

# T. LeClerc

PARIS · 1881



Training Book



# THE BRAND T. LECLERC



1881

A 140-year history created by theophile leclerc, a pharmacist and former student of the beaux arts

A visionary and lover of beauty, he created his first Poudre de Riz in his dispensary in the Madeleine district, in the heart of Paris.

For women of the Belle Époque, accustomed to thick blushes, this light, skin-soft powder was a veritable revolution, liberating their beauty!

A french tradition with a carefully preserved method of powder manufacturing. T. Leclerc loose powders contain **30% rice starch** and still contribute to the brand's reputation today.



Among them,  
**the iconic banana shade**  
became a celebritie's must have.



2020

Frédéric Poux, the son of a pharmacist, and his wife Laetitia threw themselves passionately into the adventure and took over the reins of the company, ready to write a new chapter in this iconic story.

High-end positioning and selective distribution.

# T. LECLERC WOMAN



Urban SCP+

35 + years old

Sensitive, atopic skin, skin with imperfections  
(Acne, redness, pigmentation spots, etc.)

Loyal to her favorite products

Good knowledge of makeup

Search for quality products

Needs:  
- Pregnant woman  
- Young mother  
- Under medical treatment  
- Post-operative (botox, HA, etc.)

Lover of personalized advice



## A DNA PRESERVED SINCE 1881

Created in 1881, T.LeClerc the Dermophilic Loose Powder, based on rice starch, has become an emblematic product and one of the historic loose powders reference.

Dermatologically tested, it blurs imperfections and sets make-up.

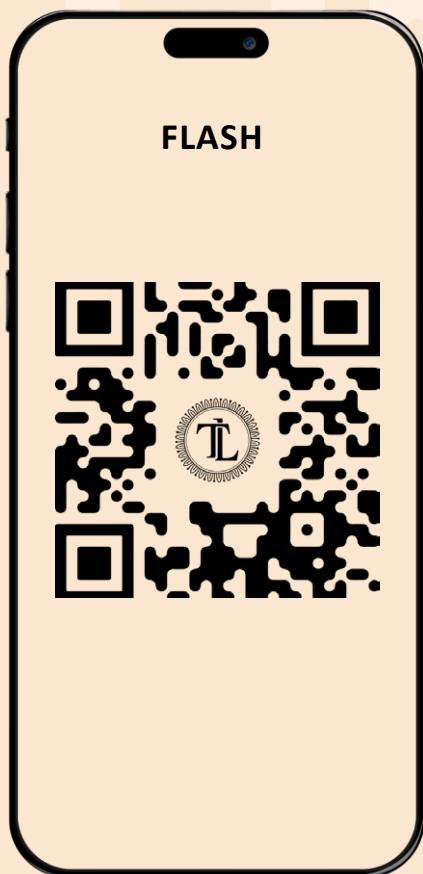


A mythical aluminium case



# THE DIGITAL SHADE WHEEL

A tool to find the perfect shade of Loose Powder & Compact Powder in 3 clicks, using a QR code.



ANSWER THE THREE QUESTIONS

WHAT'S YOUR SKIN TYPE ?

YOUR SKIN COLOR IS MORE:

WHAT RESULT ARE LOOKING FOR?

WARM

NEUTRAL

COLD

VERY CLEAR

CLEAR

CLEAR MEDIUM

MATTE TO DARK

DARK TO VERY DARK

LUMINOUS COMPLEXION

CORRECTED COMPLEXION

SUN-KISSED COMPLEXION

NATURAL COMPLEXION

UNIFIED COMPLEXION

RESULT



# YOUR BEAUTY, OUR EXPERTISE SINCE 1881

Since its creation, T. LeClerc has always stood out for its rigorous standards when it comes to ingredients.



## A demanding blacklist

- High percentage of **ingredients of natural origin**.
- Respects **sensitive skin** thanks to gentle, skin-friendly components.

## Excluded ingredients

- **Exclusion of controversial ingredients:**
  - Silicones
  - Phthalates
  - Parabens
- **Natural and mineral ingredients**
- Respect for the **skin** and the **environment**

Our products are not tested on animals.



## 2-in-1 make-up and skincare performance

- **High-performance** active ingredients such as:
  - **Hyaluronic Acid:** hydrates the skin
  - **Rice Extracts:** softens the skin
  - **Squalane:** smooths and nourishes the skin

The goal is to **hydrate**, **protect**, and **enhance** the skin while avoiding any **adverse reactions**.

## Dermophilic

- **Beneficial** for the skin, both in **medicine** and **cosmetics**.
- The **Dermophile Loose Powder** enhances skin health and reveals its natural radiance.

# T. LECLERC TAKES CARE OF YOUR SKIN

The brand takes a new step by innovating in the field of make-up and skincare.



- Rice powder acts as a protective shield against external aggressions while strengthening the skin barrier.
- Its formula, developed without talc, silicone, or nanoparticles, combines care and effectiveness.
- Dermatologically tested, it is non-comedogenic and does not dry out the skin.
- Clinical tests have proven its good tolerance and benefits for the skin.

## CARE FORMULA

### Favorite active ingredients

Present in the new Anti-Aging Radiance Complexion Serum and Rice Powder, Bioyouth™-Brice is a moisturizing, anti-aging active ingredient based on brown rice and a unique yeast.

It stimulates cellular activity, repairs cells and prevents skin aging, improving skin's appearance.



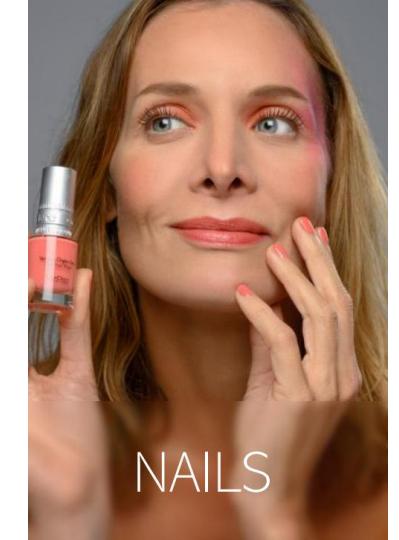
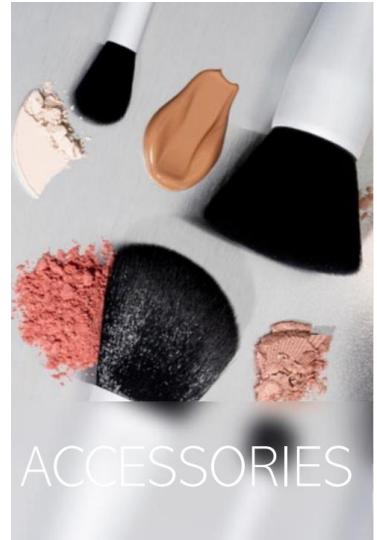
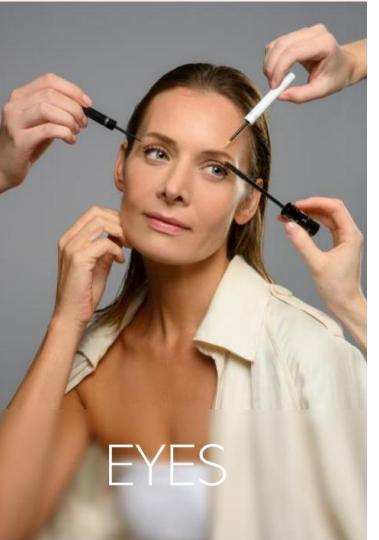
Anticernes Correcteur Lumière is based on a combination of ingredients carefully selected for their performance.

