MAKEUP
EXPERT SERIES 4.0
Boomer Edition

# Elevate your artistry with expert tips for addressing the skincare and makeup needs of today's Boomer client.?

## Step 1 | WATCH

First, take the Makeup Expert Series Boomer Edition course on Lancomelearning.com There are a total of 3 Lancôme Archetypes. Watch as many times needed to begin practicing each Archetype.

## Step 2 | DO

Next, recreate 1 of 3 Lancôme Archetypes on yourself, snap a selfie, & post your submission on Facebook on the Lancôme Happiness Activists page. Be sure to add the hashtag #makeupexpertseries #boomeredition

## Step 3 | EARN*

You could earn BRAVO! Points along the way for completing the course, posting, and engaging in Makeup Expert Series. *Lancôme Beauty Advisors, Lancôme Counter Managers, Other Brand Counter Managers, Other Brand Beauty Advisors* and *Freelance Brand Specialists* are eligible.

- **500** *Lancôme Beauty Advisors, Counter Managers, Other Brand Counter Managers, Other Brand Beauty Advisors and Freelance Brand Specialists* who complete the Makeup Expert Series Boomer Edition Beauty byte will be entered into a sweepstake to win **50 BRAVO!** points.
- **50** "Art of Lifting" looks submitted to the Lancôme Facebook Happiness Activist page will earn **100 BRAVO!** points–technique must be a part of 1 of the 3 Lancôme Archetypes.
- **Top 10** "Art of Lifting" techniques / looks submitted on the Lancôme Facebook Happiness Activist page will earn **500 BRAVO!** points

**To earn BRAVO! Rewards you must be an **active member** on LancomeLearning.com*

*Macy's employees:*

- *This activity should be done only during work hours.*
- *To complete this activity, it is necessary to use a Macy's/Lancôme device. To ensure security, log out of platform once activity is complete.*
- *Participation is optional.*

LANCÔME

C1 - Internal use

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