

At LANCÔME, we believe HAPPINESS is the most attractive form of beauty. We believe in the power of happiness to make the world a better and more beautiful place: positive beauty to make everyone blossom, feel strong and committed to a happier future.

More than expert and personalized results, discover true innovation, inspiration, French elegance with authenticity and humanity.

The freedom to choose your beauty in an immersive, sharing and friendly environment be it skincare, makeup or fragrance.

The confidence of knowing that for over 85 years, Lancôme has been transmitting its knowledge all around the world, helping you feel as beautiful as you truly are.







OUR SUSTAINABILITY PROGRAMS

BRING THE WORLD TO BLOOM

Care for the environment by protecting biodiversity.

WRITE HER FUTURE

Care for all women by promoting literacy, mentoring and entrepreneurship.

LIVE RESPONSIBLY

Care for our customers by encouraging responsible consumption.

#GOGREENWITHLANCOME

It's time to check in to see if you've followed through with your Spring Passport to Our Planet Green Commitments Challenge! How are you doing?

Congratulations to the winners of our Earth Day Social Commitments Challenge!

CLAUDIA MANZANAREZ

My Three Green Commitments Are:
AT WORK: Use digital copies instead of paper copies
AT HOME: Use reusable straws instead of plastic ones
IN MY BEAUTY ROUTINE: Take off makeup with

reusable makeup pads

CARRIE STRAHLE

My Three Green Commitments Are:
AT WORK: Refillable water bottles
AT HOME: Washable paper towels

IN MY BEAUTY ROUTINE: Mascara fan brushes & stainless-steel tools instead of disposable wands

HASSNA LAGHRIB

My three Green Commitments Are:
AT WORK: Use refillable bottles
AT HOME: Switch lights off to reduce energy
consumption, open blinds for natural light
IN MY BEAUTY ROUTINE: Reusable
makeup rounds and waterless cleansers



VICTOR HERNANDEZ

My Three Green Commitments Are: AT WORK: Reusable bottle of water AT HOME: Reusable shopping bag

IN MY BEAUTY ROUTINE: Reusable face towel

SALMA SADEDDIN

My three Green Commitments Are:

AT WORK: Refillable water bottles, reusable shopping bags AT HOME: Teach my toddler how to recycle, use towels to dry hands vs. paper towels, only run water when needed IN MY BEAUTY ROUTINE: Reusable remover pads, recycle finished containers, recycle packaging product came in

SKIN BEAUTY TECH

The future of your skin starts now.

We combine pioneering science & innovative technology to reinvent how we view and care for skin. These cutting-edge skin tech experiences help you unlock new & personalized skincare solutions for your client. **Proven by Science, Powered by Tech.**

SKIN SCREEN

Advanced Skin Analysis

LINKS TO

All skincare.

PERFECT FOR

The skin enthusiast or an experience seeker.

EXPERIENCE

In 10-20 minutes, High-definition photos reveal surface & beneath the surface skin strengths in stunning detail to help identify skincare goals & priorities.

WHERE & WHEN

Top doors starting Fall 2022.

GET INSPIRED!



Tech Spotlight

Skin Screen is a game-changer! In a flash, "Tri-Polar Light" technology reveals 11 facets of skin in stunning, magnified, never-before-seen detail. Clients choose a face analysis or eye analysis....or both!

SKIN SENSOR

Targeted Skin Analysis

LINKS TO

All skincare.

PERFECT FOR

New skincare clients, seasonal skin checks, events.

EXPERIENCE

Quick, targeted, & accurate, this smart sensor pen analyzes six common skin strengths or priorities for a complete diagnostic under 10 minutes.

WHERE & WHEN

Select stores and events starting Fall 2022.



PRO RADIANCE BOOSTER

Massager for Face & Eye

LINKS TO

Advanced Génifique Face Serum Advanced Génifique Yeux Light-Pearl™ Eye Serum

PERFECT FOR

Recruiting with Genifique, pampering clients, events.

EXPERIENCE

A high-frequency, 10-minute stimulating massage leaves skin looking amazingly radiant with overall improved appearance thanks to optimized Advanced Genifique absorption.

WHEN

Find it in most department stores starting Fall 2022.







MAKEUP BEAUTY TECH

Find your perfect match.

We've put the fun back in foundation-finding and mascara-matching! With a quick scan or a simple snap, these makeup beauty tech devices & apps use advanced tech algorithms to analyze, search and filter so you don't have to.

SHADE FINDER

Foundation Matching Device

LINKS TO

All Lancôme foundations; All shades.

PERFECT FOR

New or existing foundation clients.

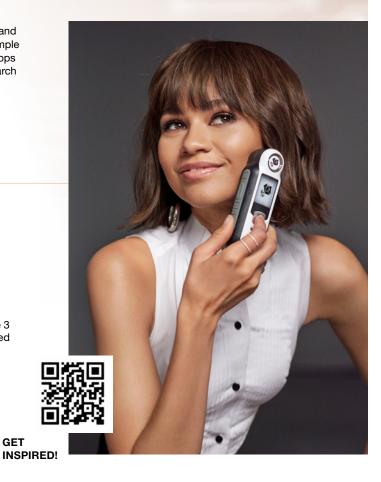
EXPERIENCE

This device quickly & accurately uncovers precise skin undertone & intensity to find the 3 best foundation shade options in the preferred formula.

WHERE & WHEN

Find it in most department stores starting June 2022.





Tech Spotlight

GET

Shade Finder applies the power of artificial intelligence and extensive research of 22,000 skin tones to accurately & quickly pinpoint the perfect foundation shade matches.

LASH ANATOMY

Lash Profiling APP

LINKS TO

All Lancôme mascaras.

PERFECT FOR

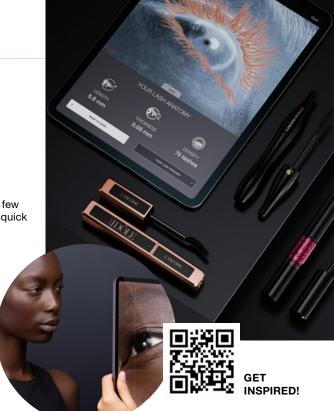
New mascara shoppers and the lash obsessed.

EXPERIENCE

The perfect mascara match starts with a few simple questions about lash goals and a quick snap of a photo to discover lash facts.

WHERE & WHEN

Top Department stores & Events starting August 2022.



Tech Spotlight

More than 2 years in the making, Lash Anatomy's 4 advanced algorithms detect & analyze lash density, thickness, and length with incredible clarity and precision; down to the finest, singular lash.

SHADE FINDER AND LASH ANATOMY STAR PLAYERS



Aundmen

Discover each product's soundbite for a quick conversation starter.

LE 8 HYPNÔSE

"A serum-infused, volumizing mascara for plush, fullbodied lashes that appear revitalized over time."



"A mouthwatering, sweet floral fragrance with notes of rose, caramel popcorn, and bourbon vanilla that keeps you coming back for more."



ABSOLUE THE SERUM

"Revitalize skin with millions of new surface cells to reveal visibly plumper, smoother, glowing skin."



CLARIFIQUE DUAL ESSENCE

"An exfoliating and hydrating essence that works like a primer for your skincare to enhance the rest of your routine."



ABSOLUE ROSE 80

"A brightening & skin revitalizing toner that helps reveal visibly even, glowing skin."



"A 24-hour healthy glow serum foundation with buildable medium coverage to hydrate and smooth skin for a natural skin finish."





TEINT IDOLE ULTRA WEAR care & glow

66

A 24-hour healthy glow serum foundation with buildable medium coverage to hydrate and smooth skin for a natural skin finish.

CLINICAL RESULTS¹

IN A CONSUMER STUDY AFTER 3 WEEKS, 107 WOMEN REPORTED:

- Visibly improved skin & evened skin tone over time
- 9/10 women said their skin tone looked more even
- 9/10 women said their overall skin felt improved

1.0 FL OZ 30 SHADES

SCAN FOR MORE BEHIND THE PRODUCT INFO

TEINT IDOLE ULTRA WEAR



Pack is made with 25% PCR glass



SCAN TO SEE CARE & GLOW IN ACTION

TEXTURE

A fresh fragranced, lightweight liquid cream texture that blends seamlessly into the skin



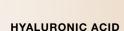
how to apply

FOR LIGHT COVERAGE, apply with fingers, a damp sponge, or our dual-ended Airbrush Foundation Brush #2

FOR MEDIUM COVERAGE AND MAXIMUM RESULTS, apply with a flat foundation brush or use Airbrush Foundation Brush #2 and apply using a stippling motion

KEY INGREDIENTS

MANDELIC ACID









TEINT IDOLE ULTRA WEAR CARE & GLOW BEFORE & AFTER









WHAT'S THE DIFFERENCE?