Thanks to its natural active ingredients, it's a genuine 2-in-1 skin care product that's well tolerated by sensitive skin, and intensely moisturizes the delicate eye contour area.

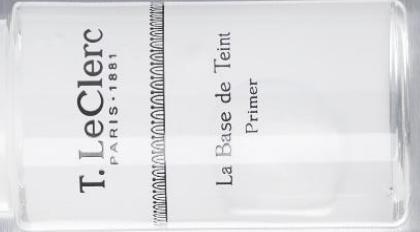
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# THE RANGE

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# COMPLEXION



# 1. PRIMER AND COMPLEXION GEL

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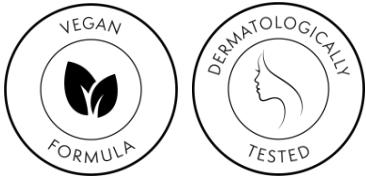


PRIMER



COMPLEXION GEL

# PRIMER



SILICONE-LIKE TEXTURE,  
SILICONE-FREE



SHADE



INCOLORE

The smoothing, mattifying Primer prepares the skin for make-up application.

- ✓ SMOOTHES THE COMPLEXION
- ✓ MATIFIES THE SKIN
- ✓ BLURS FINE LINES

## AT THE HEART OF THE FORMULA

- **SODIUM PHYTATE (from Rice Bran):** Helps maintain skin's natural moisture level, making it smoother and more supple.

## APPLICATION TIPS

The Primer is applied after day cream and before make-up.

It can be finger-applied all over the face.

Make-up can then be applied with ease.

# COMPLEXION GEL

For a healthy, transparent glow



2 SHADES



01 DORÉ



02 CUIVRE

1,01 fl. oz

Thanks to its encapsulated pigments and pearlescent particles, the Complexion Gel gives the complexion a natural healthy-glow effect.

- ✓ EVENS OUT THE COMPLEXION
- ✓ ADDS RADIANCE
- ✓ PROLONGS MAKE-UP WEAR
- ✓ DOES NOT STICK
- ✓ TRANSFER-FREE

- Its **gel formula** fuses with the skin to give it an instant **sun-kissed glow**.
- The microbeads release pigments and encapsulated pearlescent particles to give the **complexion a natural, luminous tan**.

## APPLICATION TIPS

T. LeClerc Complexion Gel is applied after your day cream. It can be used alone for a very natural look or as a make-up base to prolong wear. Apply the jelly with your finger using circular movements to release the pigments and even out the complexion.

## The associated product

The Sun Powder



## 2. CORRECTOR



LUMINOUS CORRECTOR CONCEALER



ANTI-FATIGUE EYE PENCIL

# LUMINOUS CORRECTOR CONCEALER



SIGNIFICANTLY REDUCES THE VISIBILITY  
OF WRINKLES UNDER THE EYES\*

- OF **13%** AFTER 28 DAYS OF USE
- OF **20%** AFTER 56 DAYS OF USE



8 SHADES



A 2-in-1 moisturizing and luminous concealer. Its formula, enriched with cornflower floral water, provides 8 hours of hydration for fresh, revitalized eyes and an even complexion.

## ✓ 8 HOURS OF HYDRATION

- ✓ CONCEALS DARK CIRCLES AND IMPERFECTIONS
- ✓ CORRECTS AND SMOOTHES THE COMPLEXION
- ✓ SMOOTHES THE SKIN
- ✓ LONG-LASTING

## AT THE FORMULA

- **Natural active ingredient derived from sugar cane and manioc** that penetrates deep into the skin, providing a moisturizing effect and long-lasting moisture retention.
- **A powerful natural sugar-based moisturizer** that protects and strengthens the skin's barrier function.
- **Cornflower floral water** known for its soothing, toning and purifying action.

## APPLICATION TIPS

Apply after foundation to dark circles, spots and/or imperfections in small dabs, then pat in with the finger to add coverage. Apply to areas of radiance to brighten the complexion.

# THE ANTI-FATIGUE EYE PENCIL



Anti-Fatigue Eye Pencil is a real touch of light to illuminate the eyes. Its texture glides onto the skin for easy, pleasant application. It remains comfortable all day long.

- ✓ ENLARGED
- ✓ ILLUMINATE
- ✓ REFRESHES THE EYES

## AT THE FORMULA

- **CARNAUBA WAX:** Softens and nourishes the skin.
- **CANDELILLA WAX:** Acts as a protective film against skin dehydration and external aggression.
- **JOJOBA OIL:** Nourishes and protects the driest skin and prevents skin ageing.
- **OLIVE OIL EXTRACT:** Protects, nourishes and moisturizes even the most sensitive skin.

## APPLICATION TIPS

Apply the Anti-Fatigue Eye Pencil to the inner lining of the eye to enlarge the eyes. For a fresh, luminous look, place the pencil under the eyebrow and in the inner corner of the eye.

### The associated product

Pencil sharpener



## 2. UNIFY THE COMPLEXION

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POWDERY COMPACT FOUNDATION

ANTI-AGING RADIANT  
COMPLEXION SERUM

POWDER FOUNDATION

## CARE FORMULA



Powder puff included



0.28 oz.

6 SHADES



01 PERLE



02 AVOINE



03 LIN



04 BEIGE DORÉ



05 PRALINE



06 CAPPUCCINO

# COMPACT POWDER FOUNDATION

For an even, matte complexion

A 2-in-1 formula that evens out like a foundation and mattifies like a powder, with adjustable coverage and a natural finish. Enriched with rice wax, this foundation smoothes and refines the skin's texture.

