## **CONGRATULATIONS!**

## You've completed the Brand Course!

You should be able to:

- ✓ Share fun facts about the Lancôme brand with your clients.
- ✓ Apply Lancôme's Selling & Serving steps in every Client Experience.
- ✓ Spread Lancôme's mission of Happiness to every client you meet!



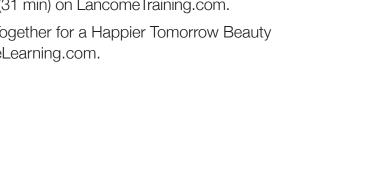
## TO LEARN MORE:

18 École Lancôme

- Watch the On-Demand Training, Lancôme Best-Sellers: Your \$ure Thing (31 min) on LancomeTraining.com.
- Take the Caring Together for a Happier Tomorrow Beauty Byte on LancomeLearning.com.

# SKINCARE DISCOVERY

 $\binom{1}{70}$  min



## YOU MAY BE WONDERING...

What's the difference between all these products?

What makes Lancôme skincare unique?

Does it really work?

How will I know which products to recommend to my client?



# IN THIS SECTION, YOU WILL LEARN



## E-LEARNING COURSES (25 min)

 Start:
 Completion:

1. Product knowledge to help you explain the difference between each Skincare Collection

- 2. The basics of skin science to help you understand what's going on inside your client's skin
- 3. Introduction to Lancôme's Skincare Finder and how to use it



## **AT-COUNTER ACTIVITIES (45 min)**

 Start:
 Completion:

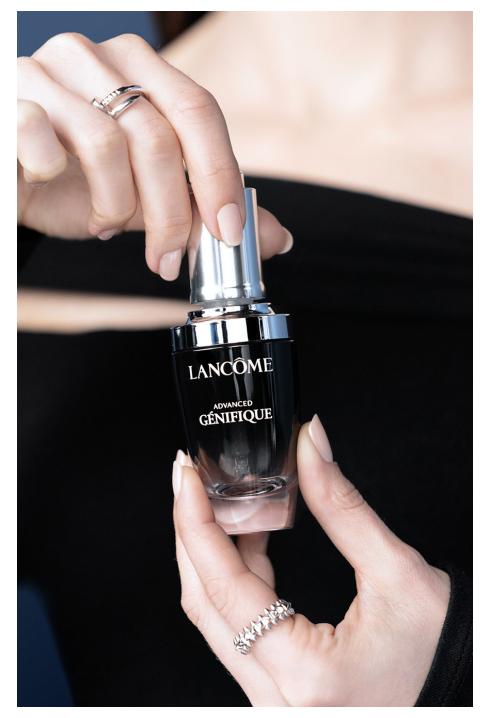
Partner Activity 1. Deep dive on the Skincare Iconics

2. Consultation/Recommendation Practice

3. How to Demo Skincare



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







MATERIALS NEEDED Advanced Gènifique

**DIRECTIONS** Apply a small amount of Advanced Gènifique to the back of one hand. Compare to your other hand.

Describe the texture of the formula. How does the hand with Advanced Gènifique look? How does it feel?







MATERIALS NEEDED

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

**DIRECTIONS** Fill in the blanks.

#### INTRO STATEMENT

"A skin barrier strengthening serum for healthy, radiant, youngerlooking skin in 7 days."

## RESULTS

**KEY INGREDIENTS** 

### SUSTAINABILITY/MADE WITH CARE FUN FACTS

Made with Care

## RATING & REVIEWS (What are clients saying on Lancome.com?)

24 École Lancôme





MATERIALS NEEDED Product Book, Access to Lancome.com on Smartphone or Tablet

**DIRECTIONS** Fill in the blanks.

#### INTRO STATEMENT

"A dark spot correcting, lifting, firming day cream with SPF 30."

### RESULTS

**KEY INGREDIENTS** 

#### SUSTAINABILITY/MADE WITH CARE FUN FACTS

Made with Care

#### RATING & REVIEWS (What are clients saying on Lancome.com?)

26 École Lancôme







MATERIALS NEEDED

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

**DIRECTIONS** Fill in the blanks.

#### INTRO STATEMENT

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

## RESULTS

**KEY INGREDIENTS** 

## SUSTAINABILITY/MADE WITH CARE FUN FACTS

Made with Care

RATING & REVIEWS (What are clients saying on Lancome.com?)

## SKINCARE DISCOVERY



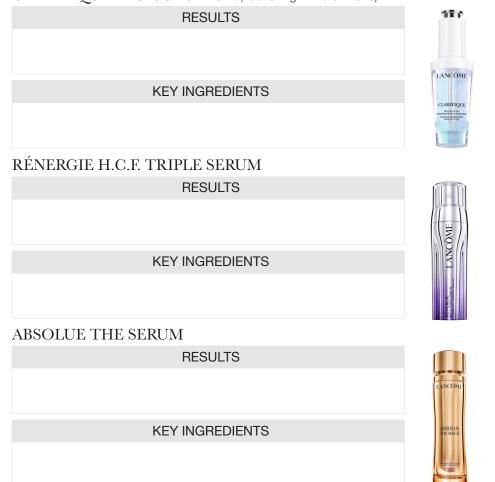
## MATERIALS NEEDED

Serum & Moisturizer Testers, Skincare Finder

## DIRECTIONS

Touch & feel the other Lancôme Serums and Moisturizers that are available at your counter, then use the Skincare Finder to fill in the blanks.

