

ÉCOLE

LANCÔME



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: _____

THIS NOTEBOOK
BELONGS TO



BONJOUR!

We are so excited to welcome you to the Lancôme happiness activist family that makes **ALL** people feel more **BEAUTIFUL** by making them **HAPPIER**. The **CONNECTIONS** you make every day are so impactful. Spread **SPARKLE** and **HAPPINESS** in everything you do.

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, 3 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.

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.

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Level 02 **SKINCARE** _____ Page 23




Level 03 **MAKEUP** _____ Page 41



Level 04 **FRAGRANCE** _____ Page 65



BRAND DISCOVERY

 35 min



OUR MISSION
#HappinessActivists

Make
**EVERYONE
MORE
BEAUTIFUL**
by making them
HAPPIER

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 (25 min)



Start: _____ Completion: _____

1. Lancôme's heritage and brand values today
2. Our Iconic Products
3. How We Serve: The Lancôme Client Experience



Partner Activity

AT-COUNTER ACTIVITIES (10 min)



Start: _____ Completion: _____

1. Brand Storytelling



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

**AT LANCÔME,
WE BELIEVE
THAT
HAPPINESS IS
A POWERFUL
SOURCE OF
BEAUTY.**

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.

For more than 85 years, Lancôme has been transmitting innovation and inspiration to people all around the world, helping them feel as beautiful as they truly are.

AT LANCÔME, WE ARE...

FRENCH

For over 8 decades, our mission has been to bring French beauty all around the world.

INCLUSIVE

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

INNOVATIVE

Our aim is to 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, we make people 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.*

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: *"We use 99% organic roses grown on our Lancôme farms in France in our products."*

Your thoughts: _____

INCLUSIVE

Our thoughts: *"With 5 intensities and 50 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 that your (Absolue/Rénergie/La vie est belle) is both Refillable and Recyclable?"*

Your thoughts: _____

HAPPINESS ACTIVISTS

Our thoughts: *"How can I make you happy today?"*

Your thoughts: _____



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

WHAT'S A LANCÔME INTRO STATEMENT?

Ever feel like your brain is filled up with so much product knowledge, it's tough to squeeze more in? Lancôme intro statements make it easy!

A Lancôme intro statement is a soundbite that you'll use to start a conversation and entice clients to learn more about a product. 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.

say 
this

Look for the 'say this' icon in all your online & offline training materials to get started.

The ICONICS



The most sought-after, recognizable and results-proven products that deserve an introduction.



ABSOLUE SOFT CREAM



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

RÉNERGIE H.P.N. 300-PEPTIDE CREAM



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



TEINT IDOLE ULTRA WEAR



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

LA VIE EST BELLE



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



ADVANCED GÉNIFIQUE



“A skin barrier **strengthening** serum for healthy, **radiant, younger-looking** skin in **7 days.**”



LASH IDÔLE



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



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

An Advanced Génifique serum facial for radiant-looking skin.



LUXURY ANTI-AGING MASSAGE | 15 MINUTES

A facial massage to firm, replenish & brighten 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.

*BUILD
BUILD
&
BUILD*

SERVICES HELP YOU...

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.

BUILD THE BASKET

Show them additional products to compliment their chosen service by offering additional makeup touch-up options. Share your expert tips, tricks and close the sale.

BUILD THE RELATIONSHIP

Add them to your clientele 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.
- ✓ Apply Lancôme's Selling & Serving steps in every Client Experience.
- ✓ Spread Lancôme's mission of Happiness to every client you meet!



TO LEARN MORE:

- Watch the On-Demand Training, **Lancôme Best-Sellers: Your \$ure Thing** (31 min) on LancomeTraining.com.
- Take the Caring Together for a Happier Tomorrow Beauty Byte on LancomeLearning.com.