✓ CORRECTS IMPERFECTIONS AND VISIBLY REDUCES PORES

✓ EVENS OUT AND MATTIFIES THE COMPLEXION

✓ HYDRATES AND REGULATES SHINE

✓ LIGHT-TO-MEDIUM MODULABLE COVERAGE

### AT THE FORMULA

- **RICE WA** : Nourishes, softens and smoothes the skin. It also strengthens the skin's barrier and protects it from external aggressors.
- **CORN STARCH**: Helps mattify skin and control shine throughout the day. It prolongs make-up hold while absorbing excess sebum.

### APPLICATION TIPS

Using the sponge in the case or the Complexion Sponge, pick up the product and pat onto the face by tapping for an even finish and perfect result.

For touch-ups during the day, apply the foundation in light dabs, preferably to the T-zone. Avoid applying too much make-up to the cheeks.

## CARE FORMULA

# ANTI-AGING RADIANT COMPLEXION SERUM

Illuminate the complexion



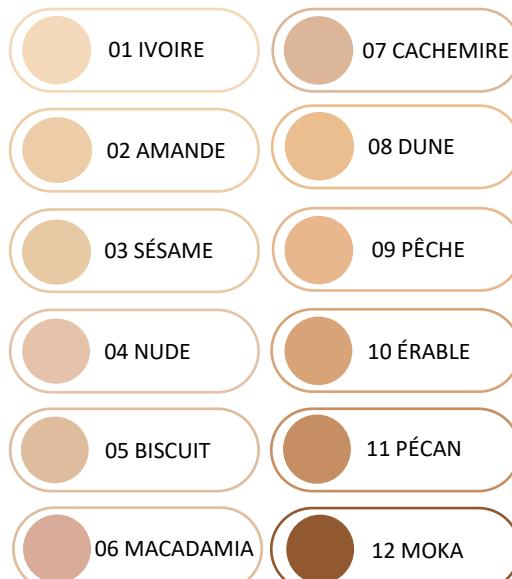
MOISTURIZING & ANTI-AGING

REDUCES THE APPEARANCE OF BLACKHEADS  
& SMOOTHES THE SKIN



1.05 oz.

12 SHADES



A moisturizing, anti-aging\* care formula that gently fuses with the skin for a natural, luminous finish. Skin is smoother and firmer, revealing its natural beauty.

- ✓ IMPROVES SKIN ELASTICITY
- ✓ REDUCES VISIBLE SIGNS OF AGING
- ✓ STRENGTHENS AND PROTECTS THE HYDROLIPIDIC BARRIER
- ✓ EVENS AND ENHANCES THE COMPLEXION WITH LIGHT COVERAGE

## THE ASSOCIATED PRODUCT

Brushe 02



## AT THE FORMULA

- **BIOYOUTH TM-BRICE:** brown rice multi-ferment with moisturizing and anti-aging properties. This active ingredient helps to smooth skin, reduce signs of ageing and fatigue, as well as sun spots.
- **HYALURONIC ACID:** moisturizes, improves skin elasticity and helps reduce fine lines and wrinkles.
- **SQUALANE:** keeps skin moisturized, leaving it softer, suppler and more radiant.
- **BIOMIMETIC FILM-FORMING ACTIVE INGREDIENT:** Acting like a shield on the skin, it protects the hydrolipidic barrier and maintains the skin's natural moisture content.

## APPLICATION TIPS

Using the pipette, place a few drops of Complexion Serum on the flat of the Foundation Brush 02. Work in circular motions to ensure even application and flawless results. For a slightly fuller finish, dampen the Complexion Sponge and gently tap the product onto the skin.

\*Instrumental anti-aging test conducted on 22 volunteers. Measurements were taken on Day 0 and Day 28. Wrinkles, age spots and sun spots, and skin texture.



8 SHADES



00 BEIGE CLAIR



01 IVOIRE



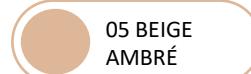
02 CLAIR ROSÉ



03 BEIGE SABLE



04 BEIGE ABRICOTÉ



05 BEIGE AMBRÉ



06 DORÉ



07 BRONZE

# POWDER FOUNDATION

For a mate complexion

The Powder Foundation offers a luminous matte finish for a radiant, sublimated complexion.

- ✓ MOISTURIZING COMPLEX
- ✓ CORRECTS AND EVENS SKIN TONE
- ✓ SMOOTHES THE SKIN
- ✓ REDUCES IMPERFECTIONS
- ✓ CONTROLS AREAS OF SHINE
- ✓ TRANSFER-FREE

## AT THE HEART OF THE FORMULA

- **SODIUM HYALURONATE (Hyaluronic Acid Salt):** an active ingredient appreciated for its moisturising and plumping action on the skin.
- **VITAMIN E:** Anti-ageing active ingredient with antioxidant properties.

## APPLICATION TIPS

After applying the Foundation, pick up some material with a brush and apply using circular movements to achieve optimum coverage. For a more natural result, apply the foundation with a sponge over the whole face, patting outwards.

## THE ASSOCIATED PRODUCTS

The Primer



The Luminous Corrector Concealer



### 3. MATIFY THE COMPLEXION

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DERMOPHILIC PRESSED POWDER



DERMOPHILIC LOOSE POWDER



TRAVEL SIZE POWDER

# DERMOPHILIC PRESSED POWDER

CARE FORMULA



## VISIBLE RESULTS AFTER USE

- 26% OF BLACKHEADS\*
- 37% OF SEBUM SECRETION \*\*



16 SHADES



T.LeClerc's iconic Dermophilic Pressed Powder, formulated with moisturizing and anti-ageing brown rice ferment, enhances the complexion with a natural finish.

- ✓ MATIFIES, SMOOTHES AND EVENS OUT THE COMPLEXION
- ✓ REDUCES IMPERFECTIONS
- ✓ MAINTAINS THE SKIN'S NATURAL MOISTURE LEVEL
- ✓ REINFORCES THE HYDROLIPIDIC BARRIER
- ✓ LONG-LASTING

## THE ASSOCIATED PRODUCTS

Powder Brush 01



Triangle Powder Puff



## AT THE HEART OF THE FORMULA

- **BIOYOUTH TM-BRICE:** brown rice multi-ferment with moisturising and anti-ageing properties. This active ingredient visibly improves the appearance of the skin.
- **RICE STARCH:** absorbs excess sebum, matifies the skin and reduces the appearance of imperfections.
- **VITAMIN E:** anti-ageing, regenerating and soothing properties.

