

CONGRATULATIONS!

You've completed the Skincare Course!

You should be able to:

- ✓ Use the Skincare Finder to uncover your clients needs in a Skincare Consultation.
- ✓ Share the results, ingredients, and sustainability fun facts for Lancôme's Iconic skincare products.
- ✓ Confidently recommend a skincare routine for your clients.



TO LEARN MORE:

- Browse the Beauty Byte menu on LancomeLearning.com for Skincare Courses.
- Take it to the next level with Beauty Tech!
- Visit LancomeTraining.com for How-To Videos and more!

MAKEUP DISCOVERY



YOU MAY BE
WONDERING...

- How do I find the perfect foundation shade for my client?
- What makes Lancôme mascaras so unique and different?
- How will I know which products to customize for my client?
- How can I learn to apply makeup on a client with confidence?



IN THIS SECTION,
YOU WILL LEARN



Solo Activity

E-LEARNING COURSES (45 min)



Start: _____ Completion: _____

- 1. Product knowledge to help you understand Lancôme's range of makeup products
- 2. Intro to Foundation & Mascara Consultations
- 3. Makeup Artistry basics



Partner Activity

AT-COUNTER ACTIVITIES (90 min)



Start: _____ Completion: _____

- 1. Foundation & Mascara Discovery
- 2. Consultation Practice
- 3. Makeup Removal & Application practice



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

FOUNDATION DISCOVERY



MATERIALS NEEDED

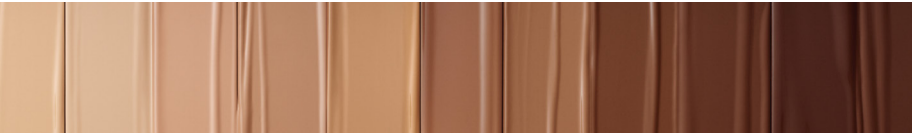
Pen, Foundation Finder, Foundation Testers

RESOURCES

LancomeLearning.com, Product book

DIRECTIONS

Apply a small amount of each Foundation Formula to the back of 1 hand and blend in. Observe the way each formula looks and feels in comparison to each other. Fill in the blanks for each formula.




TEINT IDOLE ULTRA WEAR

INTRO STATEMENT
"A breathable, full-coverage liquid foundation for a flawless matte finish ."
FINISH & COVERAGE
BENEFITS / RESULTS
KEY INGREDIENTS





TEINT IDOLE ULTRA WEAR CARE & GLOW

INTRO STATEMENT
"A medium coverage serum foundation for natural glow finish ."
FINISH & COVERAGE
BENEFITS / RESULTS
KEY INGREDIENTS





TEINT IDOLE ULTRA WEAR FOUNDATION STICK

INTRO STATEMENT
"A full coverage cream-to-powder stick for a velvety matte finish ."
FINISH & COVERAGE
BENEFITS / RESULTS
KEY INGREDIENTS




RÉNERGIE LIFT MAKEUP

INTRO STATEMENT
"A medium to full coverage hydrating foundation for lift and radiance ."
FINISH & COVERAGE
BENEFITS / RESULTS
KEY INGREDIENTS
 Made with Care




SKIN FEELS GOOD

INTRO STATEMENT
"A hydrating skin tint for healthy glow with a skin-like finish ."
FINISH & COVERAGE
BENEFITS / RESULTS
KEY INGREDIENTS
 Made with Care



DUAL FINISH

INTRO STATEMENT
"A sheer to full coverage foundation & powder in one that can be used wet/dry ."
FINISH & COVERAGE
BENEFITS / RESULTS
KEY INGREDIENTS
 Made with Care



FOUNDATION CONSULTATION + SHOW 2



MATERIALS NEEDED

Foundation Finder

DIRECTIONS

Practice a Foundation Consultation on yourself and co-worker.

1. Use the Foundation Finder to answer the 3 consultation questions. Which Lancôme foundation(s) match up to your preferences? _____
2. Next practice the Foundation Consultation on a co-worker and Show 2 formula options using the Foundation Finder.








REFLECTION

How can using the Foundation Finder help you select the right formula for your client?

FOUNDATION FINDER

Your perfect shade. Your perfect coverage. Your flawless finish.

- 01 What foundation do you currently wear?
- 02 What do you like about it?
- 03 What would you like to change about it?

