

ÉCOLE

LANCÔME

BRAVO!

Sign up for **LancomeLearning.com**
to redeem your **25 points** and start your
École Lancôme learning journey!

My Lancôme Sales & Training Executive is: _____

Their Phone # is: _____

Their E-mail is: _____

My Start Date is: _____

A close-up photograph of several pink roses in full bloom, set against a clear blue sky. The roses have multiple layers of delicate, light pink petals. Green leaves and some unopened buds are visible on the dark stems. The lighting is bright, creating a soft, airy feel.

THIS NOTEBOOK
BELONGS TO

BONJOUR!

We are so excited to welcome you to the Lancôme happiness activist family that believes everyone comes to Lancôme to look more beautiful and they leave feeling happier. At Lancôme, we believe that happiness is a powerful source of beauty.

We are so fortunate to have you.
Give it your all everyday. It is so worth it.

Your journey starts now. Make it a great one!

Bonne chance,

Your Lancôme Client Experience Team



Scan the QR code to meet your trainers and get started!

PATH TO PARIS

Did you know that every year, a select group of top-performing Beauty Advisors from the USA are celebrated with a trip to PARIS?

BRAVÔ!



Achieve BRAVÔ!
Top Performer
Status

Be awarded the
Rose Society
Nomination for
your area

Excellence
in Service
Paris Trip

*Ask your Lancôme Sales & Training Executive.



EXPERIENCE OVERVIEW

This workbook is designed to help you LEARN & PRACTICE your product knowledge and demonstration skills.

To complete the courses, follow our 2-part approach for each category:



PART 1

LEARN via our e-learning courses on LancomeLearning.com

Look for the icon on the left to identify your solo activities.



PART 2

PRACTICE what you've learned via the corresponding at-counter activities.

Look for the icon on the left to identify your partner activities.



Scan the QR code to Ask a Trainer and submit any questions or comments you have while learning, and one of our Lancôme experts will be sure to answer you!

TABLE OF CONTENTS

Before joining an ECÔLE LIVE! seminar, you must complete both your e-learning courses and your at-counter activities, which you'll find outlined below. Be sure to use this workbook to guide you and take notes along the way.

Level 01 **THE BRAND** _____ Page 08



Level 02 **SKINCARE** _____ Page 23




Level 03 **MAKEUP** _____ Page 41



Level 04 **FRAGRANCE** _____ Page 67



BRAND DISCOVERY

 67 min



At LANCÔME we believe that HAPPINESS
is the most powerful Source of Beauty.

WE BELIEVE IN -

AUTHENTICITY,
EXCELLENCE,
& GENEROSITY

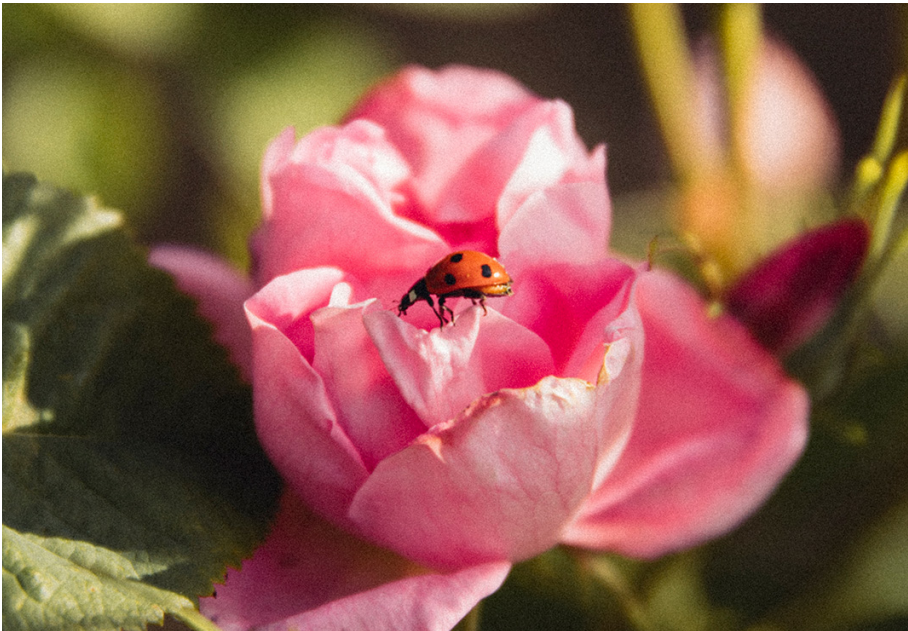
#HappinessActivists

YOU MAY BE WONDERING...

*What is the
Lancôme brand
all about?*

*How is Lancôme
different from other
beauty brands?*

*Do my values and
passions fit in with
the brand's?*



IN THIS SECTION, YOU WILL LEARN



Solo Activity

E-LEARNING COURSES (55 min)



Start: _____ Completion: _____

1. Welcome to Lancôme Course (15 min)
2. Iconics on Demand (30 min)
3. How We Serve: The Lancôme Client Experience (10 min)



Partner Activity

AT-COUNTER ACTIVITIES (12 min)



Start: _____ Completion: _____

1. Brand Storytelling (10 min)
2. Sustainability, Care & You (2 min)



Scan QR code to visit LancomeLearning.com and find the École Lancôme New Hire Onboarding course under LEARNING.



WE BELIEVE

in the power of happiness
to make the world a better
and more beautiful place...

WE CREATE

positive beauty to make
everyone blossom, feel
empowered and committed
to a happier future.



LANCÔME

AT LANCÔME, WE ARE...

FRENCH

For over 9 decades, our mission has been to bring French beauty all around the world.

INCLUSIVE

We celebrate all expressions of beauty and are committed to empowering everyone.

INNOVATIVE

Our aim is to be the first green science luxury brand and lead the beauty industry by developing groundbreaking products.

CARING

We care generously for one another, for our communities, for our planet and for our future.

HAPPINESS ACTIVISTS

Join our Happiness Movement!
At Lancôme, our goal is to make everyone more beautiful by making them happier.

YOU ARE LANCÔME TO YOUR CLIENTS!

*You bring both our products and
our values to life with every client
that you serve.*

#makemesmile

BRAND STORYTELLING



DIRECTIONS

THINK AHEAD... What will you say or do to bring each of the Lancôme values to life for your clients?

FRENCH

Our thoughts: *"Domaine De La Rose is Lancôme's organic farm in Grasse, France where we sustainably cultivate roses for our fragrances and protect over 24 endangered plant species."*

Your thoughts: _____

INCLUSIVE

Our thoughts: *"With 5 intensities and 55 shades to choose from, we definitely have your perfect shade!"*

Your thoughts: _____

INNOVATIVE

Our thoughts: *"We spend almost \$1 billion each year on research to bring you cutting-edge products like Rénergie Triple Serum."*

Your thoughts: _____

CARING

Our thoughts: *"Did you know we make a refill for your Génifique/Absolue/ Rénergie/La vie est belle that saves you money and helps save the planet?"*

Your thoughts: _____

HAPPINESS ACTIVISTS

Our thoughts: *"I'd love to treat to you a service today!"*

Your thoughts: _____



Share your thoughts about the brand values with your Manager or Sales & Training Executive.

SUSTAINABILITY, CARE & YOU



REFLECTION

Which of Lancôme's Sustainability and Care initiatives means the most to you and why?