SKINCARE DISCOVERY



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. Product knowledge to help you explain the difference between each Skincare Collection
2. The basics of skin science to help you understand what's going on inside your client's skin
3. Introduction to Lancôme's Skincare Finder and how to use it



Partner Activity

AT-COUNTER ACTIVITIES (45 min)



Start: _____ Completion: _____

1. Deep dive on the Skincare Iconics
2. Consultation/Recommendation Practice
3. How to Demo Skincare



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



ADVANCED GÉNIFIQUE SERUM HAND DEMO



MATERIALS NEEDED

Advanced Génifique

DIRECTIONS

Apply a small amount of Advanced Génifique to the back of one hand. Compare to your other hand.

Describe the texture of the formula.

How does the hand with Advanced Génifique look?

How does it feel?



ADVANCED GÉNIFIQUE 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 **strengthening** serum for healthy, **radiant**,
younger-looking skin in **7 days**."

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 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 Finder

DIRECTIONS

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

CLARIFIQUE PRO-SOLUTION

RESULTS
KEY INGREDIENTS



RÉNERGIE H.C.F. TRIPLE SERUM

RESULTS
KEY INGREDIENTS



ABSOLUE THE SERUM

RESULTS
KEY INGREDIENTS



HYDRA ZEN

RESULTS
KEY INGREDIENTS



PRODUCT NAME:

RESULTS
KEY INGREDIENTS



PRODUCT NAME:

RESULTS
KEY INGREDIENTS



SKINCARE FINDER

LANCÔME

GET TO KNOW YOU

01

WHAT ARE YOUR SKIN CONCERNS?

Breakouts | Dark Spots | Dryness | Dullness | Fine Lines | Loss of Elasticity | Loss of Firmness | Pores | Uneven Tone | Wrinkles

02

WHAT ARE YOUR EYE AREA CONCERNS?

Dark Circles | Dryness | Fine Lines | Puffiness | Wrinkles

03

WHAT IS YOUR SKIN TYPE?

Oily skin shines all over | Dry skin feels tight all over | Normal or Combination skin shines on the T-zone, feels tight on the cheeks, or has no particular problems

04

WHAT IS YOUR DAILY SKINCARE ROUTINE?

05

IS THERE ANYTHING ELSE I SHOULD KNOW ABOUT YOUR SKIN?

EYE MAKEUP REMOVER



BI-FACIL
Double Action Waterproof Eye Makeup Remover with 50% lipids & 50% water

CLEANSE

ALL SKIN TYPES



EAU MICELLAIRE DOUCEUR
Cleansing micellar water with rose extract



ABSOLUE CLEANSER
Hydrating oil-in-gel cleanser with Grand Rose Extracts & rose oil

NORMAL / COMBINATION SKIN



CRÈME RADIANCE
Gentle creamy-foam cleanser with rose & lotus flower extracts



MOUSSE ÉCLAT
Gentle airy-foam cleanser with pineapple & papaya extract

DRY SKIN



LAIT GALATÉE CONFORT
Comforting, milky-cream cleanser with honey & sweet almond oil



CRÈME MOUSSE CONFORT
Comforting, creamy-foam cleanser with rosehip oil & rose extract

-tone

ALL SKIN TYPES



TONIQUE DOUCEUR
Softening, alcohol-free, hydrating toner with distilled rose water



ABSOLUE ROSE 80
Brightening, refining toner with 80% rose extracts, hyaluronic & salicylic acids

NORMAL / COMBINATION SKIN



TONIQUE RADIANCE
Clarifying, refining toner with rose & lotus flower extracts

DRY SKIN



TONIQUE CONFORT
Rehydrating, comforting toner with hyaluronic acid, acacia honey & sweet almond oil

PREP & EXFOLIATE

CHEMICAL EXFOLIATION



CLARIFIQUE
Exfoliating, hydrating essence with glycolic & salicylic acids, organic beech bud extract, grapeseed & sunflower seed oils