	<div> TEINT IDOLE ULTRA WEAR <small>Up to 24h longwear</small></div>	<div> TEINT IDOLE ULTRA WEAR CARE & GLOW <small>24h healthy glow</small></div>	<div> TEINT IDOLE ULTRA STICK <small>Portable, ultra-versatile</small></div>	<div> DUAL FINISH <small>Foundation powder</small></div>	<div> R�NERGIE LIFT MAKEUP <small>Lifting & hydrating</small></div>	<div> SKIN FEELS GOOD <small>Hydrating skin tint</small></div>	<div> UV EXPERT MINERAL <small>Color correcting cream</small></div>
COVERAGE	Full	Medium Buildable	Full	Sheer to Full	Medium Buildable	Light	Full
FINISH	Matte	Natural Glow	Velvet Matte	Soft Matte	Radiant	Natural Radiant	Radiant
SHADES	50 Shades	30 Shades	22 Shades	35 Shades	25 Shades	15 Shades	5 Shades
RESULTS	Oil-free, Fragrance-free, Transfer-resistant, Breathable	Serum-infused, Transfer-resistant Longwear	Oil-free, Fragrance-free, Transfer-free, Longwear	Multi-tasking, Foundation & Powder in One	Up to 12H Lifting	Oil-free, Paraben-free, Antioxidant Protection	Multi-tasking, Skin-smoothing, 24H Hydration
SPF	SPF 15	SPF 27	N/A	N/A	SPF 27	SPF 23	SPF 50
INTENSITY 1	<div>085 Ivoire (N)</div> <div>090 Ivoire (N)</div> <div>095 Ivoire (W)</div> <div>100 Ivoire (N)</div> <div>110 Ivoire (C)</div> <div>130 Ivoire (N)</div> <div>140 Ivoire (N)</div> <div>160 Ivoire (W)</div> <div>190 Ivoire (W)</div>	<div>105 (W)</div> <div>110 (C)</div> <div>115 (C)</div> <div>120 (N)</div> <div>125 (W)</div>	<div>110 Ivoire (C)</div> <div>140 Ivoire (N)</div>	<div>090 Porcelaine I (N)</div> <div>100 Porcelaine D�licate I (C)</div> <div>120 Ivoire (N)</div> <div>130 Porcelaine d'Ivoire I (N)</div> <div>140 Ivoire (W)</div> <div>150 Ivoire (W)</div>	<div>90 Ivoire (N)</div> <div>95 Ivoire (W)</div> <div>110 Ivoire (C)</div> <div>140 Porcelaine 20 (C)</div> <div>160 Ivoire (W)</div>	<div>01 Nude Vanilla (N)</div> <div>009 Light Neutral (N)</div> <div>010 Cool Porcelaine (C)</div>	<div>CC Cream Shade 1</div>
INTENSITY 2	<div>210 Buff (N)</div> <div>215 Buff (N)</div> <div>220 Buff (C)</div> <div>230 Buff (W)</div> <div>250 Bisque (W)</div> <div>260 Bisque (N)</div> <div>270 Bisque (W)</div> <div>280 Bisque (W)</div> <div>300 Bisque (W)</div> <div>310 Bisque (C)</div> <div>320 Bisque (W)</div> <div>330 Bisque (N)</div> <div>335 Bisque (C)</div> <div>330 (N)</div> <div>340 Bisque (N)</div> <div>350 Bisque (C)</div> <div>360 Bisque (N)</div> <div>370 Bisque (W)</div> <div>380 Bisque (W)</div> <div>390 Bisque (C)</div> <div>410 Bisque (W)</div> <div>415 Bisque (W)</div> <div>418 Bisque (C)</div> <div>420 Bisque (N)</div> <div>425 Bisque (W)</div> <div>430 Bisque (C)</div> <div>435 Bisque (W)</div> <div>450 Su�de (N)</div> <div>455 Su�de (C)</div> <div>460 Su�de (W)</div> <div>465 Su�de (C)</div> <div>470 Su�de (C)</div> <div>495 Su�de (W)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div> <div>520 Su�de (W)</div> <div>530 Su�de (C)</div> <div>540 Su�de (W)</div> <div>550 Su�de (C)</div> <div>552 Su�de (C)</div> <div>555 Su�de (C)</div> <div>560 Su�de (C)</div>	<div>220 (C)</div> <div>230 (W)</div> <div>240 (W)</div> <div>245 (C)</div> <div>305 (N)</div> <div>310 (N)</div> <div>320 (N)</div> <div>330 (N)</div> <div>335 (W)</div> <div>355 (N)</div> <div>400 (W)</div> <div>405 (W)</div> <div>420 (W)</div> <div>425 (C)</div> <div>430 (C)</div> <div>445 (N)</div> <div>450 (W)</div> <div>455 (W)</div> <div>505 (N)</div> <div>510 (N)</div> <div>515 (W)</div> <div>520 (W)</div> <div>530 (W)</div> <div>540 (C)</div>	<div>210 Buff (N)</div> <div>220 Buff (C)</div> <div>230 Buff (W)</div> <div>250 Bisque (W)</div> <div>260 Bisque (N)</div> <div>310 Bisque (C)</div> <div>320 Bisque (W)</div> <div>330 Bisque (N)</div> <div>350 Bisque (C)</div> <div>360 Bisque (N)</div> <div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>450 Su�de (N)</div> <div>460 Su�de (W)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div>	<div>205 Neutrale II (W)</div> <div>210 