

LANCÔME

SKIN CARE GUIDE



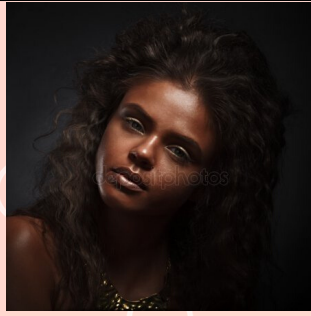
KIM'S BEAUTY BIZZ



Reduce Wrinkles in 6 Steps

1. **PROTECT FROM POLLUTION-** Two things you need to do on a daily basis to protect skin from inflammation-causing pollution: Keep your skin clean and apply anti-aging products with antioxidants. We like Miel-En-Mousse Foaming Cleaning Makeup Remover, which has a honey-like texture that melts away makeup and impurities and Energie de Vie Liquid Care Moisturizer . It contains Vitamin E, an antioxidant, making it ideal for a day moisturizer.
2. **BE SUN SMART-** Consider walking on the shady side of the street, and wear SPF, like Bienfait UV SPF 50 sunscreen for face, daily (no exceptions—even it's an overcast and rainy day)..
3. **STAY HYDRATED-** Dry skin looks dull and shows signs of aging much quicker. It's easy to keep it hydrated, though—drink plenty of water throughout the day (keep a bottle at your desk as a reminder) and apply moisturizer, like Rénergie Lift Multi-Action Day Cream anti-wrinkle cream, to your face twice a day.
4. **NEVER NEGLECT YOUR EYES-** Eyes are often the first place wrinkles develop. Going outside on a sunny day? Remember to wear your sunglasses. And just like your moisturizer, apply an eye cream twice a day—the sooner you start, the better.
5. **KEEP A HEALTHY LIFESTYLE-** We all know better than to smoke, and it's one of the worst things you can do for your complexion. Also limit alcohol intake, get plenty of exercise, and eat clean, fresh foods.
6. **MASSAGE YOUR FACE-** French women have a secret for keeping their skin looking so perfect: they are not afraid to touch their faces. One of our favorite, and easiest, facial massages goes hand-in-hand with our Rénergie skincare products. After applying your anti-wrinkle cream, take your hands and glide them along the outline of your jawline six times, then make sweeping motions up each side of your face, repeating from the bottom to top six times. Finish by using your fingers to make vertical sweeps on your forehead six times (and six times on each side of your face).





Face Serum: Do's & Dont's

1. DON'T Apply too much face serum

Anti-aging serums deliver results with a little amount of product. Use the self-loading dropper to apply the precise dose of hydrating serum Advanced Génifique in the palm of your hand. Lightly blend it between your hands, and then apply it onto a clean face and neck with sweeping movements from the center of the face outwards.

2. DO Use your anti-wrinkle serum daily for better results

Think of using your skin serum in the same way as you would do an exercise routine. You can't expect to see real results without discipline. Even if you have a busy lifestyle, take a moment to treat yourself to a gentle face massage when applying your ageless serum, using your fingertips in circular motions. Not only will this promote optimal absorption, but it also gives you a moment to yourself to relax and shut off your mind.

3. DON'T stop using Moisturizer.

Lancôme anti-aging serums are lightweight and fast absorbing. They feel cool and refreshing as you apply them, and leave your skin feeling soft and smooth—but they should still always be paired with a moisturizer. Moisturizers give skin hydration and comfort. Plus, some offer protection from the damaging effects of the environment. Together, an ageless serum followed by a moisturizer is the ideal skincare duo.

4. DO Consult the professionals

Check with a Lancôme Beauty Advisor whether your current skincare routine meets your specific concerns. Every woman has unique skin needs and your Beauty Advisor at your local Lancôme counter will be able to recommend you the best anti-aging serum to meet those needs.





How To Treat Skin Changes

The best skin care routine for Your Skin in Your 20's- The best skin care routine for Your Skin in Your 20

In your 20s, you've made it through the hormonal, breakout-prone teen years (for the most part), wrinkles haven't quite set in, and lines and spots are sparse. Skin has the ability to bounce back from a late night with a just splash of cold water. Yet, even with time on your side, these are also the years when you're building your career and life—stress levels are high, and your schedule couldn't be busier. Sleep—which is key for skin rejuvenation—is a rare treat. Experts agree that this decade is the perfect time to start building the foundation for good skin. It is important to know the basics of an effective skincare routine: cleanse, apply a face serum, and moisturize twice a day with the right skin care products. Still convinced you're too young? You don't necessarily have to apply a hydrating serum every day. Skin serums can also bring light and hydration to the skin on an as-needed basis. Have a late night in the office or too many parties this month? The facial serum Advanced Génifique by Lancôme can help.