LOOK FOR THE 'SAY THIS' ICON IN ALL YOUR ONLINE & OFFLINE TRAINING MATERIALS TO GET STARTED.

AN INTRO STATEMENT HELPS YOU...

Share a product's main features and benefits in a quick, easy 1-liner. Do your best to commit them to memory **especially the bold words, as they're most important.**

Use them to grab a client's attention, enhance your Lancôme storytelling and activate happiness.

The ICONICS

ICÔNIC *DID YOU KNOW...?*

These 6 products equal 70% of Lancôme total sales.
The most sought-after, recognizable and results-proven
products that deserve an introduction.



ABSOLUE SOFT CREAM

say
this

“A **luxurious** cream that
visibly **brightens, firms**
and **hydrates** skin for up
to **24 hours**.”

RÉNERGIE H.P.N. 300-PEPTIDE CREAM

say
this

“A **lifting, firming,**
wrinkle and **dark**
spot-reducing
peptide cream that
helps skin appear
restructured as if it
were younger.”





TEINT IDOLE ULTRA WEAR

say
this

"Our **thinnest, breathable, full-coverage** foundation for a flawless **matte finish.**"



LA VIE EST BELLE

say
this

"A warm, sweet-floral fragrance with notes of precious **iris, spun sugar** and **vanilla.**"



GÉNIFIQUE ULTIMATE

say
this

"A skin barrier **repair** serum that reverses visible skin damage in 1 week for **ultimate skin recovery.**"

LANCÔME MASCARAS

say
this

"Lancôme has been the **world leader** in **mascara** for over **4 decades.** We'll always **grant** your **lash wish.**"



INTRODUCING

beauty by
LANCÔME
PARIS

COMPLIMENTARY SERVICES

CREATE AN ELEVATED *SKINCARE* EXPERIENCE:



SKIN EXPERT 1-ON-1 | 10 MINUTES

Reach your skin goals with tailored skincare solutions.



GLOW REFRESH MASSAGE | 15 MINUTES

Boost the effects of Génifique for smoother, more radiant skin.



LUXURY, LIFTING MASSAGE | 15 MINUTES

A facial massage to plump, firm & sculpt the skin.

CREATE AN ELEVATED *MAKEUP* EXPERIENCE:



MAKEUP CHECK UP | 10 MINUTES

Quick foundation shade matching with a free sample.



FIND YOUR CHIC | 15 MINUTES

Focus on your favorite feature: eyes, lips, or complexion.

NOT ENOUGH TIME? HERE'S AN EXPRESS EXPERIENCE:



BEST OF LANCÔME | 5 MINUTES

Try Lancôme's 5 best-sellers in skincare, makeup, and fragrance.

CONNECT CONSULT & CELEBRATE

SERVICES HELP YOU...

CONNECT

Build the Connection

- Get to know your client & their needs.
- Offer to book a complimentary skincare service to help reach their skin goals before their next event or celebration.

CONSULT

Build the Basket

- Show them additional products to compliment their chosen service by offering additional makeup touch-up options.
- Teach them Demi-Demo™ style how to use their products.
- Share your expert tips, tricks and close the sale.

CELEBRATE

Build the Relationship

- Add them to your client system to help create a loyal client.
- Stay in touch often and share upcoming retailer promotions, new product launches or event details they'd be most interested in.

CONGRATULATIONS!

You've completed the Brand Course!

You should be able to:

- ✓ Share fun facts about the Lancôme brand with your clients.
- ✓ Demonstrate Lancôme's six Iconic products.
- ✓ Spread Lancôme's mission of Happiness to every client you meet!



TO LEARN MORE:

- Take the Domaine De La Rose Beauty Byte under the THE BRAND learning journey on LancomeLearning.com.

SKINCARE DISCOVERY

70 min



YOU MAY BE WONDERING...

*What's the difference
between all these
products?*

*What makes Lancôme
skincare unique?*

Does it really work?

*How will I know which
products to recommend
to my client?*



IN THIS SECTION, YOU WILL LEARN



Solo Activity

E-LEARNING COURSES (25 min)



Start: _____ Completion: _____

1. Lancôme Skincare Collection (12 min)
2. Learn More: Skin Science (5 min)
3. Learn More: Skin Expert 1-ON-1 (8 min)



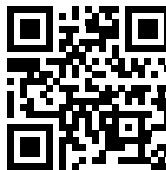
Partner Activity

AT-COUNTER ACTIVITIES (45 min)



Start: _____ Completion: _____

1. Deep dive on the Skincare Iconics (30 min)
2. Consultation/Recommendation Practice (8 min)
3. How to Demo Skincare (7 min)



Scan QR code to visit LancomeLearning.com and find the École Lancôme New Hire Onboarding course under LEARNING.





DIRECTIONS

Describe the texture of the formula.

How does the hand with Génifique Ultimate look?

How does it feel?

[illegible]





GÉNIFIQUE ULTIMATE SERUM DEEP DIVE



MATERIALS NEEDED

Product Book, Access to Lancome.com
on Smartphone or Tablet

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT



A skin barrier **repair** serum that reverses visible skin damage
in 1 week for **ultimate skin recovery**.

RESULTS

KEY INGREDIENTS

SUSTAINABILITY/MADE WITH CARE FUN FACTS



RATING & REVIEWS (What are clients saying on Lancome.com?)





RÉNERGIE H.P.N. 300-PEPTIDE CREAM DEEP DIVE



MATERIALS NEEDED

Product Book, Access to Lancome.com
on Smartphone or Tablet

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT



*"A **lifting, firming, wrinkle** and **dark spot** reducing peptide cream that helps skin appear restructured as if it were younger."*

RESULTS

KEY INGREDIENTS

SUSTAINABILITY/MADE WITH CARE FUN FACTS



RATING & REVIEWS (What are clients saying on Lancome.com?)





ABSOLUE DEEP DIVE



MATERIALS NEEDED

Product Book, Access to Lancome.com
on Smartphone or Tablet

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT



*"A **luxurious** cream that visibly **brightens, firms** and **hydrates** skin for up to **24 hours**."*

RESULTS

KEY INGREDIENTS

SUSTAINABILITY/MADE WITH CARE FUN FACTS



RATING & REVIEWS (What are clients saying on Lancome.com?)

SKINCARE DISCOVERY



MATERIALS NEEDED

Serum & Moisturizer Testers, Skincare Consultation Guide, Hygiene Supplies

DIRECTIONS

Touch & feel the other Lancôme Serums and Moisturizers that are available at your counter, then use the Skincare Consultation Guide to fill in the blanks.