## APPLICATION TIPS

To ensure perfect hold, gently apply a veil of product all over your face after picking it up with the Powder Brush 01. Touch-up during the day: Gently apply the powder to the T-zone to absorb excess sebum (forehead, nose, chin), tapping lightly with the puff. Reveal freshness and perfection in a single step.

\* Instrumental test to measure comedogenic potential.

\*\* Instrumental test to measure sebum secretion..

# DERMOPHILIC LOOSE POWDER

NEW CARE  
FORMULA



## VISIBLE RESULTS AFTER USE

[42%] REDUCES THE SEBUM PRODUCTION\*

[14%] REDUCES THE APPEARANCE OF BLACKHEADS\*\*



## 16 SHADES

00 UNIVERSELLE

04 TILLEUL

08 SAHARA

12 SAFRAN

01 ABRICOT

05 CAMÉLIA

09 BEIGE

13 DORÉ

02 BANANE

06 SABLE

10 AMBRÉ

14 CARAMEL

03 ORCHIDÉE

07 ROSÉ

11 CANNELLE

15 CHÂTAIGNE

The iconic T. LeClerc Dermophile Loose Powder, made with rice powder and enriched with hyaluronic acid and vitamin E.

- ✓ MATIFIES AND SMOOTHES THE SKIN
- ✓ EVENS SKIN TONE
- ✓ PROLONGS MAKEUP WEAR
- ✓ DOES NOT DRY OUT THE SKIN
- ✓ VISIBLE REDUCES IMPERFECTIONS

## AT THE HEART OF THE FORMULA

- **HYALURONIC ACID:** Hydrates, improves skin elasticity, and helps reduce the appearance of wrinkles and fine lines.
- **RICE STARCH:** Softens, mattifies, and soothes the skin.
- **VITAMIN E:** Anti-aging active with antioxidant properties.

## APPLICATION TIPS

**Setting make-up:** Pick up the product with the Powder Brush 01 by tapping on the sieve and apply a light veil of powder over the entire face.

**Touch-up during the day:** "Use the compact powder in the shade that matches your loose powder. Gently apply to the T-zone to absorb excess sebum (forehead, nose, chin) by lightly tapping with the puff.

Instrumental test conducted on 11 volunteers after 4 hours of use.

\*\* Instrumental test conducted on 22 volunteers over 28 days.\*\*

## The associated products

Powder Brush 01



# TRAVEL SIZE



Powder puff integrated



0,35 oz.



5 SHADES BESTSELLER

02 BANANE

05 CAMÉLIA

06 CANELLE

10 NATUREL

14 TRANSLUCIDE



\*Revenue from October 1, 2022, to September 30, 2023. Source: Offisanté.

## 4. HEALTHY GLOW PRODUCTS

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SUN POWDER



POWDER BLUSH



POWDER HIGHLIGHTER

# SUN POWDER



3 SHADES



01 DORÉ



02 CUIVRÉ



03 BRONZÉ

Sun Powder, the legendary bronzing powder, recreates a **sun-kissed glow** in a simple gesture. Its **matte finish** highlights facial contours for a **natural, healthy-glow effect**

- ✓ SLIKY-SMOOTH TEXTURE AND FUSES WITH SKIN
- ✓ PROVIDES A SUN-KISSES GLOW AND INTENSIFIES TAN
- ✓ SCULPTS THE COMPLEXION WITHOUT SHINE

## AT THE HEART OF THE FORMULA

- **RICE WAX:** Nourishes, softens and smoothes the skin. It also strengthens the skin's barrier and protects it from external aggressors.
- **COCOA BUTTER:** Softens, smoothes and helps maintain skin's natural moisture.
- **SHEA BUTTER:** Softens, nourishes and protects the skin.
- **JOJOBA OIL:** Known for its calming and repairing action, it also protects the skin from dehydration.
- **BILBERRY SEED OIL:** A powerful antioxidant, it acts as a shield against oxidative stress.- Cranberry extract: Known for its regenerating, soothing and moisturizing properties.

## APPLICATION TIPS

Using Angled Brush 03, apply a veil of powder to the face. For a natural effect, draw a "3" on each side of the face: start at the temples, move down to the cheekbones and finish on the jawline.

## THE ASSOCIATED PRODUCT

Angled Brush 03

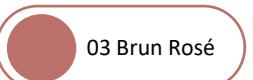




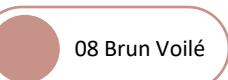
6 SHADES



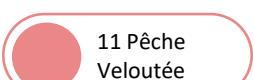
02 Rose Sablé



03 Brun Rosé



08 Brun Voilé



11 Pêche  
Veloutée



13 Boisé



17 Rose Poudré

# POWDER BLUSH

Powder Blush enhances the complexion with a touch of fresh, natural colour and adjustable intensity.

- ✓ SUBLIME COMPLEXION
- ✓ HEALTHY GLOW EFFECT
- ✓ INTENSE PIGMENTATION
- ✓ LONG LASTING

## AT THE HEART OF THE FORMULA

- **MAIZE STARCH:** Gives the powder a soft, velvety feel.

## APPLICATION TIPS

For flawless application, T. LeClerc blush is best applied with a brush.

**Tip:** as for a photo, smile as you apply the blush to make it easier to blend.

- For a fresh complexion, apply a pinkish colour from the centre of the cheekbones outwards.
- For a "healthy glow" effect, choose a warmer shade and stretch it from the temples towards the front of the face.

## THE ASSOCIATED PRODUCT

Powder Brush 01



# POWDER HIGHLIGHTER



2 SHADES



Champagne



Champagne rosé



The Powder Highlighter illuminates the complexion for a natural, radiant glow all day long. Its light, creamy texture is easy to work with and blends perfectly with the skin. It offers adjustable coverage for a natural or more sophisticated result.

- ✓ MULTIDIMENSIONAL GLOW
- ✓ MELTS TO THE SKIN
- ✓ LONG LASTING

## AT THE HEART OF THE FORMULA

- A formula concentrated in light-reflecting **pearlescent pigments** for multi-dimensional radiance.

## APPLICATION TIPS

Apply Powdered Highlighter after foundation to the domed areas of the face (cheekbones, bridge of the nose, chin and brow bone). To apply with a brush, move from left to right. To apply with a finger, lightly tap the product onto the chosen area.

