



at LANCÔME 
 *we believe that*
happiness  *is a*
powerful  *source*
of beauty.

Our Mission

To inspire everyone to shine
from the inside out.

We are proud to be

French, inclusive, innovative,
caring happiness activists.



CARING *together for a* *happier* TOMORROW



As one of the world's leading luxury beauty brands, we are committed to building a happier future through the power of care. Join Lancôme's Sustainability Movement and help us spread our message of care by learning more about our 3 Sustainability Pillars. Scan the QR code to learn more.



Look for the “**made with care**” logo in all your online & offline training materials to see what we're doing today.



our *sustainability* pillars

DOMAINE DE LA

ROSE

OUR HOME IN GRASSE, FRANCE

Ingredients, Biodiversity & Environmental Preservation

Ten acres of Eco-cert™ organically farmed fields, centuries-old dry-stone terraces, and a distillery where we cultivate ingredients for fragrance and skincare, while also protecting over 24 endangered plant species.



Grow
Our Future

OUR COMMITMENT TO THE ENVIRONMENT

Reducing the impact of our products on the planet.

We care for our planet by preserving biodiversity, sourcing ingredients sustainably, and developing products with green formulas and eco-friendly packaging, like our Rénergie, Absolue, and La vie est belle refills.

Write
Her Future

OUR COMMITMENT TO SOCIETY

Empowering People Through Education. We care for people by fighting inequality and promoting literacy & mentorship to more than 500,000 people around the world.

this is how **WE SERVE**

Happiness is at the heart of how we serve at Lancôme, and it's what makes you a trusted friend and advisor to your clients.

Find it in the École Lancôme course:
The Lancôme Brand / How We Serve



The **Lancôme Client Experience** is made up of three parts that build your relationships and your sales.

1. BUILD THE CONNECTION

by getting to know your client and their needs.

2. BUILD THE BASKET

by offering options, sharing your expertise, and closing the sale.

3. BUILD THE RELATIONSHIP

by adding them to your clientele system and staying in touch.



OCTOBER 17th is **INTERNATIONAL** **BEAUTY ADVISORS** *day*

LANCÔME *loves* BEAUTY ADVISORS

On this day we celebrate you, our Beauty Advisors! Your dedication and hard work is always appreciated. This day was a global celebration of the generosity and the power of our Beauty Advisor community. And the U.S. teams turned out in stores to spread happiness to all of you!



Watch **Lancôme Loves Beauty Advisors** address from Francoise Lehmann, Lancôme Global Brand President.

PATH *to* PARIS

Each year the “crème de la crème” of Lancôme Beauty Advisors are recognized as being the best of the best with the high honor of a trip to France! In 2023 they celebrated in Paris. Here's what you need to do to get on the path to Paris...



1

Achieve **BRAVÔ!** top-performer status by beating the department trend with your team. This makes you eligible for the **Rose Society**.

2

Be awarded the **Rose Society** nomination for your area by displaying top sales, learning engagement, and client relations.

3

Rank at the top in total engagement for the **Rose Society** and you will be awarded **Excellence in Service**. Pack your bags!

BRAVÔ!



Scan to see how you can learn & earn **BRAVÔ!** points.

congratulations

2023 EXCELLENCE IN SERVICE AWARDS



CAROLE READ

JENNY STRULLER

MICHAEL MULVANEY

LAURAINE AYRE

REBEKAH WARE

JESSICA PITCHER

TATYANA JACOBSON

EV JOY

BETH ROTHERMEL

LORRAINE BRAGRANZA

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.

POWERED
BY BEAUTY
TECH



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.

POWERED
BY BEAUTY
TECH



FIND YOUR CHIC | 15 MINUTES

Focus on your favorite feature: eyes, lips or complexion.

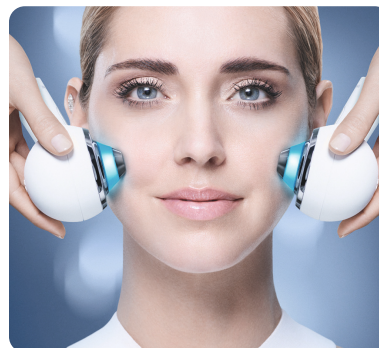


NOT ENOUGH TIME? HERE'S AN EXPRESS EXPERIENCE:

BEST OF LANCÔME | 5 MINUTES

Try Lancôme's 5 best-sellers in skincare, makeup and fragrance.

BUILD, *BUILD* and 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.



WHAT'S A LANCÔME *intro statement?*



Use an “**Intro Statment**” to grab a client’s attention, enhance your Lancôme storytelling, and activate **HAPPINESS.**



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 sound bite 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**.*)

say
this

Look for the “say this” icon in all your online & offline training materials to get started.





The **SCENE-STEALING** actress making her mark in Hollywood.

hello JOY SUNDAY

Lancôme is delighted to announce the appointment of Nigerian-American actress, producer, and director Joy Sunday as a *New Global Ambassador* of the brand. Françoise Lehmann, Lancôme Global Brand President, shares her enthusiasm about the new addition, stating, “We are honored to welcome Joy to the Lancôme family. Her exceptional *talent*, unwavering *passion*, and fresh and young energy are truly *inspiring*.”

TV & FILM CREDITS

“Dear White People”, “Bad Hair”, “Shithouse,”
“The Beta Test,” Bianca Barclay in “Wednesday”

“Lancôme has always been a brand that I have admired for its commitment to empowering women and inspiring us to be the best versions of ourselves.

I believe these values are crucial in today’s world, and I am proud to represent and collaborate with a brand that shares my beliefs.”

