



SUMMER

LANCÔME

AT LANCÔME, WE BELIEVE THAT

happiness

IS THE MOST ATTRACTIVE FORM OF

beauty

OUR MISSION

Make everyone more beautiful by making them happier.

WE ARE PROUD TO BE...

French, Inclusive, Innovative, Caring, Happiness Activists.



SCAN TO LEARN MORE



AT LANCCOME.COM



Made with Care

LOOK FOR THE 'Made With Care'
LOGO IN ALL YOUR ONLINE
& OFFLINE TRAINING
MATERIALS TO SEE WHAT
WE'RE DOING TODAY.

CARING TOGETHER FOR A

happier tomorrow

We believe in the power of **care** and **happiness**. And while it may mean different things to different people, we all know how it feels. So we will help by caring for what really matters to them. Because care is in our very DNA. We will care for the environment by **protecting biodiversity** for generations to come.

We will care for our customers by encouraging **responsible consumption** choices. And we will care for all women by helping them **write their own happier futures**. At Lancôme, we believe the power of care can truly change the world and build a happier, more sustainable future for all. So come and join the movement.

Grow Our Future

OUR COMMITMENT TO THE ENVIRONMENT,
We care for our planet by protecting biodiversity and developing products with green formulas and eco-friendly packaging, like our Rénergie, Absolu & La vie est belle refills.

Write Your Future

OUR COMMITMENT TO SOCIETY,
We care for people by promoting literacy and mentorship for women around the world.

the LANCÔME CLIENT EXPERIENCE

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.

this is how we serve

THE LANCÔME CLIENT EXPERIENCE IS MADE UP OF 3 PARTS THAT BUILD YOUR RELATIONSHIPS AND YOUR SALES.

.01 BUILD THE CONNECTION
by getting to know your client and their needs.

.02 BUILD THE BASKET
by offering options, sharing your expertise, and closing the sale.

.03 BUILD THE RELATIONSHIP
by adding them to your clientele system and staying in touch.



SCAN TO LOG-ON TO
LANCOMELARNING.COM
& LEARN MORE
ABOUT HOW WE SERVE

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



INTRODUCING
beauty by
LANCÔME
PARIS
COMPLIMENTARY SERVICES

Create an elevated SKINCARE experience:



SKIN EXPERT 1-ON-1 | 10 MINUTES

Reach your skin goals with tailored skincare solutions.

POWERED
BY BEAUTY
TECH



GLOW REFRESH MASSAGE | 15 MINUTES

An Advanced Génifique serum facial for radiant-looking skin.



LUXURY ANTI-AGING MASSAGE | 20 MINUTES

A facial massage to firm, replenish & brighten the skin.

POWERED
BY BEAUTY
TECH



Create an elevated MAKEUP experience:

MAKEUP CHECK UP | 15 MINUTES

Quick foundation shade matching with a free sample.



FIND YOUR CHIC | 15 MINUTES

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



Not enough time? Here's an express experience:

BEST OF LANCÔME | 5 MINUTES

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

*build
build
& build*

Services help you...

BUILD THE CONNECTION

Get to know your client & their needs. Offer to book a complimentary skincare service to help reach their skin goals before their next event or celebration.

BUILD THE BASKET

Show them additional products to compliment their chosen service by offering additional makeup touch-up options. Share your expert tips, tricks and close the sale.

BUILD THE RELATIONSHIP

Add them to your clientele system to help create a loyal client. Stay in touch often and share upcoming retailer promotions, new product launches or event details they'd be most interested in.



WHAT'S A LANCÔME

intro statement?

Ever feel like your brain is filled up with so much product knowledge, it's tough to squeeze more in? Lancôme intro statements make it easy!

A Lancôme intro statement is a soundbite that you'll use to start a conversation and entice clients to learn more about a product. Do your best to commit them to memory **(especially the bold words, as they're most important.)**

Use them to grab a client's attention, enhance your Lancôme storytelling, and activate happiness.

say 
this

**LOOK FOR THE 'say
this' ICON IN ALL YOUR
ONLINE & OFFLINE
TRAINING MATERIALS
TO GET STARTED.**





SCAN TO WATCH OUR BEST OF



LANCÔME 5-MINUTE SERVICE

iconic

LOOK FOR THIS 'iconics' ICON DESIGNATING AN ICONIC PRODUCT IN YOUR ONLINE & OFFLINE TRAINING MATERIALS.

