

LANCÔME  
PARIS

**Consumer Name**  
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# WHAT'S Hot Now



Get exclusive access to the fall's most talked-about looks and must-have products

RECEIVE A GIFT from *Real Simple* with a Lancôme purchase. See inside for details.

REAL SIMPLE® LANCÔME  
PARIS



# CHIC PICKS

Start the season with these buzzworthy fall essentials from Lancôme—the leader in innovation and style.

## 1 ÔSCILLATION POWER MASCARA

The mascara of the year! The first vibrating Powermascara wraps every lash up to 360° for lashes that appear ultimately extended, remarkably separated, and virtually multiplied in number.



## 2 ABSOLUE MAKEUP

This luxurious cream foundation provides smooth, even-toned complexion with full coverage, while exclusive Absolue bio-network helps revitalize and restore skin elasticity.



## 3 PINK IRREVERENCE COLOR COLLECTION

From eyes to lips to nails to face, create your own personalized look with edgy, wearable colors that can be played up for drama or brought down for everyday.



## 4 GÉNIFIQUE YOUTH ACTIVATING CONCENTRATE

Refine texture, even skin tone, and bring back youthful vibrance in just seven days with this revolutionary new serum.

# FRESH, FAST, FABULOUS

Join Us for a *Real Simple* Experience  
Macy's Herald Square, Lancôme Counter  
Fall '09

Learn how to create the season's most buzzed-about looks with ease and expertise. Book a personal appointment with Lancôme and *Real Simple* today for a customized experience that includes:

- 20-minute private consultation with a Lancôme beauty specialist
- The latest recommendations for your individual needs and style
- Expert application tips and tricks

**PLUS**, keep your beauty essentials organized on the go! Get a free purse organizer from *Real Simple* with proof of any Lancôme purchase.

Call 212-456-7890 to book your appointment and experience the beauty of Lancôme and *Real Simple* this fall.



## FREE GIFT WITH PURCHASE

Save time when you switch from purse to purse! Get a free purse organizer from *Real Simple* with proof of any Lancôme purchase.