

# 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](https://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.



---

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

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** 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.**”



## ADVANCED GÉNIFIQUE

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

## LASH IDÔLE

**say this** “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](https://LancomeTraining.com).
- Take the Caring Together for a Happier Tomorrow Beauty Byte on [LancomeLearning.com](https://LancomeLearning.com).