Clair II (N)</div> <div>220 Buff II (C)</div> <div>230 Ecru II (W)</div> <div>240 Rose Clair II (N)</div> <div>310 Bisque II (C)</div> <div>315 Wheat II (W)</div> <div>320 Armande III (N)</div> <div>340 Nu III (N)</div> <div>345 Sand III (N)</div> <div>350 Bisque (W)</div> <div>355 Bisque (C)</div> <div>360 Honey III (W)</div> <div>370 Bisque (C)</div> <div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>430 Bisque (W)</div> <div>440 Bisque (C)</div> <div>450 Su�de (N)</div> <div>460 Su�de (W)</div> <div>470 Su�de (C)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div> <div>520 Su�de (W)</div> <div>530 Su�de (C)</div> <div>540 Su�de (W)</div> <div>550 Su�de (C)</div> <div>555 Su�de (N)</div> <div>560 Su�de (C)</div>	<div>210 Buff (N)</div> <div>220 Buff (C)</div> <div>230 Porcelaine 40 (C)</div> <div>240 Clair 10 (C)</div> <div>250 Bisque (W)</div> <div>255 Clair 20 (N/C)</div> <div>260 Bisque (N)</div> <div>310 Clair 30 (C)</div> <div>320 Clair 25 (W)</div> <div>330 Bisque (N)</div> <div>340 Clair 35 (N)</div> <div>350 Dor� 10 (NW)</div> <div>360 Dor� 20 (W)</div> <div>370 Dor� 25 (W)</div> <div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>430 Dor� 30 (W)</div> <div>460 Su�de (C)</div> <div>500 Su�de (W)</div> <div>550 Su�de (C)</div>	<div>02 Natural Blond (C)</div> <div>015 Neutral (N)</div> <div>025 Soft Beige (W)</div> <div>03 Cream Beige (C)</div> <div>035 Fresh Almond (W)</div> <div>04 Golden Sand (N)</div> <div>45 Warm (W)</div> <div>05 Radiant Tan (N)</div> <div>013 Cool (C)</div> <div>06 Sweet Honey (N)</div> <div>012 Sunny Amber (W)</div> <div>016 Real Su�de (C)</div>	<div>CC Cream Shade 2</div> <div>CC Cream Shade 3</div> <div>CC Cream Shade 4</div> <div>CC Cream Shade 5</div>
INTENSITY 3	<div>300 Bisque (W)</div> <div>310 Bisque (C)</div> <div>320 Bisque (W)</div> <div>330 Bisque (N)</div> <div>335 Bisque (C)</div> <div>330 (N)</div> <div>340 Bisque (N)</div> <div>350 Bisque (C)</div> <div>360 Bisque (N)</div> <div>370 Bisque (W)</div> <div>380 Bisque (W)</div> <div>390 Bisque (C)</div> <div>410 Bisque (W)</div> <div>415 Bisque (W)</div> <div>418 Bisque (C)</div> <div>420 Bisque (N)</div> <div>425 Bisque (W)</div> <div>430 Bisque (C)</div> <div>435 Bisque (W)</div> <div>450 Su�de (N)</div> <div>455 Su�de (C)</div> <div>460 Su�de (W)</div> <div>465 Su�de (C)</div> <div>470 Su�de (C)</div> <div>495 Su�de (W)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div> <div>520 Su�de (W)</div> <div>530 Su�de (C)</div> <div>540 Su�de (W)</div> <div>550 Su�de (C)</div> <div>552 Su�de (C)</div> <div>555 Su�de (C)</div> <div>560 Su�de (C)</div>	<div>305 (N)</div> <div>310 (N)</div> <div>320 (N)</div> <div>330 (N)</div> <div>335 (W)</div> <div>355 (N)</div> <div>400 (W)</div> <div>405 (W)</div> <div>420 (W)</div> <div>425 (C)</div> <div>430 (C)</div> <div>445 (N)</div> <div>450 (W)</div> <div>455 (W)</div> <div>505 (N)</div> <div>510 (N)</div> <div>515 (W)</div> <div>520 (W)</div> <div>530 (W)</div> <div>540 (C)</div>	<div>210 Buff (N)</div> <div>220 Buff (C)</div> <div>230 Buff (W)</div> <div>250 Bisque (W)</div> <div>260 Bisque (N)</div> <div>310 Bisque (C)</div> <div>320 Bisque (W)</div> <div>330 Bisque (N)</div> <div>350 Bisque (C)</div> <div>360 Bisque (N)</div> <div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>450 Su�de (N)</div> <div>460 Su�de (W)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div>	<div>205 Neutrale II (W)</div> <div>210 Clair II (N)</div> <div>220 Buff II (C)</div> <div>230 Ecru II (W)</div> <div>240 Rose Clair II (N)</div> <div>310 Bisque II (C)</div> <div>315 Wheat II (W)</div> <div>320 Armande III (N)</div> <div>340 Nu III (N)</div> <div>345 Sand III (N)</div> <div>350 Bisque (W)</div> <div>355 Bisque (C)</div> <div>360 Honey III (W)</div> <div>370 Bisque (C)</div> <div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>430 Bisque (W)</div> <div>440 