



REVEAL A FLAWLESS
DEWY ROSY SKIN
in 3 steps.

LANCÔME
PARIS

THE SECRET OF BRIGHT FLAWLESS SKIN LIKE A ROSE IN THE MORNING DEW

Taking inspiration in the rose in the morning dew, Lancôme is reinventing its whitening Expert range to offer women all its formulation know-how within **Blanc Expert - UV Expert range**. A comprehensive routine, from the first skincare step to the final touch of make-up, to treat skin pigmentation concerns and **reveal a dew rosy white skin, like a rose in the morning dew**.

Three major key steps lie at the heart of this routine: **1-Target** dark spots, **2-Protect** the skin, **3-Illuminate** the complexion.





1 TARGET

with the Powerful Duo

Targeting flat spots and textured spots

There are different types of pigmented spots:

- **'flat' spots** that you can see in the mirror and cannot feel such as lentigos, melasma or freckles
- **'palpable', 'relief' spots** that are 'textured' spots you can see in the mirror but also feel under your fingers.

On the face, it is very common to see both types of spots at the same time.

Flat and or textured spots are **both preventable and treatable with cosmetics.**

Discover the powerful DUO from the legendary whitening brand BLANC EXPERT

Lancôme's iconic Spot Eraser corrects your spots and colour imperfections, **even the textured ones that make-up cannot hide.** It is paired for the first time with the new Essence in Lotion to diffuse moist and light onto the skin. Immediately, skin appears **moisturized and radiant.**

Day by day, skin tone looks **even, transparent and bright from within.**



BLANC EXPERT
MELANOLYSER [AI]TM
BRIGHTNESS
DIFFUSION
ESSENCE
IN LOTION

The new Essence in Lotion contains the patented Aquatoryl Complex to reinforce penetration and a powerful whitening ingredient: Actyl C.

Immediately, skin is moisturized and radiant. Day by day, skin is even, transparent and bright from within.



BLANC EXPERT
MELANOLYSER [AI]TM
INTENSE WHITENING
SPOT ERASER

At the side of the global action of the Essence-in-Lotion, the precise action of Blanc Expert Melanolyser [AI]TM Spot Eraser allows to target spots, whichever their nature.

2 PROTECT

against the most dangerous UV rays

Preventing the harm of XL UVA

Long UVA rays, also called XL UVA, which penetrate more deeply than short UVA and UVB rays, are more harmful to the skin and affect it in three areas in the long term:

- **Color:** they cause melanin to turn grey.
- **Functional:** they lead to cell dysfunction.
- **Structural:** they impair the quality of the skin.

In its search for ever more effective sun and pollution protection solutions, UV Expert XL-Shield™ is targeting its action at the frontier of long UVA rays for a more luminous and even skin.

UV EXPERT XL SHIELD™ HEALTHY-ROSY BEAUTY BASE

to illuminate.

Used alone or under a foundation, primers have become an essential step for a smooth and illuminated skin. Today, Lancôme reinvents its UV Expert make-up base and share its new secret of an effortless and beautiful make up.

UV EXPERT XL SHIELD™ FRESH UV AQUA GEL

to matify and refresh.

During the summer, the skin is not only exposed to harmful UV rays, it also becomes dehydrated and more prone to shine because of the heat.



3 ILLUMINATE

your complexion with a rosy dewy glow

BLANC EXPERT CUSHION COMPACT

SPF 23/PA ++
Instant refreshing and
moisturizing effect.

BLANC EXPERT COMPACT FOUNDATION

SPF 35/PA +++
Ultra shine control.
Mattifying effect.



Pioneering buildable coverage

Blanc Expert Cushion adapts to every skintone, every woman and every desire. Three application techniques for always-perfect results, in line with your mood:



Like a primer

For an ultra-light and simple result, delicately pat the applicator over the cushion's surface. Begin by applying to the centre of the forehead then blend the texture towards the outside of the face. Repeat the same technique on the cheekbones and chin.



Like a BB or CC cream

For an even, luminous and natural complexion that remains light, delicately press the applicator onto the cushion. Begin by applying to the forehead, gently patting from the centre outwards. Use the same technique where you wish, always working from the centre of the face outwards.



Like a foundation

For optimal coverage, press the applicator deeper into the cushion. Glide the applicator from the centre of the forehead outwards and over any other parts of the face you wish.

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