CLARIFIQUE PRO-SOLUTION

RESULTS

KEY INGREDIENTS



RÉNERGIE H.C.F. TRIPLE SERUM

RESULTS

KEY INGREDIENTS



RÉNERGIE C.R.x. TRIPLE SERUM RETINOL

RESULTS

KEY INGREDIENTS



ABSOLUE THE SERUM

RESULTS
KEY INGREDIENTS



HYDRA ZEN

RESULTS
KEY INGREDIENTS



CLARIFIQUE CREAM

RESULTS
KEY INGREDIENTS



1. PREP & EXFOLIATE



EYE MAKEUP REMOVER

- BI-FACIL**
Gentle & Effortless
- Removes waterproof makeup
 - 50% oils, 50% water



CHEMICAL EXFOLIANT

- CLARIFIQUE DOUBLE TREATMENT ESSENCE**
Radiance Boosting & Tone Evening
- Exfoliate & hydrate
 - Pro-peeling acids: salicylic, glycolic, phytic, lactic + beech bud extract, hydrating oils

2. CLEANSE



NORMAL OR COMBINATION

- CLARIFIQUE PORE-REFINING CLEANSER**
Purify & Smooth
- Pore-refining
 - Improves skin tone
 - Salicylic acid, beech bud extract, licorice extract



CRÈME RADIANCE CREAM-TO-FOAM CLEANSER

- Purifying & Gentle
- Penetrates into pores, dissolves impurities
 - Antioxidant white lotus flower, Rose de France rosewater



ALL SKIN TYPES

- EAU FRAÎCHE DOUCEUR MICELLAR CLEANSING WATER**
Cleansing & Refreshing
- Instantly removes face, lip, & eye makeup
 - Micellar water, Rose de France rosewater



ABSOLUE ROSE 80 BALM-TO-FOAM CLEANSER

- Cleansing & Smoothing
- 2-in-1 makeup remover & cleanser
 - Gentle, ultra luxurious leaving skin clean & comfortable
 - 80% Rose Emulsion, vitamin E, salicylic acid
- Select doors



DRY SKIN TYPES

- L'ÂT GALATÉE CONFORT MAKEUP REMOVER MILK**
Cleansing & Comforting
- Melts away makeup & impurities
 - Honey, sweet almond extracts



CRÈME MOUSSE CONFORT FOAMING CLEANSER

- Cleansing & Comforting
- Creamy-foam melts away makeup & impurities
 - Nourishing & soothing
 - Rose hip oil, Rose de France rosewater

3. TONE



ALL SKIN TYPES

- TONIQUE DOUCEUR FACIAL TONER**
Refining & Refreshing
- Alcohol-free
 - Distilled rose water



- ABSOLUE ROSE 80 ESSENCE-IN-LOTION**
Smoothing & Brightening
- Accelerate skin surface cell renewal
 - Soothed & radiant
 - 80% Rose Blend, Pro-Xylane™, hyaluronic acid
- Select doors



DRY SKIN TYPES

- TONIQUE CONFORT FACIAL TONER**
Hydrating & Purifying
- 24HR milky hydration
 - Alcohol-free
 - Rosewater, squalane, hyaluronic acid



- ABSOLUE L'EXTRAIT ELIXIR LOTION MIST**
Hydrating & Refining
- Supple & radiant
 - Rose damascena water, BlackBiosis™ Extract, Pro-Xylane™
- Select doors

4. SERUM



- CLARIFIQUE PRO-SOLUTION**
Brightening & Dark Spot Reducing
- Tighten pores
 - 10% Polyhydroxy acid, niacinamide, beech bud extract



- GÉNIFIQUE ULTIMATE**
Improve Skin Quality & Barrier Repair
- Reduce fine lines, wrinkles, & pores
 - Improve radiance, uneven skin tone, & firmness
 - Beta Glucan™, hyaluronic acid, pure licorice extract, Bifidus prebiotic



- RÉNERGIE H.C.F. TRIPLE SERUM**
Plumping & Dark Spot Reducing
- Visibly reduce wrinkles
 - Hyaluronic acid, vitamin C + niacinamide, ferulic acid



- RÉNERGIE C.R.x. TRIPLE SERUM RETINOL**
Smooth & Refine
- Reduce visible wrinkles & firms
 - Reduce pore visibility
 - Pure vitamin C, pure retinol, X peptide
- Available May 2025



- ABSOLUE THE SERUM**
Plumping & Smoothing
- Accelerate skin surface cell renewal
 - Younger-looking, glowing skin
 - Perpetual Rose™, vitamin E, Pro-Xylane™
- Select doors



- ABSOLUE L'EXTRAIT ELIXIR SERUM**
Revitalize & Tighten
- Lift & improve skin density
 - 10% BlackBiosis™, Perpetual Rose™ Extract, LHA, Pro-Xylane™
- Available June 2025 in select doors

5. EYE CARE



- GÉNIFIQUE EYE LIGHT-PEARL™**
Depuffing & Illuminating
- Fortify lashes
 - Bifidus prebiotic, caffeine, arginine



- GÉNIFIQUE EYE CREAM**
Hydrating & Brightening
- Reduce dark circles
 - Bifidus prebiotic, vitamin Cg, hyaluronic acid



- GÉNIFIQUE ULTIMATE EYE CREAM**
Improve Dark Circles & Reduce Puffiness
- Smooth fine lines
 - Reduce crow's feet
 - Beta Glucan™, licorice extract, caffeine
- Available May 2025



- RÉNERGIE H.C.F. TRIPLE SERUM EYE**
Visibly Lift & Reduce Eye Wrinkles
- De-puff
 - Hyaluronic acid + SNK peptide, vitamin C + niacinamide, vitamin F



- RÉNERGIE EYE CREAM**
Lifting & Dark Circle Reducing
- De-puff
 - Hyaluronic acid, caffeine, linseed extract



- ABSOLUE EYE CREAM**
Wrinkle Reducing & Smoothing
- Reduce under-eye bags
 - Improve firmness & elasticity
 - Biotech peptide, Perpetual Rose™, Pro-Xylane™
- Select doors



- ABSOLUE L'EXTRAIT ELIXIR EYE TREATMENT**
Wrinkle Reducing & Smoothing
- Reduce upper eyelid sagging
 - Improve elasticity & tonicity
 - Perpetual Rose™ Extract, BlackBiosis™ Extract, LHA, Pro-Xylane™
- Select doors

6. MOISTURIZE | MORNING & NIGHT



- HYDRA ZEN CREAM**
Hydrating & Soothing
- Improve skin tone & radiance
 - Centifolia rose extract, bisabolol, hyaluronic acid
- Available in Oil-free, Gel-Cream, & Lotion



- CLARIFIQUE CREAM**
Brighten & Plump
- Glass skin effect
 - Refine pores
 - Niacinamide, caffeine, salicylic acid, baicalin
- Available June 2025



- ADVANCED GÉNIFIQUE NIGHT CREAM**
Hydrating & Nourishing
- Repair skin's moisture barrier
 - Smooth & boost radiance
 - 10% Bifidus prebiotic, hyaluronic acid, triple ceramide complex



- RÉNERGIE H.P.A. 300-PEPTIDE CREAM**
Reduce Sagging & Wrinkles
- Diminish dark spots
 - Hyaluronic acid, 300-plant peptides, niacinamide
- Available in SPF 25



- RÉNERGIE LIFT MULTI-ACTION NIGHT CREAM**
Lifting & Firming
- Reduce wrinkles
 - Replenish moisture
 - Linseed extract containing peptides, hyaluronic acid, shea butter



- ABSOLUE ROSE 80 EMULSION**
Refining & Firming
- Accelerate skin surface cell renewal
 - Improve radiance, fine lines, & pores
 - Rose Water & Rose Extracts, Pro-Xylane™, niacinamide, LHA
- Select doors



- ABSOLUE SOFT CREAM**
Brightening & Revitalizing
- Smooth fine lines
 - Improve surface cell turnover
 - Firmer, more plump & radiant skin
 - Grand Rose Extracts featuring Perpetual Rose™, Pro-Xylane™, shea butter, LHA, meadowfoam seed oil
- Select doors, available in Rich Cream