Bisque (C)</div> <div>450 Su�de (N)</div> <div>460 Su�de (W)</div> <div>470 Su�de (C)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div> <div>520 Su�de (W)</div> <div>530 Su�de (C)</div> <div>540 Su�de (W)</div> <div>550 Su�de (C)</div> <div>555 Su�de (N)</div> <div>560 Su�de (C)</div>	<div>210 Buff (N)</div> <div>220 Buff (C)</div> <div>230 Porcelaine 40 (C)</div> <div>240 Clair 10 (C)</div> <div>250 Bisque (W)</div> <div>255 Clair 20 (N/C)</div> <div>260 Bisque (N)</div> <div>310 Clair 30 (C)</div> <div>320 Clair 25 (W)</div> <div>330 Bisque (N)</div> <div>340 Clair 35 (N)</div> <div>350 Dor� 10 (NW)</div> <div>360 Dor� 20 (W)</div> <div>370 Dor� 25 (W)</div> <div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>430 Dor� 30 (W)</div> <div>460 Su�de (C)</div> <div>500 Su�de (W)</div> <div>550 Su�de (C)</div>	<div>02 Natural Blond (C)</div> <div>015 Neutral (N)</div> <div>025 Soft Beige (W)</div> <div>03 Cream Beige (C)</div> <div>035 Fresh Almond (W)</div> <div>04 Golden Sand (N)</div> <div>45 Warm (W)</div> <div>05 Radiant Tan (N)</div> <div>013 Cool (C)</div> <div>06 Sweet Honey (N)</div> <div>012 Sunny Amber (W)</div> <div>016 Real Su�de (C)</div>	<div>CC Cream Shade 2</div> <div>CC Cream Shade 3</div> <div>CC Cream Shade 4</div> <div>CC Cream Shade 5</div>
INTENSITY 4	<div>410 Bisque (W)</div> <div>415 Bisque (W)</div> <div>418 Bisque (C)</div> <div>420 Bisque (N)</div> <div>425 Bisque (W)</div> <div>430 Bisque (C)</div> <div>435 Bisque (W)</div> <div>450 Su�de (N)</div> <div>455 Su�de (C)</div> <div>460 Su�de (W)</div> <div>465 Su�de (C)</div> <div>470 Su�de (C)</div> <div>495 Su�de (W)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div> <div>520 Su�de (W)</div> <div>530 Su�de (C)</div> <div>540 Su�de (W)</div> <div>550 Su�de (C)</div> <div>552 Su�de (C)</div> <div>555 Su�de (C)</div> <div>560 Su�de (C)</div>	<div>400 (W)</div> <div>405 (W)</div> <div>420 (W)</div> <div>425 (C)</div> <div>430 (C)</div> <div>445 (N)</div> <div>450 (W)</div> <div>455 (W)</div> <div>505 (N)</div> <div>510 (N)</div> <div>515 (W)</div> <div>520 (W)</div> <div>530 (W)</div> <div>540 (C)</div>	<div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>450 Su�de (N)</div> <div>460 Su�de (W)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div>	<div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>430 Bisque (W)</div> <div>440 Bisque (C)</div> <div>450 Su�de (N)</div> <div>460 Su�de (W)</div> <div>470 Su�de (C)</div> <div>500 Su�de (W)</div> <div>510 Su�de (C)</div> <div>520 Su�de (W)</div> <div>530 Su�de (C)</div> <div>540 Su�de (W)</div> <div>550 Su�de (C)</div> <div>555 Su�de (N)</div> <div>560 Su�de (C)</div>	<div>410 Bisque (W)</div> <div>420 Bisque (N)</div> <div>430 Dor� 30 (W)</div> <div>460 Su�de (C)</div> <div>500 Su�de (W)</div> <div>550 Su�de (C)</div>	<div>04 Golden Sand (N)</div> <div>45 Warm (W)</div> <div>05 Radiant Tan (N)</div> <div>013 Cool (C)</div> <div>06 Sweet Honey (N)</div> <div>012 Sunny Amber (W)</div> <div>016 Real Su�de (C)</div>	<div>CC Cream Shade 4</div> <div>CC Cream Shade 5</div>
INTENSITY 5	<div>500 Su�de (W)</div> <div>510 Su�de (C)</div> <div>520 Su�de (W)</div> <div>530 Su�de (C)</div> <div>540 Su�de (W)</div> <div>550 Su�de (C)</div> <div>552 Su�de (C)</div> <div>555 Su�de (C)</div> <div>560 Su�de (C)</div>	<div>505 (N)</div> <div>510 (N)</div> <div>515 (W)</div> <div>520 (W)</div> <div>530 (W)</div> <div>540 (C)</div>	<div>500 Su�de (W)</div> <div>510 Su�de (C)</div>	<div>500 Su�de (W)</div> <div>510 Su�de (C)</div> <div>520 Su�de (W)</div> <div>530 Su�de (C)</div> <div>540 Su�de (W)</div> <div>550 Su�de (C)</div> <div>555 Su�de (N)</div> <div>560 Su�de (C)</div>	<div>500 Su�de (W)</div> <div>550 Su�de (C)</div>	<div>05 Radiant Tan (N)</div> <div>013 Cool (C)</div> <div>06 Sweet Honey (N)</div> <div>012 Sunny Amber (W)</div> <div>016 Real Su�de (C)</div>	<div>CC Cream Shade 5</div>

