

## INTRODUCING HELENA RUBINSTEIN

### POWER BEAUTY SINCE 1902

110 years of anti-ageing skincare expertise enable Helena Rubinstein to offer to the most demanding women the most powerful active ingredients with the highest concentrations and the most sumptuous textures.

All the products are formulated in collaboration with experts in medicine and scientific research to reach the results at the level of aesthetic medicine.

Internal use only



## POWER OF NATURE

### THE POWER OF NATURE FOR SKIN REGENERATION

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



PRODIGY POWERCELL



PRODIGY



PRODIGY EXTREME

PRODIGIOUS GLOBAL ANTI-AGEING CARE

Internal use only



## COLLAGEN EXPERTISE

### COLLAGEN EXPERTISE FOR SKIN REMODELLING

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



HYDRA COLLAGENIST



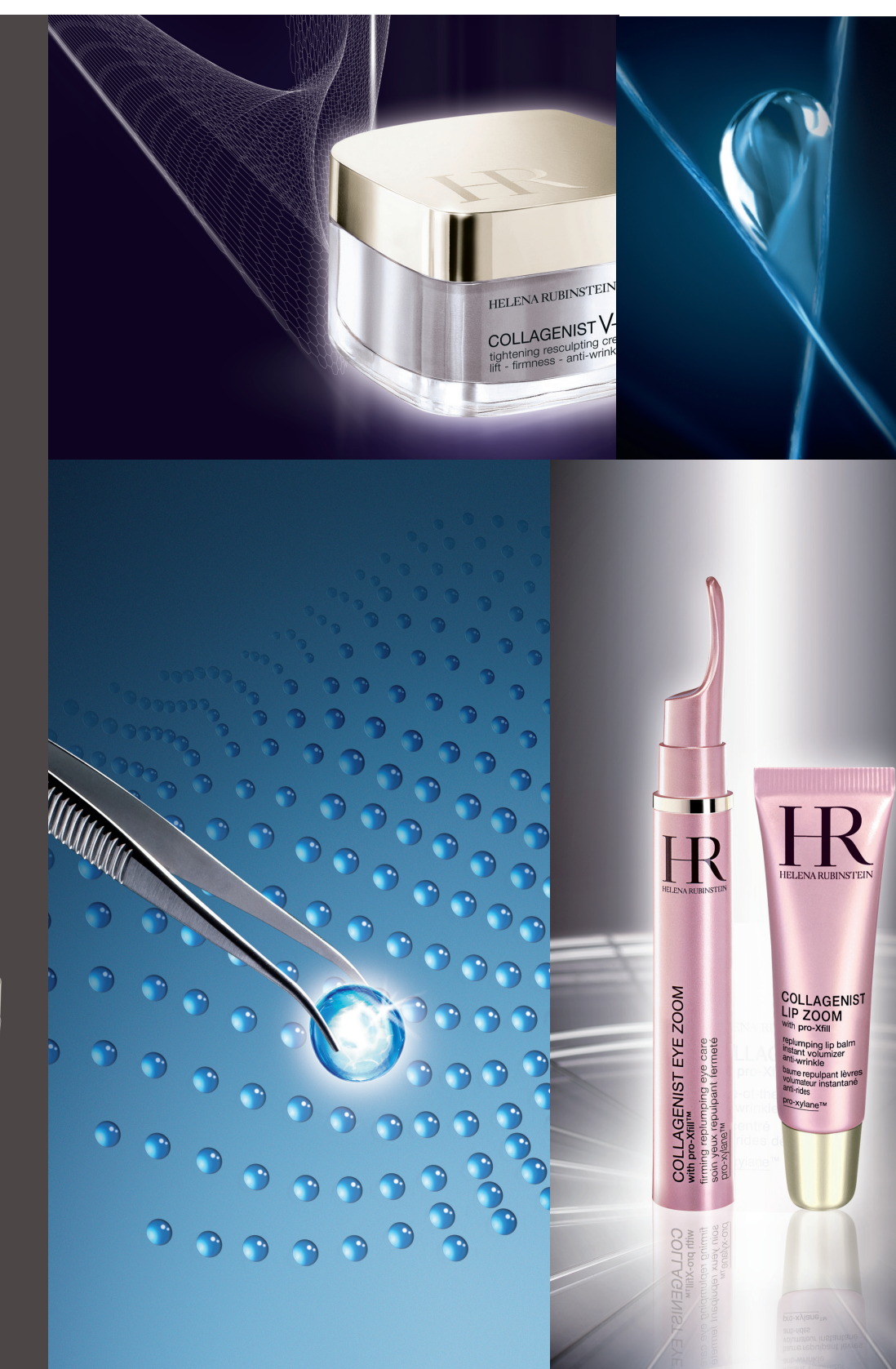
COLLAGENIST with pro-XIII



COLLAGENIST V-LIFT

SPECIALIST ANTI-AGEING CARE

Internal use only



## LACLINIC AT HOME

### ADVANCED COSMETIC INTERVENTIONS FOR INSTANT SKIN CORRECTION

REPLICATED FROM LACLINIC MONTREUX  
MOST ADVANCED CLINICAL PROTOCOLS  
Formulated and tested with Laclinic Montreux