- ABSOLUE L'EXTRAIT ELIXIR CREAM**
Anti-Aging & Renewing
- Reduce wrinkles, fine lines & sagging
 - Improve radiance, skin tone evenness, & smoothness
 - Improve plumpness & skin density
 - Perpetual Rose™ Extract, BlackBiosis™ Extract, LHA, Pro-Xylane™
- Available August 2025 in select doors

7. PROTECT



- UV EXPERT SUPRA SCREEN SPF 50**
Protect & Correct
- Improve smoothness, brightness, & skin tone evenness
 - Reduce fine lines, wrinkles, & dark spots
 - Invisible serum sunscreen with 48H hydration
 - Niacinamide, hyaluronic acid + carnosine, vitamin C & E
- Available April 2025



- UV EXPERT DEFENSE SPF 50+**
Protecting & Hydrating
- Primer & moisturizer
 - Invisible formula
 - Vitamin E, moringa, edelweiss extracts



SKINCARE CONSULTATION PRACTICE + SHOW 2



MATERIALS NEEDED

Pen, Consultation Guide

DIRECTIONS

Practice a Skincare 1-ON-1 on a co-worker.

1. Give the Skincare Consultation Guide to your partner so they can follow along.
2. Ask the 5 Consultation Questions.
3. Write down your client's concerns and recap their needs to show understanding.
4. Identify 2 moisturizers that match up to their concerns and Show 2.
5. Recommend a 3-step Skincare Routine with their selected moisturizer (Génifique + Moisturizer + Eye Cream).

REFLECTION

Check off the steps that were easy for you. Circle the ones you want to practice again. What will you try differently next time?



SKINCARE DEMONSTRATION



MATERIALS NEEDED

Hygiene Supplies, 2 Moisturizers,
Eau Micellaire Douceur, Gènifique, Eye Cream

DIRECTIONS

Practice Show 2 and a Skincare Routine Recommendation while inviting your practice partner to feel the products on the back of their hands as you explain the benefits of each product for their skin needs.

REFLECTION

On a scale of 1-10, how confident do you feel recommending & demonstrating skincare? What could you do to get one step higher?

The Lancôme skincare product I am most excited to try is:

CONGRATULATIONS!

You've completed the Skincare Course!

You should be able to:

- ✓ Use the Skincare Guide to uncover your clients needs in a Skin Expert 1-ON-1.
- ✓ Share the results, ingredients, and sustainability fun facts for Lancôme's Iconic skincare products.
- ✓ Confidently recommend a skincare routine for your clients.



TO LEARN MORE:

- Take it to the next level with Beauty Tech!
- Browse the learning journey on LancomeLearning.com for more skincare videos and beauty bytes.

MAKEUP DISCOVERY

 115 min



YOU MAY BE WONDERING...

*How do I find the
perfect foundation
shade for my client?*

*What makes Lancôme
mascaras so unique
and different?*

*How will I know which
products to customize
for my client?*

*How can I learn to
apply makeup on a
client with confidence?*



IN THIS SECTION, YOU WILL LEARN



Solo Activity

E-LEARNING COURSES (25 min)



Start: _____ Completion: _____

1. Foundation + Complexion Basics (15 min)
2. Mascara + Eyes (10 min)



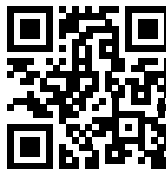
Partner Activity

AT-COUNTER ACTIVITIES (90 min)



Start: _____ Completion: _____

1. Foundation & Mascara Discovery (25 min)
2. Consultation Practice (5 min)
3. Makeup Removal & Application practice (60 min)



Scan QR code to visit LancomeLearning.com and find the
École Lancôme New Hire Onboarding course under LEARNING.

FOUNDATION DISCOVERY



MATERIALS NEEDED

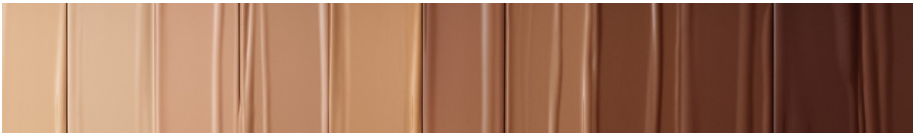
Pen, Foundation Finder, Foundation Testers, Hygiene Supplies

RESOURCES

LancomeLearning.com, Product book

DIRECTIONS

Apply a small amount of each Foundation Formula to the back of 1 hand and blend in. Observe the way each formula looks and feels in comparison to each other. Fill in the blanks for each formula.



LA BASE PRO

INTRO STATEMENT



*"A **skin-perfecting primer** that **extends** the **wear** of foundation with a **natural finish**."*

BENEFITS / RESULTS

KEY INGREDIENTS





TEINT IDOLE ULTRA WEAR

INTRO STATEMENT



"Our **thinnest, breathable, full-coverage** liquid foundation for a flawless **matte finish**."

FINISH & COVERAGE

BENEFITS / RESULTS

KEY INGREDIENTS



TEINT IDOLE ULTRA WEAR CARE & GLOW

INTRO STATEMENT



"A **medium** coverage **serum** foundation for **natural glow** finish."



FINISH & COVERAGE

BENEFITS / RESULTS

KEY INGREDIENTS





TEINT IDOLE ULTRA WEAR FOUNDATION STICK

INTRO STATEMENT	
	"A full coverage cream-to-powder stick for a velvety matte finish."
FINISH & COVERAGE	
BENEFITS / RESULTS	
KEY INGREDIENTS	
	



RÉNERGIE LIFT MAKEUP

INTRO STATEMENT	
	"A medium to full coverage hydrating foundation for lift and radiance ."
FINISH & COVERAGE	
BENEFITS / RESULTS	
KEY INGREDIENTS	
	




IDÔLE 3 SERUM SUPER TINT

INTRO STATEMENT	
say this	"A hydrating, serum-infused skin tint with a luminous finish. "
FINISH & COVERAGE	
BENEFITS / RESULTS	
KEY INGREDIENTS	
 Made with Care	



DUAL FINISH

INTRO STATEMENT	
say this	"A sheer to full coverage foundation & powder in one that can be used wet/dry. "
FINISH & COVERAGE	
BENEFITS / RESULTS	
KEY INGREDIENTS	
 Made with Care	



TEINT IDOLE ULTRA WEAR ALL OVER CONCEALER

INTRO STATEMENT	
say this	"A 24H, full coverage, multi-tasking concealer with targeted precision that conceals and perfects. "
FINISH & COVERAGE	
BENEFITS / RESULTS	
KEY INGREDIENTS	
Made with Care	



TEINT IDOLE ULTRA WEAR CARE & GLOW CONCEALER

INTRO STATEMENT	
say this	"A 24H serum infused, hydrating, medium-buildable coverage concealer for a natural soft glow finish. "
FINISH & COVERAGE	
BENEFITS / RESULTS	
KEY INGREDIENTS	
Made with Care	





FOUNDATION CONSULTATION + SHOW 2



MATERIALS NEEDED

Foundation Finder

DIRECTIONS

Practice a Foundation Consultation on yourself and co-worker.

1. Use the Foundation Finder to answer the 3 consultation questions. Which Lancôme foundation(s) match up to your preferences? _____
2. Next practice the Foundation Consultation on a co-worker and Show 2 formula options using the Foundation Finder.