–JOY



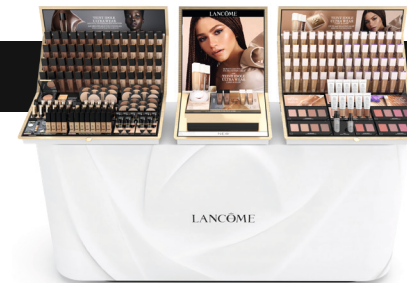
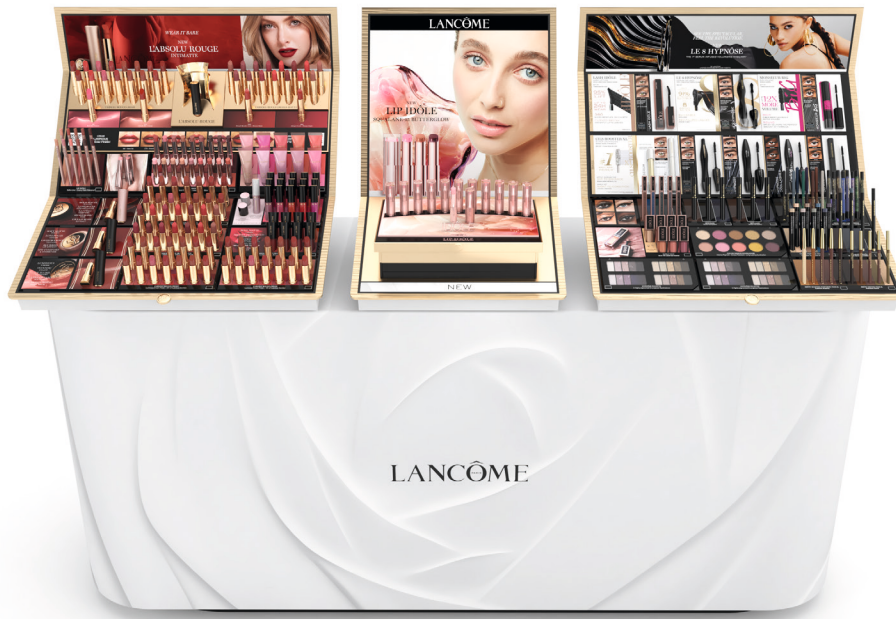


NEW! CONSULTATION GUIDE

A Consultation Guide designed for you and a product guide for your client. With just a few questions, you're able to show all the options and make customized recommendations of the perfect products to give them all the results they're looking for.

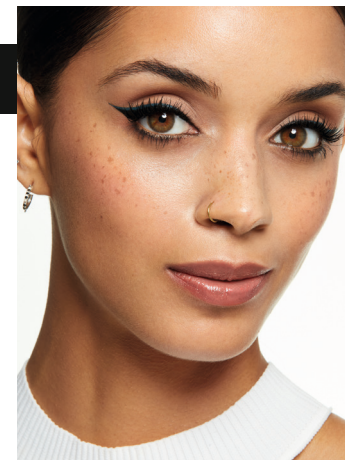


NEW *for* YOU



NEW! MAKEUP FULL LINE UNITS

Brand new Makeup units designed with you in mind! The special features on each unit help you offer options, suggest additional products, and even offer a service.



NEW! MAKEUP EXPERT SERIES

A video series of makeup artistry looks [à la TikTok] created by Lancôme's makeup experts. You'll learn signature looks, tips, techniques, trends, and artistry in as little as 90 seconds. **Watch, Recreate & Earn Rewards.** Coming soon in 2024 to LancomeLearning.com



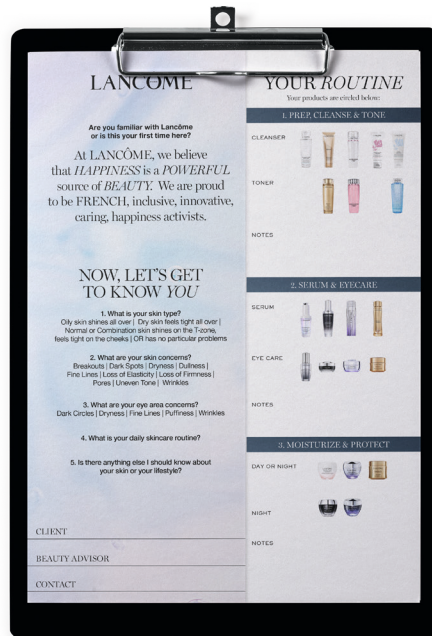
SKIN EXPERT 1-ON-1 CONSULTATION GUIDE

NEW

say
this

"This is our **Consultation Guide**. I'll ask you a few questions and then recommend the perfect products to give you all the results you're looking for."

skincare



GET TO KNOW LANCÔME

"Are you familiar with Lancôme or is this your first time here?"

WHY? This allows you to share a little about what makes our brand **unique & special**.

GET TO KNOW YOU

"I'd love to get to know you. May I ask you a few questions about your skin?"

WHY? This helps you identify what your **client's key needs** are to help recommend the best options in products to address those needs.

YOUR ROUTINE

"Let's review your routine just to make sure we've got it..."

WHY? This is a moment to pull it all together and **help your customer see themselves using everything at home**.

makeup &
fragrance

COMPLEXION

"I'd love to give you a sample of our best-selling foundation."

WHY?

This a great way to transition your client into a complexion conversation & **build the basket**.



1. What **PRODUCT** do you currently **USE**?

2. What **DO YOU LIKE** about it?

3. What would you **LIKE TO CHANGE** about it?

WHY? These three questions from your Finders will help you identify more about your **client's current brand/product choices** and **identify opportunities** to introduce them to new options that they'll love.

LEARN MORE



TIPS:

- You can start anywhere on the guide if you need to. Let your client lead.
- Use this as an EVERYDAY clienteling tool.
- Use this for your Beauty by Lancôme Events.



iconic

Look for this “iconics”
icon designating an
iconic product in your
online & offline training
materials.

the LANCÔME  *are the most*
iconics  *sought-after, recognizable,*
 *results-proven* 
products *that deserve an*
 introduction

Scan to view the
Best of Lancôme





makeup & fragrance *iconics*

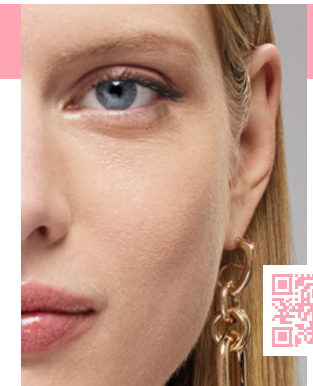


TEINT IDOLE ULTRA WEAR

five new shades!