Re-PLASTY  
HIGH DEFINITION PEEL



Re-PLASTY MESOLIFT



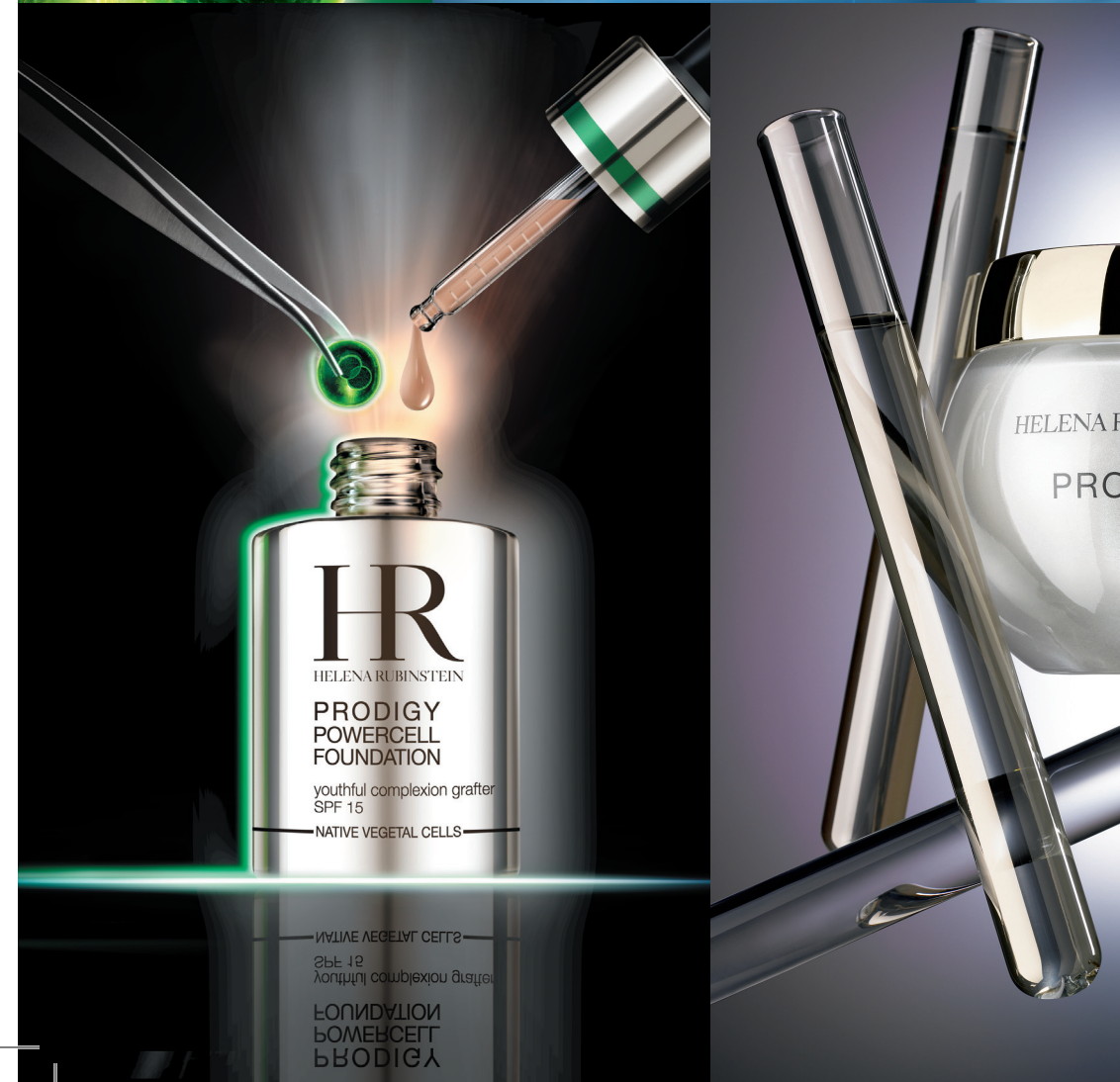
Re-PLASTY LASERIST

LACLINIC AT HOME

Internal use only







## HOW TO GUIDE THE CLIENT THROUGH THE SKINCARE GEOGRAPHY?

POWER BEAUTY SINCE 1902	POWER OF NATURE	COLLAGEN EXPERTISE	LACLINIC AT HOME
"I want a global anti-ageing action"	THE POWER OF VEGETAL SCIENCE cellular regeneration & youth grafter	"I need targeted efficacy on visible signs"	"I need a radical & immediate correction"
		ADVANCED FILLING & LIFTING TECHNIQUES water micro implants    replumping filling    lifting V-shaping	ADVANCED PROTOCOLS peeling    mesolift    laser

### HR ANSWER: RESULTS CHALLENGING THE AESTHETIC MEDICINE EFFICIENCY

PRODIGY PRODIGIOUS GLOBAL ANTI-AGEING CARE	COLLAGENIST SPECIALIST ANTI-AGEING CARE	Re-PLASTY LACLINIC AT HOME
30+    40+    50+	30+    40+    40+	
PRODIGY POWERCELL Fortified skin Reduced wrinkles Revealed radiance Hydration	HYDRA COLLAGENIST Deep hydration Anti-ageing Densifying - Smoothing	Re-PLASTY HIGH DEFINITION PEEL Smoothing Skin quality
PRODIGY Anti-wrinkle Firmness Radiance - Uniformity Continuous hydration	COLLAGENIST with pro-XIII Anti-wrinkle Replumping Filling	Re-PLASTY MESOLIFT Lifting Radiance
PRODIGY EXTREME Deep-set wrinkles Smoothed Density - Radiance Extreme nutrition	COLLAGENIST V-LIFT Lift Firmness Anti-wrinkle	Re-PLASTY LASERIST Anti dark spot Brightening
FUSION TEXTURES	MESH TEXTURES	HIGH DEFINITION TEXTURES

## SALES SCENARIO

**INTRODUCE**  
Brand uniqueness Helena Rubinstein offers power beauty since 1902. Our products combine the most powerful concentrated star ingredients and the most sumptuous textures. All the products are formulated to reach the results at the level of aesthetic medicine.

