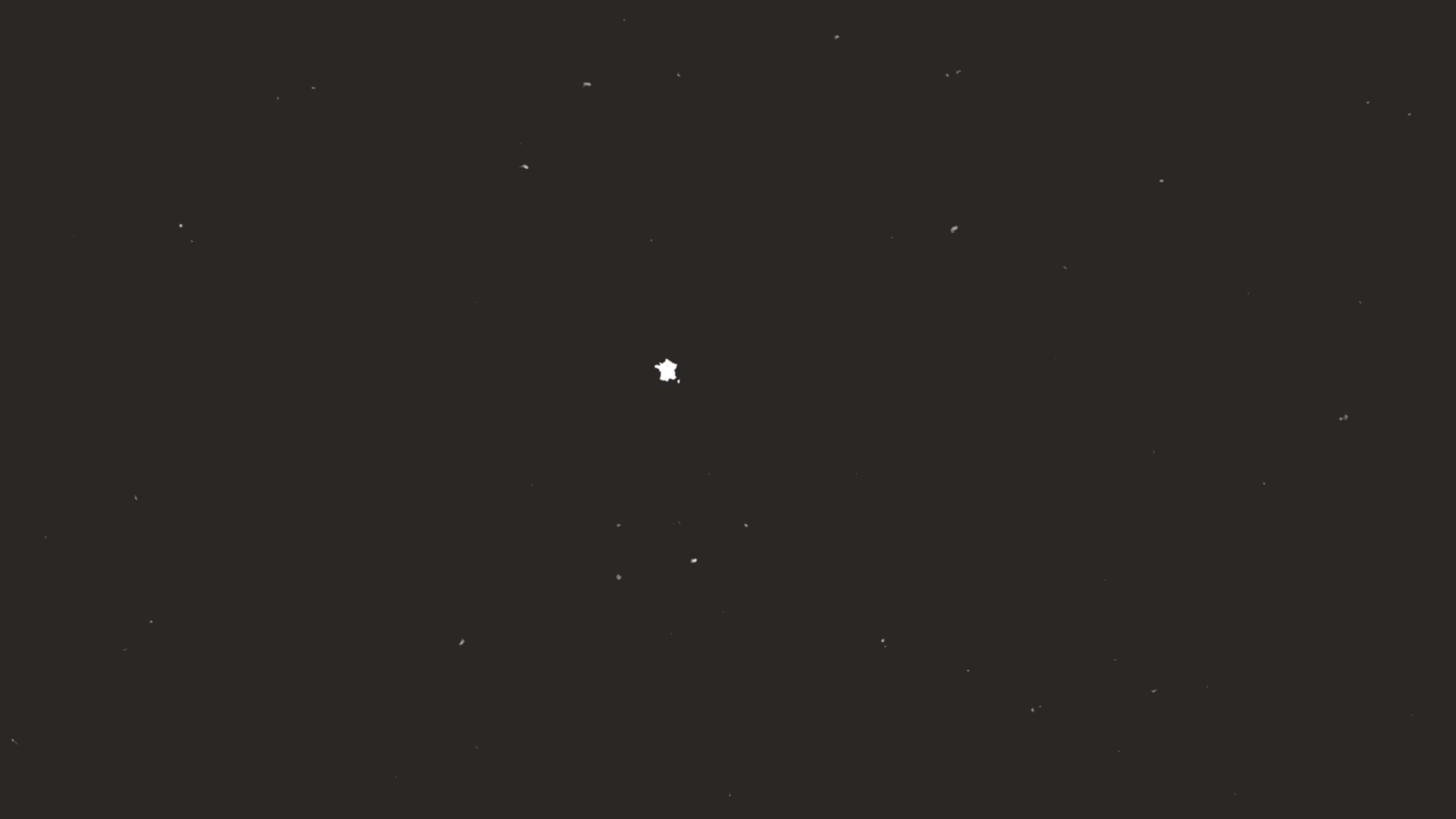


T. LeClerc

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.

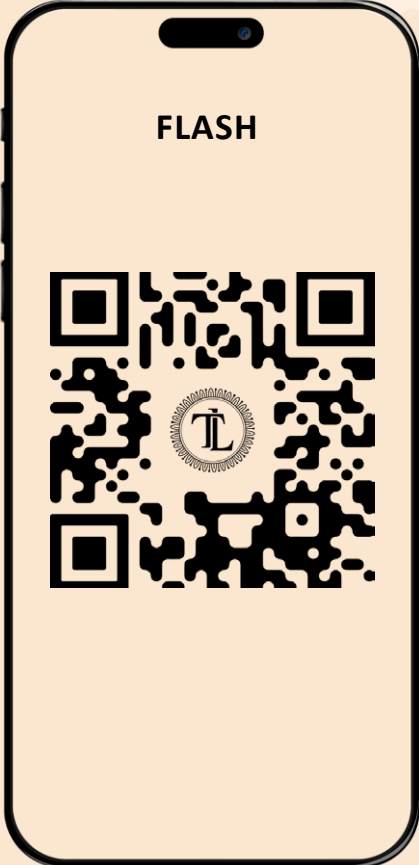


A mythical aluminium case



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 ?