FULL COVERAGE & NATURAL MATTE FINISH

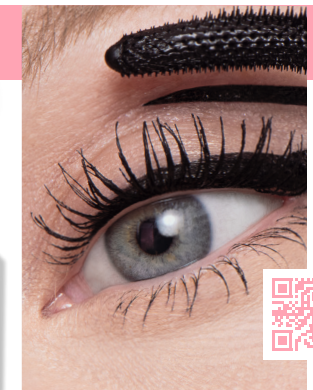
"Our **thinnest, breathable, full-coverage** foundation for a flawless **matte finish**."



LASH IDÔLE

LIFTING & FANNED-OUT VOLUME

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



LA VIE EST BELLE

PRECIOUS IRIS & WARM VANILLA

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

now refillable





skincare *iconics*



ADVANCED GÉNIFIQUE

RADIANCE BOOSTING

"A skin barrier **say this** strengthening serum for healthy, **radiant, younger-looking** skin in 7 days."



RÉNERGIE H.P.N. 300-PEPTIDE CREAM

DARK-SPOT REDUCING

"A **lifting, firming, say this** wrinkle & dark-spot reducing peptide cream that helps skin appear restructured as if it were younger."



now in SPF



ABSOLUE SOFT CREAM

BRIGHTENING & REVITALIZING

"A **luxurious cream that say this** visibly **brightens, firms & hydrates** skin for up to 24 hours."





makeup & fragrance *launches*



IDÔLE TINT

say
this

"Easy, multi-use **liquid eye shadow** and **eyeliner** that can be **used on cheeks** with up to **16H wear**."



blushing nudes

L'ABSOLU ROUGE INTIMATTE

say
this

"A **lightweight**, **soft matte** lipstick with **long-lasting color**, **hydration**, and **comfort** for up to **12H** in just one swipe."



+ five new shades

TEINT IDÔLE ULTRA WEAR

say
this

"Our **thinnest**, **breathable**, **full-coverage** foundation for a **flawless matte finish**."



IDÔLE EAU DE TOILETTE

say
this

"A **fresh** eau de toilette with **bergamot**, **rose**, and **green tea**."

THE IDÔLE

LIQUID EYESHADOW & EYELINER

NEW



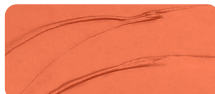
say this

“Easy multi-use liquid eye shadow and eye liner that can be used on cheeks with up to 16H wear.”
\$30.00 | 0.27 FL OZ

BEHIND THE PRODUCT



7 FANTASTIC SHADES: 3 MATTE + 4 SHIMMER



MATTE SIENNA



MATTE EARTH RED



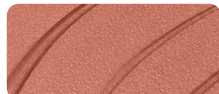
MATTE CANYON CLAY



SHIMMER SUNBURST



SHIMMER DESERT



SHIMMER HOT LAVA



SHIMMER SAND STORM



APPLICATOR

Multi-use, double sided. Side & pointed tip for precision lines & flat sides to cover larger spaces like cheeks and eyes.

TEXTURE

Creamy, blendable with up to 16H crease-free wear.

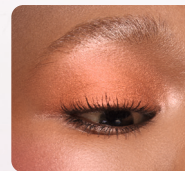
all the ways to wear

HOW TO APPLY



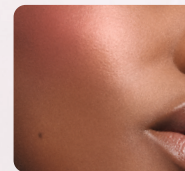
EYELINER

Use the pointed tip of the applicator for a precision liner look. For a bolder look, use thin side of applicator.



EYESHADOW

Use the flat side of the applicator to apply on eyelids. Gently blend with your ring finger or brush. Layer as desired.



CHEEKS & HIGHLIGHT

Warm a pea-size amount of product on the back of your hand, and with your ring finger, sponge, or a brush, apply onto cheeks.

the magic of three

The MAGIC OF 3 is when you link-sell three products that pair well, and when used together, give you even greater results. A perfect example of this is:



SHIEKA IN ACTION



L'ABSOLU ROUGE

INTIMATTE

BLUSHING NUDES

NEW



say
this

“A lightweight, soft-matte lipstick with long-lasting color, hydration and comfort for up to 12H in just one swipe.”

\$35.00 | 1 FL.OZ

SHADE RANGE



PRO TIP:
use lipstick as a liner

Select a shade 1-2 shades deeper than your chosen lipstick shade. With the precision edge of the lipstick, line and define your lips.

TEXTURE

Weightless, shine-free, cushiony comfortable & buildable. A bare-lip sensation.



key ingredients



CERAMIDES



GRAND ROSE EXTRACTS

how to apply

1. Swipe across lips.
2. Repeat to build color for a more intense look.
3. Use lipstick edges to get a more precise, defined lip look.



PRO TIP: use lipstick as a blush
Add two dots of product on upper cheekbone, blend with ring finger or brush. Layer as needed.



who's it for?

A client who loves a nude-toned lipstick shade prefers a barely there feel on the lips with high-color payoff & a client who likes a soft matte, blurred lip look.

L'absolu rouge lipstick comparison

CREAM

Luminous & silky cream, medium-high coverage



326
COQUETTE

INTIMATTE

Comfortable, soft matte, medium coverage



315
HEARTS IN SYNC

DRAMA MATTE

Comfortable, powdery matte, high coverage



251
SO DRAMATIC

TEINT IDOLE ULTRA WEAR

NEW SHADES



say this “Our **thinnest, breathable, full-coverage** liquid foundation that becomes one with your skin for a **flawless matte finish.**”
\$57.00 | 1 FL OZ

5 INTENSITIES, 55 SHADES TO CHOOSE FROM
5 NEW INCLUSIVE SHADES



THE POWER OF TEINT IDOLE ULTRA WEAR

- Breathability & longwear
- Infused with skincare ingredients
- Oil-free, waterproof, SPF 25
- Sweat-, humidity-, and transfer-resistant
- Ultramarine blue pigment in Intensity 5 perfects deeper shades
- Green pigment in Intensities 2, 3, and 4 for olive skin tones
- 9/10 found their shade in a consumer study



TEXTURE
A weightless creamy-smooth liquid that blends right into the skin.

key ingredients



HYALURONIC ACID



MORINGA



VITAMIN E



PREBIOTICS



ULTRAMARINE
BLUE PIGMENT



GREEN PIGMENT

how to apply

FINGERS For a lighter application and barely-there makeup look.