REFLECTION

How can using the Foundation Finder help you select the right formula for your client?

FOUNDATION FINDER

YOUR PERFECT SHADE. YOUR PERFECT COVERAGE. YOUR FLAWLESS FINISH.

LANCÔME

01 What foundation do you
CURRENTLY WEAR?

02 What DO YOU
LIKE about it?

03 What would you LIKE TO
CHANGE about it?



TEINT IDOLE
ULTRA WEAR
Up to 24h
longwear



TEINT IDOLE
ULTRA WEAR
CARE & GLOW
24h healthy glow



TEINT IDOLE
ULTRA STICK
Portable,
ultra-versatile



DUAL
FINISH
Foundation
powder



RÉNERGIE
LIFT MAKEUP
Lifting & hydrating



IDÔLE 3 SERUM
SUPERTINT
24H luminous wear

COVERAGE	Buildable Full	Buildable Medium	Full	Sheer to Full	Medium to Full	Sheer to Light
FINISH	Natural Matte	Natural Glow	Velvet Matte	Soft Matte	Radiant	Luminous Finish
SHADES	55 Shades	30 Shades	22 Shades	35 Shades	25 Shades	20 Shades
RESULTS	Oil-free, Fragrance-free, Transfer-resistant, Breathable	Serum-infused, Transfer-resistant Longwear	Oil-free, Fragrance-free, Transfer-free, Longwear	Multi-tasking, Foundation & Powder in One	Up to 12H Lifting	Oil-free, Paraben-free, Serum-infused 24H Hydrating Care
SPF	SPF 25	SPF 27	N/A	N/A	SPF 27	N/A
INTENSITY 1	090 Neutral 095 Warm 097 Warm 100 Warm 105 Warm 110 Cool 115 Cool 120 Neutral 125 Warm 130 Cool 135 Neutral	105 Warm 110 Cool 115 Cool 120 Neutral 125 Warm	110 Ivoire (Cool) 140 Ivoire (Neutral)	090 Porcelaine I (Neutral) 100 Porcelaine Délicate I (Cool) 120 Ivoire (Neutral) 130 Porcelaine d'Ivoire I (Neutral) 140 Ivoire (Warm) 150 Ivoire (Warm)	90 Ivoire (Neutral) 95 Ivoire (Warm) 110 Ivoire (Cool) 140 Porcelaine 20 (Cool) 160 Ivoire (Warm)	10 (Neutral) 12 (Neutral) 14 (Neutral) 16 (Cool)
	200 Neutral 205 Cool 215 Cool 220 Cool 225 Cool 230 Warm 235 Neutral 240 Warm 245 Cool 250 Warm	220 Cool 230 Warm 240 Warm 245 Cool	210 Buff (Neutral) 220 Buff (Cool) 230 Buff (Warm) 250 Bisque (Warm) 260 Bisque (Neutral)	205 Neutrale II (Warm) 210 Clair II (Neutral) 220 Buff II (Cool) 230 Ecu I (Warm) 240 Rose Clair II (Neutral)	210 Buff (Neutral) 220 Buff (Cool) 230 Porcelaine 40 (Cool) 240 Clair 10 (Cool) 250 Bisque (Warm) 255 Clair 20 (Neutral Cool) 260 Bisque (Neutral)	20 (Neutral) 22 (Cool) 24 (Warm) 26 (Warm) 28 (Neutral)
	300 Neutral 305 Neutral 310 Neutral 320 Cool 325 Cool 330 Neutral 335 Warm 340 Warm 345 Neutral 350 Neutral 355 Neutral	305 Neutral 310 Neutral 320 Cool 325 Cool 330 Neutral 335 Warm	310 Bisque (Cool) 320 Bisque (Warm) 330 Bisque (Neutral) 350 Bisque (Cool) 360 Bisque (Neutral)	310 Bisque II (Cool) 315 Wheat II (Warm) 320 Amande II (Neutral) 340 Nu II (Neutral) 345 Sand II (Neutral) 350 Bisque (Warm) 355 Bisque (Cool) 360 Honey II (Warm) 370 Bisque (Cool)	310 Clair 30 (Cool) 320 Clair 25 (Warm) 330 Bisque (Neutral) 340 Clair 35 (Neutral) 350 Doré 10 (Neutral Warm) 360 Doré 20 (Warm) 370 Doré 25 (Warm)	30 (Warm) 32 (Cool) 34 (Warm)
	400 Warm 405 Warm 410 Neutral 415 Warm 420 Warm 425 Cool 430 Cool 435 Cool 440 Neutral 445 Neutral 450 Warm 455 Warm	400 Warm 405 Warm 420 Warm 425 Cool 430 Cool 445 Neutral 450 Warm 455 Warm	410 Bisque (Warm) 420 Bisque (Neutral) 450 Suede (Neutral) 460 Suede (Warm)	410 Bisque (Warm) 420 Bisque (Neutral) 430 Bisque (Warm) 440 Bisque (Cool) 450 Suede (Neutral) 460 Suede (Warm) 470 Suede (Cool)	410 Bisque (Warm) 420 Bisque (Neutral) 430 Doré 30 (Warm) 460 Suede (Cool) 500 Suede (Warm)	40 (Warm)
	500 Cool 505 Neutral 510 Neutral 515 Warm 520 Warm 525 Warm 530 Warm 535 Neutral 540 Cool 555 Cool 560 Cool	505 Neutral 510 Neutral 515 Warm 520 Warm 530 Warm 540 Cool	500 Suede (Warm) 510 Suede (Cool)	500 Suede (Warm) 510 Suede (Cool) 520 Suede (Warm) 530 Suede (Cool) 540 Suede (Warm) 550 Suede (Cool) 555 Suede (Neutral) 560 Suede (Cool)	500 Suede (Warm) 550 Suede (Cool)	50 (Warm) 52 (Warm) 54 (Neutral) 56 (Cool) 58 (Cool)

MAKEUP CHECK UP FOUNDATION SHADE MATCHING



MATERIALS NEEDED

Foundation Finder, Shade Matching Tool, Eau Micellaire Douceur, Génifique, Cotton Swabs & Rounds, Foundation Testers, Hygiene Supplies

DIRECTIONS

Review the Foundation Consultation video in the Foundation + Complexion Basics E-Learning Chapter. Practice the following steps on yourself +2 co-workers or clients with different skin tones.

1. Use the Shade Matching tool to identify Intensity and select 3 shades of foundation.
2. Prep skin by cleansing one cheek with Eau Micellaire Douceur and applying Génifique.
3. Apply 3 stripes to the cheek & choose your preferred shade.
What made you choose your preferred shade?
How did comparing your favorite to two other shades help you decide?

TIP: Finish a Makeup Checkup service by offering a sample and a touch up or full Flawless Complexion lesson.



Take Shade Matching to the next level with **Beauty Tech!**
Visit **LancomeTraining.com** for How-To Videos!



MAKEUP REMOVAL & SKINCARE PREP FOR MAKEUP APPLICATION



MATERIALS NEEDED

Hygiene Supplies, Eau Micellaire Douceur, Génifique, Customized Moisturizer

DIRECTIONS

Review the Makeup Removal and Skincare Prep video in the Foundation + Complexion Basics E-Learning Chapter. Practice the steps below on a co-worker or client.