ULTRA WEAR CARE & GLOW



- Up to 24H healthy glow
- Natural glow finish
- Serum infused with Hyaluronic Acid & Mandelic Acid
- SPF27
- 30 shades
- Transfer-resistant



ULTRA WEAR

- Up to 24H wear
- Natural matte finish
- Ultramarine blue pigment
- SPF15
- 50 shades
- Transfer-resistant

BUILD the BASKET

Identify the perfect client and product partners.

TEINT IDOLE ULTRA WEAR CARE & GLOW

TEINT IDOLE ULTRA WEAR

who's it for?

- A client who wants coverage but prefers a natural glow.
- A client who enjoys skincare benefits in their makeup.





LINK

"Teint Idole Ultra Wear All Over Concealer is the perfect partner for a perfected complexion."



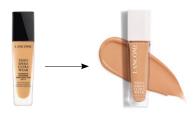
CROSS

"Advanced Génifique for added radiance and care."

notes:			

DO YOU KNOW YOUR TEINT IDOLE ULTRA WEAR SHADE?

This conversion chart will easily help you identify your Teint Idole Ultra Wear Care & Glow shade.



This shade conversion chart as well as the shade converter helps you identify your best match and perfect match from your Teint Idole Ultra Wear Matte Shade.

Your **perfect match** is the same exact shade as your TIU matte shade. The **best match** is the closest to your TIU matte shade.

When skincare is added to any foundation formula it can alter the shade in some cases, this is why some shades of TIU Care & Glow do not have a **perfect match**.

When you have a client who matches up to a best match, take the opportunity to stripe your client with 3 shades: their best match, a shade lighter, and one darker. This will help to narrow down your client's preferred shade.

PERFECT MATCH** BEST MATCH*



Click the QR code to uncover your Teint Idole Ultra Wear Care & Glow shade and All Over Concealer to match. All you need to know is your Teint Idole Ultra Wear Matte shade. Please be sure to enter the 3 digits for your current TIU shade.























0.27 OZ / \$32.00



SCAN FOR MORE BEHIND THE PRODUCT INFO

PRIME FORMULA

Prior to first application, you'll need to prime the formula and here's why: Le 8 is made with a new generation formula so it needs to be activated. The wax-free formula, powered by a combination of ingredients, must be mixed before application. Wax is what binds traditional mascara formulas. Since Le 8 is wax-free, it's up to you to mix it.

PRIMING GESTURE

Take a few seconds and do 8 mini-swirls, or swipe in and out without pumping.

HOW TO APPLY

STEP 1:

To coat & build volume apply by using the 8 Side of the brush.

STEP 2:

To lift & sculpt apply by using the Flat Side.



LE 8 HYPNÔSE IN ACTION

KEY INGREDIENTS

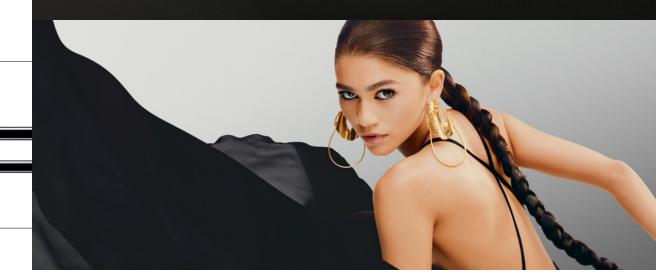
A serum-infused, wax-free formula powered by a combination of 8 amino acids, black balm, and shea butter to nourish your lashes and make mascara removal a breeze. You get instant volume without the weigh-down.







8 AMINO ACIDS BLACK BALM SHEA BUTTER



MASCARA RESULTS







CONSUMER TESTS

- 8/10 women felt **stronger lashes** in just 4 weeks.
- 9/10 saw **no clumps** on lashes.

wand to reduce plastic waste.

Le 8 Hypnôse bottle is

100% glass with a vegetal

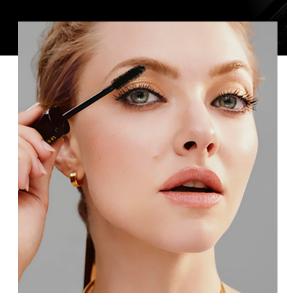
BUILD the BASKET

Identify the perfect client and product partners.

LE 8 HYPNÔSE

who's it for?

A client who wants volume but lash care is equally important.





LINK

"Cils Booster XL Lash Primer amplifies your favorite mascara and makes one coat of mascara look like two! It's also infused with vitamins B5 and vitamin E to condition your lashes."



CROSS

"Cils Booster Lash
Revitalizing Serum can be
worn as a lash mask at night.
This serum is infused with
amino acids to fortify lashes.
It conditions, protects, and
revitalizes lashes while you
sleep."

CREATE A MASCARA EXPERIENCE

LASH ANATOMY
Lash Profiling APP

PERFECT FOR

New mascara shoppers and the lash-obsessed.

HOW TO START THE CONVERSATION:

Lash goals are as different as your individual lashes. What if I told you that Lancôme has the latest technology to help select your perfect mascara based on your lash type and the results you want to see, would you be interested?



LANCÔME CLARIFIQUE DUAL ESSENCE

An exfoliating and hydrating essence that works like a primer for your skincare to enhance the rest of your routine.

CLARIFIQUE DOUBLE ESSENCE RESURFAÇANTE ILLUMINATRICE REFINING BRIGHTENING DUAL ESSENCE

5.0 FL. OZ / \$95.00

SCAN TO LEARN MORE BEHIND THE PRODUCT INFO



CLINICAL STUDY¹

AFTER 4 WEEKS

- Radiance visibly improved by 31%
- Smoothness visibly improved by 25%

CONSUMER STUDY²

IMMEDIATELY:

- 90% of women agree skin feels hydrated

AFTER 1 WEEK:

- 94% of women agree skin feels softer

AFTER 4 WEEKS:

- 80% of women agree pores appear tightened, less visible

¹Based on clinical testing of 51 women at 4 weeks ²Based on a self-assessment study conducted with 51 women

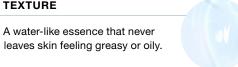
SHAKE TO ACTIVATE

Our exclusive whisk precisely blends and activates the 2 phases together.



TEXTURE

leaves skin feeling greasy or oily.





Organic and sustainably cultivated French beech-bud extract. Bottle is made with 40% recycled glass.

KEY INGREDIENTS

3% LIPID PHASE

NOURISHES SKIN WITH ESSENTIAL MOISTURE: Sunflower and grape-seed oils.

97% CLEAR ESSENCE

GENTLY EXFOLIATES SKIN:

French beech-bud extract, glycolic and salicylic acids.

VITAMIN Cg

KNOWN TO BRIGHTEN AND SMOOTH:

A water-soluble, stable vitamin C derivative.

FORMULATED WITHOUT SILICONE, PERFUME, MINERAL OIL, PARABENS, COLORANT





23

WHAT'S THE DIFFERENCE?

TONER

- Removes residue left over after cleansing
- Helps balance skin's PH
- Refreshes the skin

ESSENCE

- Accelerates skin cell turnover and smooths skin
- Restores skin's natural moisture balance
- Enhances the effects of the products you apply afterward like a primer for your skin!

how to use

With each use, shake the formula so the whisk blends and activates the 2 phases together. Pour into the palms of your hands, blend between your palms, and press onto your face and neck. If you prefer, apply with a cotton pad. Your skin is now primed for the rest of your routine.

HOW TO USE AN ESSENCE IN YOUR SKINCARE ROUTINE

1. Cleanser 2. Toner 3. Essence 6. Moisturizer 5. Eve Cream

You can omit products or add products according to your preferred daily routine. The general rule of thumb: after cleansing, go with the lightest formula and finish with the thickest.

BUILD the BASKET

Identify the perfect client and product partners.

CLARIFIQUE DUAL ESSENCE

who's it for?

For someone who wants to smooth skin and improve the performance of additional products used in their skincare routine.



Client immediately after using Clarifique



LINK

"Advanced Génifique serum is the perfect addition for enhanced radiance and smoothness."

CLARIFIQUE

LANCÔME



CROSS

"Teint Idole Ultra Wear Foundation is the perfect partner for a perfected complexion."

notes:		

HE SERIJM LANCÔME Revitalize skin with millions of new surface cells to reveal visibly plumper, smoother, glowing skin.