**TARGET**  
In front of the mirror "I'm looking for a global anti-ageing skincare that can visibly rejuvenate my face."

**TREAT AND ENHANCE**  
Reformulate "You shared with me the need to find a global anti-ageing solution."  
Link to power of nature "We source our active ingredients through vegetal science and use cell regeneration and vegetal stem cells. Today, HR challenges the efficiency of this field with PRODIGY, a prodigious global anti-ageing care, using the power of the nature."  
Skin benefit "Its formula contains Bio-sap, a highly concentrated blend of 15 star ingredients to act on the five mechanisms of skin ageing to hydrate, firm, smooth and illuminate your skin. Let me share with you its divine fusion texture which melts into your skin and envelops it with a delicate floral white note."

**Share expertise**  
Share your expert advice for a global beauty revelation and a luminous rejuvenating make up result.

Internal use only

## KEY FIGURES OF AESTHETIC MEDICINE IN THE WORLD

81,6% OF AESTHETIC INTERVENTIONS ARE NON SURGICAL

OVER 10 YEARS, AESTHETIC SURGERY DECREASED (-20%)  
VERSUS AESTHETIC MEDICINE (+99%)\*

AESTHETIC MEDICINE GROWTH FORECAST:  
+10% within the upcoming 2 years

TOP 5 AESTHETIC INTERVENTIONS\*\*:

1. Botulic toxin injections ➤
2. Hyaluronic acid injections ↗
3. Laser interventions →
4. Microdermabrasion →
5. Intense Pulsed Light (IPL) ↗

\* Source: ASPS 2000-2009 - \*\* Source: ASPS 2009

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## Beauty Advisor Guide

LACLINIC MONTREUX

HR HELENA RUBINSTEIN

PRODIGY POWERCELL youth grafter

PRODIGY POWERCELL NIGHT SHOT youth grafter

Re-PLASTY LASERIST