1. Let the client know you will be prepping their skin for their makeup application.
2. Ask them 3 Consultation Questions to select a moisturizer:
What moisturizer do you currently use?, What do you like about it?, What do you wish could change?
3. Remove lip color with Bi-Facil and face makeup with Eau Micellaire Douceur.
4. Apply Génifique and Moisturizer to prep the skin for makeup.

REFLECTION

Why is prepping the skin for makeup important? How will you explain that to your clients?



FLAWLESS COMPLEXION



MATERIALS NEEDED

Hygiene Supplies, Products Listed Below

DIRECTIONS

Review the Flawless Complexion Basics and Level Up videos in Complexion E-Learning Chapter. Practice the steps below on a co-worker.

COMPLEXION BASICS

Primer to Smooth

Foundation to Perfect

Concealer to Correct and Conceal

Powder to Set

LEVEL UP

Contour to add Definition

Bronzer to add Warmth

Highlight to Illuminate & Enhance

Blush to Shape

REFLECTION

Check off the steps that were easy for you. Circle the ones you want more practice with. What will you try differently next time?

Flex Your Skills: Practice these complexion steps on 2 additional co-workers or clients – one with a fairer skin tone and one with a deeper skin tone.



MASCARA DEEP DIVE



MATERIALS NEEDED

Product Book, Access to Lancome.com on Smartphone or Tablet

DIRECTIONS

Fill in the blanks.



CILS BOOSTER XL

INTRO STATEMENT	
<div>say this</div> <div> <p>“A <i>lash primer</i> that <i>conditions</i> lashes to make one coat look like two.”</p> </div>	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



DÉFINICILS

INTRO STATEMENT	
<div><div>say this</div><div>"A <i>natural yet noticeable</i> mascara that <i>lengthens, defines, and separates</i> for long lashes."</div></div>	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



IDÔLE FLUTTER

INTRO STATEMENT	
<div><div>say this</div><div>"<i>Extreme length</i> and ultra <i>separation</i> with up to <i>24H wear</i>."</div></div>	
LASH RESULT	FORMULA
BRUSH	HOW TO USE





LASH IDÔLE

INTRO STATEMENT

say
this

*"A **lash extension effect** mascara that **lifts** and **lengthens** for **clean fanned-out volume**."*

LASH RESULT

FORMULA

BRUSH

HOW TO USE



HYPNÔSE

INTRO STATEMENT

say
this

*"An instant **lengthening, lifting** and **customizable** volume mascara that is **buildable**."*

LASH RESULT


FORMULA

BRUSH

HOW TO USE




MONSIEUR BIG

INTRO STATEMENT	
<div><div></div><div><p>"An instant false lash look mascara that delivers 12X the volume and has intense black pigment."</p></div></div>	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



HYPNÔSE DRAMA

INTRO STATEMENT	
<div><div></div><div><p>"An extreme volume, high drama mascara with playtime for buildable volume."</p></div></div>	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



EXPRESS MASCARA DEMONSTRATION



MATERIALS NEEDED

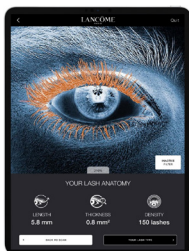
Bifacil, Cotton Swabs, Tissues, Disposable Mascara Wands and Mascara Testers, Hygiene Supplies

DIRECTIONS

Review the Express Lash Service video in Mascara + Eyes E-Learning Chapter. Practice on a co-worker or client.

1. Do a mascara consultation to select a mascara for your client.
2. Remove mascara from one eye only.
3. Apply their selected mascara on the clean lashes.
4. Ask them to compare the results of the Lancôme mascara to the one they came in wearing.

Building the Basket: What other products could you recommend to enhance their lash look/routine? What question could you ask your client to start that conversation?



Take Mascara Selection to the next level with **Beauty Tech!**
Visit **LancomeTraining.com** for How-To Videos!

MASCARA FINDER

LANCÔME

Discover which Lancôme mascara is right for you and the easy steps to maximize your lashes with easy removal.

HIT YOUR LASH GOALS

01 What MASCARA do you currently wear? 02 What DO YOU LIKE about it? 03 What would you LIKE TO CHANGE about it?

<p>DÉFINICILS Separate & Lengthen</p> 	<p>FLUTTER EXTENSION Extreme Length</p> 	<p>LASH IDÔLE Lift, Lengthen, Clean Volume</p> 	<p>HYPNÔSE Buildable & Volumizing</p> 	<p>MONSIEUR BIG Instant False Lash Look</p> 	<p>HYPNÔSE DRAMA Extreme Volume</p> 
					
<p>Cream texture with polymers that coat each lash for extreme separation, definition, and length.</p>	<p>Wax-in-water emulsion with polymers & pigments that elongate lashes with visible results and a weightless feel.</p>	<p>Lightweight gel emulsion has less wax than your average mascara for lifted, long, feathery soft lashes.</p>	<p>A creamy rich black texture that is lengthening, lifting, thickening for customizable volume.</p>	<p>Gel cream texture with black boosting polymers for ultra rich, intense black lashes with buildable, length and BIG volume.</p>	<p>Lightweight, creamy texture with up to 17x the volume and up to 24H wear for buildable volume and length. Onyx black pigments provide ultra black intensity and bonding complex fortifies lashes.</p>
<p>Straight, Fine Comb-Like Brush</p> 	<p>Slim Brush 480 Nano bristle</p> 	<p>Curved Brush 360 Micro-bristles</p> 	<p>The Powerfull™ Controllable Brush</p> 	<p>Wavy Fiber-Bristles Brush</p> 	<p>Advanced 360 S-Shape Curved Brush</p> 
<p>A natural yet noticeable mascara that lengthens, defines, and separates for lavishly long lashes.</p>	<p>An extreme lengthening and ultra separation mascara with up to 24H wear.</p>	<p>A mascara that lifts and lengthens for clean fanned out volume.</p>	<p>An instant lengthening, lifting and customizable volume mascara that is buildable.</p>	<p>An instant false lash look mascara that delivers 12x the volume with intense black pigment in just one coat.</p>	<p>An extreme volume, high drama mascara with playtime for buildable volume.</p>
VOLUME +	VOLUME ++	VOLUME +++	VOLUME ++++	VOLUME +++++	VOLUME ++++++

FIND YOUR CHIC [FOCUS ON EYES] + 1-2-3 BROWS



A DEFINED WINGED LINER IS A LANCÔME SIGNATURE LOOK!

MATERIALS NEEDED

Hygiene Supplies, Bi-Facil, All Over Concealer, Eye Shadows, Idôle Liner, Lancôme Mascara, Brow Pencil

DIRECTIONS

Review the Eye Makeup Removal and Find Your Chic [Focus on Eyes] videos, as well as 1-2-3 Brows, in the Mascara + Eyes E-Learning Chapter. Practice on a co-worker or client.

1. Remove eye makeup with Bi-Facil and apply eye cream onto clean eyes.
2. Apply All Over Concealer to brighten lid. Blend to brow.
3. Press an eye shadow a few shades lighter than the skin tone over the lid.
4. While there are many variations of the cat eye. The build is the same for all with liquid liner:
 - Start with your wing and outer eye corner
 - Glide back to mid-lash line
 - Stamp along the lash line to thicken & complete
 - Apply pressure for added thickness
5. Apply pencil eyeliner as close to the upper lash line as possible to create a tight-line effect for a darker, thicker, & fuller lash line.
6. Define the lashes with Cils booster and a Lancôme mascara.
7. Complete the look with 1-2-3 Brows.