STRIPE TO GET IT RIGHT! X3



MATERIALS NEEDED

Foundation Finder, Shade Matching Tool, Eau Micellaire Douceur, Advanced Génifique, Cotton Swabs & Rounds, Foundation Testers

DIRECTIONS

Review the Foundation Consultation video in the Foundation + Complexion Basics E-Learning Chapter. Practice the following steps on yourself + 2 co-workers or clients with different skin tones.

1. Use the Shade Matching tool to identify Intensity and select 3 shades of foundation.
2. Prep skin by cleansing one cheek with Eau Micellaire Douceur and applying Advanced Génifique.
3. Apply 3 stripes to the cheek & choose your preferred shade.
What made you choose your preferred shade?
How did comparing your favorite to two other shades help you decide?

TIP: Finish a Shade Matching service by offering a sample and a touch up or full Flawless Complexion lesson.



Take Shade Matching to the next level with **Beauty Tech!**
Visit **LancomeTraining.com** for How-To Videos!



MAKEUP REMOVAL & SKINCARE PREP FOR MAKEUP APPLICATION



MATERIALS NEEDED

Hygiene Supplies, Eau Micellaire Douceur, Advanced Génifique, Customized Moisturizer

DIRECTIONS

Review the Makeup Removal and Skincare Prep Video in the Foundation + Complexion Basics e-learning chapter. Practice the steps below on a co-worker or client.

- 1. Let the client know you will be prepping their skin for their makeup application.
- 2. Ask them 3 Consultation Questions to select a moisturizer:
What moisturizer do you currently use?, What do you like about it?, What do you wish could change?
- 3. Remove lip color with Bi-Facil and face makeup with Eau Micellaire Douceur.

Apply Advanced Génifique and Moisturizer to prep the skin for makeup.

REFLECTION

Why is prepping the skin for makeup important? How will you explain that to your clients?

