

CONGRATULATIONS!

You've completed the Brand Course!

You should be able to:

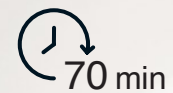
- ✓ Share fun facts about the Lancôme brand with your clients.
- ✓ Apply Lancôme's Selling & Serving steps in every Client Experience.
- ✓ Spread Lancôme's mission of Happiness to every client you meet!



TO LEARN MORE:

- 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



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



Solo Activity

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

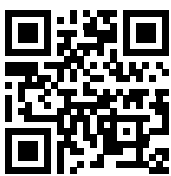


Partner Activity

AT-COUNTER ACTIVITIES (45 min)

 Start: _____ Completion: _____

- 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



ADVANCED GÈNIFIQUE HAND DEMO



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?

[illegible]



ADVANCED GÉNIFIQUE DEEP DIVE



MATERIALS NEEDED

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

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT
<i>"A skin barrier strengthening serum for healthy, radiant, younger-looking skin in 7 days."</i>
RESULTS
KEY INGREDIENTS
SUSTAINABILITY/MADE WITH CARE FUN FACTS
 Made with Care
RATING & REVIEWS (What are clients saying on Lancome.com?)



RÈNERGIE LIFT MULTI-
ACTION ULTRA DEEP DIVE



MATERIALS NEEDED

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

DIRECTIONS

Fill in the blanks.

INTRO STATEMENT
<p><i>“A dark spot correcting, lifting, firming day cream with SPF 30.”</i></p>
RESULTS
KEY INGREDIENTS
SUSTAINABILITY/MADE WITH CARE FUN FACTS
<p> Made with Care</p>
RATING & REVIEWS (What are clients saying on Lancome.com?)



ABSOLUE DEEP DIVE



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



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)*

RESULTS
KEY INGREDIENTS



RÉNERGIE H.C.F. TRIPLE SERUM

RESULTS
KEY INGREDIENTS



ABSOLUE THE SERUM

RESULTS
KEY INGREDIENTS



HYDRA ZEN

RESULTS
KEY INGREDIENTS



PRODUCT NAME:

RESULTS
KEY INGREDIENTS



PRODUCT NAME:

RESULTS
KEY INGREDIENTS



GET TO
KNOW *YOU*

IS THERE ANYTHING
ELSE IMPORTANT
I SHOULD KNOW
ABOUT YOUR SKIN?

École Lancôme 33

SKINCARE
DEMONSTRATION



MATERIALS NEEDED

Hygiene Supplies, 2 Moisturizers,
Eau Micellaire Douceur, Advanced Génifique, 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

