

FRAGRANCE DISCOVERY

 55 min



YOU MAY BE WONDERING...

How do I find the perfect fragrance for my client without overwhelming them with too many scents?

What makes Lancôme fragrances unique?

Why are there so many different kinds of La vie est belle and Idôle and what's the difference between them all?



IN THIS SECTION, YOU WILL LEARN



Solo Activity

E-LEARNING COURSES (20 min)



Start: _____ Completion: _____

1. The history of Lancôme fragrance
2. The story & emotion behind each Fragrance Collection
3. The notes that make each fragrance unique



Partner Activity

AT-COUNTER ACTIVITIES (35 min)



Start: _____ Completion: _____

1. Fragrance Discovery Consultation
2. Practice
3. The impact of Fragrance layering



Scan QR code to access Fragrance E-Learning Chapters
on LancomeLearning.com





LA VIE EST BELLE DEEP DIVE



MATERIALS NEEDED

Fragrance Finder, Product Book,
Access to Lancome.com on Smartphone or Tablet

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT



*“A **warm, sweet-floral** fragrance with notes of precious **iris, spun sugar** and **vanilla.**”*

WEAR IT WHEN YOU WANT TO FEEL...

TOP / MIDDLE / BASE NOTES

SUSTAINABILITY / ART OF THE BOTTLE





IDÔLE DEEP DIVE



MATERIALS NEEDED

Fragrance Finder, Product Book,
Access to Lancome.com on Smartphone or Tablet

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT



*“A **clean, fresh-floral** fragrance with notes of bright **citrus, rose and vanilla.**”*

WEAR IT WHEN YOU WANT TO FEEL...

TOP / MIDDLE / BASE NOTES

SUSTAINABILITY / ART OF THE BOTTLE



SMELL & DISCOVER!



MATERIALS NEEDED

Fragrance Testers, Blotter Cards, Fragrance Finder

DIRECTIONS

Take a moment to smell and discover each Lancôme Fragrance that is available at your counter.

Spray each Lancôme Fragrance on a blotter card and smell it. Then fill in the blanks below.



FRAGRANCE NAME:

What are the Top, Middle and Base notes in the fragrance?

What words would you use to describe how it smells?

How does this fragrance make you feel? Where could you see yourself wearing it?

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FRAGRANCE FINDER

01 Are you shopping for yourself or for someone special?
We might need some more information if this is a gift, flip over to dive further and discover their fragrance match.

02 FIND YOUR COLLECTION.
First let's find the fragrance collection that's your style, we have 3 options: Is your FLORAL STYLE Warm, Fresh, or Spicy?

03 FIND YOUR TWIST! What do you prefer yours to be from the below + options?

LA VIE EST BELLE | WARM

LA VIE EST BELLE
ICONIC EAU DE PARFUM
+ SWEET

TOP
Precious Iris, Jasmine
& Orange Blossom

MIDDLE
Patchouli

BASE
Spun Sugar &
Sensual Vanilla



SOLEIL CRISTAL
+ TROPICAL



IRIS ABSOLU
+ CRISP



INTENSÉMENT
+ FRUITY



| | | | |
|--------|---------------------------|------------------------------------|-------------------------------------|
| TOP | Mandarin | Fig & Blackcurrant | Raspberry |
| MIDDLE | White Iris | Rose Damascena Oil & Jasmine | Jasmine |
| BASE | Bourbon Vanilla & Coconut | 10X More Iris, Patchouli & Vanilla | Red Iris, Warm Vanilla & Sandalwood |

IDÔLE | FRESH

IDÔLE EAU DE PARFUM
+ CLEAN

TOP
Bright Citrus

MIDDLE
Rose & Jasmine

BASE
White Musk



AURA
+ SUNNY



NECTAR
+ SWEET



NOW
+ LUMINOUS



| | | | |
|--------|--------------------|-----------------|------------------|
| TOP | Centifolia Rose | Grasse Rose | Rose Concentrate |
| MIDDLE | Bergamot & Jasmine | Caramel Popcorn | White Orchid |
| BASE | Salted Vanilla | Bourbon Vanilla | Vanilla |

TRÉSOR | SPICY

TRÉSOR EAU DE PARFUM
+ WARM

TOP
Rose &
Apricot Blossom

MIDDLE
Lilac & Peach

BASE
Sandalwood & Musk



LA NUIT TRÉSOR
+ FRUITY



| | |
|--------|--------------------------|
| TOP | Lycée & Raspberry |
| MIDDLE | Damascena Rose |
| BASE | Vanilla Orchid & Praline |

FRAGRANCE CONSULTATION



MATERIALS NEEDED

Pen, Notebook, Fragrance Testers, Blotter Cards,
Smartphone, Tablet or Computer

DIRECTIONS

Practice a Fragrance Consultation on a coworker or client.

