

# BRAND DISCOVERY



35 min



OUR MISSION  
#HappinessActivists

Make  
**EVERYONE  
MORE  
BEAUTIFUL**  
by making them  
**HAPPIER**

YOU MAY BE  
WONDERING...

*What is the  
Lancôme brand  
all about?*

*How is Lancôme  
different from other  
beauty brands?*

*Do my values and  
passions fit in with  
the brand's?*



IN THIS SECTION,  
YOU WILL LEARN



Solo Activity

E-LEARNING COURSES (25 min)

 Start: \_\_\_\_\_ Completion: \_\_\_\_\_

- 1. Lancôme's heritage and brand values today
- 2. Our Iconic Products
- 3. How We Serve: The Lancôme Client Experience



Partner Activity

AT-COUNTER ACTIVITIES (10 min)

 Start: \_\_\_\_\_ Completion: \_\_\_\_\_

- 1. Brand Storytelling



Scan QR code to access Brand E-Learning Chapters  
on [LancomeLearning.com](https://LancomeLearning.com)

AT LANCÔME,  
WE BELIEVE  
THAT  
HAPPINESS IS  
A POWERFUL  
SOURCE OF  
BEAUTY.

We believe in the power of happiness to make the world a better and more beautiful place...

We create positive beauty to make everyone blossom, feel empowered and committed to a happier future.

For more than 85 years, Lancôme has been transmitting innovation and inspiration to people all around the world, helping them feel as beautiful as they truly are.

AT LANCÔME, WE ARE...

## FRENCH

For over 8 decades, our mission has been to bring French beauty all around the world.

## INCLUSIVE

We are committed to empowering all people and we celebrate all expressions of beauty.

## INNOVATIVE

Our aim is to lead the beauty industry by developing groundbreaking products.

## CARING

We care generously for one another, for our communities, for our planet and for our future.

## HAPPINESS ACTIVISTS

Join our Happiness Movement!  
At Lancôme, we make people more beautiful by making them happier.

# YOU ARE LANCÔME TO YOUR CLIENTS!

*You bring both our products and  
our values to life with every client  
that you serve.*

## BRAND STORYTELLING



### DIRECTIONS

THINK AHEAD... What will you say or do to bring each of the Lancôme values to life for your clients?

### FRENCH

Our thoughts: *"We use 99% organic roses grown on our Lancôme farms in France in our products."*

Your thoughts: \_\_\_\_\_

### INCLUSIVE

Our thoughts: *"With 5 intensities and 50 shades to choose from, we definitely have your perfect shade!"*

Your thoughts: \_\_\_\_\_

### INNOVATIVE

Our thoughts: *"We spend almost \$1 billion each year on research to bring you cutting-edge products like Rénergie Triple Serum."*

Your thoughts: \_\_\_\_\_

### CARING

Our thoughts: *"Did you know that your (Absolue/La vie est belle) is both Refillable and Recyclable?"*

Your thoughts: \_\_\_\_\_

### HAPPINESS ACTIVISTS

Our thoughts: *"How can I make you happy today?"*

Your thoughts: \_\_\_\_\_



Share your thoughts about the brand values with your Manager or Sales & Training Executive.



# The ICONICS



The most sought-after, recognizable and results-proven products that deserve an introduction.



## ABSOLUE SOFT CREAM

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

## RÉNERGIE LIFT MULTI-ACTION ULTRA

“A **dark spot correcting, lifting, firming** day cream with **SPF 30**.”



## TEINT IDOLE ULTRA WEAR

“A **breathable, full-coverage** liquid foundation for a flawless **matte finish**.”

## LA VIE EST BELLE

“A **sweet-floral** fragrance with notes of bright **iris, spun sugar** and **vanilla**.”



## ADVANCED GÉNIFIQUE

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

## LASH IDÔLE

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



# 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](https://LancomeTraining.com).
- Take the Caring Together for a Happier Tomorrow Beauty Byte on [LancomeLearning.com](https://LancomeLearning.com).

# SKINCARE DISCOVERY