PHYSICAL EXFOLIATION



ROSE SUGAR SCRUB
Gentle exfoliating scrub with sugar grains & rose water

MASK

SHEET MASK



ADVANCED GÉNIFIQUE HYDROGEL MELTING MASK
Serum infused mask for instant radiance with bifidus prebiotic extract



RÉNERGIE LIFT MULTI-ACTION ULTRA MASK
Rapidly firming cream mask with linseed extract



ROSE SORBET CRYO-MASK
Pore-tightening, smoothing & cooling mask with salicylic acid & rose water

SKINCARE CONSULTATION PRACTICE + SHOW 2



MATERIALS NEEDED

Pen, Skincare Finder, Rx Pad

DIRECTIONS

Practice a Skincare Consultation on a co-worker.

1. Give the Skincare Finder 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 (Advanced 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, Advanced Génifique, 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 Finder to uncover your clients needs in a Skincare Consultation.
- ✓ 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:

- Browse the Beauty Byte menu on LancomeLearning.com for Skincare Courses.
- Take it to the next level with Beauty Tech!
- Visit LancomeTraining.com for How-To Videos and more!

MAKEUP DISCOVERY



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 (45 min)



Start: _____ Completion: _____

1. Product knowledge to help you understand Lancôme's range of makeup products
2. Intro to Foundation & Mascara Consultations
3. Makeup Artistry basics



Partner Activity

AT-COUNTER ACTIVITIES (90 min)



Start: _____ Completion: _____

1. Foundation & Mascara Discovery
2. Consultation Practice
3. Makeup Removal & Application practice



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

FOUNDATION DISCOVERY



MATERIALS NEEDED

Pen, Foundation Finder, Foundation Testers

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.



ICONIC TEINT IDOLE ULTRA WEAR

INTRO STATEMENT	
say this	"Our thinnest, breathable, full-coverage foundation for a flawless matte finish. "
FINISH & COVERAGE	
BENEFITS / RESULTS	
KEY INGREDIENTS	



TEINT IDOLE ULTRA WEAR CARE & GLOW

INTRO STATEMENT	
say this	"A medium coverage serum foundation for natural glow finish. "
FINISH & COVERAGE	
BENEFITS / RESULTS	
KEY INGREDIENTS	



TEINT IDOLE ULTRA WEAR FOUNDATION STICK

INTRO STATEMENT	
say this	"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



SKIN FEELS GOOD

INTRO STATEMENT



"A **hydrating skin tint for healthy glow with a skin-like finish.**"

FINISH & COVERAGE

BENEFITS / RESULTS

KEY INGREDIENTS



DUAL FINISH

INTRO STATEMENT



"A **sheer to full coverage foundation & powder in one that can be used wet/dry.**"

FINISH & COVERAGE

BENEFITS / RESULTS

KEY INGREDIENTS



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

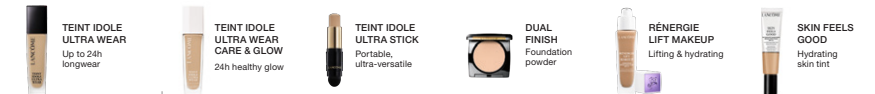
How can using the Foundation Finder help you select the right formula for your client?

FOUNDATION FINDER

LANCÔME

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

- 01** What foundation do you CURRENTLY WEAR? **02** What DO YOU LIKE about it? **03** What would you LIKE TO CHANGE about it?