# EYES



# 1. ILLUMINATE WITH EYE SHADOW

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EYES PALETTES



EYESHADOWS

# EYES PALETTES



Retro-chic palettes featuring 10 nude-toned eyeshadows with a creamy, comfortable texture for a radiant gaze and long-lasting wear. Their Art Deco design is an invitation to a journey through time, back to the dazzling nights of the Belle Époque.

- Roses des Sables brings together warm nude shades for an effortless everyday look.
- Nuit Étoilée offers a harmony of rich, intense warm tones.

✓ ILLUMINATES THE EYES

✓ RICH IN PIGMENTS

✓ ADJUSTABLE INTENSITY

✓ EASY MAKE-UP REMOVAL

## AT THE HEART OF THE FORMULA

- **TAPIOCA STARCH:** known for its soothing and softening properties.
- **CORN POWDER:** used for its silky appearance and absorbent properties.

## APPLICATION TIPS

The colours can be used on their own for a monochrome result, but they also work wonderfully well together and on top of each other. The 5 iridescent shadows add a luminous veil to the eyelid, while the 5 matte shadows create a base and intensify the eyes.

# EYESHADOWS



## 5 MATTE SHADES



Nude Essentiel



Gris Mystérieux



Rose Délicat



Rose Sublime

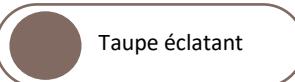


Noisette Suprême

## 5 IRIDESCENT SHADES



Vert intemporel



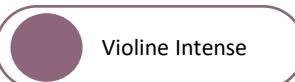
Taupe éclatant



Trésor Cuivré



Bleu Azur



Violine Intense

A powder eyeshadow with a silky, light texture that instantly melts into the skin. It comes in a wide range of shades with adjustable intensity, all in an elegant case with integrated mirror.

✓ SMOOTHES AND ENHANCES THE EYELID

✓ RICH IN PIGMENTS

✓ COMFORTABLE TEXTURE

✓ LONG LASTING

## AT THE HEART OF THE FORMULA

- **COCOA BUTTER:** famous for its intense moisturizing action.
- **CORN POWDER:** used for its silky appearance and absorbent properties.

## APPLICATION TIPS

- Apply the powder formula with a brush on the mobile eyelid for a natural finish.
- Use eyeshadows as a base to even out the lid.
- Apply a flat layer on the mobile eyelid to accentuate the depth of the eyes.
- Add a touch under the brow bone or at the inner corner to brighten the eyes.
- Mix colours for a more sophisticated, festive look.

## 2. UNDERLINE WITH AN EYE PENCIL OR EYELINER

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EYE PENCIL



WATERPROOF EYE PENCIL



ACTIVE GROWTH TRIO

# EYE PENCIL



## 6 SHADES



An easy-to-apply pencil that blends easily with the fingertips, giving you deeper, more radiant eyes.

- ✓ MELTING TEXTURE
- ✓ LONG-LASTING
- ✓ EASY MAKE-UP REMOVAL

## AT THE HEART OF THE FORMULA

- **VITAMIN E:** used to limit skin ageing.
- **CARNAUBA WAX:** famous for its strong protective properties.
- **CANDELILLA WAX:** used for its protective properties.
- **JOJOBA OIL:** protects against dehydration.

## APPLICATION TIPS:

Before applying, sharpen the pencil with the T.LeClerc Pencil Sharpener to obtain a precise, intense line. Apply the colour close to the lashes or in the mucous membrane of the eye.

Close the pencil tightly after use to avoid drying out the lead and preserve the softness of the formula.

NEW  
2025

# MINE CARACCTÈRE

## WATERPROOF RETRACTABLE EYEPENCIL



24H HOLD  
WATERPROOF

5 SHADES

01 NOIR

02 BRUN

03 MARRON  
GLACÉ

04 OLIVE

05 PRUNE



A waterproof eye pencil with a creamy, precise tip, designed to unleash creativity and express personality through makeup. Its retractable tip allows for easy application anytime, while the built-in sharpener makes it the perfect on-the-go ally.

- ✓ INTENSE PIGMENTATION
- ✓ VIBRANT AND CHARISMATIC COLORS
- ✓ WATER-RESISTANT FROM MORNING TO NIGHT

### AT THE HEART OF THE FORMULA

- **CHAMOMILE FLOWER EXTRACT:** Soothes sensitive or reactive skin
- **JOJOBA OIL:** Protects and adds glide to the texture
- **MACADAMIA OIL:** Nourishes the door and helps maintain hydration

### APPLICATION TIPS

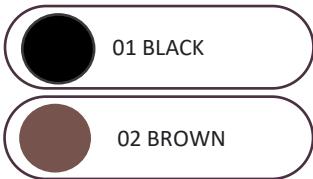
Feel free to use the built-in sharpener to refine the tip, perfect for a more detailed and precise application.

# ACTIVE GROWTH TRIO

24H ROUTINE



## ACTIVE GROWTH MASCARA



## ACTIVE GROWTH EYELINER



## ACTIVE GROWTH SERUM



T. LeClerc **Active Growth Trio** is the ideal make-up and skincare ritual for boosting lash growth. Composed of a mascara, an eyeliner and a serum, this trio has been enriched with multiple natural active ingredients specifically selected for their skincare properties.

- ✓ STIMULATES LASH GROWTH
- ✓ INTENSE MAKE UP RESULT
- ✓ FORMULAS INFUSED WITH ACTIVE CARE INGREDIENTS

### AT THE HEART OF THE FORMULA

- Active Growth Mascara
  - SHEA BUTTER:** moisturising and nourishing power
  - JOJOBA OIL:** protects lashes from root to tip
  - RICE FIBRE WAX:** smoothing agent, helps maintain supple lashes
- Active Growth Eyeliner
  - PHYLLANTHUS FRUIT EXTRACT:** active ingredient to stimulate eyelash growth
  - PISTACHIO EXTRACT:** revitalises and regenerates lash roots
- Active Growth Serum
  - HYALURONIC ACID:** moisturises and nourishes lashes from root to tip
  - GINSENG ROOT EXTRACT:** take care of hair fibres

### APPLICATION TIPS

Use the eyeliner during the day to stimulate lash growth from the root, then apply the mascara to protect them from external aggressions. To complete your 24-hour routine, apply the serum at night.

### 3. INTENSIFY WITH A MASCARA

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INTENSE VOLUME  
MASCARA



LASH CURLING  
VOLUME MASCARA



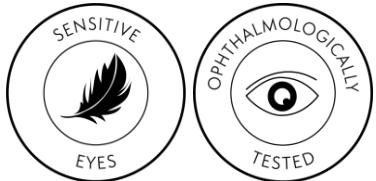
LENGTHENING  
MASCARA



WATERPROOF  
MASCARA

# INTENSE VOLUME MASCARA

For a more sophisticated make-up look



A volumizing mascara that delivers intense results all day long.

