

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.



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

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.
- Take the Caring Together for a Happier Tomorrow Beauty Byte on LancomeLearning.com.