



MICHELLE YEOH & HELENA RUBINSTEIN A bright encounter

Helena Rubinstein proudly introduces Michelle Yeoh, the remarkable Oscar-winning actress, as its new brand partner. The collaboration is an unprecedented encounter, seamlessly **merging the avant-garde beauty brand's pioneering spirit with Michelle Yeoh's inspiring journey.** Stepping into a new era together, Helena Rubinstein continues to **invent beauty that empowers women to reach new heights.**



At the forefront of Avant-garde Skincare since 1902

For over a century, Helena Rubinstein has been a **pioneer in skincare**, guided by the visionary Madame Rubinstein who founded the brand in 1902. Her **legacy of innovation and expertise** sets the tone for the brand, shaping a timeless commitment by putting the **latest advances in science and technology at the service of beauty**.

Helena Rubinstein is known for its **scientific expertise, unmatched formulas, and iconic products**, such as REPLASTY Age Recovery Night Cream. Today, the brand continues to embody the avant-garde spirit of its founder by **pushing the boundaries of scientific innovation**. This includes ongoing research in **Cellular Skin Science**, pioneering an advanced generation of skincare with the ambition to repair and reprogram skin at cell level.

Madame Rubinstein: a visionary founder

Madame Rubinstein, a **visionary and self-made woman**, shaped the beauty industry as we know it today. All began in 1902 with the first cosmetic cream “Valaze”, which was immediately a great success. By bringing to market **the world’s first beauty cream**, she established herself as pioneer of modern beauty. Leading her **brand of firsts**, Madame has revolutionized skincare and was animated by the will to share and transmit her knowledge. Convinced that beauty was more than just face cream, she opened **the first “Clinique de Beauté”**, the first venue dedicated to beauty. Madame was **independent, ambitious and determined**. She dedicated her life to give women the power to master and further their own beauty. For her, beauty was a power given to women. **A power they had to gain self-confidence and assert themselves**.

Today, Madame Rubinstein's pioneering spirit endures, propelling the brand to continually **support women entrepreneurs** through initiatives such as HELENA POWERS.

Michelle Yeoh: an encounter born from shared values

Mirroring Madame Rubinstein's life journey, **Michelle Yeoh embodies Helena Rubinstein’s values of determination, self-belief, audacity, and resilience**. Beyond being the first Asian actress to win an Oscar, 2022 Time magazine icon of the year, serving as UN Goodwill ambassador, and elected as 2024 International Olympic Committee Member, she is **recognized globally** as an **exceptional role model** for women. Through her inspiring speeches, Michelle Yeoh joins Helena Rubinstein in **celebrating women and empowering** them to be their most **radiant, independent, and confident** selves.

Exclusive interview with Michelle Yeoh

Q: How does it feel to be a Helena Rubinstein “Madame”?

Madame Rubinstein was a visionary in every area in which she became involved. Her story serves as a role model for women today. To show audacity, to lead with ambition and resilience while carving their own path.

She chose her own destiny, and she achieved things no one would have believed possible. Her story resonates with me. My reality has been different from anything I had imagined for myself. It is with great joy that I discover more about the incredible journey of Helena Rubinstein, and with pride that I pursue her timeless legacy - representing the beauty that empowers women to reach new heights!

There is something very natural and obvious for me to join a brand that celebrates the unparalleled strength and radiant confidence that lies within every woman.

Q: What messages do you want to convey?

More than a century ago, Madame Helena Rubinstein pioneered her brand, setting the grounds for the beauty industry as we know it today. Her life stands as living proof of what we can achieve. Today, as I venture into the realm of female entrepreneurship, I'm struck by the multitude of inspiring and influential women, who resonate with the spirit of Madame.

I am convinced personal achievement and success belong to those who never stop pushing, never stop growing, and never stop learning.

Q: What do Madame Rubinstein's life and career path inspire in you?

She was a trailblazer, a pioneer, always very independent, ambitious, and determined. Never quelling her thirst for knowledge and scientific discovery, she blazed a trail of innovation, leading a brand of 'firsts' that the house continues to this day.

As she dedicated her life to beauty, she once said "my little business prospered beyond my wildest dreams". I completely relate to this! I was just a girl who loved movies and had a calling. Everything I did was for the little girl with the big dreams.

Q: What is your vision of beauty and grace?

Beauty is the freedom to be yourself, to believe in yourself. A secret power, a feeling, to take on all challenges. The path to success is challenging and full of obstacles. Throughout my life, I have gained invaluable lessons from failure. It has been a continuous journey of self-discovery and growth.

Let your dreams and goals define your days on this earth. As Madame would say "beauty is the constant search of harmony", then the strength and beauty of what you believe in will eventually reveal themselves.

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