COVERAGE	Full	Medium Buildable	Full	Sheer to Full	Medium to Full	Light
FINISH	Matte	Natural Glow	Velvet Matte	Soft Matte	Radiant	Natural Radiant
SHADES	50 Shades	30 Shades	22 Shades	35 Shades	25 Shades	15 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, Antioxidant Protection
SPF	SPF 15	SPF 27	N/A	N/A	SPF 27	SPF 23
INTENSITY 1	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 Warm (Cool) 140 Warm (Neutral)	090 Porolaire I (Neutral) 100 Porolaire Délicate I (Cool) 120 Ivoire (Neutral) 130 Porolaire d'Ivoire I (Neutral) 140 Ivoire (Warm) 150 Ivoire (Warm)	80 Ivoire (Neutral) 95 Ivoire (Warm) 110 Ivoire (Cool) 140 Porolaire 20 (Cool) 160 Ivoire (Warm)	01 Nude Vanille (Neutral) 03 Light Neutral (Neutral) 010 Cool Porolaire (Cool)
INTENSITY 2	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 Beige (Warm) 260 Beige (Neutral)	205 Neutre II (Warm) 210 Clair II (Neutral) 220 Buff II (Cool) 230 Ecu II (Warm) 240 Rose Clair II (Neutral)	210 Buff (Neutral) 220 Buff (Cool) 230 Porolaire 40 (Cool) 240 Clair 10 (Cool) 250 Beige (Warm) 255 Clair 20 (Neutral) (Cool) 260 Beige (Neutral)	02 Natural Blond (Cool) 015 Neutral (Neutral) 025 Soft Beige (Warm)
INTENSITY 3	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 Beige (Cool) 320 Beige (Warm) 330 Beige (Neutral) 350 Beige (Cool) 360 Beige (Neutral)	310 Beige I (Cool) 315 Wheat II (Warm) 320 Amande III (Neutral) 340 Nu III (Neutral) 345 Sand III (Neutral) 350 Beige (Warm) 355 Beige (Cool) 360 Honey II (Warm) 370 Beige (Cool)	310 Clair 30 (Cool) 320 Clair 25 (Warm) 330 Beige (Neutral) 340 Clair 35 (Neutral) 350 Doré 10 (Neutral) (Warm) 355 Beige (Cool) 360 Doré 20 (Warm) 370 Doré 25 (Warm)	03 Cream Beige (Cool) 035 Fresh Almond (Warm)
INTENSITY 4	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 435 Cool 440 Neutral 445 Neutral 450 Warm 455 Warm	410 Beige (Warm) 420 Beige (Neutral) 440 Subtle (Neutral) 450 Subtle (Warm)	410 Beige (Warm) 420 Beige (Neutral) 430 Beige (Warm) 440 Beige (Cool) 450 Subtle (Neutral) 460 Subtle (Warm) 470 Subtle (Cool)	410 Beige (Warm) 420 Beige (Neutral) 430 Doré 30 (Warm) 460 Subtle (Cool)	04 Golden Sand (Neutral) 45 Warm (Warm)
INTENSITY 5	500 Cool 505 Neutral 510 Neutral 515 Warm 520 Warm 525 Warm 530 Warm 535 Neutral 540 Cool	505 Neutral 510 Neutral 515 Warm 520 Warm 530 Warm	500 Subtle (Warm) 510 Subtle (Cool) 540 Cool	500 Subtle (Warm) 510 Subtle (Cool) 520 Subtle (Warm) 530 Subtle (Cool) 540 Subtle (Warm) 550 Subtle (Cool) 560 Subtle (Cool)	500 Subtle (Warm) 530 Subtle (Cool) 560 Subtle (Warm) 570 Subtle (Cool)	05 Radiant Tan (Neutral) 013 Cool (Cool) 08 Sweet Honey (Neutral) 012 Sunny Amber (Warm) 016 Real Subtle (Cool)

MAKEUP CHECK UP FOUNDATION SHADE MATCHING



MATERIALS NEEDED

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

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 Advanced 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](https://www.lancome.com/training) for How-To Videos!



MAKEUP REMOVAL & SKINCARE PREP FOR MAKEUP APPLICATION



MATERIALS NEEDED

Hygiene Supplies, Eau Micellaire Douceur, Advanced 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.