- WARM
- NEUTRAL
- COLD

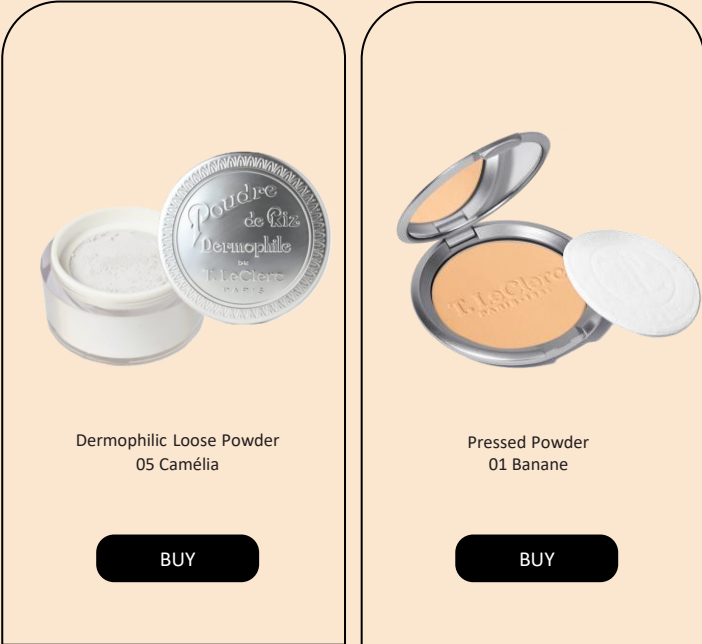
YOUR SKIN COLOR IS MORE:

- VERY CLEAR
- CLEAR
- CLEAR MEDIUM
- MATTE TO DARK
- DARK TO VERY DARK

WHAT RESULT ARE LOOKING FOR?

- 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.

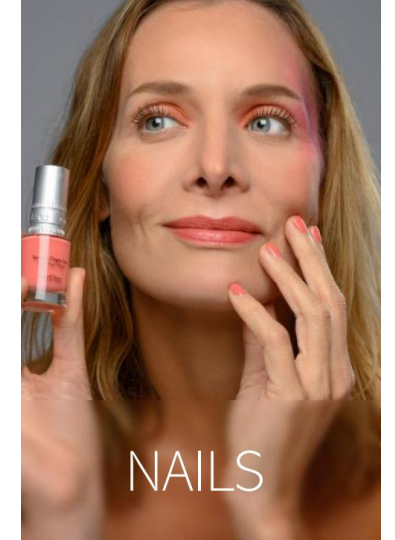
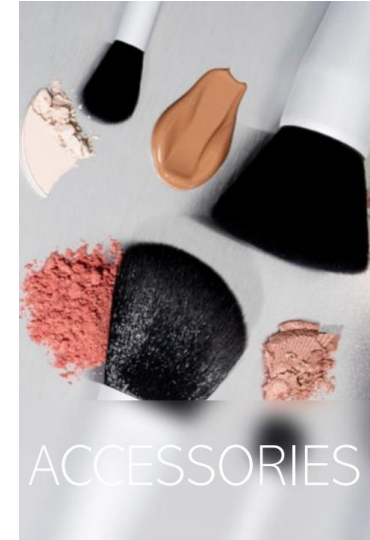
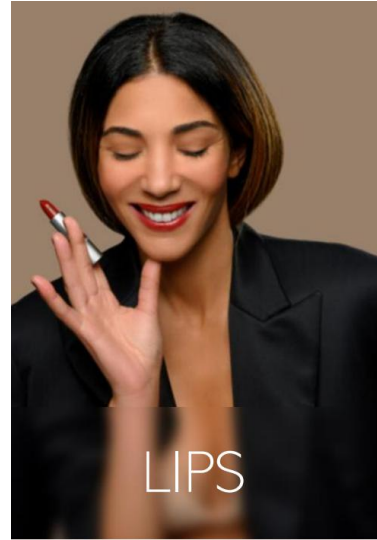
It stimulates cellular activity, repairs cells and prevents skin aging, improving skin's appearance.



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.

