


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. 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



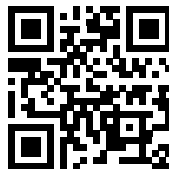
Partner Activity

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 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

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PRODUCT NAME:

RESULTS

--

KEY INGREDIENTS

--



PRODUCT NAME:

RESULTS

--

KEY INGREDIENTS

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SKINCARE FINDER

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

STONE

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 GENIFIQUE 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

RINSE-OFF MASK



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!