THEY ARE THE ONES YOUR CLIENTS WILL ASK FOR MOST, SO LEARN THEM FIRST!





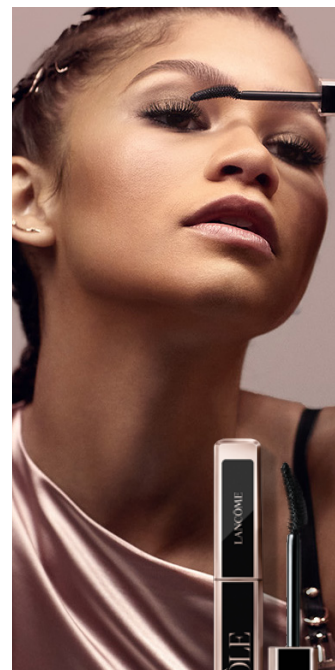
MAKEUP & FRAGRANCE

iconics

LASH IDÔLE

LIFTING & FANNED-OUT VOLUME

★★★★★ 4.7



say this

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

SCAN FOR MORE



TEINT IDOLE
ULTRA WEAR

FULL COVERAGE & NATURAL MATTE FINISH

★★★★★ 4.6



say this

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

SCAN FOR MORE



LA VIE EST BELLE

BRIGHT IRIS & WARM VANILLA

★★★★★ 4.7



say this

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

SCAN FOR MORE



SKINCARE

iconics

THE LANCÔME ICONICS ARE THE MOST SOUGHT-AFTER, RECOGNIZABLE & RESULTS-PROVEN PRODUCTS, THAT DESERVE AN INTRODUCTION.

ADVANCED
GÉNIFIQUE
RADIANCE BOOSTING

★★★★★ 4.7



say this

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

SCAN FOR MORE



NEW!
RÉNERGIE H.P.N.
300-PEPTIDE CREAM
LIFTING & DARK-SPOT
REDUCING

★★★★★ 4.7

LANCÔME.COM FRANCE



say this

A **lifting, firming, wrinkle** and **dark spot-reducing** cream that helps skin appear **restructured** as if it were younger.”

SCAN FOR MORE



ABSOLUE
SOFT CREAM
BRIGHTENING &
REVITALIZING

★★★★★ 4.6



say this

A **luxurious cream** that visibly **brightens, firms** and **hydrates** skin for up to 24 hours.”

SCAN FOR MORE



introducing
DR. JOTIE

Lancôme's *Newest* Scientific
Communications Director



SCAN TO LEARN MORE



ABOUT DR. JOTIE

fun facts

- .01** **"Longtime Lancôme client!** From a young age, I've used Génifique & Teint Idole! Through my R&I background, I know how much research and effort goes into them, and I'm fortunate to now represent the science behind these wonderful products."
- .02** **"Forever a student!** I am currently pursuing my MPS in Cosmetics & Fragrance Management & Marketing."
- .03** **"My happy places** are museums, old buildings with stories & bookstores."

introducing
SHEIKA DALEY

Celebrity Makeup Artist &
Newest Lancôme Global Artist



SCAN TO LEARN MORE



ABOUT SHEIKA

fun facts

- .01** **"Self-taught!** Pat McGrath, Sam Fine and Kevin Aucoin were some of my biggest inspirations growing up. I would find all of their work in the magazines, and watch videos and study everything I saw."
- .02** **"Surrounded by creativity!** Growing up and watching my mom paint is how I developed an artist's eye. With what she taught me, and my love for makeup, it was just a natural thing for me to pursue."
- .03** Turned down a college education to **pursue her ambitions within the world of makeup artistry.** Arriving unknown on the L.A. makeup scene, she soon won the trust of A-list celebrities.