SPONGE For a medium-to-full-coverage application and to add moisture for more of a dewy makeup look.

BRUSH For maximum coverage, use a flat foundation brush like 01 or use a stippling technique with brush 02.



before & after



090 NEUTRAL



095 WARM



097 NEUTRAL



555 COOL



560 COOL

HOW TO APPLY



makeup checkup
experience

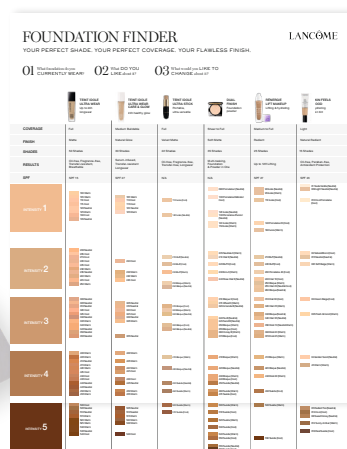
COUNTER TOOLS FOR EASY SHADE MATCHING

COMPLEXION FAN TOOLS

To achieve a flawless complexion, foundation & concealer go hand in hand. Use your foundation fan tool to easily shade-match your client and narrow down to the three best shades. Once you select your client's preferred shade, use your concealer fan tool to find a concealer to match.



FOUNDATION FINDER TOOL



SCAN FOR
DIGITAL
ACCESS



beauty tech

Perfect match and two additional shade options in under five minutes! 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.



BUILD THE CONNECTION

Teint Idole Ultra Wear is for clients looking for **full coverage** and a **matte finish** but also love the idea of skincare ingredients infused into their foundation.



BUILD THE BASKET



LINK

All Over Concealer is a perfect partner to Teint Idole Ultra Wear because it also delivers full coverage and a matte result.

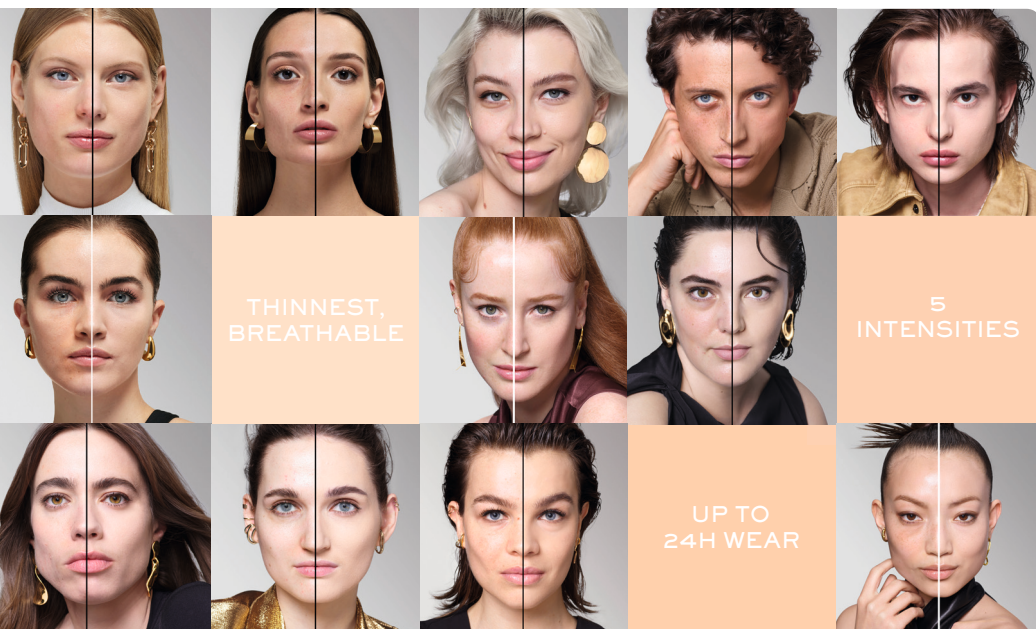


CROSS

Advanced Génifique as
skincare prep for added
hydration, care, and smoothness.

BUILD THE RELATIONSHIP

Now that you've shade-matched your client to their preferred foundation and concealer, be sure to stay in touch with them to keep them in the know of any complexion products that may elevate their complexion routine.



the *power* of **TEINT IDOLE**
ULTRA WEAR *before & after*



IDÔLE

EAU DE TOILETTE

NEW



say
this

"A **fresh** eau de toilette with **bergamot**, **rose**, and **green tea**."
\$60 .85 FL OZ | \$120 1.7 FL OZ | \$134 3.4 FL OZ



IDÔLE EDT

Family
Fresh

Top Notes
Trio of Bergamot

Middle Notes
Rose, Jasmine &
Green Shinchá Tea

Base Notes
Bourbon Vanilla,
Cedarwood & Patchouli

what's the *difference*?

EAU DE TOILETTE [EDT]

- EDTs are **lighter in concentration** of perfume oil (5-15%)
- EDTs are **airier** and **fresher**
- EDTs are more **diffusive**

EAU DE PARFUM [EDP]

- EDPs are **heavier in concentration** of perfume oil (15-20%)
- EDPs are **denser** and **richer**
- EDPs sit **closer** to the skin



KEY INGREDIENTS

inspired by *nature* captured by *science*

WATCH ME!



FRESH BERGAMOT CITRIS

Idôle's **Cold Molecular Distillation** freezes in time the most radiant yet bittersweet citrus essence, preserving its juicy freshness that leaves you wanting more.



BLOOMING ROSE

Upcycled rose water and rose oil infused throughout to give the most dazzling floral boost to the fragrance.



GREEN SHINCHÁ TEA

Molecular science helps us recreate the freshest version of this tea at harvest. For the first time, Shinchá's evasive nature and powerful properties are captured in time for Idôle EDT.