CLINICAL AND CONSUMER STUDY

INSTANTLY

- Immediately, skin looks firmer and more toned¹
- Skin looks plumped with hydration up to 24 hours²

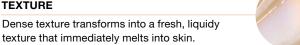
OVER TIME

- 84% agree skin feels suppler³ and more elastic
- Skin looks more radiant4
- Skin appears smoother4
- Fine lines are less visible⁵

¹Based on instrumental testing on 40 women at 4 hours ²Based on instrumental testing on 24 women at 4 hours, 8 hours, and 24 hours ³Based on consumer testing with 51 women at 4 weeks and 9 weeks 4Based on clinical testing with 51 women at 8 weeks 5Based on clinical testing with 55 women at 11 weeks

TEXTURE

texture that immediately melts into skin.



REFILLABLE CAPSULE*

Replenish your serum with a refill capsule that saves you 15% vs. our full size, helps reduce plastic use by -63% and cardboard use by -37% for the outer pack.



*Comparing one bottle and two refills to three non-refillable Absolue serums.

\$230.00 / 1.0 FL OZ \$200.00 / 1.0 FL OZ REFILL

BSOLUE HE SERUM

ENSIVE CONCENTRAT



MORE BEHIND THE PRODUCT INFO



Glass-in-glass bottle made with 40% recycled

KEY INGREDIENTS

GRAND ROSE EXTRACTS

Featuring our exclusive blend of Grand Rose Extracts, including the newly patented Perpetual Rose™. They are sustainably cultivated in the South of France, and believed to provide anti-aging benefits, such as helping to promote skin surface-cell renewal.



VITAMIN E

An antioxidant known to protect the skin from free radical damage and provide moisturizing properties.



GENTLE EXFOLIATING ACID COMPLEX

A unique buffering agent used to balance out pH levels of acidic ingredients to the level of the skin itself and known to help soften skin and promote skin surface cell renewal.



SODIUM HYALURONATE

The salt form of hyaluronic acid is known to draw moisture from the environment and is more easily retained in the skin.



PRO-XYLANE™

Known to help reduce the appearance of fine lines and increase skin firmness and tone.



FORMULATED WITHOUT PARABENS, PHTHALATES, SULFATES & MINERAL OIL

how to use

Blend 1–2 pumps of The Serum between fingertips. Apply on the face and neck morning and night. Follow with your moisturizer.

THE ABSOLUE PERPETUAL ROSE™

Unlike other roses that bloom just once or twice a year, the **Perpetual Rose™** blossoms almost continuously throughout the year. Organically cultivated on the Plateau de Valensole in the South of France with up-cycling rosewood extract (previously discarded) to reduce bio-waste. To help preserve their integrity, they are hand-harvested with care in the early morning, when the flowers begin to bloom.

WHAT'S THE DIFFERENCE?

OLEO-SERUM

Boost radiance

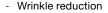
- Firm

Tone

BI-AMPOULE







24H hydration



THE SERUM

- Smooth
- Plump
- Glow

BUILD the BASKET

Identify the perfect client and product partners.

ABSOLUE THE SERUM

who's it for?

Anyone looking for an anti-aging serum that helps smooth skin texture, plump skin with moisture and give their skin a radiant glow.





LINK

"To complement your serum and get even more benefits, try Absolue Revitalizing & Brightening Soft Cream."

LANCOME



CROSS

"For skin perfection and the best full coverage, use **Teint Idole Ultra Wear** foundation."

notes:		

ABSOLUE ROSE 80

CLINICAL STUDY¹

- Skin is 21% more hydrated

CONSUMER STUDY²

- 89% agree skin feels more hydrated
- 89% agree skin feels softer
- 87% agree complexion appears fresher
- 79% agree the skin looks more luminous & radiant

A brightening & skin revitalizing toner that

helps reveal visibly even, luminous skin.

- 79% agree skin feels smoother

¹Based on instrumental corneometer testing on 24 women at 4 hourss. ²Based on a self-assessment study conducted with 53 women

TEXTURE

TRANSFORMATIVE TEXTURE

From a dense lotion texture that transforms into a lightweight, fast-absorbing yet highly hydrating toner.



30

ABSOLUE

ROSE 80

LA LOTION TONIQUE ÉCLAIRCISSANTE ET REVITALISANTE THE BRIGHTENING AND REVITALIZING TONING LOTION

AUX GRANDS EXTRAITS DE ROSE WITH GRAND ROSE EXTRACTS

\$120 / 5.0 FL OZ

Absolue's Roses are freshly handpicked one by one, harvesting only what nature provides.

KEY INGREDIENTS

80% ROSE EXTRACTS

A luxurious blend of Rose Essential Oil, Rose Nectar, Biofermented Rose Water, and Distilled Rose Water forms the highest concentration of rose extracts in the Absolue Collection. Known to help hydrate, soothe, and refresh the skin.



SODIUM HYALURONATE

The salt form of hyaluronic acid is known to draw moisture from the environment and is more easily retained in the skin.



SALICYLIC ACID

A well known exfoliator that helps smooth skin texture and balance the pH of the formula.



FORMULATED WITHOUT PARABENS, SULFATES, SILICONE, MINERAL OIL

how to use

Apply a nickle-size drop into the palm of your hand and blend palms together. Hold hands in front of face and inhale the revitalizing scent to awaken the senses. Press into skin using palms to apply slight pressure to massage and pamper the skin. *Can also be applied with a cotton pad.

THE ROSES

The Absolue essential of skin rejuvenation, a potent formula enriched with our **highest concentration of rose actives**. Light but rich, it is quickly absorbed to deliver its revitalizing properties to the skin and help the process of skin renewal. Skin is exceptionally **bright**, **even** and **luminous**.

WHAT'S THE DIFFERENCE?



ROSE LOTION TONER (DISCONTINUED)

- Supple
- Plump
- Radiant



ROSE 80

- Bright
- Smooth & Even
- Glowv

BUILD the BASKET

Identify the perfect client and product partners.

ABSOLUE ROSE 80

who's it for?

Anyone who has a dry, dehyrated skin that is experiencing dullness, lack of radiance, or uneven skin.





LINK

"To complement your toner and get even more benefits, try Absolue Revitalizing & Brightening Soft Cream."



CROSS

"For a glowy skin finish use a skin-loving foundation, Teint Idole Ultra Wear Care & Glow, for up to 24 hours of hydration with a buildable coverage."

notes:			



A mouthwatering, sweet floral fragrance with notes of rose, caramel popcorn, and bourbon vanilla that keeps you coming back for more.

Made with Care Bottle made from recycled glass

\$31.00 / 0.34 FL OZ \$60.00 / 0.85 FL OZ \$100.00 / 1.7 FL OZ \$130.00 / 3.4 FL OZ

HEAR WHAT ZENDAYA HAS TO SAY ABOUT IT



THE BOTTLE IDÔLE NECTAR The signature bottle stands strong with a peachy holographic design. A sweet-floral fragrance, re-imagined.

FAMILY	TYPE	HEART	SMILE
Floral	Floral &	Rose	Caramel Popcorn
Gourmand	Sweet	Soufflé	& Bourbon Vanilla

how to wear

Apply to your pulse points: neck, wrists, elbows and behind the knees. After applying avoid rubbing or dabbing skin. This breaks down the fragrance, causing it to wear off more quickly. Let it dry and enjoy!

THE NOTES

THE ROSE SOUFFLÉ

From hand-harvested Isparta Rose, to the essence of our Centifolia Roses from Grasse, to Rose water and Rose absolue...Idôle is the queen of roses. Layered with sweet puffed popcorn, our perfumers created a unique, faceted, floral bouquet, with a blast of deliciousness.



THE MOUTHWATERING POPCORN ACCORD

With its one-of-a-kind **caramel popcorn** notes, Idôle Nectar is a fragrance like you have never experienced. A treat that will keep you coming back for more.



THE IRRESISTIBLE BOURBON VANILLA

Discover an irresistible layer of **sustainable Bourbon Vanilla**. Idôle Nectar's Vanilla flower is carefully hand picked within 24 hours of blooming, and is left to mature for 18 months to achieve a rich and exceptional vanilla scent.



THE IDÔLE WARDROBE

There's no rules to wearing fragrance. Wear them alone or layer them for a scent that is uniquely you, whenever the mood strikes you!