LANCÔME
launches



TEINT IDOLE
ULTRA WEAR
CARE & GLOW
CONCEALER

say
this

A **serum-infused** concealer with **24H hydration** and medium-buildable coverage, for a **flawless natural, soft-glow finish.**"



LA VIE EST BELLE
IRIS ABSOLU
EAU DE PARFUM

say
this

A greener, more juicy version of La vie est belle with **fig, blackcurrant** and **10X iris.**"



IDÔLE NOW
EAU DE
PARFUM

say
this

A more luminous, enticing version of Idôle with notes of **rose concentrate, orchid** and **vanilla.**"



RÉNERGIE H.P.N.
300-PEPTIDE
CREAM

say
this

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



OVER 30 YEARS OF
ANTI-AGING PERFORMANCE

science & tech
at the core

RÉNERGIE
N°1 ANTI-AGING LEADER



1992

DOUBLE
PERFORMANCE
Fortifying proteins &
plant extracts

2002

INTENSE
FIRM & LIFT
Peptidic vegetal tenser

2005

R.A.R.E
R.A.R.E technology

2007

R.A.R.E « REPOSITION »
Nextense technology

2010

LIFT VOLUMETRY
GF-volumetry cell
communication

2014

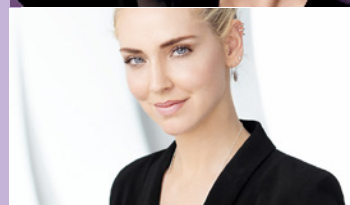
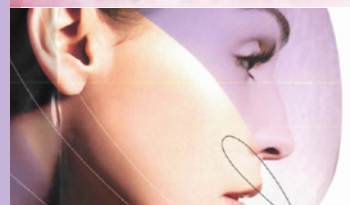
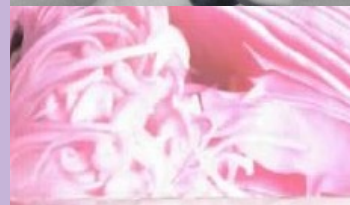
FRENCH LIFT
Massage tools

2015

MULTI-ACTION
Up-cohesion technology

2019

ULTRA TRIPLE
EFFICACY
Pro-lifting linseed extract
(gluco-peptides)



ico
nic

Today...

RÉNERGIE H.P.N. 300-PEPTIDE CREAM

WHAT ARE PEPTIDES?

Scan to learn all about peptides, what they do and why they are important from Dr. Jotie Saini.



WHAT'S UNIQUE ABOUT 300-PEPTIDES?

The most commonly used peptides are synthetic, which means they are made in labs. One type of peptide means one function.

Lancôme discovered a way to obtain 300+ peptides derived from nature. This allows a fuller range of peptides that work together for **better, faster** results, like **firmer skin** and **decreased sagging**.

HOW DID WE GET 300-PEPTIDES?

GREEN SCIENCE

Extraction processes that are petrochemical-free manufacturing methods, where we try to use as few processing steps as possible with less energy, less high temperature, and less impact on the environment. **This allowed us to obtain a concentrated and powerful mix of more than 300 natural peptides vs. using synthetic peptides.**

BIOTECHNOLOGY

This extraction process consists of crushing and blending the seeds followed by an enzymatic hydrolysis and filtration.

GREEN TRANSFORMATION

This extraction process consists of doing a targeted polypeptide extraction from the seeds followed by an ultrafiltration.

RÉNERGIE H.P.N. 300-PEPTIDE CREAM

say
this

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

\$145.00 / 1.7 OZ
\$125.00 / 1.7 OZ REFILL



TEXTURE
Supple, enveloping, lightweight cream texture.

CLINICAL RESULTS

After 2 weeks of use¹

- Decreased appearance of **wrinkles** and **fine lines**
- Reduced visibility of **dark spots** and improved **skin tone evenness**
- Improved **volume, firmness & elasticity**
- Reduced **lower face sagging**
- 90% of women find the skin of the neck area looks **smoother** and 93% feel it is **softer**

After 8 weeks of use²

- Visibly reduced 3 signs of aging:
- Lower face sagging -27%
 - Wrinkles -21%
 - Dark spots -22%

BEFORE & AFTER³

Eyes are closed during clinicals to better showcase results & help preserve anonymity.



