

# MAKEUP DISCOVERY

 135 min



## 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](http://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

### INTRO STATEMENT



“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



"A **medium** coverage **serum** foundation for **natural glow** finish."

### FINISH & COVERAGE

### BENEFITS / RESULTS

### KEY INGREDIENTS



## TEINT IDOLE ULTRA WEAR FOUNDATION STICK

### INTRO STATEMENT



"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?

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# 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?



TEINT IDOLE  
ULTRA WEAR  
Up to 24h  
longwear



TEINT IDOLE  
ULTRA STICK  
CARE & GLOW  
24h healthy glow



TEINT IDOLE  
ULTRA STICK  
Portable,  
ultra-versatile



DUAL  
FINISH  
Foundation  
powder



RÉNERGIE  
LIFT MAKEUP  
Lifting & hydrating



SKIN FEELS  
GOOD  
Hydrating  
skin tint

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 (kore) (Neutral)	090 Porcelain I (Neutral)  100 Porcelain Delicate I (Cool)  120 (kore) (Neutral) 130 Porcelain d'ivoire I (Neutral) 140 (kore) (Warm) 150 (kore) (Warm)	90 (kore) (Neutral) 95 (kore) (Warm)  110 (kore) (Cool)  140 Porcelain 20 (Cool) 160 (kore) (Warm)	01 Nude Vanilla (Neutral) 039 Light Neutral (Neutral)  010 Cool Porcelain (Cool)
	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 (Bisque) (Warm) 260 (Bisque) (Neutral)	205 Neutra II (Warm) 210 Clair II (Neutral)  220 Buff II (Cool)  230 Ecru II (Warm)  240 Rose Clair II (Neutral)	210 Buff (Neutral)  220 Buff (Cool)  230 Porcelain 40 (Cool)  240 Clair 10 (Cool) 250 (Bisque) (Warm) 255 Clair 20 (Neutral) (Cool) 260 (Bisque) (Neutral)	02 Natural Blond (Cool) 015 Neutral (Neutral)  025 Soft Beige (Warm)
	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 (Bisque) (Cool) 320 (Bisque) (Warm) 330 (Bisque) (Neutral)  350 (Bisque) (Cool) 360 (Bisque) (Neutral)	310 (Bisque) (Cool) 315 Wheat II (Warm) 320 Amende II (Neutral)  340 Nu II (Neutral) 345 Sable II (Neutral) 350 (Bisque) (Warm) 355 (Bisque) (Cool) 360 Honey II (Warm) 370 (Bisque) (Cool)	310 Clair 30 (Cool)  320 Clair 25 (Warm)  330 (Bisque) (Neutral) 340 Clair 35 (Neutral)  350 Doré 10 (Neutral) (Warm) 360 Doré 20 (Warm) 370 Doré 25 (Warm)	03 Cream Beige (Cool)  035 Fresh Almond (Warm)
	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 (Bisque) (Warm)  420 (Bisque) (Neutral)  440 (Bisque) (Neutral) 450 (Bisque) (Warm) 460 (Bisque) (Cool)	410 (Bisque) (Warm)  420 (Bisque) (Neutral) 430 (Bisque) (Warm) 440 (Bisque) (Cool) 450 (Bisque) (Neutral) 460 (Bisque) (Warm) 470 (Bisque) (Cool)	410 (Bisque) (Warm)  420 (Bisque) (Neutral) 430 Doré 30 (Warm)  460 (Bisque) (Cool)	04 Golden Sand (Neutral) 45 Warm (Warm)
	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 (Bisque) (Warm) 510 (Bisque) (Cool)  540 Cool	500 (Bisque) (Warm) 510 (Bisque) (Cool)  520 (Bisque) (Warm) 530 (Bisque) (Cool) 540 (Bisque) (Warm) 550 (Bisque) (Cool) 560 (Bisque) (Neutral) 570 (Bisque) (Cool)	500 (Bisque) (Warm)  520 (Bisque) (Warm) 530 (Bisque) (Cool)  550 (Bisque) (Cool)	05 Radiant Tan (Neutral) 013 Cool (Cool) 08 Sweet Honey (Neutral) 012 Sunny Amber (Warm) 016 Real Sable (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.



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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?

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# 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?

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



## DÉFINICILS

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





## LASH IDÔLE

### INTRO STATEMENT



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

### LASH RESULT

### FORMULA

### BRUSH

### HOW TO USE



## LE 8 HYPNÔSE

### INTRO STATEMENT



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



## MONSIEUR BIG

INTRO STATEMENT	
<p><b>say this</b> <i>"An <b>instant false lash look</b> mascara that delivers <b>12X the volume</b> and has <b>intense black pigment</b>."</i></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?

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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.

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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](http://LancomeLearning.com) for Makeup Courses.
- Take it to the next level with Beauty Tech!
- Visit [LancomeTraining.com](http://LancomeTraining.com) for Artistry How-To Videos and more!