Be Creative: How would the look change if you added more to the eyes? Lips? Try one and record the result.



Find Your Chic (Eyes)



Find Your Chic (Lips)



Find Your Chic (Complexion)

CONGRATULATIONS!

You've completed the Makeup Course!

You should be able to:

- ✓ Use the Foundation and Mascara Finders to uncover your clients needs in a Makeup Consultation.
- ✓ Share the benefits, key ingredients, and sustainability fun facts (where applicable) for Lancôme's pillar makeup products.
- ✓ Confidently shade match and apply a makeup look for your clients.



TO LEARN MORE:

- Browse the Beauty Byte menu on LancomeLearning.com for Makeup Courses.
- Take it to the next level with Beauty Tech!

FRAGRANCE DISCOVERY

⌚ 52 min



YOU MAY BE WONDERING...

How do I find the perfect fragrance for my client without overwhelming them with too many scents?

What makes Lancôme fragrances unique?

Why are there so many different kinds of La vie est belle and Idôle and what's the difference between them all?



IN THIS SECTION, YOU WILL LEARN



Solo Activity

E-LEARNING COURSES (20 min)



Start: _____ Completion: _____

1. Fragrance Collections (10 min)
2. Learn More: Fragrance Consultation (10 min)



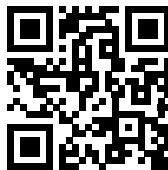
Partner Activity

AT-COUNTER ACTIVITIES (32 min)



Start: _____ Completion: _____

1. Fragrance Discovery (25 min)
2. Consultation Practice (5 min)
3. The impact of Fragrance layering (2 min)



Scan QR code to access Fragrance E-Learning Chapters
on LancomeLearning.com





LA VIE EST BELLE DEEP DIVE



MATERIALS NEEDED

Fragrance Finder, Product Book,
Access to Lancome.com on Smartphone or Tablet

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT



*"A **warm, sweet-floral** fragrance with notes of precious iris, spun sugar and vanilla."*

WEAR IT WHEN YOU WANT TO FEEL...

TOP / MIDDLE / BASE NOTES

SUSTAINABILITY / ART OF THE BOTTLE





IDÔLE DEEP DIVE



MATERIALS NEEDED

Fragrance Finder, Product Book,
Access to Lancome.com on Smartphone or Tablet

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT



*"A **clean, fresh-floral** fragrance with notes of bright
citrus, rose and vanilla."*

WEAR IT WHEN YOU WANT TO FEEL...

TOP / MIDDLE / BASE NOTES

SUSTAINABILITY / ART OF THE BOTTLE



SMELL & DISCOVER!



MATERIALS NEEDED

Fragrance Testers, Blotter Cards, Fragrance Finder

DIRECTIONS

Take a moment to smell and discover each Lancôme Fragrance that is available at your counter.

Spray each Lancôme Fragrance on a blotter card and smell it. Then fill in the blanks below.



FRAGRANCE NAME:

What are the Top, Middle and Base notes in the fragrance?

What words would you use to describe how it smells?

How does this fragrance make you feel? Where could you see yourself wearing it?

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FRAGRANCE NAME:

What are the Top, Middle and Base notes in the fragrance?

What words would you use to describe how it smells?

How does this fragrance make you feel? Where could you see yourself wearing it?



FRAGRANCE FINDER

01 Are you shopping for yourself or for someone special?
We might need some more information if this is a gift, flip over to dive further and discover their fragrance match.

02 FIND YOUR COLLECTION.
First let's find the fragrance collection that's your style, we have 3 options: Is your FLORAL STYLE Warm, Fresh, Fruity, or Spicy?

03 FIND YOUR TWIST!
What do you prefer from the below +OPTIONS

LA VIE EST BELLE | WARM

ICONIC LA VIE EST BELLE eau de parfum
+ SWEET

TOP
Precious Iris, Jasmine
& Orange Blossom

MIDDLE
Patchouli

BASE
Spun Sugar &
Sensual Vanilla



Soleil Cristal
+ TROPICAL



TOP

Mandarin

MIDDLE

White Iris

BASE

Bourbon Vanilla & Coconut

Iris Absolu
+ CRISP



Fig & Blackcurrant

L'Elixir
+ FRUITY



Raspberry Accord & Bergamot

Violet Leaf & Rose Absolute

Cocoa Butter & Cedarwood

IDÔLE | FRESH | FRUITY

IDÔLE eau de parfum
+ CLEAN

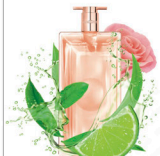
TOP
Bright Citrus

MIDDLE
Rose & Jasmine

BASE
White Musk



Eau de Toilette
+ ENERGIZING



TOP

Bergamot

MIDDLE

Green Shinya Tea

BASE

Cedarwood & Patchouli

Nectar
+ SWEET



TOP

Rose

MIDDLE

Caramel Popcorn

BASE

Bourbon Vanilla

Now
+ LUMINOUS



Rose Concentrate

White Orchid

Vanilla

Sandalwood

Power
+ WOODY



Pomarine™

Rose Damascena

Vanilla

Sandalwood

TRÉSOR | SPICY

TRÉSOR eau de parfum
+ WARM

TOP
Rose &
Apricot Blossom

MIDDLE
Lilac & Peach

BASE
Sandalwood & Musk



La Nuit Trésor
+ FRUITY



TOP

Lychee & Raspberry

MIDDLE

Damascena Rose

BASE

Vanilla Orchid & Praline

LA VIE EST BELLE REFILL

* L'Elixir refill also available.



IDÔLE REFILL



Made
with Care

With sustainability in mind, Lancôme offers
refillable perfumes for more responsible living.

FRAGRANCE CONSULTATION



MATERIALS NEEDED

Pen, Notebook, Fragrance Testers, Blotter Cards,
Smartphone, Tablet or Computer

DIRECTIONS

Practice a Fragrance Consultation on a coworker or client.

1. Start the fragrance conversation by offering to customize a Lancôme fragrance for your client.
2. Ask your client the 3 questions on the Fragrance Finder to narrow it down to one collection.
3. Show 2: Present 2 Fragrances from the client's preferred collection. Spray 2 blotters of each scent – 1 for the client to smell and 1 for you to smell.
4. Share the story of each fragrance as your client experiences each scent.
5. Ask: "Which fragrance do you connect with?" and invite the client to wear the fragrance they selected.
6. CLOSE with CONFIDENCE: "Would you like to treat yourself today or wear it a little longer?"

REFLECTION

On a scale of 1-10, how confident do you feel recommending & demonstrating fragrance? What could you do to get 1 step higher?



TAKE THE FRAGRANCE LAYERING CHALLENGE



MATERIALS NEEDED

Pen, Fragrance and Fragrance Lotion Testers

DIRECTIONS

Take Fragrance Layering Challenge.

1. Apply scented lotion to the back of 1 hand.
2. Spray the matching fragrance on both hands.
3. Compare hands- what do you notice?

Be Intentional: What will you say to invite your next fragrance client to take the Fragrance Layering Challenge?

My favorite Lancôme fragrance is: _____

because it makes me feel _____

CONGRATULATIONS!

You've completed the Fragrance Course!