## CLARIFIQUE PRO-SOLUTION (Launching in March 2023)



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RESULTS	
KEY INGREDIENTS	IANCÔMB
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PRODUCT NAME:	
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KEY INGREDIENTS	

## SKINCARE FINDER

GET TO KNOW YOU	EYE MAKEUP REMOVER           BI-FACIL           Double Action Waterproof Eye Makeup Remover with 50% lipids & 50% water
01	CLEANSE TONE
WHAT ARE YOUR	ALL SKIN TYPES ALL SKIN TYPES
SKIN CONCERNS?	EAU MICELLAIRE T ABSOLUE CLEANSER I TONIQUE DOUCEUR ABSOLUE ROSE 80
Breakouts   Discoloration   Dullness   Fine Lines & Wrinkles   Loss of Elasticity & Firmness   Dark Spots   Pores	DOUCEUR Cleansing Micellar Water with Rose Extract Hydrating oil-in-gel cleanser with grand rose extracts & rose oil Softening, alcohol-free, thydrating toner with distilled rose water is alcohol-free, distilled rose water is alcohol-free, distilled rose water is alcohol-free, distilled rose water is alcohol-free, salicylic Acids
	NORMAL / COMBINATION SKIN NORMAL / COMBINATION SKIN
02	CRÈME RADIANCE MOUSSE ÉCLAT
WHAT ARE YOUR EYE AREA CONCERNS?	Gentle Creamy-Foam Cleanser with Rose & Gentle Airy-Foam Cleanser with Rose & Cleanser with Rose & Status flower extracts
Dark Circles   Dryness   Fine Lines & Wrinkles   Puffiness	DRY SKIN DRY SKIN
	LAIT GALATÉE CONFORT
03	Comforting, Miky Cream Cleanser with Honey & Sweet Almond Oil & rose extract
WHAT IS YOUR	
DAILY SKINCARE ROUTINE?	PREP & EXFOLIATE CHEMICAL EXFOLIATION PHYSICAL EXFOLIATION
Noorme.	CHEMICAL EAFOLIATION PHYSICAL EAFOLIATION
	Exfoliating, hydrating essence with glycolic & salicylic acids, Gentle Exfoliating Scrub with Sugar
04	organic beech bud extract, grapeseed & sunflower seed oils Grains & Rose Water
WHAT IS YOUR SKIN TYPE?	MASK
Oily skin shines all over   Dry skin feels tight all over   Normal or Combination skin shines on the T-zone, feels tight on the cheeks, or has no particular problems.	SHEET MASK RINSE-OFF MASK ADVANCED Génirioue Proprocel P
	MELTING MASK Papidly firming Cooling Mask with Salicylic
05	Serum influeed mask cream mask with Actual Nose water for instant radiance linseed extract with bifulus prebiotic
IS THERE ANYTHING	extract
ELSE IMPORTANT	SERUM Highly concentrated formulas that deliver powerful ingredients by absorbing below the skin's surface to target specific skin concerns.
I SHOULD KNOW	SLEUU 31 Highly concentrated tormatas that onlivel powerina logicesticate of adsorting below the kinds attract to larget spectre kind concerns. BRIGHT FOREST EDGEST EDGES
ABOUT YOUR SKIN?	
	CLARIFICUE
	MOISTURIZE Day or night, lock in hydration and enhance the look of your skin.
	ESSENTIAL CARE ANTI-AGING
	HYDRATE, HYDRATE KOURISH LLFF, FRM & NOURISH FIRM PEDAR, HYDRATE, LLFT, FRM & REDAR, HYDRATE, LLFT, HYDRATE, LLFT, HYDRATE, REDAR,
	HYDRA EN ADVANCED EN AUTHATIAL I I I I I I I I I I I I I I I I I I
	Lightweight lotion Oil-free gel-cream with amino acids, with amino acids, with amino acids, and the plant of the second activity of the s
	aldowers Acids Aci
	EYE CARE Targeted solutions specific for the delicate eye area to
	REDUCE PUFFINESS & FORTIFIY LASHES BEGINTEN, SMOOTH LINES, & CORRECT DARK CIRCLES, BRIGHTEN, & REGISTEN, & REGISTE
	ADVACED COMPTONE VERX LIGHT-PEARLY Vach-scheding vs. Bank vaches et al. et al
32 École Lancôme	v tamin & Caffensi v tamin Cg & hyakurois asid & Linesied entract y furniff & essential olis PROTECT Invisible, cooling and lightweight.

## SKINCARE CONSULTATION PRACTICE + SHOW 2



#### MATERIALS NEEDED

Pen, Skincare Finder, R Pad

## DIRECTIONS

Practice a Skincare Consultation on a co-worker.

- 1. Give the Skincare Finder to your partner so they can follow along.
- 2. Ask the 5 Consultation Questions.
- 3. Write down your client's concerns and recap their needs to show understanding.
- 4. Identify 2 moisturizers that match up to their concerns and Show 2.
- 5. Recommend a 3-step Skincare Routine with their selected moisturizer (Advanced Génifique + Moisturizer + Eye Cream).

## REFLECTION

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



# SKINCARE DEMONSTRATION



## MATERIALS NEEDED

Hygiene Supplies, 2 Moisturizers, Eau Micellaire Douceur, Advanced Gènifique, Eye Cream

## DIRECTIONS

Practice Show 2 and a Skincare Routine Recommendation while inviting your practice partner to feel the products on the back of their hands as you explain the benefits of each product for their skin needs.

## REFLECTION

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

The Lancôme skincare product I am most excited to try is:

## **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

(135 min