- ✓ INSTANT INTENSE VOLUME EFFECT
- ✓ WELL-DEFINED, LONGER LASHES
- ✓ SHEATHING BRUSH

## AT THE HEART OF THE FORMULA

- **CASTOR OIL:** known for its soothing properties.
- **COCONUT OIL:** traditionally used for its protective properties against premature ageing.

## APPLICATION TIPS

Use the mascara brush from the root of the lashes to the tip in a zigzag motion.

Start at the heart of the lash fringe and finish at the inner corner and tip.

For an even denser effect, superimpose two or three coats of mascara.

# LASH CURLING VOLUME MASCARA

For daily make-up of fine, unruly lashes



+ 44 %\*

LASH CURL



BRUSH ERGONOMIC  
INSPIRED BY EYELASH CURLERS

1 SHADE



01 NOIR

A Curling Mascara to give lashes volume but also an elegant curve. Its curved brush, inspired by eyelash curlers, helps create voluminous lashes while accentuating their natural curve.

- ✓ DENSIFIES AND COATS LASHES
- ✓ CREAMY, VOLUMISING FORMULA

## AT THE HEART OF THE FORMULA

- **CARNAUBA WAX:** helps protect eyelashes.
- **BEESWAX:** known for its moisturizing and nourishing properties.

## APPLICATION TIPS

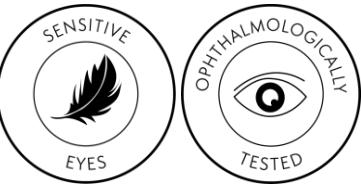
Use the mascara brush from the root of the lashes to the tip in a zigzag motion.

Start at the heart of the lash fringe and finish at the inner corner and tip.

For an even denser effect, superimpose two or three coats of mascara.

# LENGTHENING MASCARA

For daily make-up of short, thin lashes



PINE-SHAPED BRUSH,  
PRECISE AND VOLUMIZING

1 SHADE



01 NOIR

✓ SCULPTS, LENGTHENS AND SEPARATES LASHES

✓ DISCIPLINES LASHES FROM ROOT TO TIP

✓ STRETCHES THE EYES

✓ PRECISE, UNFOLDING BRUSH

## AT THE HEART OF THE FORMULA

- **CASTOR OIL:** known for its soothing properties and stimulates eyelash growth.
- **VITAMIN E:** used for its protective and antioxidant properties.

## APPLICATION TIPS

Use the mascara brush from the root of the lashes to the tip in a zigzag motion.

Start at the heart of the lash fringe and finish at the inner corner and tip.

For an even denser effect, superimpose two or three coats of mascara.

# WATERPROOF MASCARA

For resistant make-up in humid conditions



FLEXIBRUSH

1 SHADE



01 NOIR

A mascara that resists humidity while offering immediate volume and perfect hold, whatever the circumstances.

- ✓ WATERPROOF\*
- ✓ INTENSIFIED LOOK
- ✓ SEPARATED EYELASHES

## AT THE HEART OF THE FORMULA

- **BEESWAX:** known for its moisturizing and nourishing properties.
- **CARNAUBA WAX:** famous for its strong protective properties.
- **CANDELILLA WAX:** used to protect and texturize lashes.

## APPLICATION TIPS

Use the mascara brush from the root of the lashes to the tip in a zigzag motion.

Start at the heart of the lash fringe and finish at the inner corner and tip.

For an even denser effect, superimpose two or three coats of mascara.

## 4. SCULPTING EYEBROWS

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EYEBROW LEAD



EYEBROW PENCIL

# EYEBROW PENCIL



FOR A NATURAL  
BLURRING EFFECT

3 SHADES



A Brow Pencil for a defined, slightly intensified brow line.

- ✓ PRACTICAL DOUBLE TIP: LEAD AND BRUSH
- ✓ EASY TO APPLY

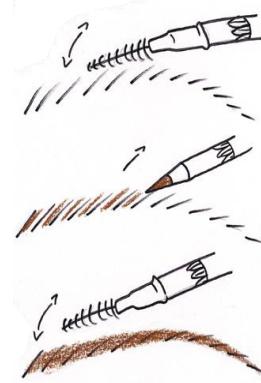
## AT THE HEART OF THE FORMULA

- **VITAMIN E:** strengthens and stimulates growth.
- **CARNAUBA WAX:** adds density.
- **CANDELILLA WAX:** facilitates hold.

## APPLICATION TIPS

Before applying, sharpen the pencil with T. LeClerc Pencil Sharpener to obtain a precise, intense line. Apply the colour to the eyebrow in small strokes from the inside outwards, following the arch of the eyebrow. Close the pencil tightly after use to avoid drying out the lead.

# EYEBROW LEAD



FOR A NATURAL  
HAIR-BY-HAIR EFFECT



3 SHADES



A retractable pencil tip for millimetre precision. Rich in pigments, its formula glides over the skin and blends discreetly with the eyebrows. The brush at the other end disciplines and styles them for a natural, impeccable look.

- ✓ PRACTICAL DOUBLE TIP: PENCIL AND BRUSH
- ✓ CREAMY TEXTURE
- ✓ EASY TO APPLY

## AT THE HEART OF THE FORMULA

- **VITAMIN E:** used to limit skin ageing.

## APPLICATION TIPS

Apply the colour to the eyebrow in small strokes from the inside out, following the arch of the brow.

Close the pencil tightly after use to avoid drying out the lead.