Apply Advanced 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

Pen, Mascara Finder, Smartphone, Tablet or Computer

DIRECTIONS

LancomeLearning.com, Product book



CILS BOOSTER XL

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



DÉFINICILS

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



ICÖNIC LASH IDÔLE

INTRO STATEMENT	
<p>say this "A lash extension effect mascara that lifts and lengthens for clean fanned-out volume."</p>	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



LE 8 HYPNÔSE

INTRO STATEMENT	
<p>say this "A serum-infused, volumizing mascara for full-bodied lashes that appear revitalized over time."</p>	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



HYPNÔSE DRAMA

INTRO STATEMENT	
<p>say this "An instant volume, high drama mascara with playtime for buildable volume without clumping."</p>	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



MONSIEUR BIG

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



EXPRESS MASCARA DEMONSTRATION



MATERIALS NEEDED

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

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!



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, Prime It Boost It, 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 Prime It, Boost It 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:

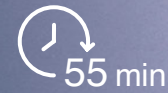
- ✓ Use the Foundation and Mascara Finders to uncover your clients needs in a Makeup Consultation.
- ✓ Share the benefits, key ingredients, and sustainability fun facts (where applicable) for Lancôme's pillar makeup products.
- ✓ Confidently shade match and apply a makeup look for your clients.



TO LEARN MORE:

- Browse the Beauty Byte menu on LancomeLearning.com for Makeup Courses.
- Take it to the next level with Beauty Tech!
- Visit LancomeTraining.com for Artistry How-To Videos and more!

FRAGRANCE DISCOVERY



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. The history of Lancôme fragrance
2. The story & emotion behind each Fragrance Collection
3. The notes that make each fragrance unique



Partner Activity

AT-COUNTER ACTIVITIES (35 min)



Start: _____ Completion: _____

1. Fragrance Discovery Consultation
2. Practice
3. The impact of Fragrance layering



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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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

LANCÔME

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, or Spicy?

03 FIND YOUR TWIST! What do you prefer yours to be from the below + options?

LA VIE EST BELLE WARM	<p>LA VIE EST BELLE ICONIC EAU DE PARFUM + SWEET</p> <p>TOP Precious Iris, Jasmine & Orange Blossom</p> <p>MIDDLE Patchouli</p> <p>BASE Spun Sugar & Sensual Vanilla</p> 	<p>SOLEIL CRISTAL + TROPICAL</p> 	<p>IRIS ABSOLU + CRISP</p> 	<p>INTENSÉMENT + FRUITY</p> 												
		<table border="1"> <tr><td>TOP</td><td>Mandarin</td><td>Fig & Blackcurrant</td><td>Raspberry</td></tr> <tr><td>MIDDLE</td><td>White Iris</td><td>Rose Damascena Oil & Jasmine</td><td>Jasmine</td></tr> <tr><td>BASE</td><td>Bourbon Vanilla & Coconut</td><td>10X More Iris, Patchouli & Vanilla</td><td>Red Iris, Warm Vanilla & Sandalwood</td></tr> </table>	TOP	Mandarin	Fig & Blackcurrant	Raspberry	MIDDLE	White Iris	Rose Damascena Oil & Jasmine	Jasmine	BASE	Bourbon Vanilla & Coconut	10X More Iris, Patchouli & Vanilla	Red Iris, Warm Vanilla & Sandalwood		
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BASE	Bourbon Vanilla & Coconut	10X More Iris, Patchouli & Vanilla	Red Iris, Warm Vanilla & Sandalwood													
IDÔLE FRESH	<p>IDÔLE EAU DE PARFUM + CLEAN</p> <p>TOP Bright Citrus</p> <p>MIDDLE Rose & Jasmine</p> <p>BASE White Musk</p> 	<p>AURA + SUNNY</p> 	<p>NECTAR + SWEET</p> 	<p>NOW + LUMINOUS</p> 												
		<table border="1"> <tr><td>TOP</td><td>Centifolia Rose</td><td>Grasse Rose</td><td>Rose Concentrate</td></tr> <tr><td>MIDDLE</td><td>Bergamot & Jasmine</td><td>Caramel Popcorn</td><td>White Orchid</td></tr> <tr><td>BASE</td><td>Salted Vanilla</td><td>Bourbon Vanilla</td><td>Vanilla</td></tr> </table>	TOP	Centifolia Rose	Grasse Rose	Rose Concentrate	MIDDLE	Bergamot & Jasmine	Caramel Popcorn	White Orchid	BASE	Salted Vanilla	Bourbon Vanilla	Vanilla		
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BASE	Salted Vanilla	Bourbon Vanilla	Vanilla													
TRÉSOR SPICY	<p>TRÉSOR EAU DE PARFUM + WARM</p> <p>TOP Rose & Apricot Blossom</p> <p>MIDDLE Lilac & Peach</p> <p>BASE Sandalwood & Musk</p> 	<p>LA NUIT TRÉSOR + FRUITY</p> 														
		<table border="1"> <tr><td>TOP</td><td>Lychee & Raspberry</td></tr> <tr><td>MIDDLE</td><td>Damascena Rose</td></tr> <tr><td>BASE</td><td>Vanilla Orchid & Praline</td></tr> </table>			TOP	Lychee & Raspberry	MIDDLE	Damascena Rose	BASE	Vanilla Orchid & Praline						
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MIDDLE	Damascena Rose															
BASE	Vanilla Orchid & Praline															

