



A Prodigious Whitener

Brilliance in anti-ageing and brightening amplification is second nature for **Helena Rubinstein**



Above
Helena Rubinstein's Prodigy White line; the Ghost Flower

From the deserts of the southwest US comes the ethereal plant known as the Ghost Flower. A rarity even in its native habitat, the elusive plant is only in bloom three weeks of the year, with diminishing numbers in the wild. It's no wonder that Helena Rubinstein, a rare specimen in the field of skincare, drew inspiration from the Ghost Flower for its new whitening line, Prodigy White.

The Ghost Flower has an uncanny morphology, blooming in "perfect whiteness" from petal to root because of its ability to grow without photosynthesis. This snow-white property is mirrored in Prodigy White's philosophy of brightening the complexion from the inside out. Specially formulated for the line, molecular lumino-sap is a unique complex that combines the rejuvenating properties of fruit acid, mulberry, yeast, soy and sunflower seeds. Bring it all together, and you have a pioneering whitening line that creates radiant skin, clears dark spots, reduces wrinkles,

restores firmness and revitalises from within the dermis, reviving the illuminating power of youth from deep within to amplify anti-ageing and brightening results. The new line comprises the Prodigy White Serum-in-Lotion, the Essence Concentrate and the Global Anti-Ageing Illuminating Cream.

The revolutionary Prodigy White Serum-in-Lotion is a new-generation lotion that boasts the capabilities of a serum in a lotion form, resulting in a hybrid texture that melts into the skin. The serum refines, illuminates and revitalises the skin, while the lotion smoothes, hydrates and conditions – truly a perfect pairing. Used in conjunction with the Prodigy White Essence Concentrate, which diminishes dark spots and reignites a youthful glow, and the Prodigy White Global Anti-Ageing Illuminating Cream, which revives and redensifies skin, signs of ageing are diminished.

Pioneering cosmetologist Helena Rubinstein has done it again, combining science and nature to turn back the clock and brightenskin everywhere. ■