BASELINE

4 WEEKS

¹Self-assessment on 75 women ²Clinical grading on 84 women after 8 weeks

³Average representation of clinical results at 4 weeks for global wrinkles

KEY INGREDIENTS

HYALURONIC ACID



BIO-TECH 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

Known to promote skin's ability to become firmer, smoother & more resilient. ¹Obtained through biotechnology. ²Obtained through green extraction.

PEA EXTRACT²

NIACINAMIDE



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



HOW TO USE

For the best results at home, apply to the face & neck after cleansing and/or toning and serum.



RÉNERGIE LIFT
MULTI-ACTION
ULTRA



RÉNERGIE H.P.N.
300-PEPTIDE
CREAM

IMPROVED FORMULA

- ✓ Lift, firm, & correct dark spots
- ✓ Clinical Results in 4 weeks
- ✓ Linseed extract containing peptides
- + **Stronger** lifting efficacy
- + Clinical Results in **2 weeks**
- + **300+ peptides** from 3 extracts (Linseed, Lupine, Pea)
- + **Niacinamide**



FIRST RÉNERGIE REFILLABLE



Save money & the environment with a refillable capsule (non-SPF formula only) **MORE SUSTAINABLE PACKAGING** *64% raw material: -77% glass, -25% plastic, -20% cardboard *Source: Globally substantiated study by HQ S&OP Team

SCAN FOR BEHIND



THE PRODUCT INFO

CREATE A *skincare* EXPERIENCE

UPDATED! COUNTER TOOLS

SKINCARE FINDER LANCÔME

GET TO KNOW YOU!

01 WHAT ARE YOUR SKIN CONCERNS?

02 WHAT ARE YOUR EYE AREA CONCERNS?

03 WHAT IS YOUR SKIN TYPE?

04 SKIN CONCERNS

DAILY ROUTINE

WEEKLY ROUTINE

QR CODE

SKINCARE FINDER & Rx PAD
consultation guide

link with

NEW! RÉNERGIE H.P.N. 300-PEPTIDE CREAM LANYARD

Wear your Lanyard, attract attention, and teach clients all about it in a flash!



BEAUTY TECH

SKIN SCREEN - ADVANCED SKIN ANALYSIS

Discover your skin like never before with our most advanced clinical imaging system.

Full-face photos captured with tri-polar light technology analyze 12 skin parameters empowering clients to zoom into their skin needs.



YOUTH FINDER - TARGETED SKIN ANALYSIS

A quick, precise skin sensor pen analyzes skin's firmness, wrinkles, spots and much more. This targeted analysis reveals skin's potential in an instant to find the right solutions. Perfect for the new skincare client!



build ^{the} basket

BUILD THE CONNECTION

Rénergie H.P.N. 300-Peptide Cream is perfect for the client looking for help with firmness, dark spots and sagging.

BUILD THE BASKET



LINK

Apply **Rénergie H.C.F. Triple Serum** before your moisturizer for even more firming & dark spot reducing benefits.



CROSS

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

BUILD THE RELATIONSHIP

Now that you've matched the perfect moisturizer for your client, stay in touch with them and offer them to come and see you again!

TEINT IDOLE ULTRA WEAR CARE & GLOW SERUM CONCEALER

say
this

A **serum-infused** concealer that **hydrates, smoothes,** and **brightens** with medium-buildable coverage for a **natural, soft-glow** finish.”

\$29.00 / 0.43 FL OZ



MULTI-PURPOSE APPLICATOR

High-precision and pointed applicator. Use pointed end for smaller areas and flat side to cover larger areas.

TEXTURE

Blendable-lightweight creamy texture.