1. Start the fragrance conversation by offering to customize a Lancôme fragrance for your client.
2. Ask your client the 3 questions on the Fragrance Finder to narrow it down to one collection.
3. Show 2: Present 2 Fragrances from the client's preferred collection. Spray 2 blotters of each scent – 1 for the client to smell and 1 for you to smell.
4. Share the story of each fragrance as your client experiences each scent.
5. Ask: "Which fragrance do you connect with?" and invite the client to wear the fragrance they selected.
6. CLOSE with CONFIDENCE: "Would you like to treat yourself today or wear it a little longer?"

REFLECTION

On a scale of 1-10, how confident do you feel recommending & demonstrating fragrance? What could you do to get 1 step higher?



TAKE THE FRAGRANCE LAYERING CHALLENGE



MATERIALS NEEDED

Pen, Fragrance and Fragrance Lotion Testers

DIRECTIONS

Take Fragrance Layering Challenge.

1. Apply scented lotion to the back of 1 hand.
2. Spray the matching fragrance on both hands.
3. Compare hands- what do you notice?

Be Intentional: What will you say to invite your next fragrance client to take the Fragrance Layering Challenge?

My favorite Lancôme fragrance is: _____

because it makes me feel _____

CONGRATULATIONS!

You've completed the Fragrance Course!

You should be able to:

- ✓ Use the Fragrance Finder to uncover your clients' preferences in a Fragrance Consultation.
- ✓ Share the notes, 'where it when' and sustainability fun facts for Lancôme's pillar fragrances.
- ✓ Customize a fragrance for your clients.



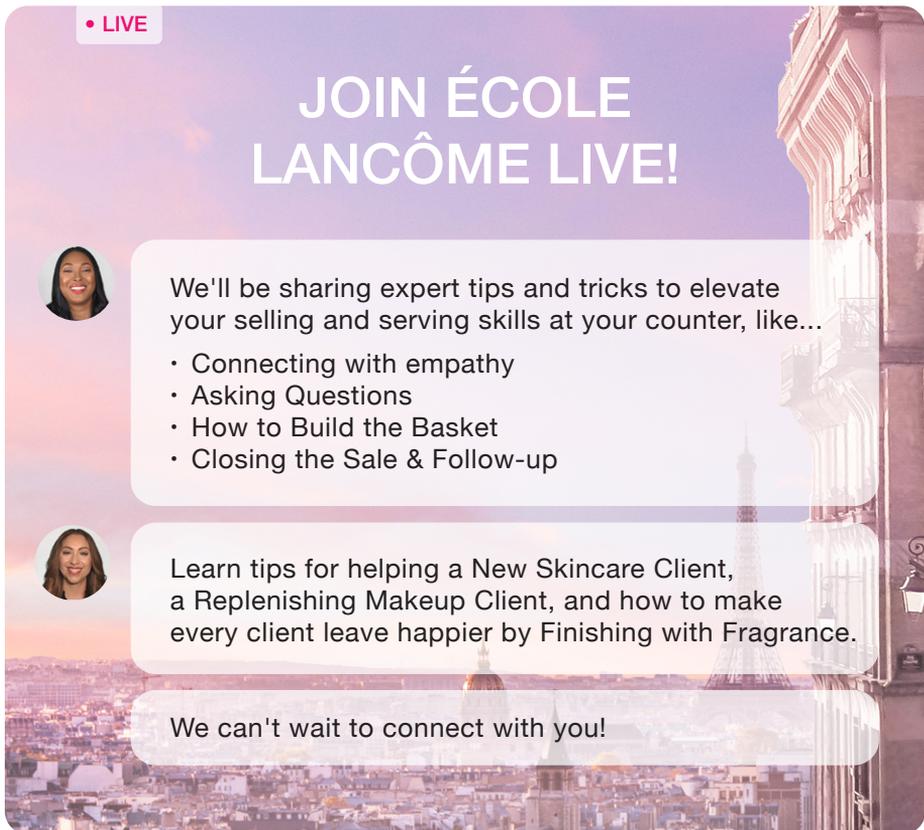
TO LEARN MORE:

- Browse the Beauty Byte menu on LancomeLearning.com for Fragrance Courses.
- Visit LancomeTraining.com for On-Demand Fragrance trainings & more!

WHAT'S NEXT?

Now that you've completed your e-learning courses and workbook, it's time to take the final step to becoming a *HAPPINESS ACTIVIST!*

Register for your LIVE! École Lancôme seminar & receive your Lancôme Welcome Gratis when you attend!



• LIVE

JOIN ÉCOLE LANCÔME LIVE!

We'll be sharing expert tips and tricks to elevate your selling and serving skills at your counter, like...

- Connecting with empathy
- Asking Questions
- How to Build the Basket
- Closing the Sale & Follow-up

Learn tips for helping a New Skincare Client, a Replenishing Makeup Client, and how to make every client leave happier by Finishing with Fragrance.

We can't wait to connect with you!



Meet your Lancôme experts!

Scan the QR code for the seminar schedule.