IDÔLE



IDÔLE AURA



IDÔLE NECTAR



IDÔLE L'INTENSE

TYPE	Fresh & Clean	Fresh & Floral	Floral & Sweet	Floral & Warm
NOTES	Radical Rose, Spotless Jasmine Citrus, Vanilla	Solar Rose, Jasmine, Salted Vanilla	Rose Soufflé, Caramel Popcorn, Bourbon Vanilla	Rose, Jasmine, Madagascar Bourbon Vanilla
WEAR IT WHEN YOU WANT TO FEEL	Everyday clean and confident.	Like it's a warm summer day or night — anytime of the year.	Fun, spontaneous and unique.	Bold and seductive, day or night.

BUILD the BASKET

Identify the perfect client and product partners.

IDÔLE NECTAR

who's it for?

For someone who loves to be the life of the party: spontaneous, fun and unique. Wear it alone or mix it up with other Idôle fragrances.





LINK

"For a long-lasting Idôle fragrance trail, try layering with Idôle Power Cream."



CROSS

"Whether you're a Zendaya fan, or just love long lashes, feel like an Idôle every day wearing Lash Idôle Mascara."

notes:		



THE EXPERTS

As Lancôme category experts, this group of super-skilled women have tons of experience and lots to teach you about Lancôme Launches and Iconics. Get to know them as individuals by scanning the QR codes. Then, learn directly from them about each Iconic in the following pages.



MAKEUP

JASMINE FERREIRA
DIRECTOR, MAKEUP ARTISTRY

"If makeup is your passion, my advice as an artist is: follow your heart, do what you're passionate about. Don't let anyone tell you you can't do what you love – because if you don't believe in yourself, no one else will."



SCAN TO GET
TO KNOW JASMINE

SKINCARE

NOEMI POWERS
DIRECTOR, SKINCARE

"I love teaching others what I've learned in skincare and hearing about what makes them happy. It's fulfilling. I learned along the way that my voice matters. Speak up for what you believe in, let people know what your passion is. It's one of the best things you can do."



SCAN TO GET TO KNOW NOEMI



FRAGRANCE

CARA CHAMBERLAIN
AVP INSTRUCTIONAL DESIGN / FRAGRANCE EXPERT

"My fascination with fragrance began at a young age, watching my grandmother put on her perfumed body powder as she got ready in the morning. Every time I smell roses, I think of her. For me, the power that fragrance has to inspire memories is what fuels my passion for them. Notice the moments when a scent evokes an emotion in you and share that happiness with others."



SCAN TO GET TO KNOW CARA



Honnes 22

The most sought-after, recognizable and resultsproven products, that deserve an introduction.

To start a conversation, check out the soundbites on the right and scan to see the latest Iconic Award Winners.





ABSOLUE SOFT CREAM

"A luxurious cream that accelerates the surfacecell renewal process and visibly brightens, firms and nourishes skin with hydration for up to 24 hours."

LASH IDÔLE

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



LA VIE EST BELLE

"A sweet-floral fragrance with notes of sparkling iris, spun sugar and vanilla that means life is beautiful."



ADVANCED GÉNIFIQUE

"A radiance boosting serum that promotes a stronger skin moisture barrier in 1 drop for healthy, radiant-looking skin in 7 days."



TEINT IDOLE ULTRA WEAR

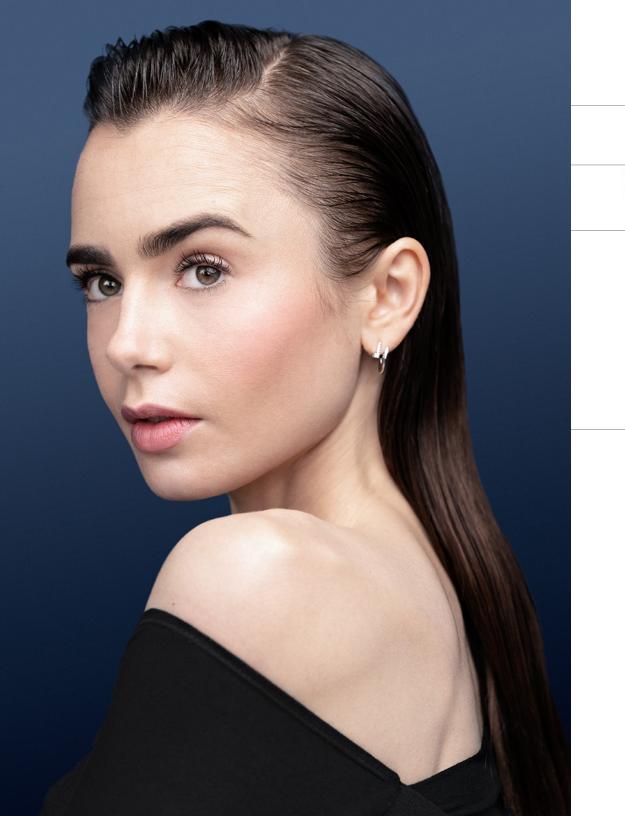
"A breathable, full-coverage liquid foundation that becomes one with your skin for a flawless matte finish."



"Don't cover dark spots
- correct them with our

 correct them with our dark spot correcting, lifting, firming day cream with SPF 30."







66 A radiance-boosting serum that promotes a stronger skin moisture barrier in 1 drop for healthy, radiant-looking skin in 7 days.

CLINICAL STUDY¹

You'll see improved:

- Radiance +52%

- Skin **Texture** +57%

- More Even Skin **Tone** +42%

- Elasticity +50%

- Fine **Lines** -42%

- Wrinkles -46%

You'll see less visible:

 $^{\rm 1}$ Clinical grading, results after 8 weeks of use, 34 women $^{\rm 2}$ 1.7 fl. oz. bottle $^{\rm 3}$ Instrumental test - skin alteration by desquamation

SCAN TO LEARN MORE FROM OUR SKINCARE EXPERTS



\$52.00 / 0.67 FL OZ \$78.00 / 1.0 FL OZ

\$115.00 / 1.7 FL OZ

\$160.00 / 2.5 FL OZ \$230.00 / 3.9 FL OZ

KEEP THE GOOD STUFF IN AND THE BAD STUFF OUT

Skin aggressors may weaken the skin barrier



RESULTS WITH GÉNIFIQUE SERUM

STRONG SKIN BARRIER CAN... Protect against external aggressors & lock in hydration



Before

After

TEXTURE

"Water-light, translucent, gel-fluid texture glides on silky smooth for an instantly hydrated feeling."



Patented complex is a plant-based or obtained through BIOTECHNOLOGY.

Serum will be refillable by 2024.

KEY INGREDIENTS

Patented until 2031

BIFIDUS PREBIOTIC 10%

Known to provide a favorable environment for good bacteria on skin's surface.



Known to enhance moisture retention and skin hydration.

VITAMIN Cg

A water-soluble, stable vitamin C derivative known to brighten and smooth.

Known to help restore the skin barrier.

FORMULATED WITHOUT PARABENS

how to use

- Apply on clean skin, after toner or face essence, as the first step in your beauty routine AM and PM.
- The patented self-loading dropper gives the perfect amount of serum with each application. Simply twist open the cap to load the dropper.
- If layering with another targeted serum, apply Advanced Génifique serum first.
- Follow with your usual skincare routine.
- All ages, all skin types (even sensitive).

CREATE A GÉNIFIQUE **EXPERIENCE**

PRO RADIANCE BOOSTER

Massager for Face & Eye

Boost your skin radiance for visibily younger-looking skin in 10 minutes.

PERFECT FOR

Recruiting with Génifique, pampering clients, events.

HOW TO START THE CONVERSATION:

"Advanced Génifique will improve your skin's radiance in 7 days. But why wait? Let's give you a sneak peek at what your skin will look like using our Radiance Booster. With a quick 10-minute massage we can fast forward to those radiant results. Then, take Génifique home and continue with daily use for a stronger skin moisture barrier."



YOU'LL SEE & FEEL







 $days \rightarrow radiance$

bottle² → younger-looking skin

GÉNIFIQUE 1.000+ WOMEN STUDY¹

application → stronger skin barrier

The serum for all ages, all ethnicities, all skin types, all environments — and here is the proof. Lancôme conducted a study with women ages 18-60 across the U.S., and this is what they told us.



"Génifique made my skin a lot healthier, a lot stronger than before."



"I love that it gives my skin the protection it needs."



"Naturally, I do have a glow, but this took it to another level!"



"My skin feels plumped, definitely feels stronger & firm."



¹Self assessment with 1,127 multi-ethnic women, ages 18-60, across 12 U.S. cities, with results at 1 week and 4 weeks 21.7 fl. oz. bottle

notes:			





\$150.00 / 1.0 OZ \$260.00 / 2.0 OZ \$220.00 / 2.0 OZ REFILL

SCAN TO
LEARN MORE
FROM OUR
SKINCARE
EXPERTS



66 A luxurious cream that accelerates the surface-cell renewal process and visibly brightens, firms and nourishes skin with hydration for up to 24 hours.

