA+++

BLUE BASE

PREMIUM UV BLUE BASE anti-UV ageing - pollution SPF 40 / PA+++

BB BASE

PREMIUM UV NUDE BB BASE UV protection SPF 50 / PA+++

SKIN CLEANSING & CONDITIONING

MAKE UP REMOVER

ALL MASCARAS

Two-phase make-up removing lotion

MILK

CARE-IN-MILK

Toned and velvety skin

CLEANSING WITH WATER

CARE-IN-FOAM

Smooth and radiant skin

PRODIGY

Anti-ageing cleanser

LOTION

CARE-IN-LOTION

Refined pores and texture
Radiant skin tone

SCRUB

CARE-IN-PEEL

resurfaced and hydrated skin

Twice a week

OTHER PRODUCTS

DATE: ____/____/____

YOUR PERSONAL BEAUTY EXPERT: _____

YOUR STORE: _____

NEXT APPOINTMENT: ____/____/____