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, 'where 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.
- Visit LancomeTraining.com for On-Demand Fragrance trainings & more!

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 when you attend!

A promotional graphic for a live seminar. The background is a cityscape at dusk with the Eiffel Tower visible. At the top left, there is a pink circle with the word 'LIVE'. The main title 'JOIN ÉCOLE LANCÔME LIVE!' is in large white letters. Below the title, there are two circular profile pictures of women. The first woman is associated with a text box that says 'We'll be sharing expert tips and tricks to elevate your selling and serving skills at your counter, like...' followed by a bulleted list: 'Connecting with empathy', 'Asking Questions', 'How to Build the Basket', and 'Closing the Sale & Follow-up'. The second woman is associated with a text box that says 'Learn tips for helping a New Skincare Client, a Replenishing Makeup Client, and how to make every client leave happier by Finishing with Fragrance.' At the bottom, a white rounded rectangle contains the text 'We can't wait to connect with you!'.



Meet your Lancôme experts!

Scan the QR code for the seminar schedule.

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

BUILD THE CONNECTION *How can I make you happy today?*



- **Offer a warm friendly greeting**
"Bonjour, welcome to Lancôme!"
- **Ask questions to get to know your client and uncover their needs**
"What brings you in today?", "My name is.... what's yours?", "What are your main skin concerns?"

BUILD THE BASKET *Create a Happiness Moment*



- **Recommend the product(s) that meet their needs and teach them how to complete their routine/enhance their results with related products**
"Based on all the concerns you shared with me, I recommend Absolue- it's 1 cream that does it all! There's a whole collection that's designed to give you the best results. Tell me what kind of skincare routine you're using right now?"
- **Close the sale**
"I'm so glad we found a moisturizer for you! What else would you like to treat yourself to today?"

BUILD THE RELATIONSHIP *Inspire Happiness Memories*



- **Add them to your clientele system**
"I would love to be your personal shopper for beauty and let you know when we have samples, events or gift with purchase!"

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!



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

BUILD THE BASKET

Offer options and show expertise through tips, tools, & technology

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

Close the Sale

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
- Behind the Product Videos



HAPPINESS ACTIVISTS
FACEBOOK GROUP

facebook.com/groups/lancomelearning

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



LANCÔME
TRAINING.COM

- LIVE & On-Demand Lancôme Seminars
 - École Lancôme LIVE
 - Passport to Paris
- Skill Builder Videos



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.

LANCÔME
PARIS