TEXTURE

"Soft pink, creamy, smooth texture transforms into a silky, serum-like lotion that melts in, leaving skin feeling plumped with moisture."

CONSUMER STUDY¹

AFTER 1 WEEK

- 94% agree skin feels softer & smoother
- 88% agree skin looks glowing & more luminous

AFTER 4 WEEKS

- 93% agree skin texture looks refined
- 91% agree skin feels suppler & more elastic
- 90% agree fine lines are visibly reduced
- 88% agree skin looks plumper and firmer

CLINICAL STUDY²

- 24 HR Hydration²
- Improves skin surface-cell renewal3
- After 1 application, skin is firmer and tone is improved4
- Over time, skin texture is improved +19%, more radiant +20%, and fine lines are reduced -13% 5

¹Based on self-assessments - 1 week and 4 week results ²Instrumental testing based on Corneometer testing on 24 women at 24 hours. ³Instrumental testing based on Dansyl Chloride testing on ³5 women. ⁴Instrumental testing based on Torque Meter testing on 40 women ⁵Based on clinical testing on 47 women at 4 weeks



Absolue is committed to a more sustainable future: Soft Cream,
Rich Cream and new Absolue The Serum, are all refillable.

KEY INGREDIENTS:

FRENCH GRAND ROSE EXTRACTS

Featuring Absolue Perpetual Rose™. Grand Rose Extracts, sustainably cultivated in the South of France and believed to provide anti-aging benefits, such as helping to promote skin surface-cell renewal.



PRO-XYLANE™

Known to help fight visible signs of aging.



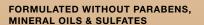
MEADOWFOAM SEED OIL

Known to help strengthen the skin's surface to prevent against water loss.



SHEA BUTTER

Known to hydrate and nurture skin.





REFILLABLE CAPSULE*

RICH CREAM

21% savings vs. our full size! Each refill purchase helps reduce glass by 79% and helps reduce plastic use by 32%. 250 tons of glass have been saved since 2018.

ALSO AVAILABLE IN:

A rich, dense texture that leaves

your skin plumped with moisture.

*Comparing one jar and two refills to three Absolue creams.

how to use

Smooth on clean face, neck and décolleté morning and evening.

THE ABSOLUE PERPETUAL ROSE™

Unlike other roses that bloom just once or twice a year, the Absolue Perpetual Rose™ blossoms almost continuously throughout the year. Organically cultivated on the Plateau de Valensole in the South of France, with up-cycling rosewood extract (previously discarded) to reduce bio-waste. To help preserve their integrity, they are hand-harvested with care in the early morning, when the flowers begin to bloom.

SIGNATURE ABSOLUE SCENT

At the top is a modern rose with crisp top notes of green leaves, followed by a warm rose heart, and finally evolving into woody base notes of rosewood and tea rose.

CREATE A SKINCARE **EXPERIENCE**

BEAUTY TECH

PREMIUM EXPERIENCE SKIN SCREEN

Advanced Skin Analysis

PERFECT FOR

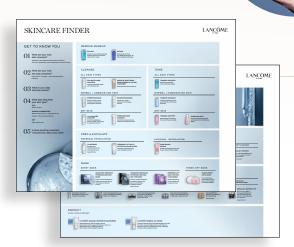
The skin enthusiast or an experience-seeker. It's the Perfect Premium Experience for your Premium Absolue Client.

EXPRESS EXPERIENCE SKIN SENSOR

Targeted Skin Analysis

PERFECT FOR

New skincare clients, seasonal skin checks, events.



COUNTER TOOL

SKINCARE FINDER

Consultation Guide

PERFECT FOR

When there is no Beauty Tech available yet or your client prefers no touch.

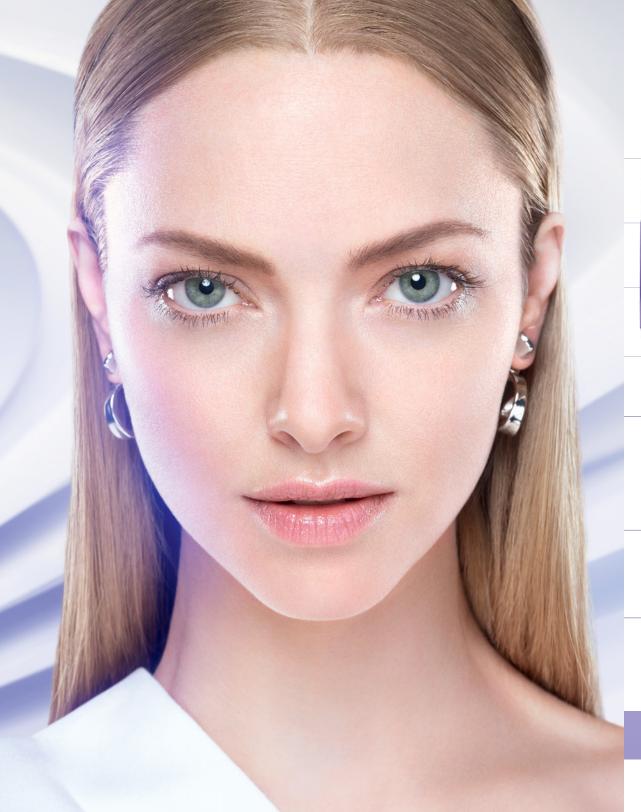
MCÔME

HOW TO START THE CONVERSATION:

If you have Beauty Tech, invite them to this first:

"We have exciting new tools that allow us to take a closer look at your skin needs. How much time do you have today?"

10+ minutes = Skin Screen 10 minutes = Skin Sensor 5 minutes = Skincare Finder





SCAN TO LEARN MORE FROM OUR SKINCARE EXPERTS

\$35.00 / 0.5 OZ \$65.00 / 1.0 OZ \$110.00 / 1.7 OZ \$140.00 / 2.6 OZ



66 Don't cover dark spots — correct them with our dark spot correcting, lifting, firming day cream with SPF 30.

CONSUMER STUDY²

Finally, a **lightweight** and **breathable** SPF 30 face cream that doesn't pill and won't leave skin sticky or greasy.

TEXTURE

"Smooth, creamy white texture, melts softly into skin for a hydrated and radiant finish."



AFTER 4 WEEKS

AFTER 1 JAR

CLINICAL STUDY¹

- Color, size and number of dark spots are visibly reduced
- Skin is **firmer** and **lifted**

- Visibly reduced wrinkles

- Skin is more radiant
- Smoother texture, more even tone



Starting this year, Rénergie packs³ will be made with 40% PCR glass

¹Based on an 8-week clinical study on 40 women. ²Based on self-assessments of 65 women in an 8-week study. ³1.0 oz., 2.6 oz. jars

KEY INGREDIENTS

LINSEED EXTRACT

Contains peptides known to soothe, hydrate, and fight against visible signs of skin aging linked to collagen loss.

CAPRYLOYL SALICYLIC ACID

[An LHA, or lipohydroxy acid] Known to help stimulate skin renewal.

HYALURONIC ACID

Known to effectively hold water and maintain moisture.



Smooth on clean face, neck and décolleté daily.

WHAT'S THE DIFFERENCE?

Both Rénergie Lift Multi-Action Ultra Lotion and Cream have earned the Skin Cancer Foundation Seal of Recommendation for daily use.





ULTRA

- Lifts and firms
- Corrects dark spots
- SPF 30
- 24H hydration
- 2 formulas: cream and oil-free lotion



MULTI-ACTION

- Lifts and firms
- Tightens all facial zones
- SPF 15
- 24H hydration
- 2 formulas: all skin types and dry skin

¹Based on a clinical study of 40 women in an 8-week test.

CREATE A SKINCARE EXPERIENCE

BEAUTY TECH

PREMIUM EXPERIENCE SKIN SCREEN

Advanced Skin Analysis

PERFECT FOR

The skin enthusiast or an experience-seeker.

EXPRESS EXPERIENCE SKIN SENSOR

Targeted Skin Analysis

PERFECT FOR

New skincare clients, seasonal skin checks, events.



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TEINT IDOLE ULTRA WEAR

OCTINOXATE SUNSCREEN BROAD SPECTRUM SPF 15

UP TO 24H COLOR WEAR & COMFORT TRANSFER-RESISTANT

\$47.00 / 1.0 FL OZ

SCAN TO SEE OUR NMAS IN ACTION & ALL THE WAYS TO APPLY





Pack is made with 25% PCR glass

A breathable, full-coverage liquid foundation that becomes one with your skin for a flawless matte finish.