LIPS

# LIPS

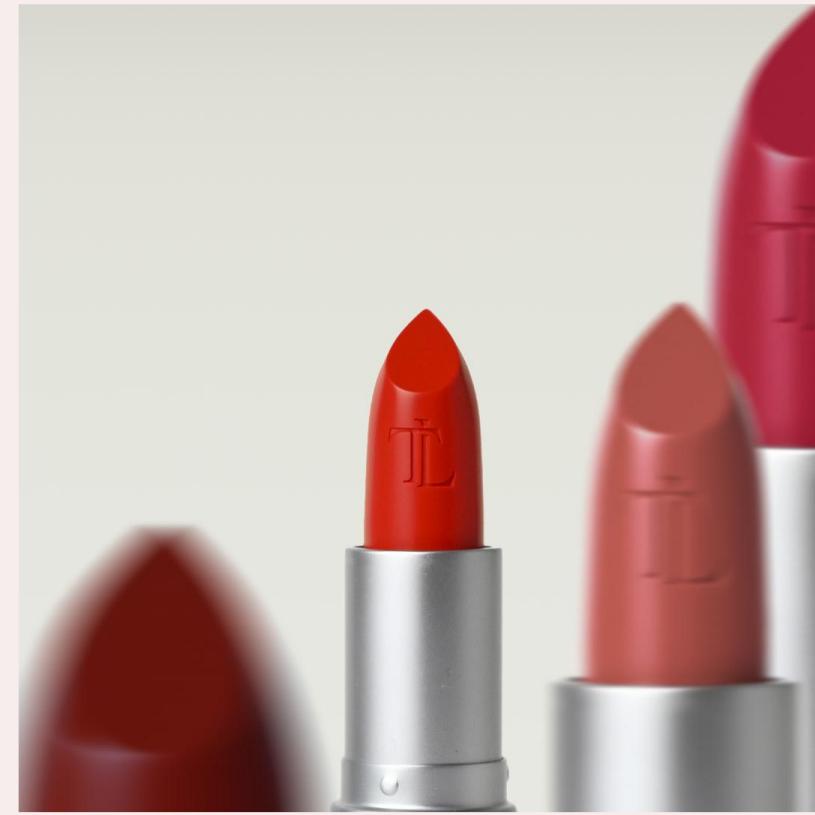
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LIP PENCIL

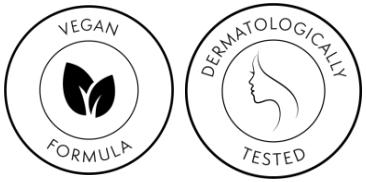


TRANSPARENT LIPSTICK



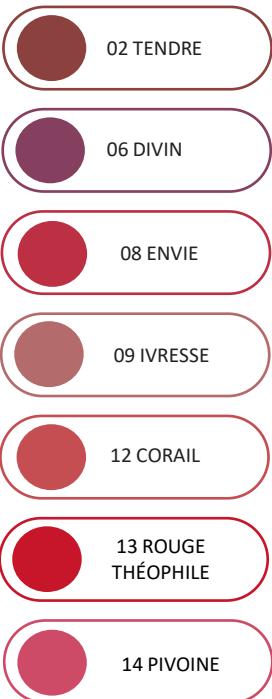
SATIN LIPSTICK

# LIP PENCIL



6H HOLD

7 SHADES



A matte lip pencil with a simple, precise line that structures and enhances the lips.

- ✓ INTENSE COLOUR FROM THE FIRST STROKE
- ✓ IMPROVES LIPSTICK HOLD

## AT THE HEART OF THE FORMULA

- **VITAMIN E:** used to limit skin ageing.
- **COTTON SEED OIL:** known for its softening properties and for strengthening the skin's lipid film.
- **JOJOBA OIL:** protects against dehydration.

## APPLICATION TIPS

Before applying, sharpen the pencil with the T.LeClerc Pencil Sharpener to obtain a precise, intense line. Apply the pencil to the contour of the lips to define them before applying lipstick, or fill in the entire lip area depending on the desired effect. Close the pencil tightly after use to avoid drying out the lead.

## The associated product

The Sharpener



# TRANSPARENT LIPSTICK



NOURISHED LIPS

GLIDES ONTO THE LIPS

12 SHADES



A lipstick with a melting texture and a light, luminous finish.

- ✓ SOFT LIPS
- ✓ MELTING, NON-STICKY TEXTURE
- ✓ COMFORTABLE LIPS ALL DAY LONG

## AT THE HEART OF THE FORMULA

- **CASTOR OIL:** used for its soothing properties.
- **CANDELILLA WAX:** known for its protective and film-forming properties.

## APPLICATION TIPS

Apply to the entire upper lip, starting at the cupid's bow. Continue applying to the lower lip, starting at the corners of the mouth and stretching the formula towards the centre of the lips. For a sharper result, you can define the lip contour beforehand with the T. LeClerc Lip Pencil before using the Lipstick.

## The associated product

The Lip Pencil





MOISTURIZING  
GLIDING &  
COMFORTABLE TEXTURE

15 SHADES



60 MARILYN



61 JOSÉPHINE



62 BRIGITTE



63 GRETA



64 GRACE



65 JACKIE



66 ROSA



67 ADA



68 YOKO



69 SIMONE



70 AUDREY



71 ANGELINA



72 SOFIA



73 ANNA



74 DIANA

# SATIN LIPSTICK

A satiny moisturizing lipstick formula with intense, luminous pigmentation, offering comfort and radiance. These new lipsticks are named after famous women and are perfect for lip make-up for any occasion.

- ✓ INTENSE & LUMINOUS COLOR
- ✓ PLUMPS THE LIPS
- ✓ LONG-LASTING

PERFECT MATCH : 6 colors have been specially developed to perfectly match T. LeClerc Lip Pencils



## DIRECTIONS FOR USE

Apply to the entire upper lip, starting in the centre. Continue applying to the lower lip, starting at the corners of the mouth and stretching the formula towards the centre of the lips. For a sharper result, you can define the lip contour with the T. LeClerc Lip Pencil before applying lipstick.



# WORLD OF FRAGRANCE

NEW  
2025

# LE POUDRÉ WHITE IRIS

T. LeClerc opens a new olfactory chapter with Le Poudré. Inspired by the emblematic rice powder, a true House signature. This collection of three eaux de parfum explores the invisible thread of time as it stretches through the day.

Three moments, three white flowers, three powdery fragrances.

Le Poudré White Iris evokes the freshness of the morning, the first hours of the day, when light delicately touches the world.

## AT THE HEART OF THE FORMULA

- **Top note:** Mimosa
- **Heart note:** White Iris
- **Base note:** Vanilla

## DIRECTIONS FOR USE

To get the most out of the fragrance, spray about 20 cm away from pulse points: on the inside of the wrists, in the hollow of the neck, behind the ears or on the nape of the neck.

These areas are naturally warmer, allowing the fragrance to diffuse throughout the day.



Bottle  
50 ml – 1.69 fl. oz.



Vaporizer  
10 ml – 0.34 fl. oz.



Refill  
10 ml – 0.34 fl. oz.

NEW  
2025

# LE POUDRÉ FRANGIPANI

T. LeClerc opens a new olfactory chapter with Le Poudré. Inspired by the emblematic rice powder, a true House signature. This collection of three eaux de parfum explores the invisible thread of time as it stretches through the day.