24H HYDRATION*

No creasing or caking, wears for up to 12H.*

SHADE RANGE (24)

105W	220C	310N	400W	430C	515W
115C	230W	325C	405W	445N	520W
120N	240W	330N	420W	450W	530W
125W	305N	335W	425C	505N	540C

*In a consumer study

SCAN FOR BEHIND

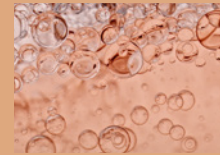


THE PRODUCT INFO

KEY INGREDIENTS



81% SERUM BASED



HYALURONIC ACID



PEPTIDES



CERAMIDES

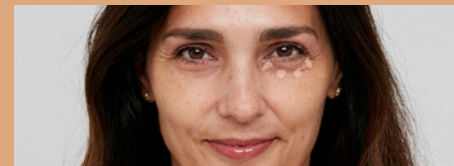
HOW TO USE

Apply to the areas that you wish to conceal and perfect.



CONCEAL

Use a shade that matches your skin tone to cover any discoloration, pigmentation, and redness.



BRIGHTEN & BLUR

Use a shade 1–2 shades lighter than your skin tone to brighten under-eye area for an eye lifting effect.



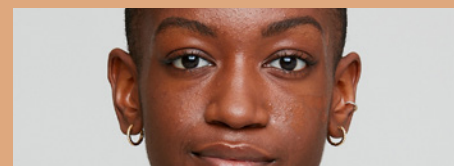
CONTOUR / BRONZE / HIGHLIGHT

To **CONTOUR**, use a shade 2-3 shades deeper than your skin tone to sculpt. To **BRONZE**, use a shade 2-3 shades deeper to warm complexion. To **HIGHLIGHT**, go 2-3 shades lighter.



SPOT-CORRECT

Use a shade that matches your skin tone to cover blemishes, dark spots & visible imperfections.



ALL OVER COVERAGE

Use a shade that matches your skin tone for a minimal makeup look, touch-ups, or pair with your favorite foundation.

SCAN TO WATCH



HOW TO USE

find your CONCEALER

TEINT IDOLE ULTRA WEAR CARE & GLOW CONCEALER *for*

TEINT IDOLE ULTRA WEAR CARE & GLOW USERS



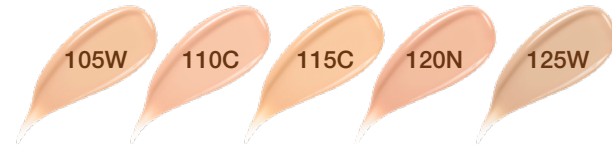
TIP

A concealer shade is flexible enough to cover up within 5 shades within your intensity.

Concealer shades are very flexible. The general rule for under-eye concealer is to go 1–2 shades lighter than your skin tone shade to lighten & brighten. The result is a more natural one. There are clients who prefer a greater contrast and can go 3–5 shades lighter.

TEINT IDOLE ULTRA WEAR CARE & GLOW FOUNDATION SHADE

Select your concealer shade based on your need/concern from previous page.



CARE & GLOW CONCEALER SHADE

100s
105W
115C
120N
125W

200s
220C
230W
240W

300s
305N
310N
325C
330N
335W

400s
400W
405W
420W
425C
430C
445N
450C

500s
505N
515W
520W
530W
540C

WHAT'S THE DIFFERENCE?

BETWEEN ALL OVER CONCEALER & CARE & GLOW SERUM CONCEALER

ALL OVER CONCEALER



CARE & GLOW CONCEALER



Natural *matte* finish

FINISH

Natural, *soft-glow* finish

Full

COVERAGE

Medium-buildable

Correct & Conceal

USE

Conceal & Brighten

Reduces the appearance of *discoloration, pigmentation, blemishes* & dark circles

NEED

Brightens, blurs & reduces the appearance of dark circles

Wide-swipe

APPLICATION

Precision & pointed

Rose extract, Moringa & Water Lily

INGREDIENTS

Hyaluronic acid, Peptides, Ceramides, *81% serum-based*

FLAWLESS COMPLEXION

dos & don'ts

MORE INFO



SCAN FOR



DO this

1. PREP & PRIME

A great complexion starts with skin prep.

Do use a serum like Advanced Genifique on clean skin, then follow with La Base Pro to create a smooth base for makeup.