50 SHADES, 5 INTENSITIES

(fair, light, medium, medium-deep, deep)



THE POWER OF TEINT IDOLE ULTRA WEAR LIQUID

- Over 2,500 5-Star Reviews
- Ultramarine Blue Pigment added to Intensity 5 (deep) to perfect deeper shades
- **Sweat-, humidity-** and **transfer**-resistant
- Oil-free, fragrance-free, SPF 15



TEXTURE

"A bouncy and weightless creamy-smooth liquid that blends right into the skin."





HOW TO APPLY

- For lighter coverage, apply with fingers or a damp sponge.
- For full coverage, apply with a brush.
- Click the QR code on the previous page to see application techniques in action.



FOR EASY SHADE MATCHING

Use the **Teint Idole Ultra Wear Foundation Fan Tool**



LINK

To achieve a flawless complexion, foundation & concealer go hand in hand. Our iconic foundation has a NEW addition to the family, **Teint Idole Ultra Wear All Over Concealer**. Check out the NEW All Over Concealer Fan Tool to easily find your client's concealer match to their foundation shade.

CREATE A SHADE MATCHING EXPERIENCE

SHADE FINDER

Perfect match and 2 additional shade options in under 5 minutes!

PERFECT FOR

New or existing foundation clients.

HOW TO START THE CONVERSATION:

For a client who prefers a full-touch experience and loves the idea of technology narrowing down the shades for them based on their skin tone, undertone, and Shade Finder's algorithm.



notes:		



LASHIDÔLE

A 'lash-extension effect' mascara that targets every lash, lifts and lengthens for clean, fanned-out volume.

SCAN FOR MORE BEHIND THE PRODUCT INFO



LANCÔME

THE BRUSH

The Breakthrough Arch Curve Elastomer Brush lifts, lengthens and separates for a fanned-out effect without clumping.

THE FORMULA

LANCÔME

The revolutionary formula is an ultra-lightweight gel emulsion that has less wax than your average mascara, for buildable length and volume that wears for up to 24H without the weighdown. Antioxidant-rich white tea extract conditions lashes. Lashes are feathery soft, coat after coat.

get inspired! LASH IDÔLE LINER LOOKS

Meet 3 Top Influencers that are loving Idôle Liner & Lash Idôle Mascara! Each one shares their favorite winged liner look and how to recreate it.







Step 1: Draw wing at outer eye corner

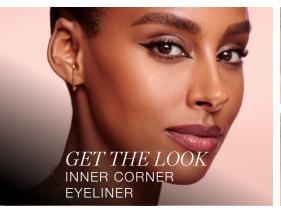
Step 2: Glide back to mid-lash line

Step 3: Stamp along lash line to thicken & complete

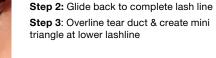
Finish the look with Lash Idôle Mascara

FOLLOW MEGHAN

@MEGHANNGUY







Step 1: Draw wing at outer eye corner

Finish the look with Lash Idôle Mascara



FOLLOW DELINA

© @DELINAMEDHIN



Step 1: Draw wing at outer eye corner

Step 2: Glide back to mid-lash line

Step 3: Create sharp line from wing point to crease

Finish the look with Lash Idôle Mascara

FOLLOW ASH

© @WALKER ASH

SCAN QR CODE TO WATCH MEGHAN, DELINA, & ASH IN ACTION





BOTTLE

\$128.00 / 2.5 FL OZ \$135.00 / 3.4 FL OZ \$215.00 / 6.7 FL OZ

ROLLERBALL

\$31.00 / 0.34 FL OZ \$77.00 / 1.0 FL OZ \$102.00 / 1.7 FL OZ

SCAN TO HEAR THE LA VIE EST BELLE STORY



THE CRYSTAL SMILE BOTTLE

The "Crystal Smile" captures the image of a woman at her happiest. It smiles back at you.

LA VIE EST BELLE

FAMILY HEART

Floral gourmand Sparkling iris

TYPE SMILE

Floral & sweet Spun sugar and vanilla



Recyclable bottle made of 10% PCR glass. Glass weight reduced by 15% saving 239 tons of glass.

vanilla that means life is beautiful.

KEY INGREDIENTS

THE ELEGANCE OF IRIS

The top note of sparkling iris is the backbone of this fragrance, blossoming from the first to the last notes. White flowers of exotic jasmine and sparkling orange blossom add a crisp airiness.



how to wear

- On skin (most intense)
- On clothes (more subtle)
- On hair (airy rendition)

THE DEPTH OF PATCHOULI

The middle note of earthy patchouli gives this fragrance its strength and depth.



fragrance a sweet gourmand, adding a delicious and



THE SWEETNESS OF VANILLA & SPUN SUGAR

The base notes of vanilla and spun sugar make this unique twist.



LA VIE EST BELLE COLLECTION



SOLEIL CRISTAL

A clean, radiant iuice with a twist of mandarin and coconut.



EAU DE PARFUM

The OG of La Vie Est Belle launched in 2012 as Lancôme's first floral gourmand fragrance with notes of iris, spun sugar and vanilla.



OUI

A bright floral scent twisted with rose and raspberry with a more addictive quality.



INTENSÉMENT

A more intense version with a heart of red iris and jasmine.



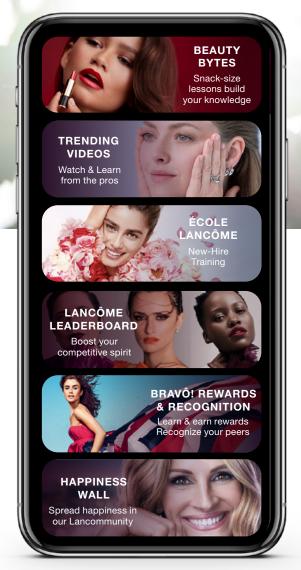
When you smell a fragrance directly out of the bottle, you'll only get the top notes which are stronger and evaporate quickly. That's the reason you should encourage clients to at least try it from a blotter like this...

- Hold the blotter from one end, be careful not to touch the other side with your fingers
- Next, spray the fragrance downward and pass the blotter through the cloud for more precise results
- Give it a moment to dry then...hold the blotter about an inch from your nose
- Close your eyes, wave the blotter under your nose, inhale, then pull the blotter away
- With your eyes closed, try to pick out the notes you are smelling do you see yourself wearing this scent?
- Then, feel free to refer to the blotter regularly to test its life cycle

Once you and your client decide on their favorite, nothing can replace the essential skin test to show if a new fragrance is right for them. You have to smell it on your skin. The heat and your skin's natural oils allow it to go through its full life cycle to a much deeper extent.

notes:			

LEARV WITH LANCÔME





LANCOMELEARNING.COM

Your online eLearning when you want it, where you want it, how you want it.



SCAN TO

LANCOMETRAINING.COM

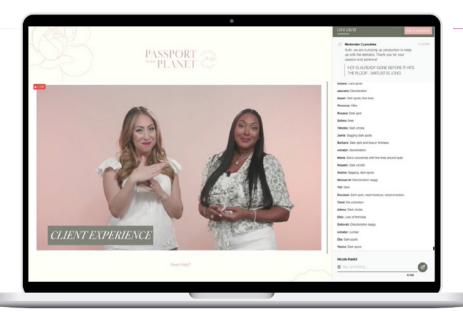
ALL THE THINGS ON YOUR TRAINING SITE

- École Lancôme Live: Brand induction training
- Passport to Paris: Seasonal live seminars
- Expert Series: Take a deep dive in Skincare, Fragrance, and Makeup to elevate your expertise
- Iconics on Demand: Learn about Lancôme's most sought-after, recognizable and results-proven top sellers
- Lancôme on Demand: On-demand video library to build your skills

Your virtual training live and in the moment. But don't worry if you miss the live, it's also on-demand here.



