

FRAGRANCE DISCOVERY

 50 min





Solo Activity

E-LEARNING COURSES (20 min)

Start Date: _____

Completion Date: _____



Partner Activity

AT-COUNTER ACTIVITIES (30 min)

Start Date: _____

Completion Date: _____



QR code to Fragrance E-Learning Chapter
on LancomeLearning.com

YOU MAY BE WONDERING....

How do I find the perfect fragrance for my client without overwhelming them with too many scents?




What makes Lancôme fragrances unique?

Why are there so many different kinds of La vie est belle and Idôle and what's the difference between them all?






IN THIS SECTION, YOU WILL LEARN

E-LEARNING CHAPTERS

-  The history of Lancôme fragrance
-  The story & emotion behind each Fragrance Collection
-  The notes that make each fragrance unique

AT-COUNTER ACTIVITIES

-  Fragrance Discovery
-  Consultation Practice
-  The effects of Fragrance layering





LA VIE EST BELLE DEEP DIVE



MATERIALS NEEDED

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

DIRECTIONS

Fill the blanks.

SOUNDBITE

KEY INGREDIENTS + DESCRIPTION

STORY / EMOTION

ART OF THE BOTTLE



IDÔLE DEEP DIVE



MATERIALS NEEDED

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

DIRECTIONS

Fill the blanks.

SOUNDBITE

KEY INGREDIENTS + DESCRIPTION

STORY / EMOTION

ART OF THE BOTTLE

SMELL & DISCOVER!



MATERIALS NEEDED

Fragrance Testers, Blotter Cards, Fragrance Finder

DIRECTIONS

Take a moment to smell and discover each Lancôme Fragrance that is available at your counter.

Spray each Lancôme fragrance on a blotter card and smell it. Then fill in the blanks below.



FRAGRANCE NAME:

What are the Heart & Smile notes in the fragrance?

What words would you use to describe how it smells?

How does this scent make you feel/where could you see yourself wearing it?

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FRAGRANCE CONSULTATION



MATERIALS NEEDED

Pen, Notebook, Fragrance Testers, Blotter Cards,
Smartphone, Tablet or Computer

DIRECTIONS

Practice a Fragrance Consultation on a coworker or client.

1. Start the fragrance conversation by offering to customize a Lancôme fragrance for your client
2. Ask if your client prefers a Sweet Floral (LVEB collection) or Fresh Clean (Idôle Collection) scent
3. Show 2: Present 2 Fragrances from the client's preferred collection. Spray 2 blotters of each scent – one for the client to smell and one for you to smell
4. Share the Story of each fragrance as your client experiences each scent
5. Ask: “Which fragrance do you connect with?” and invite the client to wear the fragrance they selected
6. CLOSE with CONFIDENCE: “Would you like to treat yourself today or wear it a little longer?”

REFLECTION

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



TAKE THE FRAGRANCE LAYERING CHALLENGE



MATERIALS NEEDED

Pen, Notebook, Fragrance and Fragrance Lotion Testers

DIRECTIONS

Take Fragrance Layering Challenge.

1. Apply scented lotion to the back of one hand
2. Spray the matching fragrance on both hands
3. Compare hands- what do you notice?

Be Intentional: What will you say to invite your next fragrance client to take the Fragrance Layering Challenge?

My favorite Lancôme fragrance is: _____

because it makes me feel _____

**Don't forget to post your Lancôme Fragrance selfie and feeling on Facebook! Be sure to tag @LancomeLearning!*