2. CORRECT & CONCEAL

Do correct and conceal any major areas of concern before foundation application. Add product only where it's needed & build coverage.

3. PERFECT YOUR COMPLEXION

Do add minimal foundation to one area at a time and blend immediately after. Start at the center of the face and blend outward for a seamless application.

4. SET & GO

Do set your foundation with a touch of powder, especially when working with oilier skin type, as this will also extend the wear of foundation.

NOT that

1. SKIP PREP & PRIME

Don't skip skincare prep and priming... skincare will help hydrate skin and primer helps smooth skin for makeup application. These steps will also help extend the wear of foundation.

2. APPLY CONCEALER WITHOUT PRECISION

Don't apply concealer without precision and then blend. This will remove the necessary coverage. The idea is to use precision and build coverage in areas that need the added coverage.

3. APPLY TOO MUCH PRODUCT

Don't add foundation all over the face, only apply where needed. Applying all over will make it difficult to blend, because it will dry down and look cakey and heavy.

4. BAKE YOUR MAKEUP

Don't make the mistake of adding a powder that is too light and too much of it, all over. Makeup will appear heavy and dry.

COMPLEXION *power couples*

A flawless complexion is achieved through the art of concealing, correcting, and perfecting. This is why choosing your client's Power Couple will help them achieve their complexion goals.

ARE YOU A NATURAL MATTE?

If your client prefers a more of a **natural-matte finish**, this would be an easy offering and pairing.



ARE YOU A NATURAL GLOW?

If your client prefers a more of a **natural-glow finish**, this would be an easy offering and pairing.



CAN YOU MIX UP THESE PAIRINGS?

The answer is **YES!** Here are two scenarios to consider:

1) Care & Glow Foundation and All Over Concealer are also a perfect pairing for the client who prefers a natural-glow complexion but needs full coverage for the under eye area.

2) Teint Idole Ultra Wear Foundation and Care & Glow Concealer are also a perfect pairing for a client who prefers to mattify her overall complexion but wants to soften, blur, and minimize the appearance of fine lines in the under-eye area.

THE MAGIC OF 3

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



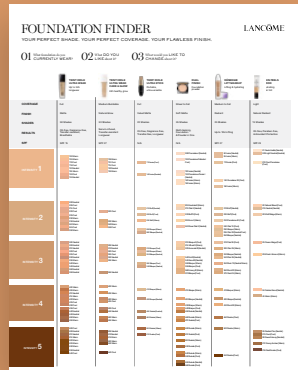
LA BASE PRO

CARE & GLOW FOUNDATION

CARE & GLOW CONCEALER

CREATE A *shade matching* EXPERIENCE

UPDATED! COUNTER TOOLS
FOR EASY SHADE MATCHING

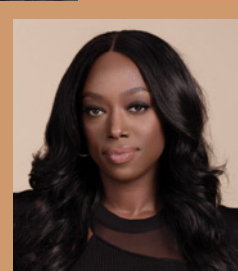


FOUNDATION
FINDER
link with

COMPLEXION
FAN TOOLS

+
NEW! Care & Glow
Concealer Fan Tool

*To achieve a flawless
complexion, foundation &
concealer go hand in hand.
Our iconic foundation has a
NEW addition to the family.*



SHEIKA DALEY,
Lancôme International Makeup Artist

"Since the early years of my career, I would always look at what the artists were carrying around in their kits. One of the artists I was assisting at the time had all the Lancôme foundations and swore by them. Since then I was dreaming of using their products on myself but also on all my clients. To now be able to be a part of this brand as an adult is so special to me."

BEAUTY TECH

PREMIUM EXPERIENCE - SHADE FINDER

Perfect match and 2 additional shade options in under 5 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 basket

BUILD THE CONNECTION
Teint Idole Ultra Wear Care & Glow Concealer is perfect for the client looking for a natural finish concealer with light-to-medium coverage.

BUILD THE BASKET



LINK

Teint Idole Ultra Wear Care & Glow Foundation is the perfect partner to *Care & Glow Concealer* for a flawless natural finish result.



CROSS

Advanced Génifique Eye Light-Pearl™ for added radiance and care.