IDÔLE: the *Fresh Floral* collection



IDÔLE EDP

+CLEAN

Bright Citrus,
Rose, Jasmine
& White Musk



NEW! IDÔLE EDT

+ENERGIZING

Bergamot,
Rose, Jasmine
& Green Tea



IDÔLE AURA

+SUNNY

Centifolia Rose,
Bergamot &
Salted Vanilla



IDÔLE NECTAR

+SWEET

Grasse Rose,
Caramel Popcorn
& Bourbon Vanilla



IDÔLE NOW

+LUMINOUS

Rose Concentrate,
White Orchid &
Vanilla

WHERE IT WHEN YOU WANT TO FEEL

Everyday clean
& confident.

Energized &
optimistic.

Like it's a warm
summer day or
night any time of
the year.

Fun,
spontaneous,
& unique.

Radiant and bold.
Your time is now!

create a
fragrance
experience



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...

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



THE ESSENTIAL SKIN TEST

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.

are you
shopping for
YOURSELF?

STEP 1: 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?

STEP 2: FIND YOUR TWIST

Pick your + preference found in the fragrance finder.



WATCH ME! Client shopping for self.

FRAGRANCE FINDER

LANCÔME

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 from the below + OPTIONS

L'VIE EST BELLE WARM	À VOUS L'VIE EST BELLE eau de parfum + SWEET Notes: Precious Ylang, Jasmine & Orange Blossoms Petals: Sweet Notes: Sweet Notes: Sweet Notes: Sweet	Solid Cristal + TROPICAL Notes: Mandarin Notes: Sweet Notes: Sweet Notes: Sweet	Iris Absolu + CRISP Notes: Fig & Blackcurrant Notes: Sweet Notes: Sweet Notes: Sweet	Intensément + FRUITY Notes: Raspberry Notes: Sweet Notes: Sweet Notes: Sweet
	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk
DOÛLE FRESH	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk
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TRESOR SPICY	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk
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SCAN FOR DIGITAL ACCESS

DISCOVER YOUR FRAGRANCE MATCH

LANCÔME

For most of us, fragrance evokes deep emotion and meaning. Like a song, it can instantly bring you back to a moment, a feeling, or a memory of where you were when you first smelled it. And, fragrance can instantly change your mood. How do you want to feel when you spritz on your Lancôme fragrance?

L'VIE EST BELLE À VOUS L'VIE EST BELLE eau de parfum + SWEET Notes: Precious Ylang, Jasmine & Orange Blossoms Petals: Sweet Notes: Sweet Notes: Sweet Notes: Sweet	WARM FLORAL FRAGRANCES THAT MEAN LIFE IS BEAUTIFUL. Solid Cristal + TROPICAL Notes: Mandarin Notes: Sweet Notes: Sweet Notes: Sweet	IRIS ABSOLU + CRISP Notes: Fig & Blackcurrant Notes: Sweet Notes: Sweet Notes: Sweet	INTENSÉMENT + FRUITY Notes: Raspberry Notes: Sweet Notes: Sweet Notes: Sweet
IDÔLE Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk	Idôle eau de parfum + CLEAN Notes: Bright Citrus Notes: Rose & Jasmine Notes: White Musk
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WHAT MAKES A LANCÔME FRAGRANCE UNFORGETTABLE?

THE STORY & EMOTION
Inspiration, Emotion, and Love.
Lancôme fragrances are inspired by the most precious moments in life.

THE ART OF THE BOTTLE
Each Lancôme fragrance bottle is a work of art.
Embodying the fragrance and the story, they are designed to bring pleasure every time you spritz it.

THE UNIQUE COMBINATION OF NOTES
Each Lancôme fragrance is a unique combination of rare and exclusive ingredients. They have unexpected combinations of valuable raw flowers and delicious and fine textures that make you smile.

Or.... someone
ELSE?

STEP 1: FLIP OVER YOUR FINDER

We might need some more information if this is a gift. Flip over to dive further and discover their fragrance match.

STEP 2: PICK THE MOOD

Fragrance can instantly change your mood. How do you want to feel when you spritz on your Lancôme fragrance?



WATCH ME! Client shopping for gift.



build *the* BASKET

BUILD THE CONNECTION

Connect with your VIP Idôle clients:

“Since you are one of my favorite Idôle clients, I want you to be the first to know about the newest addition for your collection, **Idôle Eau de Toilette**.”

BUILD THE BASKET



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 idol every day wearing **Lash Idôle Mascara**.”



BUILD THE RELATIONSHIP

Follow up with them:

After two days, say thank you. After two weeks, check in. After two months, invite them back for an experience.



skincare *launches*



CLARIFIQUE ESSENCE

say
this

"Like a **primer** for your skincare, this **hydrating essence** will visibly improve **radiance**, even **skin texture & tone**, and **minimize** the look of your **pores**."



RÉNERGIE H.P.N. SPF

say
this

"A **lifting, firming, wrinkle & dark spot reducing** peptide cream that helps skin appear **restructured** as if it were **younger**."



ABSOLUE BODY BALM

say
this

"A **deeply nourishing** body balm to help reduce rough, dry skin, and improve **skin tone evenness** and **firmness**."

ABSOLUE

SOFT BODY BALM



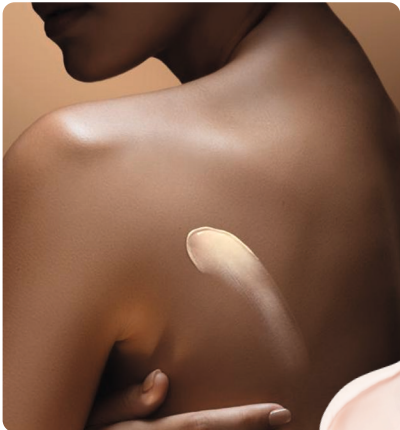
NEW

say
this

“A **deeply nourishing** body balm to help reduce rough, dry skin, and improve **skin tone evenness** and **firmness**.”

