



Not Just Skin Deep

With 110 years of anti-ageing expertise, **HELENA RUBINSTEIN** makes another breakthrough in deep skin renewal

Helena Rubinstein said: “There are no ugly women, only lazy ones.” In Hong Kong there are no lazy women, only busy ones, many of them facing the challenges of being career mothers or of having to prove themselves in a patriarchal society. Forward-thinking Helena Rubinstein, however, took on the male-dominated commercial and scientific worlds while revolutionising skincare for women – busy, lazy or otherwise – in the process. Helena, one of the world’s first self-made female millionaires, was an original, in brand and in person.

In the field of problem skin, HR introduced products that rejuvenate, moisturise and protect against sun damage. The company rolled out cosmetics enriched with products with the highest concentrations of active ingredients; waterproof and automatic mascaras; and most recently, preparations created using Molecular Bio-Sap™ technology, which employs botanical extracts to reactivate anti-ageing mechanisms in five fundamental skin layers, even the deep

dermis. A decade of invention and innovation lies behind Bio-Sap™ and its promotion of cohesion between layers of the dermis, maintaining the skin’s natural balance and improving redensification, firmness, anti-ageing, hydration and luminosity.

Today, 110 years from inception, the Helena Rubinstein brand maintains its continual pursuit of the best in beauty and its passion for scientific excellence. HR products are suitable for all, with the new Prodigy line’s face cream specially formulated for normal, dry and Asian skin types.

Addressing the delicate contours around the eyes, Prodigy Eyes targets the specific signs of ageing that frame the windows to the soul. Reducing dark circles and puffiness from late nights and hours at the grindstone promotes that sought-after radiance.

As an illustrious figure and legendary brand, Helena Rubinstein has pioneered cosmetology and continues to be an innovator of elixirs of youth – meaning the busy modern woman, especially the Hong Kong woman, can always look her best. ■



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The reinvented
Prodigy by
Helena
Rubinstein