BUILD THE RELATIONSHIP

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

LA VIE EST BELLE IRIS ABSOLU EAU DE PARFUM

say
this

A greener, more juicy version of La vie est belle with **fig**, **blackcurrant** and **10X iris.**"



THE CRYSTAL SMILE BOTTLE

The "Crystal Smile" captures the image of a woman at her happiest. Happiness has a 'ripple effect' on life. The smile is multiplied on the bottle showing how a smile is easily passed from one person to the next.

IRIS ABSOLU

FAMILY	Warm Floral
TOP NOTES	Fig & Blackcurrant
MIDDLE NOTES	Rose Damascena Oil & Jasmine
BASE NOTES	10X More Iris, Patchouli & Vanilla

HOW TO WEAR

On skin: *most intense*, on clothes: *more subtle*,
On hair: *airy rendition*.

\$124.00 / 1.7 FL OZ
\$158.00 / 3.4 FL OZ

SCAN FOR BEHIND



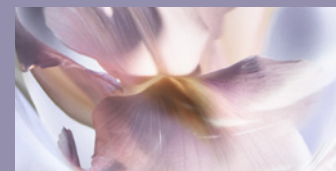
THE PRODUCT INFO

KEY INGREDIENTS



GREEN & JUICY

Green, milky fig and sweet, juicy blackcurrant adds a fruity quality to the entire fragrance.



ADDICTIVE IRIS

Packed with 10X more iris than Iconic La vie est belle. It's elegant, soft and powdery with an addictive earthy quality.



GOURMAND TRAIL

The signature base of spun sugar and vanilla still exists. Now twisted with a more heightened note of patchouli...it's still the sweet and deliciously iconic notes of La vie est belle, but you'll notice a grounded quality in the trail.

Created by two of the original La vie est Belle perfumers

ANNE FLIPO & DOMINIQUE ROPION

"The inspiration came from Mediterranean smells," explain perfumers Anne Flipo and Dominique Ropion, who are the original creators of La vie est belle EDP. "We wanted a more natural version, with smells of fig trees and vegetal notes evoking wild herbs," while pushing the concentration for a powerful trail.



LA VIE EST BELLE: *The Warm Floral Collection*

SCAN FOR THE LA VIE EST BELLE COLLECTION



NAME	ICONIC EAU DE PARFUM	SOLEIL CRISTAL	NEW! IRIS ABSOLU	INTENSÉMENT
TYPE	+ Sweet	+ Tropical	+ Crisp	+ Fruity
NOTES	Iris, Patchouli, Spun Sugar & Vanilla	Mandarin, Iris, Bourbon Vanilla & Coconut	Fig, Blackcurrant, Rose, Jasmine, 10X Iris, Patchouli & Vanilla	Raspberry, Iris, Vanilla & Sandalwood
WHERE IT WHEN YOU WANT TO FEEL...	Surrounded by happiness every day. Compliments guaranteed!	Like you're at the beach with your toes in the sand any time of year.	Sophisticated and unforgettable in every moment.	Bold and captivating, like it's a special occasion any day.

IDÔLE NOW

EAU DE PARFUM

say
this

A more luminous, enticing version of Idôle with notes of **rose concentrate, orchid and vanilla.**"



THE BOTTLE

The signature bottle with bottom-to-top lacquering, inspired by the light of a new dawn, stands tall on its own.

IDÔLE NOW

FAMILY	Fresh Floral
TOP NOTES	Rose Concentrate
MIDDLE NOTES	White Orchid
BASE NOTES	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!

\$64.00 / 0.85 FL OZ
\$118.00 / 1.7 FL OZ
\$142.00 / 3.4 FL OZ

SCAN FOR BEHIND



THE PRODUCT INFO



KEY INGREDIENTS

Idôle Now inspires the future of perfumery in a unique augmented floral bouquet, blooming from science.



ROSE CONCENTRATE

One of the pillars of Idôle is its floral quality. The Rose, as natural as possible, adds a bright, freshness to the fragrance. Infused with **upcycled** Rose Water to avoid waste.