You should be able to:

- ✓ Use the Fragrance Finder to uncover your clients' preferences in a Fragrance Consultation.
- ✓ Share the notes, 'wear it when' and sustainability fun facts for Lancôme's pillar fragrances.
- ✓ Customize a fragrance for your clients.



TO LEARN MORE:

- Browse the Beauty Byte menu on LancomeLearning.com for Fragrance Courses.

WHAT'S NEXT?

Now that you've completed your e-learning courses and workbook, it's time to take the final step to becoming a *HAPPINESS ACTIVIST!*

Register for your LIVE! École Lancôme seminar & receive your Lancôme Welcome Gratis and 125 Bravô Points after you attend!

JOIN ÉCOLE LANCÔME LIVE!

• LIVE

We'll be sharing expert tips and tricks to elevate your selling and serving skills at your counter, like...

- Connecting with empathy
- Asking Questions
- How to Build the Basket
- Closing the Sale & Follow-up

Learn tips for helping a New Skincare Client, a Replenishing Makeup Client, and how to make every client leave happier by Finishing with Fragrance.

We can't wait to connect with you!



Meet your Lancôme experts!

Scan the QR code for the seminar schedule.

5-MINUTE BEST OF LANCÔME SERVICE



MATERIALS NEEDED

Hygiene Supplies, Génifique, Teint Idole Ultra Wear, Lash Idôle, Lash Idôle wand L’Absolu Rouge, La vie est belle, TIU shade matching fan tool, Lipstick Finder, fragrance blotters, brushes/ disposable applicators for foundation, and lipstick.

Note: this service is a touch-up, no need to remove makeup.

DIRECTIONS

- STEP 1** Génifique - Press (don’t rub or blend) Génifique onto high points of the face (forehead, top of cheekbones, nose, chin) to refresh skin and add a natural glow. Also drop a small amount onto the back of one hand and have them compare for a quick Génifique Hand Demo.
- STEP 2** Teint Idole Ultra Wear - Use the fan tool to quickly select a shade of TIU. Feather a very sheer amount of TIU onto the same areas that you applied Génifique (forehead, top of cheekbones, nose, chin) to even/perfect the complexion.
- STEP 3** Lash Idôle - Tip the lashes with Lash Idôle to add length and make the lashes pop.
- STEP 4** Lip Color - Ask your client what shades & finish they love to wear and select a formula and shade that you think would look great on them.
- STEP 5** La vie est belle - Finish off their look with a sweet, sparkling floral fragrance that’s sure to get them noticed. First spray 2 blotters and then ask if they’d like to try it on their skin.



REFLECTION

Which parts were easy? Which parts could use more practice?
Who will you offer this service to?

HOW WE SERVE...

HAPPINESS ACTIVIST

HAPPINESS is at the heart of how we serve at Lancôme, and it's what makes *YOU* a trusted friend and advisor to your clients.

THE LANCÔME CLIENT EXPERIENCE

CONNECT *Spark the Lancôme Connection*



This is where you **Build the Connection** by warmly welcoming your **client with a genuine smile** and discovering their Lancôme story. **#makemesmile**

Ask: "Are you familiar with Lancôme or is this your first time here?"

Then, use your Lancôme tools and insightful questions to understand their individual needs and personalize their experience.

CONSULT *Curate their perfect Lancôme picks*



Now it's time to **Build the Basket**. Showcase expertise, offer tailored solutions, and highlight product benefits for a luxurious experience. **Introduce beauty tech options to enhance personalization.**

Ask: "Would you like to relax and enjoy a personalized service, or would you prefer a hands-on lesson so you can recreate it at home?"

When they prefer a lesson, use the Lancôme Demi-Demo technique.

CELEBRATE *Welcome to the Lancôme Family*



Here's where you **Build the Relationship**. Thank your client for choosing Lancôme. **Add a thoughtful touch with customized sample. Explain its benefits before requesting contact information. Then,**

Ask: "May I get your contact info so we can keep in touch?"

Explain the perks of being on your client list, like early access to new products and events, to solidify their connection and make them feel truly valued.

YOUR LANCÔME SELLING & SERVING SKILLS

Now that you have completed École Lancôme, it's time to practice the skills and study the product knowledge you have learned throughout your École Lancôme experience. This will ensure your expertise in Lancôme's Selling & Serving Skills.

Here is a list of the skills and consultations you will be expected to demonstrate as you represent Lancôme at your counter every day.

REMEMBER, your #1 goal in all you do at Lancôme is to be a Happiness Activist!

Bonne Journée!

REFLECTION

Check off the Serving & Selling skills that come easy to you. Circle the ones you want to develop. Share the list with your manager and Lancôme executive.





CONNECT

Build the Connection & get to know your client & their needs.

- Offer an authentic greeting
- Give a name, get a name
- Share a fun fact about the brand
- Ask open-ended questions

CONSULT

Build the Basket by offering personalized options.

Skincare

- Consultation & Demonstration
- Complete the routine

Makeup

- Foundation Consultation & Makeup Checkup
- Flawless Complexion Application
- Find Your Chic [Focus on Eyes] Application
- Mascara Consultation & Demonstration

Fragrance

- Consultation & Demonstration

The Brand

- Best of Lancôme 5-Minute Service

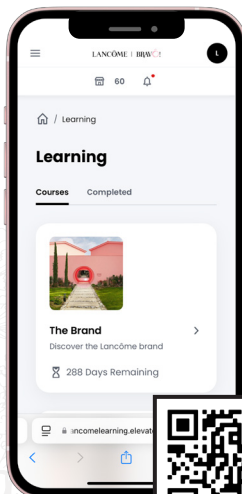
Close the Sale

CELEBRATE

Build the Relationship & continue the connection.

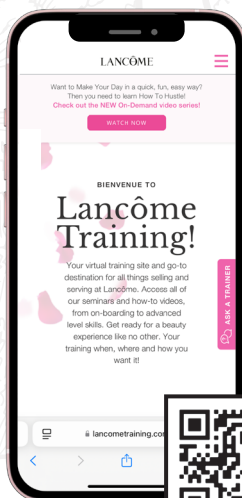
- Invite/share perks of Client Registry
- Share social media handle & invite client to follow
- Initiate 2-2-2 Follow-up

CONNECT WITH US ALWAYS ON



LANCÔME
LEARNING.COM

- École Lancôme E-Learning Chapters
- Beauty Bytes
- Product & How-To Videos



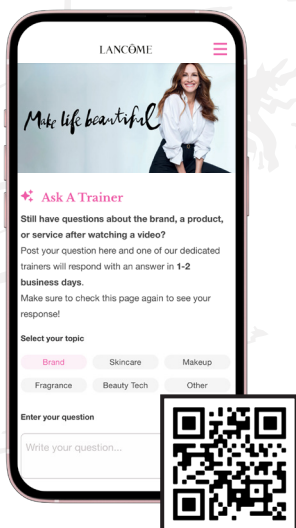
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 - École Lancôme LIVE
 - Passport to Happiness
- The Rose Society



HAPPINESS ACTIVISTS SOCIAL MEDIA

- Learning resources and invites
- Breaking product news
- Tips and techniques
- Q&A and much more



ASK A TRAINER

lancometraining.com/questions

Still have questions about the brand, a product, or service?

Post your question and one of our dedicated trainers will respond with an answer in 1-2 business days.

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LANCÔME