COMPLEXION BASICS



MATERIALS NEEDED

Hygiene Supplies, Products Listed Below

DIRECTIONS

Review the Flawless Complexion video in Complexion e-learning Chapter. Practice the steps below on a co-worker.

- 1. Primer to Smooth
- 2. Foundation to Perfect
- 3. Concealer to Correct and Conceal
- 4. Powder to Set
- 5. Contour to add Definition
- 6. Bronzer to add Warmth
- 7. Highlight to Illuminate & Enhance
- 8. Blush to Shape

REFLECTION

Check off the steps that were easy for you. Circle the ones you want more practice with. What will you try differently next time?

LEVEL UP: Practice these complexion steps on 2 additional co-workers or clients – one with a fairer skin tone and one with a deeper skin tone.

MASCARA
DEEP DIVE



MATERIALS NEEDED

Pen, Mascara Finder, Smartphone, Tablet or Computer

DIRECTIONS

LancomeLearning.com, Product book



CILS BOOSTER XL

INTRO STATEMENT	
"A <i>lash primer</i> that conditions lashes to make one coat look like two. "	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



DÉFINICILS

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



INTRO STATEMENT	
“A lash extension effect mascara that lifts and lengthens for clean fanned-out volume .”	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



LE 8 HYPNÔSE

INTRO STATEMENT	
“A serum-infused, volumizing mascara for full-bodied lashes that appear revitalized over time.”	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



HYPNÔSE DRAMA

INTRO STATEMENT	
“An instant volume , high drama mascara with playtime for buildable volume without clumping .”	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



MONSIEUR BIG

INTRO STATEMENT	
“An instant false lash look mascara that delivers 12X the volume and has intense black pigment .”	
LASH RESULT	FORMULA
BRUSH	HOW TO USE



EXPRESS MASCARA DEMONSTRATION



MATERIALS NEEDED

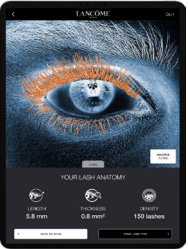
Bifacil, Cotton Swabs, Tissues, Disposable Mascara Wands, and Mascara Testers

DIRECTIONS

Review the Express Lash Service video in Mascara + Eyes E-Learning Chapter. Practice on a co-worker or client.

- 1. Do a mascara consultation to select a mascara for your client.
- 2. Remove mascara from one eye only.
- 3. Apply their selected mascara on the clean lashes.
- 4. Ask them to compare the results of the Lancôme mascara to the one they came in wearing

Building the Basket: What other products could you recommend to enhance their lash look/routine? What question could you ask your client to start that conversation?



Take Mascara Selection to the next level with **Beauty Tech!**
Visit LancomeTraining.com for How-To Videos!



CLASSIC CONTOUR

+ 1-2-3 BROWS



MATERIALS NEEDED

Hygiene Supplies, Bi-Facil, Prime It Boost It, Eye Shadows, Idôle Liner, Lancôme Mascara, Brow Pencil

DIRECTIONS

Review the Eye Makeup Removal and Classic Contours videos, as well as 1-2-3 Brows, in the Mascara + Eyes E-Learning Chapter. Practice on a co-worker or client.

1. Remove eye makeup with Bi-Facil and apply eye cream onto clean eyes.
2. Apply Prime It, Boost It to brighten lid. Blend to brow.
3. Press an eye shadow a few shades lighter than the skin tone over the lid.
4. Trace the natural contour of the eye with a shadow 2-3 shades darker than the skin. Blend back & forth.
5. Apply a light matte shade as a highlight under the brow, making sure to soften into the crease shade for seamless color diffusion.
6. Apply eyeliner as close to the upper lash line as possible to create a tight-line effect.
7. Define the lashes with Cils booster and a Lancôme mascara.
8. Complete the look with 1-2-3 Brows.

Be Creative: How would the look change if you added more to the eyes? Lips? Try one and record the result.



CONGRATULATIONS!

You've completed the Makeup Course!

You should be able to:

- ✓ Use the Foundation and Mascara Finders to uncover your clients needs in a Makeup Consultation.
- ✓ Share the benefits, key ingredients, and sustainability fun facts (where applicable) for Lancôme's pillar makeup products.
- ✓ Confidently shade match and apply a makeup look for your clients.



TO LEARN MORE:

- Browse the Beauty Byte menu on LancomeLearning.com for Makeup Courses.
- Take it to the next level with Beauty Tech!
- Visit LancomeTraining.com for Artistry How-To Videos and more!

FRAGRANCE DISCOVERY