SCAN TO REGISTER FOR YOUR NEXT SEMINAR



BEAUTY ADVISOR LEARNING PATHS

NEW	LANCOMELEARNING.COM	LANCOMETRAINING.COM	LANCOMELEARNING.COM
	Digital École Lancôme	École Live Seminar	Digital Certification
SEASONED	LANCOMELEARNING.COM	LANCOMETRAINING.COM	LANCOMELEARNING.COM
	Pre-Work Beauty Bytes	Passport to Paris Live Seminar	Post-Seminar Quiz
WANT TO BECOME A	LANCOMELEARNING.COM	LANCOMETRAINING.COM	LANCOMELEARNING.COM
BEAUTY EXPERT?	Pre-Work Beauty Bytes	Expert Series Live Seminar	Digital Certification

FOUNDATION FINDER

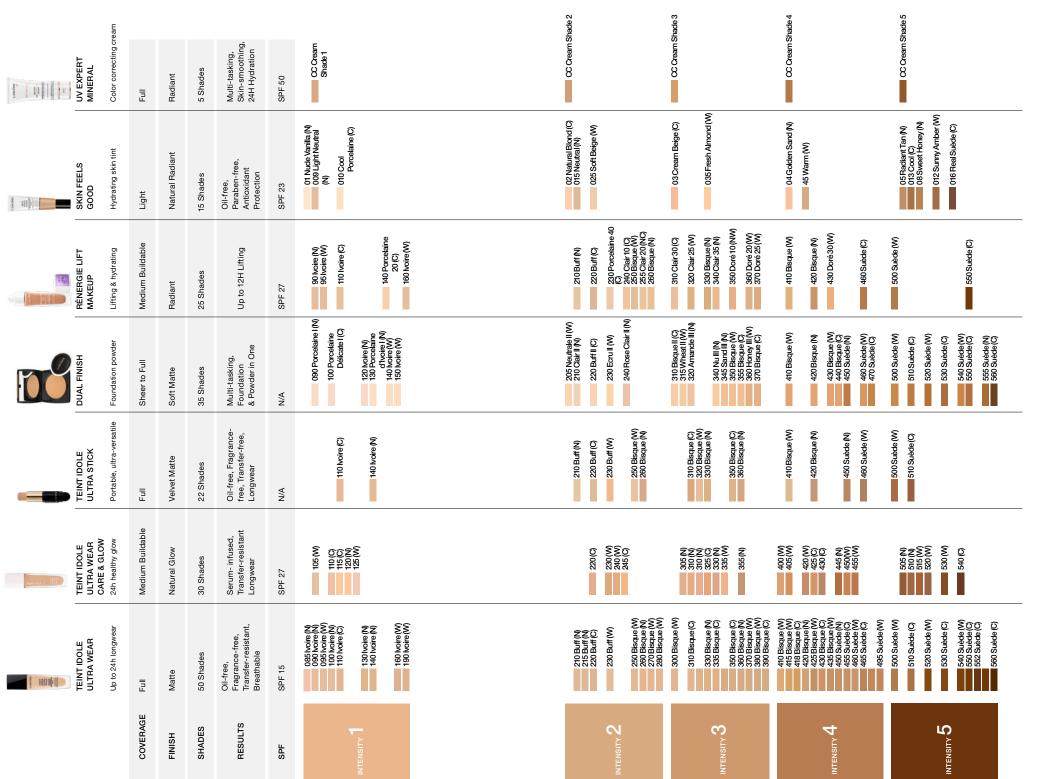
LANCÔME

Your perfect shade. Your perfect coverage. Your flawless finish

What foundation do you currently wear?

 $02 \; {\rm What} \, {\rm do} \, {\rm you} \,$

03 What would you like to



HIT YOUR LASH GOALS MASCARA FINDER

Discover which Lancôme mascara is right for you and the easy steps to maximize your lashes with easy removal.

What MASCARA do you currently wear?

02 What DO YOU LIKE about it?

O3 What WOULD YOU LIKE TO CHANGE about it?

HYPNÔSE DRAMA

& Dramatic Lashes

Buildable, Bold



STEP I: PRIME

CILS BOOSTER XL ENHANCING LASH PRIME

Vitamin-Infused Mascara Primer



FORMULA

White creamy texture has microfibers that add length and volume while Vitamin E and B5 conditions lashes.

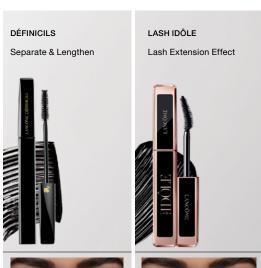
BRUSH

Mascara Spoolie Applicator



SOUNDBITES

A "lash primer" that conditions lashes and boosts mascara results to make one coat look like two.



STEP 2: CHOOSE YOUR MASCARA





Lightweight gel emulsion has less wax than your average mascara for lifted, long, feathery soft lashes.

definition, and length.



A "natural yet noticeable" mascara that lengthens, defines, and separates for lavishly long lashes.

Straight,

Fine Comb-

Like Brush



A "lash extension effect" mascara that targets every lash, lifts & lengthens for clean fanned-out volume.

360 Micro-

bristles

VOLUME ++





A serum-infused wax-free formula with 8 amino acids. black balm, and shea butter to nourish lashes and deliver instant volume without the weigh-down.



A serum-infused. volumizing mascara for plush, full-bodied lashes that appear revitalized overtime.

VOLUME +++

An "instant volume, high drama" mascara that has lots of playtime for buildable volume without clumping.

VOLUME ++++

Lightweight cream texture

with a triple coating system

and length, coat after coat.

Unique

Brush

"S" Shape

for buildable, smooth volume

Double-Action Eve Makeup Remover



MONSIEUR BIG

Instant False

Lash Look



Gel cream texture with black boosting polymers for ultra rich, intense black lashes with buildable, length and BIG volume.

Wavy Fiber



An "instant false lash look" mascara that delivers 12x the volume with intense black pigment in just one

LANCÔME

STEP 3: REMOVE

BIFACIL

Shake to activate the biphase formula: The lipid phase lifts eye makeup off, while the water phase uses unique emollients to leave skin feeling perfectly cleansed.

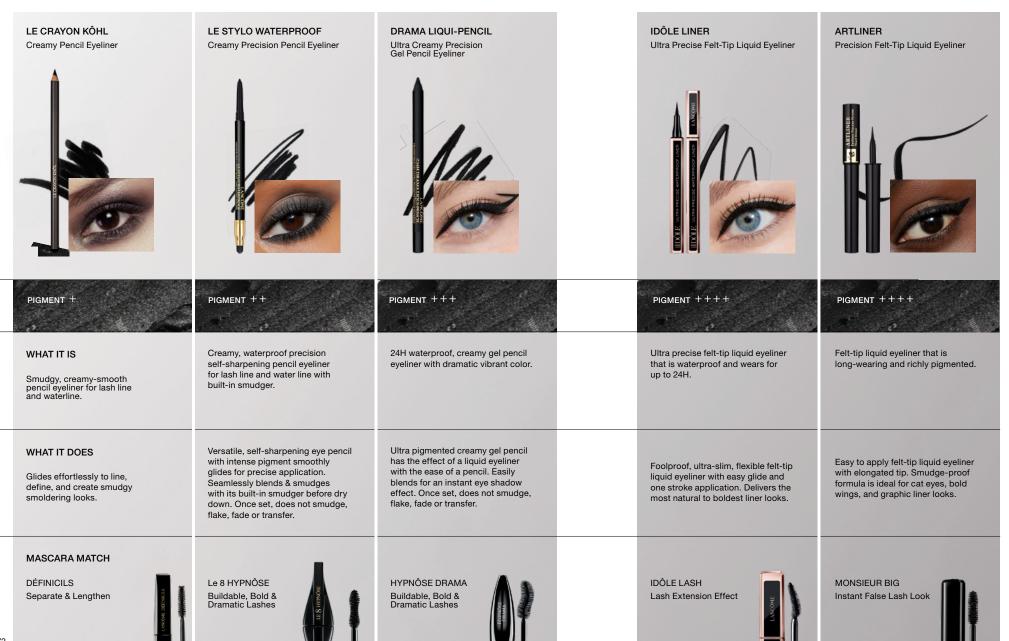


SCAN TO FIND YOUR MATCH

VOLUME ++++

HIT YOUR LINER GOALS EYELINER FINDER

Find your mascara's perfect match.



SKINCARE FINDER



GET TO KNOW YOU

What are your main skin concerns?

Breakouts | Dark Spots & Discoloration | Dullness | Fine

02 What are your main eye area concerns?

Dark Circles | Dryness | Fine Lines & Wrinkles | Puffiness

Lines & Wrinkles | Loss of Elasticity & Firmness | Pores

O3 What is your daily skincare routine?

