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



E-LEARNING COURSES (45 min)

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Completion.	Completion:	Start:	?:::

- 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)

-0 0-		
?:::	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.





TEINT IDOLE ULTRA WEAR

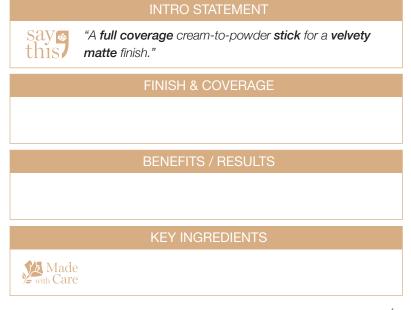
"Our thinnest, breathable, full-coverage foundation for a flawless matte finish." FINISH & COVERAGE BENEFITS / RESULTS KEY INGREDIENTS



TEINT IDOLE ULTRA WEAR CARE & GLOW

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

TEINT IDOLE ULTRA WEAR FOUNDATION STICK





RÉNERGIE LIFT MAKEUP

INTRO STATEMENT Say "A medium to full coverage hydrating foundation for lift and radiance." FINISH & COVERAGE



KEY INGREDIENTS

BENEFITS / RESULTS



SKIN FEELS GOOD

INTRO STATEMENT			
"A hydrating skin tint for healthy glow with a skin-like finish."			
FINISH & COVERAGE			
BENEFITS / RESULTS			
KEY INGREDIENTS			
Made with Care			



DUAL FINISH

INTRO STATEMENT



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

FINISH & COVERAGE







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

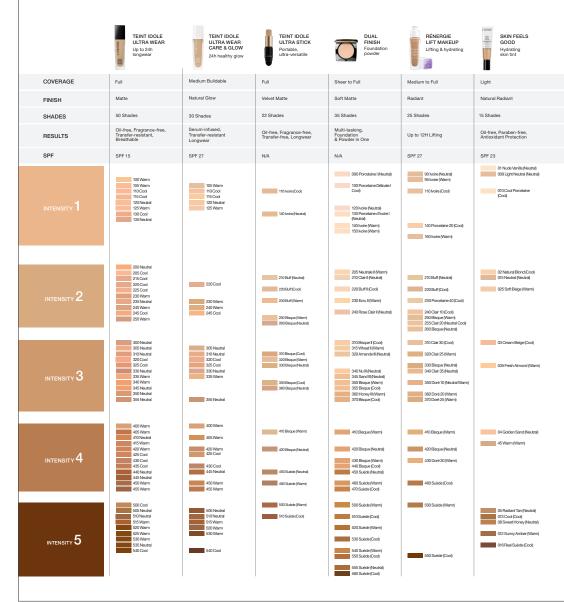
LANCÔME

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

O1 What foundation do you CURRENTLY WEAR?

02 What DO YOU LIKE about it?

O3 What would you LIKE TO CHANGE about it?



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** for How-To Videos!



MAKEUP REMOVAL & SKINCARE PREP FOR MAKEUP APPLICATION



MATERIALS NEEDED

Hygiene Supplies, Eau Micellaire Douceur, Advanced Génifique, Customized Moisturizer

DIRECTIONS

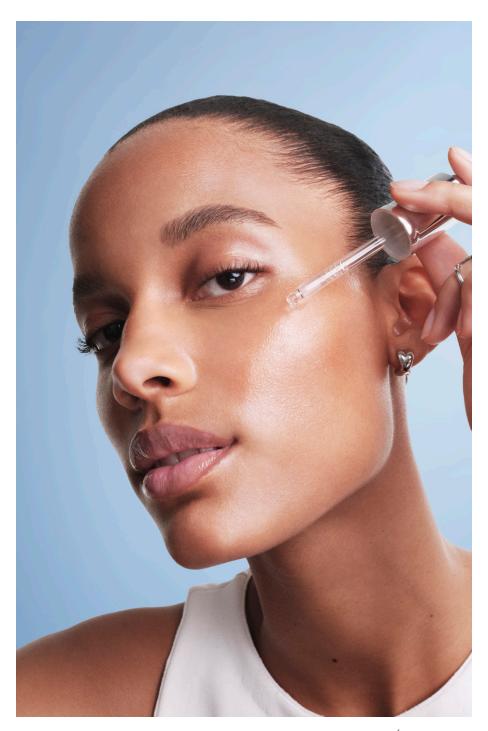
Review the Makeup Removal and Skincare Prep video in the Foundation + Complexion Basics E-Learning chapter. Practice the steps below on a co-worker or client.

- 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 "A lash primer that conditions lashes to make one coat look like two." LASH RESULT FORMULA BRUSH HOW TO USE

DÉFINICILS

Say "A natural yet noticeable mascara that lengthens, defines, and separates for long lashes."			
LASH RESULT	FORMULA		
BRUSH	HOW TO USE		

INTRO STATEMENT





INTRO STATEMENT

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

LASH RESULT	FORMULA
BRUSH	HOW TO USE
BRUSH	HOW TO USE
BRUSH	HOW TO USE



LE 8 HYPNÔSE

INTRO STATEMENT



Say "A serum-infused, volumizing mascara for full-bodied lashes that appear revitalized over time."

LASH RESULT	FORMULA
BRUSH	HOW TO USE



HYPNÔSE DRAMA

INTRO STATEMENT Say "An instant volume, high drama mascara with playtime for buildable volume without clumping." LASH RESULT FORMULA

HOW TO USE



MONSIEUR BIG

BRUSH

Say "An instant false lash look mascara that delivers 12X the volume and has intense black pigment."

LASH RESULT	FORMULA
BRUSH	HOW TO USE
BRUSH	HOW TO USE
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.

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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.

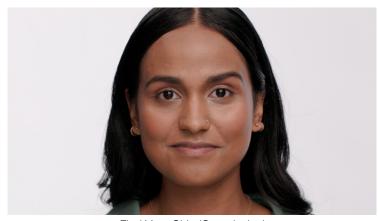
Be Creative: How would the look change if you added more to the eyes? Lips? Try one and record the result.



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!