PRODUCT CHEAT SHEET

WIP



NEW

GÉNIFIQUE ULTIMATE

EYE CREAM RENOVATION

SI 2025

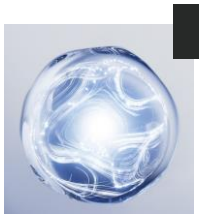
THE ULTIMATE REPAIR SCIENCE, NOW ENGINEERED FOR EYES

REPAIR EYE CONTOUR DAMAGES IN 1 JAR



A groundbreaking innovation eye cream delivering Ultimate repair for a visibly younger and more luminous look.

INGREDIENTS



NEW BETA GLUCAN-CM

A powerful active known to accelerate skin repair. Now **micronized** to precisely target every micro-damage around eyes.

Smaller than 200 µm (micrometer). 10x smaller than a fine line.



NEW ENOXOLONE

A medical inspired active known to reduce redness & swelling such as oedema.



7 PRE- & PROBIOTIC
Promote microbiome recovery



HYALURONIC ACID
to plump



VITAMIN Cg
Antioxidant known to improve brightness

CLINICAL REPAIR EFFICACY

FROM 1ST USE*

-18% DARK CIRCLES

THE ULTIMATE DARK CIRCLES KILLER

AFTER 1 JAR**

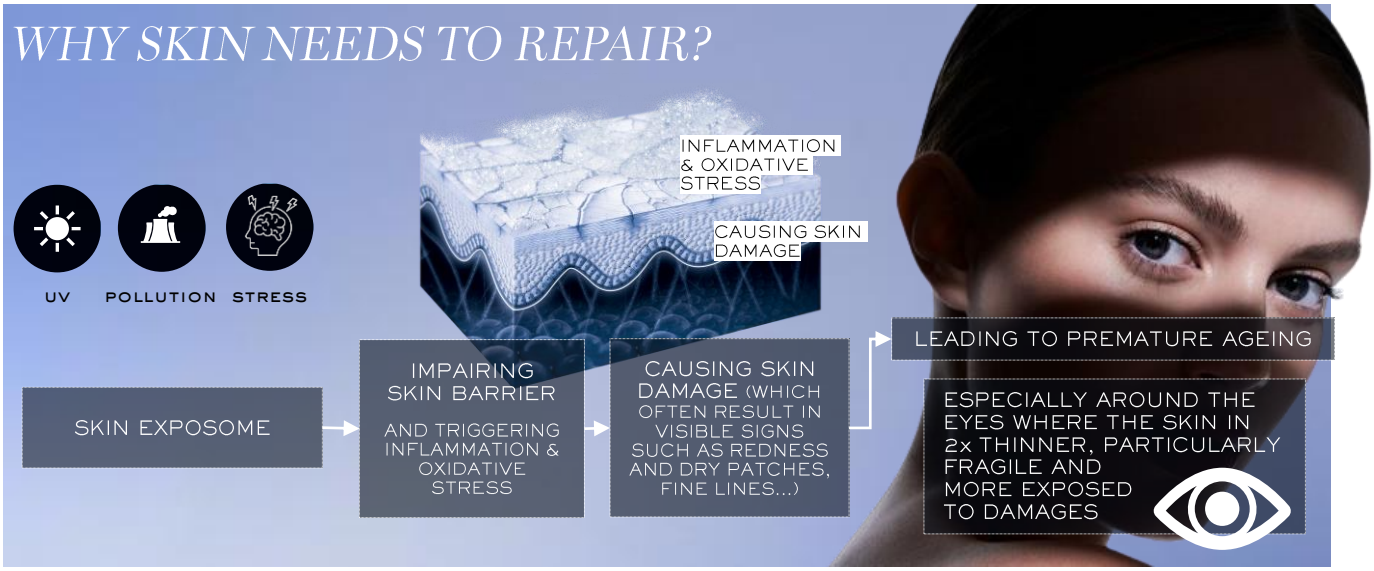
+43% SMOOTHNESS
-35% DARK CIRCLES
-33% EYE WRINKLES

9/10 WOMEN WOULD SWITCH *FROM THEIR USUAL LUXURY EYE CREAM*

*CLINICAL SCORING, 63 ASIAN WOMEN FROM 45 TO 65 Y.O. **CLINICAL SCORING, 63 ASIAN WOMEN AFTER 8 WEEKS

LANCÔME

WHY SKIN NEEDS TO REPAIR?



WHAT'S NEW?



GÉNIFIQUE ULTIMATE EYE CREAM

NEW FORMULA

THE ULTIMATE DARK CIRCLES KILLER

- Repairs skin barrier & **skin damages**
- Smooth fine lines & wrinkles
- Reduce dark circles
- **Diminish puffiness**

Invisible patch-like texture, non-sticky wrapping protection

20ml

BETA GLUCAN-CM + ENOXOLONE
+
7 PRE- & PROBIOTIC FRACTIONS + HYALURONIC ACID + VITAMIN CG

REPAIR EYE CONTOUR DAMAGES IN 1 JAR



ADVANCED GÉNIFIQUE EYE CREAM

DARK CIRCLES CHAMPION

- Repairs skin barrier
- Smooth fine lines & wrinkles
- Reduce dark circles

Unctuous transformative cream texture

15ml

7 PRE- & PROBIOTIC FRACTIONS + HYALURONIC ACID + VITAMIN CG

BRIGHTER & STRONGER EYES IN 7 DAYS

RECOMMEND



"The Ultimate repair science tailor-made for eye care. A winning sensoriality with a new caring texture. A more generous packaging for the same price."



LINK-SELL
"Powerful duo routine with our pilar serum"

TARGETS & THEIR SKIN CONCERNS



GEN Z

YOUNGER SKIN WITH NO VISIBLE DAMAGES YET

"Strengthen early skin defenses against environmental stressors and combat signs of premature ageing, such as fine lines and dullness, with cutting-edge repair innovation"



MILLENIALS

MORE MATURE SKIN WITH VISIBLE DAMAGES

"Replenish and repair skin, targeting visible signs of ageing like wrinkles and loss of elasticity with scientifically proven correction and protection"

LANCÔME