Three moments, three white flowers, three powdery fragrances.

*Le Poudré Frangipani* is a luminous, sensual fragrance that embodies the warmth of the sun at its zenith.

## AT THE HEART OF THE FORMULA

- **Top note:** Heliotrope
- **Heart note:** Frangipani flower
- **Base note:** Vanilla



## DIRECTIONS FOR USE

To get the most out of the fragrance, spray about 20 cm away from pulse points: on the inside of the wrists, in the hollow of the neck, behind the ears or on the nape of the neck.

These areas are naturally warmer, allowing the fragrance to diffuse throughout the day.



NEW  
2025

# LE POUDRÉ NEROLI

T. LeClerc opens a new olfactory chapter with Le Poudré. Inspired by the emblematic rice powder, a true House signature. This collection of three eaux de parfum explores the invisible thread of time as it stretches through the day.

Three moments, three white flowers, three powdery fragrances.

More strawberry and woody, *Poudré Néroli* captures the sweetness of the day's last rays of sunshine.

## AT THE HEART OF THE FORMULA

- **Top note:** Neroli
- **Heart note:** Cedar
- **Base note:** Vanilla



## DIRECTIONS FOR USE

To get the most out of the fragrance, spray about 20 cm away from pulse points: on the inside of the wrists, in the hollow of the neck, behind the ears or on the nape of the neck.

These areas are naturally warmer, allowing the fragrance to diffuse throughout the day.



Bottle  
50 ml – 1.69 fl. oz.

Vaporizer  
10 ml – 0.34 fl. oz.

Refill  
10 ml – 0.34 fl. oz.

NEW  
2025

# WORLD OF FRAGRANCE

## DRY OILS

Our perfumes available in three divinely sensual dry oils

### BODY & HAIR

NOURISHES . SOFTS . SUBLIMATES . NON-GREASY FINISH

#### WHITE IRIS SECRET OIL

50 ml – 1.69 fl. oz. Bottle

A subtle balance of 4 vegetal oils:

- Sesame oil
- Rice bran oil
- Sweet almond oil
- Apricot oil

Suitable for all skin types

FRAGRANCE  
White Iris



#### SHIMMERING OIL FRANGIPANI

50 ml – 1.69 fl. oz. Bottle

Enriched with rice bran oil and fine golden shimmer, it provides a warm and subtly iridescent glow.

Beautiful contrast on medium to dark skin tones.

FRAGRANCE  
Frangipani



#### SHIMMERING OIL NEROLI

50 ml – 1.69 fl. oz. Bottle

Inspired by its golden version, it reflects the winter sun's light to shine all year long.

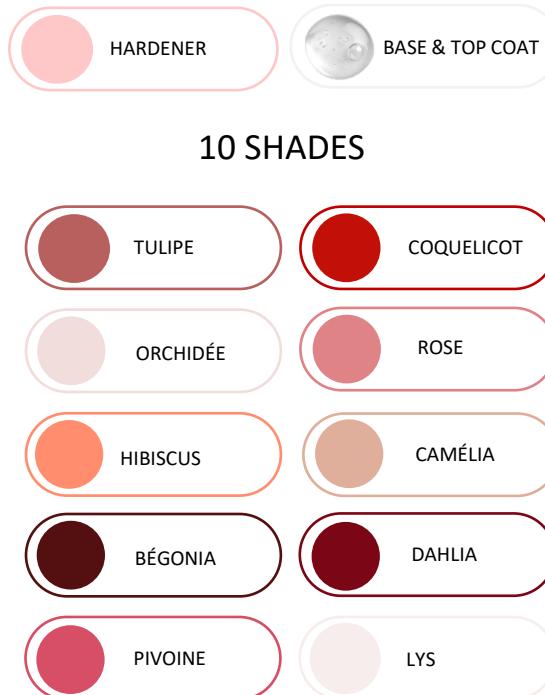
Particularly flattering on light to medium skin tones.

FRAGRANCE  
Neroli



# CARE NAIL POLISH

# CARE NAIL POLISH



A high-coverage Nail Polish Care formula that strengthens and protects the nail to preserve it. The Base & Top Coat prepares the nail for polish application and reinforces hold and shine. The Hardener protects the nail plate from yellowing and staining.

✓ STRENGTHENS AND PROTECTS

✓ GLOSSY FINISH

✓ HIGH COVERAGE

✓ LONG LASTING

✓ QUICK DRYING

## - NAIL POLISH CARE -

Start by preparing the nails with a coat of Base and Top Coat. This protects the nails and improves the hold of the coloured varnish. Leave to dry. Apply a first coat of colour care nail varnish. Leave to dry, then follow with a second coat to maximize coverage and shine. For even more shine and hold, finish with Base and Top Coat.

## - HARDENER -

Apply a coat of Hardener to bare nails on the 1st day and a 2nd coat the following day. On the 3rd day, remove the 2 coats with nail polish remover and reapply the 1st coat. Repeat this treatment until the desired result is achieved.

## - BASE AND TOP COAT -

Apply one coat to bare nails. This base coat protects the nail. Apply two thin, even coats of colour care varnish. Leave to dry for approximately 2 minutes. Apply a second coat to add shine and prolong the life of the nail varnish. The product can also be applied alone to the nail to add shine.

# ACCESSORIES



# ACCESSORIES

## BRUSHES

### POWDER 01



- Loose & pressed powders
- Quick and easy complexion enhancement
- Optimum results
- Generous, rounded shape

### FOUNDATION 02



- Large, flat tip and dense bristles
- Provides medium coverage and optimal control over any foundation texture for a smooth, natural finish

### ANGLED 03



- Precision blush and bronzing powder
- Its angled shape allows it to reach the smallest corners of the face and blend products evenly for a professional, natural result.

### FLAT 04



Its flat, compact shape makes it ideal for precise, even application of eye shadow, powder or cream, and for expertly blending pigments.

### BLENDING 05



Ideal for creating harmonious color gradations and blending eyeshadow with precision. Its soft shape and silky bristles allow pigments to be applied gently and evenly, for a refined result.

## FOUNDATION SPONGE

The essential for liquid foundations



## TRIANGLE POWDER PUFF

The product applies powder evenly and sets make-up for impeccable results. Its precise tip mattifies hard-to-reach areas such as the eye and lip contours, while the grip makes it easy to mattify larger areas such as the T-zone.



## SHARPENER

Suitable for pencils, small or large models



# THANK YOU!

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**T. LeClerc**  
PARIS · 1881