\$185.00 | 6.7 OZ

BEHIND THE PRODUCT



RESULTS

Immediately¹

- Skin is less flaky 84%
- Skin dryness improved 42.5%
- Skin smoothness improved 19.5%

After 4 Weeks²

- Skin roughness is improved 27.5%
- Skin tone evenness is improved 9.5%
- Skin is firmer 7.6%

UNRETOUCHED RESULTS
FROM CLINICAL STUDY³



BEFORE



AFTER 4 WEEKS

TEXTURE

A dense balm texture that transforms to a lightweight soft cream.

SCENT

A captivating rose scent that delicately blossoms on skin upon application.



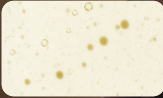
key ingredients

NOW FORMULATED FOR BODY



ABSOLUE PERPETUAL ROSE™

Exclusive to Lancôme, the Perpetual Rose™ is an organically-grown hybrid rose that blossoms in every season – a symbol of vitality.



NIACINAMIDE

Also known as vitamin B3, it's known to soothe skin, reduce the appearance of dark spots, and improve skin tone evenness and texture.



LHA (LIPOHYDROXY ACID)

A L'Oréal-developed derivative of salicylic acid (Capryloyl Salicylic Acid) known for its gentle exfoliating action.



PRO-XYLANE™

Developed by L'Oréal and originally derived from sugar found in birch & beechwood, it is known to increase skin firmness and tone.



SHEA BUTTER

Known for hydrating and antioxidant effects. Due to its high composition of fatty acids and vitamin E, shea butter helps to improve moisture retention.

what's a *balm*?

Body balms are extremely hydrating, deeply nourishing and soothing, and richer in texture than body creams or lotions. They are known to leave a subtle sheen that makes skin look like it's glowing.

how to *apply*

Smooth onto skin as desired. To stimulate circulation, massage into skin with slight pressure and long strokes.



¹Based on clinical testing after immediate application ²Based on clinical testing at 4 weeks.
³Average representation of clinical results at 4 weeks for skin smoothness



body add-on | *five minutes*

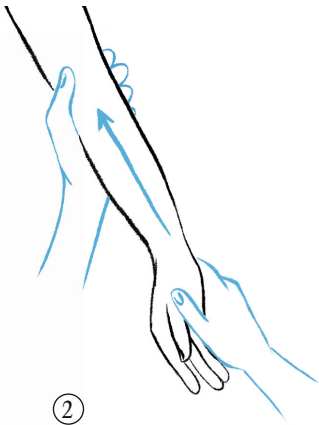
ABSOLUE BODY BALM MASSAGE



HANDS ONLY



①
Outer Arm,
U-shape, 6x
alternate hands



②
Inner arm,
U-shape, 6x
alternate hands



③
Wrist half
circles, 6x
alternate thumbs



④
Hearts in palm, 6x
thumbs in unison



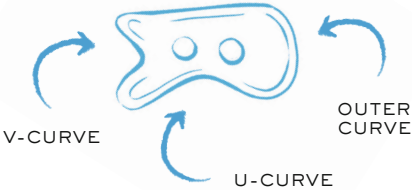
⑤
Outer arm,
U-shape, 6x
alternate hands



⑥
Glove
to finish

body add-on | *five minutes*

ABSOLUE BODY BALM MASSAGE

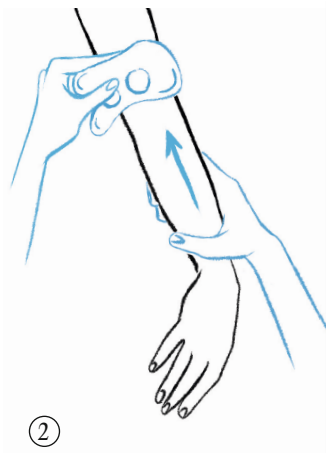


GUA SHA



①

Side outer arm,
V-curve, 6x



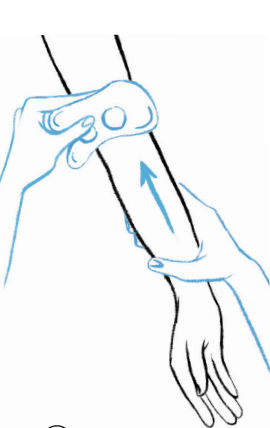
②

Top outer arm,
U-curve, 6x



③

Side inner arm,
V-curve, 6x



④

Top inner arm,
U-curve, 6x



⑤

Outer edges of palm
& thumb, U-curve, 6x



⑥

Center of palm circles
up & out, outer curve, 6x



build *the* BASKET

BUILD THE CONNECTION

Connect with your VIP Absolve clients.
“Since you are one of my favorite Absolve clients, I want you to be the first to know about the newest addition to our Absolve Collection now formulated for the body.”

BUILD THE BASKET

LINK

Accelerate surface-cell renewal with one of our **Absolve** face creams for skin that’s visibly bright, firm & nourished.



CROSS

“Now that you have the best hydrated skin, let me show you a clean & energizing new fragrance that will pair beautifully, **Idôle Eau de toilette.**”



BUILD THE RELATIONSHIP

Now that you’ve matched your client with the perfect body cream, stay in touch with them and offer them to come and see you again for a complimentary service of their choice!

RÉNERGIE H.P.N.

300-PEPTIDE CREAM SPF 25

NEW



say
this

"A **lifting, firming, wrinkle & dark spot reducing** peptide cream that helps skin appear **restructured** as if it were younger."

\$97.00 1.0 OZ | \$145.00 1.7 OZ | \$185.00 2.5 OZ
\$125.00 1.7 OZ refill (NON-SPF ONLY)

new SPF

CLINICALS

- After 8 weeks of use¹
- Visibly reduce 3 signs of aging:
- Lower face sagging -28%
 - Wrinkles -25%
 - Dark Spots -23%



non-SPF

- After 8 weeks of use¹
- Visibly reduce 3 signs of aging:
- Lower face sagging -27%
 - Wrinkles -21%
 - Dark Spots -22%



TEXTURE

Lightweight, Melting, Cream Texture with SPF

Lightweight Cream, Fast Absorbing & Non-Greasy



would you prefer...

TO SPF

- You do not currently use SPF in your skincare or makeup routine.
- Splurging on anti-aging skincare? Protect your investment with SPF!
- Broad spectrum means protection against the UVB burning rays and the UVA aging rays. SPF 25 blocks around 96% of the UVB rays.