WHITE ORCHID

A multifaceted accord, is captured using a trademarked headspace technology, called **Scent-Trek™**. It releases its most subtle, floral, spicy and ambery facets, inviting you to discover this wild flower that grows in Malaysia at the heart of the tropical forest.



VANILLA

One of the olfactive signatures of Idôle is the warm embrace of Vanilla and Musk, adding the addictive quality to the dry-down. Using **biotechnology**, Idôle Vanilla Bourbon infusion is now augmented with natural Vanillin made of repurposed ingredients.

IDÔLE: *The Fresh Floral Collection*

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!



SCAN FOR THE IDÔLE COLLECTION



NAME	IDÔLE EDP	IDÔLE AURA	IDÔLE NECTAR	NEW! IDÔLE NOW
TYPE	+ Clean	+ Sunny	+ Sweet	+ Luminous
NOTES	Bright Citrus, Rose, Jasmine & White Musk	Centifolia Rose, Bergamot & Salted Vanilla	Grasse Rose, Caramel Popcorn & Bourbon Vanilla	Rose Concentrate, White Orchid & Vanilla
WHERE	Everyday clean & confident.	Like it's a warm summer day or night, any time of the year.	Fun, spontaneous, and unique.	Radiant and bold. Your time is now!



build ^{the} basket

LA VIE EST BELLE IRIS ABSOLU

IDÔLE NOW

BUILD THE CONNECTION

Connect with your VIP La vie est belle clients.
"Since you are one of my VIP La vie est belle clients, I want you to be the first to know about the newest addition for your collection, *La vie est belle Iris Absolu*..."

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 Now*..."



BUILD THE BASKET

LINK "When you layer *Iris Absolu* with *La vie est belle body lotion*, you get a long-lasting, more complex scent that makes you happy all day."

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

CROSS "You can't help but smile when you wear *L'Absolu Rouge*, an ultra-creamy, moisturizing lipstick to complete your look."

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 2 days, say thank you.
After 2 weeks, check in.
After 2 months, invite them back for an experience.

CREATE A FRAGRANCE
experience



LEARN YOUR *NOTES*

- **TOP NOTES** are the most vivid and energetic notes. You smell them first; the fragrance's first impression. But since they are smaller in size, they evaporate quickly, lasting only 5–15 minutes.
- **MIDDLE NOTES** rise next in the fragrance; they are the fragrance's personality or soul. They help the transition from Top to Base and are evident throughout the life of a fragrance, lasting 20–60 minutes.
- **BASE NOTES** add depth and resonance. They appear (and evaporate) more gradually creating a trail that could linger several hours to several days.

HOW TO
EXPERIENCE
FRAGRANCE

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.



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.

FRAGRANCE FINDER LANCÔME

01. How do you prefer to experience your fragrance? (Directly from the bottle or on a blotter?)

02. How do you prefer to experience your fragrance? (In the morning or in the evening?)

03. How do you prefer to experience your fragrance? (In a warm or cool climate?)

TYPE OF BLEND / SCENT	FRAGRANCE	FRAGRANCE	FRAGRANCE
FLORAL	ROSE	ORCHID	STRAWBERRY
FRUIT	APPLE	PEACH	LEMON
WOODS	SANDALWOOD	VANILLA	AMBER
SPICE	CARDAMOM	SAFFRON	SAVANNAH
HERB	STREPTOCYANUS	STREPTOCYANUS	STREPTOCYANUS

DISCOVER YOUR FRAGRANCE MATCH LANCÔME

01. How do you prefer to experience your fragrance? (Directly from the bottle or on a blotter?)

02. How do you prefer to experience your fragrance? (In the morning or in the evening?)

03. How do you prefer to experience your fragrance? (In a warm or cool climate?)

TYPE OF BLEND / SCENT	FRAGRANCE	FRAGRANCE	FRAGRANCE
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HERB	STREPTOCYANUS	STREPTOCYANUS	STREPTOCYANUS

UPDATED
FRAGRANCE
FINDER!





SCAN TO SEE HOW YOU CAN



LEARN & EARN BRAVÔ! POINTS

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