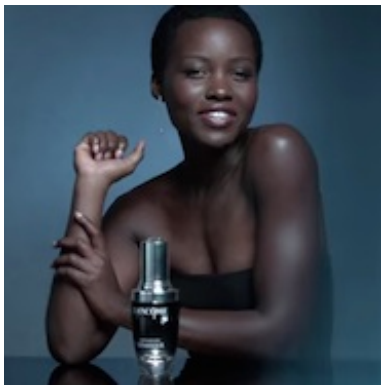


ADVERTISING

## Lancôme highlights natural beauty to appeal to range of consumers

July 14, 2015



*Lupita Nyong'o for Lancôme's Advanced Génifique*

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By STAFF REPORTS

Beauty marketer Lancôme is reaching out to female consumers with a new campaign that asks women what makes them feel beautiful.

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Targeting women across different ages, nationalities and ethnicities, the campaign ultimately concludes that beauty is a certain *je ne sais quoi* that comes from within. Lancôme's Advanced Génifique is designed to highlight that beauty, allowing women to feel their most beautiful, naturally.

### Natural beauty

The Advanced Génifique campaign stars actresses Lily Collins, Penélope Cruz, Lupita Nyong'o and Kate Winslet. By featuring a diverse range of women Lancôme is showing its ability to emphasize natural beauty.

Lancôme released a video for the campaign showing the four actresses discuss what makes a woman feel beautiful. Each of the women is seen saying that beauty is a “certain *je ne sais quoi*” that radiates “from the inside.”



*Lancôme featured four actresses in its campaign for the Advanced Génifique*

The Advanced Génifique is a potent serum designed to restore skin and provide a smooth, radiant look.

Other cosmetics brands have focused on natural beauty when marketing skincare products. For example, French fashion house Christian Dior took inspiration from the elements to promote a range of skincare products that are as light as air.

The Diorskin Nude Air collection contains foundations, powders and bronzers designed to give consumers a fresh, ultra-natural look while simultaneously masking any imperfections. In its marketing, Dior emphasized the message that all of the products work to create the ultimate healthy glow and allow the skin to breathe freely ([see story](#)).

Similarly, Lancôme's Advanced Génifique campaign emphasizes that women are beautiful they way they are and that the product is designed to enhance natural beauty rather than mark imperfections.

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