OR NOT TO SPF

- You already have a broad spectrum SPF in your routine.
- You don't like the texture of SPF creams.
- You use this mainly at night.

BEHIND THE PRODUCT



¹Based on 8-week results in a clinical study of 45 women

key ingredients



HYALURONIC ACID

Biotech ingredient. Known for its ability to enhance moisture retention to help hydrate and visibly plump & smooth skin appearance.



300 NATURAL PEPTIDES

Linseed & Lupine Seed Extracts¹
& Pea Extracts²

Known to promote skin's ability to become firmer, smoother & more resilient.

¹Obtained through biotechnology.

²Obtained through green extraction.



NIACINAMIDE NON-SPF ONLY

Known for its anti-aging efficacy to help target the appearance of dark spots, visibly brighten skin, and help smooth fine lines and wrinkles.

BROAD SPECTRUM SPF 25 FORMULA WITH UVA & UVB FILTERS
Avobenzone 3% | Octisalate 5% | Octocrylene 7%

refillable AND recyclable

Saves \$20 off the price of a new jar* & reduces packaging waste by 64%. **Save money & the planet!**

*non-SPF only

Before & after

UNRETOUCHED RESULTS FROM CLINICAL STUDY.



BEFORE AFTER 4 WEEKS
Average representation of clinical results at four weeks for global wrinkles.



BEFORE AFTER 4 WEEKS
Average representation of clinical results at four weeks for dark spots.



BEFORE AFTER 8 WEEKS
Average representation of clinical results at eight weeks for fine lines.



CLARIFIQUE

DOUBLE TREATMENT ESSENCE

NEW



say
this

“Like a **primer** for your skincare, this **hydrating essence** will visibly improve **radiance**, even **skin texture & tone**, and **minimize** the look of your **pores**.”

\$95.00 | 5 FL OZ



RESULTS

Immediately After First Use¹

- 84% of women agree skin texture appeared refined
- 82% of women agree skin tone looked more even

Clinical Results²

- Radiance +13%
- Skin Tone Evenness +10%
- Improvement in Pore Visibility +10%
- Visible reduction in post-acne marks -13%

HOW TO USE

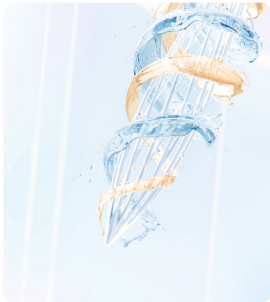
Apply morning and night before your serum. **Shake to mix**, pour into the palm of your hand and blend hands together, press onto your face and neck.

SHAKE TO MIX

Shake the bottle vigorously to allow the whisk to perfectly blend the two phases together.

TEXTURE

A water-like texture that never leaves skin feeling greasy or oily.



bi-phase formula

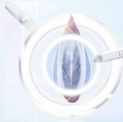
PHASE 1: EXFOLIATE & BRIGHTEN

GLYCOLIC ACID Known to help improve skin texture.

LACTIC ACID Known to help maintain skin's hydration.

SALICYLIC ACID Known to help soothe skin and refine pores.

PHYTIC ACID Known to help brighten skin.



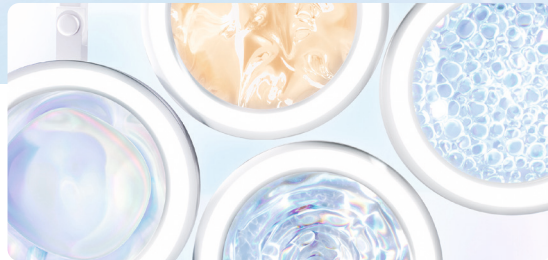
& BEECH BUD EXTRACT

An organic active ingredient known to hydrate and exfoliate skin.

PHASE 2: SOOTHE & HYDRATE

GRAPESEED OIL, VITAMIN E, ROSE OIL & ALKANES

Known to help nourish and hydrate skin.



Formulated with 96% natural origin* ingredients and is alcohol-free

why use *this* essence?

It's a great way to give your skin quick exfoliation, known as chemical exfoliation, which are acids that help get rid of dead skin cells vs. the physical kind, like a scrub. The acids in this essence are super gentle yet very effective.

brighten in 1



2



3



SCAN TO LEARN
why this is a great
brightening routine
by Dr. Jotie.

¹Based on self-assessment study conducted with 79 women over 6 weeks ²Based on a clinical study conducted with 76 women over 6 weeks

*We consider ingredients to be natural origin if it is unchanged from its natural state or has undergone processing yet still retains more than 50% of its molecular structure from its original natural source.

glow refresh | fifteen minutes

A FACIAL MASSAGE FOR RADIANT-LOOKING SKIN

Say *this* “Allow me to pamper you with our Glow Refresh massage using our amazing serum, Advanced Génifique, that will help strengthen & repair your skin barrier for healthy, radiant, younger-looking skin!”

TOOLS & PRODUCTS TO GET STARTED



SCAN FOR DIGITAL COPY

“This easy-to-use *consultation tool* will help us decide where to start & what to keep in mind while we build your skincare routine.”



application

“This relaxing massage is designed to help achieve radiance instantly for a *beautiful, hydrated, healthy glow*.”



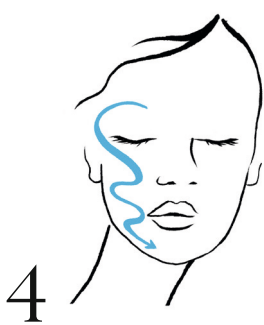
3 FOUR TOUCHES LEFT SIDE



1 FOUR TOUCHES RIGHT SIDE



2 BLEND RIGHT SIDE FIVE LOOPS



4 BLEND LEFT SIDE FIVE LOOPS



5 NOSE, ABOVE/BELOW LIPS, CHIN



massage gestures

Use radiance-boosting **Advanced Génifique**. Repeat each step three times.



1 OUTWARD CIRCLES 3x



2 CIRCLES UP & OUT 3x



3 TRIPLE BUDDHA 3x



4 SUNSHINE 3x



5 RAIN 3x

ONCE THE SERVICE IS COMPLETE...