04 What best describes your skin type?

Shines all over

NORMAL/COMBINATION
Shines on the T-zone | Feels tight on the cheeks | No particular problems

DRY Feels tight all over

05 Is there anything important I should know about your skin?

REMOVE MAKEUP



BI-FACIL
Double-Action Waterproof
Eye Maeup Remover with
50% lipids & 50% water



CLEANSE

ALL SKIN TYPES



EAU MICELLAIRE
DOUCEUR
Cleansing Micellar Water with
Rose Extract



ABSOLUE NURTURING BRIGHTENING OIL-IN-GEL CLEANSER With Rose Extract & Rose Oil

NORMAL / COMBINATION SKIN



Gentle Creamy-Foam Cleanser with Rose & Lotus Flower Extracts

CRÈME RADIANCE



MOUSSE RADIANCE Gentle Airy-Foam Cleanser with Papaya Extract

DRY SKIN



LAIT GALATÉE CONFORT

Comforting Makeup Remover
Milk with Honey & Sweet Almond



CRÈME MOUSSE CONFORT

Comforting Creamy Foam Cleanser with Rose Extract

TONE

ALL SKIN TYPES



TONIQUE DOUCEUR
Softening Hydrating
Toner with Rose Water

NORMAL / COMBINATION SKIN



TONIQUE RADIANCE

Clarifying Refining Toner with Rose & Lotus Flower Extracts

DRY SKIN



TONIQUE CONFORT
Rehydrating Comforting
Toner with Acacia



ROSE MILK MIST Soothing Rehydrating Mist with Hyaluronic Acid & Rose Water

PREP & EXFOLIATE

CHEMICAL EXFOLIATION



CLARIFIQUE
Exfoliating & Hydrating Essence with Glycolic Acid
Select Doors



RÉNERGIE LIFT MULTI-ACTION ULTRA MILK PEEL Smoothing & Brightening with

Lipohydroxy Acid

PHYSICAL EXFOLIATION



ROSE SUGAR SCRUB

Gentle Exfoliating Scrub with
Sugar Grains & Rose Water

MASK

SHEET MASK



ADVANCED GÉNIFIQUE HYDROGEL MELTING MASK

Instant Youthful Radiance Mask Infused with Serum with Bifidus Prebiotic Extract



ADVANCED GÉNIFIQUE HYDROGEL MELTING 360° EYE MASK

Instant Youthful Radiance Eye Mask Infused with Serum with Bifidus Prebiotic Extract **a** ------

RÉNERGIE LIFT MULTI-ACTION ULTRA MASK

Double-Wrapping Cream Mask with Linseed Extract

RINSE-OFF MASK



ROSE SORBET CRYO-MASK Pore-Tightening

Smoothing Cooling Mask with Salicylic Acid & Rose Water





SKINCARE FINDER



SERUM

Highly concentrated formulas that deliver powerful ingredients by absorbing below the skin's surface to target specific skin concerns.

STRENGTHEN SKIN BARRIER. **BOOST RADIANCE & HYDRATE** TARGET VOLUME LOSS, REDUCE WRINKLES & BRIGHTEN DARK SPOTS SMOOTH. PLUMP & GLOW



ABSOLUE - THE SERUM Skin Surface Cell Renewing Serum with Grand Rose Extracts, Vitamin E & Pro-Xylane™



Youth-Activating Face Serum with 10% Bifidus Prebiotic, Hyaluronic Acid & Vitamin Cg

ADVANCED GÉNIFIQUE



RÉNERGIE H.C.F. TRIPLE SERUM

High-Performance, Triple Dose Serum with Hyaluronic Acid, Vitamin C+ Niacinamide & Ferulic Acid

MOISTURIZE

Day or night, lock in hydration and enhance the look of your skin.

ESSENTIAL CARE

HYDRATE, NOURISH & PROTECT

HYDRATE, SOOTHE & REFRESH

ANTI-AGING

LIFT, FIRM & CORRECT DARK SPOTS

NOURISH, FIRM & BRIGHTEN

FIRM, IMPROVE ELASTICITY & RADIANCE



BIENFAIT MULTI-VITAL SPF 30-Day Cream with Vitamin E, Vitamin Cg & Vitamin B5



HYDRA ZEN

Oil-Free Gel-Cream with Salicylic Acid, Moringa Seed Extract & Rose

Available in a Lotion

RÉNERGIE LIFT MULTI-ACTION ULTRA

SPF 30-Day Cream with Linseed Extract containing Peptides & Hyaluronic Acid

Available in an Oil-Free Lotion



ABSOLUE

Revitalizing and Brightening Soft Cream with Grand Rose Extracts, Pro-Xylane™, Meadowfoam Seed Oil & Shea Butter

Available in Rich Cream Select Doors



ABSOLUE L'EXTRAIT

Cream with Rose Native Cell Extract, Hyaluronic Acid & Linseed Extract Select Doors

EYE CARE

Targeted solutions specific for the delicate eye area to help..

HYDRATE, **DE-PUFF & PROTECT**

REDUCE PUFFINESS & FORTIFIY LASHES

BRIGHTEN, SMOOTH LINES & REDUCE DARK CIRCLES

CORRECT DARK CIRCLES, **DE-PUFF EYE BAGS & SMOOTH** BRIGHTEN, FIRM & SMOOTH IMPROVE WRINKLES, **CROW'S FEET & EYE BAGS**



BIENFAIT MULTI-VITAL EYE

Antioxidant & Vitamin Enriched Eye Cream with Vitamin E &



Youth-Activating Eye & Lash Serum with Bifidus Prebiotic, Vitamin E & Caffeine

ADVANCED GÉNIFIQUE EYE CREAM

Youth-Activating Hydrating Eye Cream with Bifidus Prebiotic, Vitamin Cg & Hyaluronic Acid



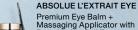
RÉNERGIE LIFT MULTI-ACTION ULTRA EYE CREAM

Dark Circle Correcting Eye Cream with Hyaluronic Acid, Caffeine & Linseed



ABSOLUE EYE Revitalizing Eye Cream with Grand Rose Extracts, Pro-Xylane™

& Essential Oils Select Doors



Premium Eye Balm + Massaging Applicator with Rose Native Cell Extracts, Shea Butter & Pro-Xylane^{†M}

Select Doors

PROTECT

Invisible, cooling and lightweight.



UV EXPERT AQUAGEL DEFENSE 50 SUNSCREEN

Broad Spectrum SPF 50 All-Day Primer Moisturizer with Aquagel Technology, Vitamin E, Edelweiss Extract, Moringa Extract, Mint Extract & Rose Gallica Extracts



UV EXPERT MINERAL CC CREAM

Titanium Dioxide Sunscreen Broad Spectrum SPF 50 Color-Correcting Moisturizer with Titanium Dioxide, Vitamin E. Edelweiss Extract, Moringa Extract & Rose Gallica Extract

FRAGRANCE FINDER



What type of fragrance do you like: Fresh, Floral or Warm? \Box

All Lancôme fragrances have a tasty twist. Would von prefer variety $\frac{1}{2}$ you prefer yours to be Clean, Sweet or Spicy?

03

When do you normally wear your fragrance?

FRAGRANCE UNFORGETTABLE? WHAT MAKES A LANCÔME

THE STORY & EMOTION

Happiness, Empowerment, Love... Lancôme fragrances are inspired by and evoke the EMOTIONS that capture the most memorable moments in life.

THE ART OF THE BOTTLE

Each Lancôme fragrance bottle is artfully crafted. Embodying the fragrance and the woman who wears it. Designed to bring pleasure every time you spray it.

THE HEART & SMILE

Each Lancôme fragrance is a unique composition of rare and exclusive ingredients. They feature unexpected combinations of beautiful rare flowers and delicious edible flavors that make you smile. The HEART is the main floral note. The SMILE is the complementary edible note.

TYPE FRAGRANCE

TIP To help fragrance last all day without reapplying, prep the skin with scented moisturizer. While the skin is still damp, spray a layer of the matching fragrance.

WARM		TRÉSOR HEART Damascena Rose SMILE Peach	
FLORAL/WARM	IDÔLE L'INTENSE Rose & Jasmine Smile Madagascar Bourbon Vanilla	LA VIE EST BELLE INTENSÉMENT HEART Red Iris & Jasmine SMILE Red Vanilla	SPICY TWIST
FLORAL	LA VIE EST BELLE SOLEIL CRISTAL HEART White Iris & Ylang Ylang SMILE Mandarin & Coconut	LA VIE EST BELLE Industria & Rose souffle SMILE Iris & Rose SMILE Raspberry LA VIE EST BELLE Iris SMILE Raspberry LA NUIT TRÉSOR NUDE HEART Iris SMILE Spun Sugar & Vanilla Coconut & Vanilla	SWEETTWIST
FRESH/FLORAL	IDOLE AURA HEART Solar Rose & Jasmine SMILE Salted Vanilla		
FRESH	IDÔLE HEART Radical Rose & Spotless Jasmine SMILE Citrus & Vanilla		CLEAN TWIST