Why Skin Changes in Your 30s

30 may be the new 20, but most women begin to notice the first signs of aging a few years into the decade. With cell regeneration slowing down, lines and wrinkles emerge, sun damage crops up, and tired eyes become a regular thing. Collagen and elastin production slow down, too, so skin loses bounce and starts to sag, while loss of moisture makes it appear drier and less plump. Skin also begins to thin and lose its natural radiance, so it's duller and less awake-looking.





Our Classic for Early Aging: the Face Serum Advanced Génifique

Step 1 Revive Youthful Radiance: the anti-aging face serum Advanced Génifique works on signs of early aging from the start, from loss of radiance—one of the most obvious things to go—to uneven skin texture. It improves your skin's natural barrier and surface with probiotics fractions in every drop so that your skin immediately looks younger, and more luminous in as little as seven-days*. Just apply a few drops after having used a face cleanser (its self-loading dropper makes it easy to measure out), twice a day to the face and neck. The light, non-greasy consistency is also ideal for young skin that may not be ready for richer textures.

Step 2. Our skin changes daily and sometimes our main concern is less about signs of aging and more about the fact that skin just feels a little... off. Stress, diet, pollution, wacky weather, and lack of sleep (among other factors) all contribute to outbreaks of sensitivity when your face feels tight, dry, and red. When those days arrive, it's time to trade the classic facial serum Advanced Génifique for with the skin-soothing face serum for sensitive skin Advanced Génifique Sensitive at nighttime. Enriched with probiotic fractions and antioxidants like ferulic acid and Vitamin E, the Advanced Génifique Sensitive facial serum helps to soothe sensitive skin and has an anti-free radicals action.

Advanced Génifique Facial Mask: For When You Need an Extra Boost

Discover the benefits of the refreshing face mask Advanced Génifique . Did you know that such a single bio-cellulose sheet mask contains the equivalent amount of bifidus extract found in a full bottle of 30ml Advanced Génifique facial serum? For a spa-like experience at home, apply the cooling sheet to your face for up to 30-minutes. It combines Lancôme's patented Advanced Génifique formula and a hydrogel texture that sticks to your face like a second skin, hydrating for immediately radiant, smoother skin.





5 STEP SKINCARE REGIMEN

1. **CLEANSING**- Remove makeup and impurities with a non-drying facial cleanser or face wash for sensitive skin, normal skin and dry skin. Enriched with smoothing, purifying and revitalizing ingredients, your face will appear more luminous and youthful with a more refined texture. There are amazing cleansers at Lancome for all skin types & problems.

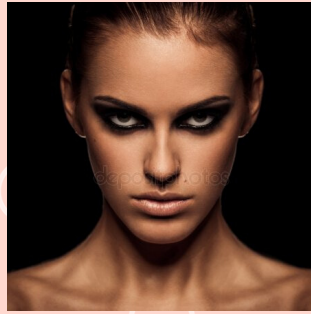
Lancome Cleansers Video Link



2. **TONING**- Toner is a word that is everywhere, but what exactly is toner? Simply put, face toner gives the skin a radiant finish by invigorating skin, removing impurities and adding a layer of instant hydration.

Lancome Toners Video Link





3. **SERUM**- After cleansing and toning, allow skin to dry, and cool, then apply evenly across your face

Lancome Serums Video Link



4. **EYE CREAM**- After serum sets, sweep cream above and below eyes, from the outer corner to the inner corner. Pat remaining product gently until it's absorbed by your skin.

Lancome Eye Cream Video Link



5. **DAY CREAM (MOISTURIZERS)**- After your eye cream, apply a light layer of your day cream across your face and neck to hydrate skin and protect it from harmful UV exposure.



Night Cream will be used in your nightly routine instead of Day Cream. All the other Steps remain the same.

Lancome Moisturizers Video Link



5. NIGHT CREAM- At night, apply an even layer of Night Cream across your face and neck to infuse moisture and soothe skin.

BELOW IS A PREVIEW OF OUR BEST
LANCÔME PRODUCTS

Video Link





Friends,

I hope you enjoyed your FREE E-BOOK!

**I love my job as a Certified Lancome Beauty Advisor, and
sharing what I've learned with you!**

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As Always, Much Love,

Kim