Hand your client a mirror and ask them how their skin looks & feels. **Confirm the results they were looking for can be achieved using this serum.**

practice is key!

Offering the Glow Refresh Massage takes practice. Log onto **LancomeLearning.com** for more details and in-depth instruction of each gesture. Practice on your fellow team members, friends & family to evolve into an expert to offer your clients the best in services!

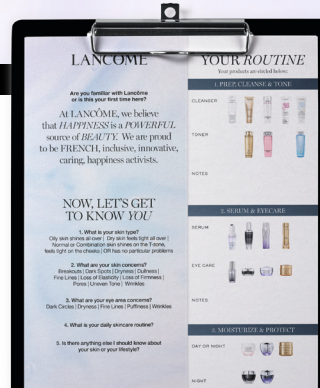
luxury anti-aging massage | *fifteen minutes*

A FACIAL MASSAGE TO FIRM, REPLENISH, AND BRIGHTEN THE SKIN

say this “Indulge in a relaxing anti-aging massage that helps improve firmness, deeply replenishes hydration and brightens your skin in as little as 15 minutes.”

TOOLS & PRODUCTS TO GET STARTED

“This easy-to-use *consultation tool* will help us decide where to start & what to keep in mind while we build your skincare routine.”



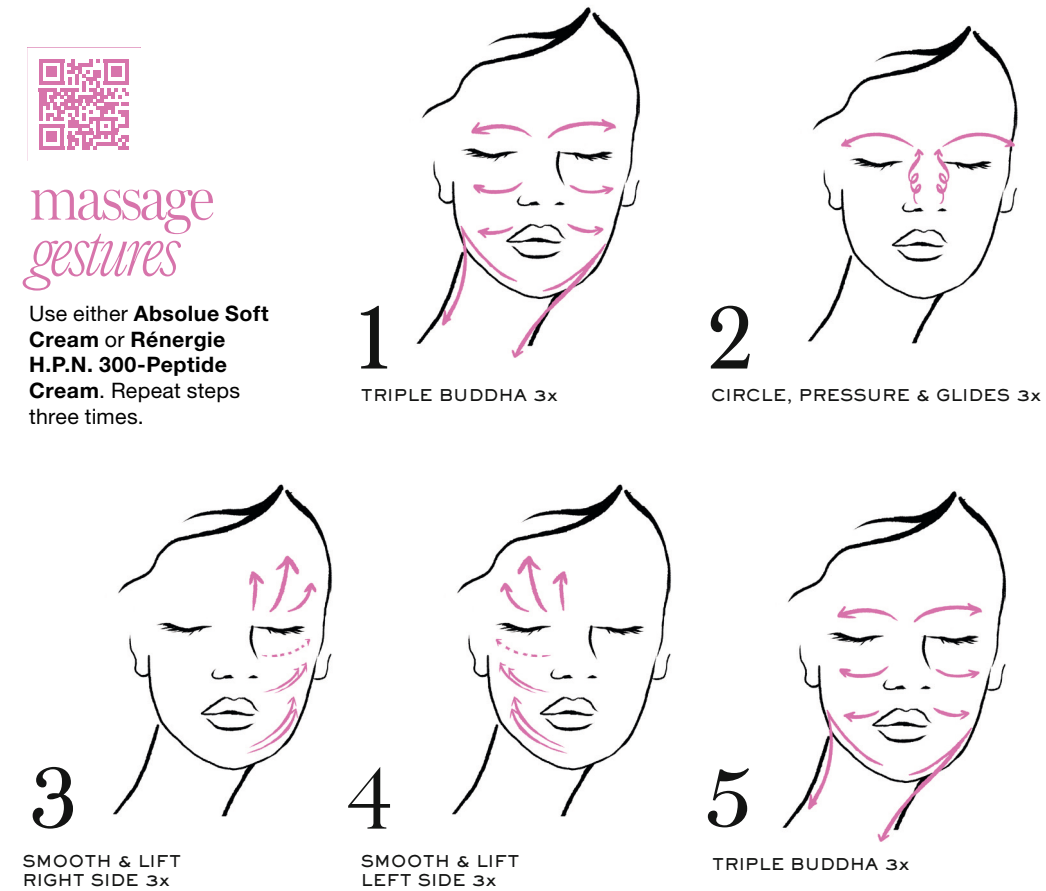
application

“This luxury massage is designed to pamper, relax & rejuvenate for youthful looking skin.”



massage gestures

Use either **Absolue Soft Cream** or **Rénergie H.P.N. 300-Peptide Cream**. Repeat steps three times.



ONCE THE SERVICE IS COMPLETE...



Hand your client a mirror and ask them how their skin looks & feels. **Confirm the results they were looking for can be achieved using this cream.**

practice is key!

Offering the Luxury Anti-Aging Massage takes practice. Log onto **LancomeLearning.com** for more details and in-depth instruction of each gesture. Practice on your fellow team members, friends & family to evolve into an expert to offer your clients the best in services!

learn with Lancôme

LANCÔMELEARNING.COM

BEAUTY BYTES Snack-size lessons build your knowledge.
TRENDING VIDEOS Watch & learn from the pros.
DIGITAL ÉCOLE LANCÔME New Beauty Advisor onboarding courses.
LEADERBOARD Boost your competitive spirit.
BRAVÔ! REWARDS & RECOGNITION Learn & earn rewards, recognize your peers.



Your **online learning** when you want it, where you want it, how you want it.



LANCÔMETRAINING.COM



ÉCOLE LANCÔME LIVE New Beauty Advisor virtual seminar to elevated training, exclusive events & more!
ICONICS ON DEMAND Learn how to sell Lancôme's most sought-after, recognizable and results-proven top sellers
PASSPORT TO PARIS Seasonal live seminars
EXPERT SERIES Take a deep dive in Makeup and Skincare to elevate your expertise
LANCÔME ON DEMAND On-demand video library to build your skills
THE ROSE SOCIETY Top-performer community forum with access to elevated training, exclusive events & more!



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LANCÔMETRAINING.COM

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