THE RANGE





COMPLEXION

1. PRIMER AND COMPLEXION GEL



PRIMER



COMPLEXION GEL

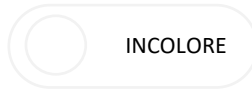
PRIMER



SILICONE-LIKE TEXTURE,
SILICONE-FREE



SHADE



1,01 fl. oz

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

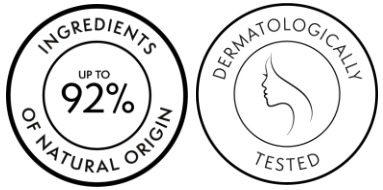
The Primer is applied after day cream and before make-up.

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 CUIVRÉ

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

The associated product

The Sun Powder



- 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.

2. CORRECTOR



LUMINOUS CORRECTOR CONCEALER



ANTI-FATIGUE EYE PENCIL

LUMINOUS CORRECTOR CONCEALER

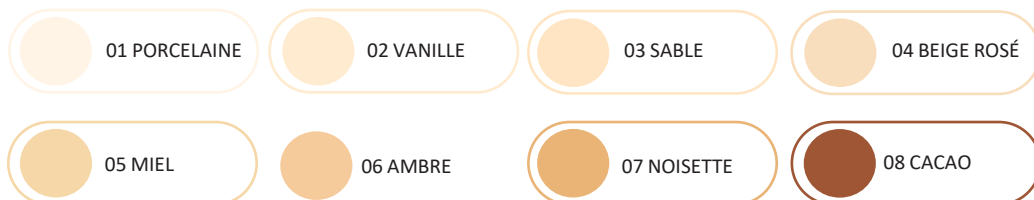


SIGNIFICANTLY REDUCES THE VISIBILITY OF WRINKLES UNDER THE EYES*

- 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.

* Instrumental test carried out on 11 women with sensitive skin.

THE ANTI-FATIGUE EYE PENCIL



1 TEINTE



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



POWDERY COMPACT FOUNDATION



ANTI-AGING RADIANT
COMPLEXION SERUM



POWDER FOUNDATION

CARE FORMULA

COMPACT POWDER FOUNDATION

For an even, matte complexion



Powder puff included



0.28 oz.

6 SHADES



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 ET MATIFIES 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



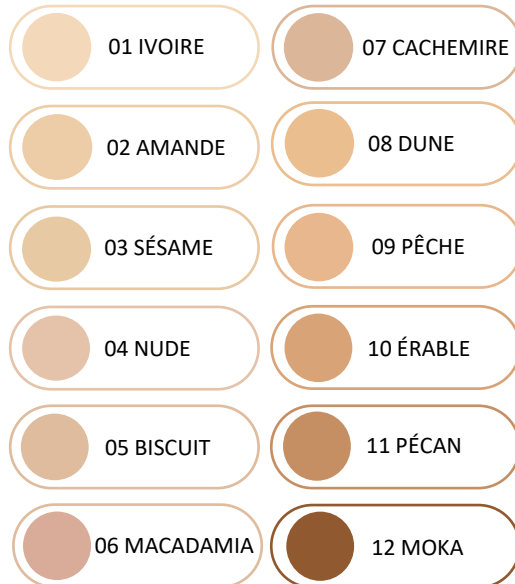
MOISTURIZING & ANTI-AGING

REDUCES THE APPEARANCE OF BLACKHEADS
& SMOOTHS 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



1.05 oz.



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



DERMOPHILIC PRESSED POWDER



DERMOPHILIC LOOSE POWDER



TRAVEL SIZE POWDER

DERMOPHILIC PRESSED POWDER

CARE FORMULA



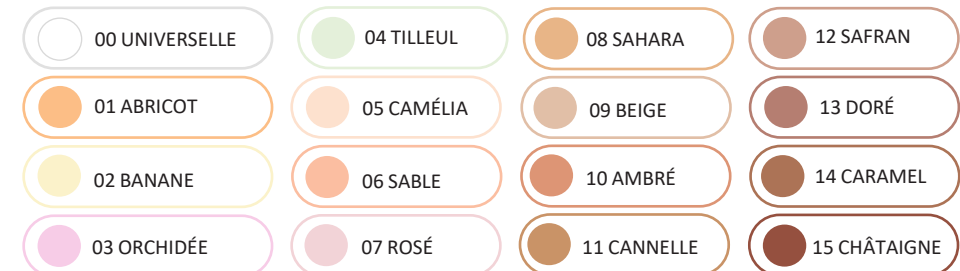
VISIBLE RESULTS
AFTER USE

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



0,32 oz

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

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.

THE ASSOCIATED PRODUCTS

Powder Brush 01



Triangle Powder Puff



* Instrumental test to measure comedogenic potential.
** Instrumental test to measure sebum secretion..

DERMOPHILIC LOOSE POWDER

NEW CARE
FORMULA



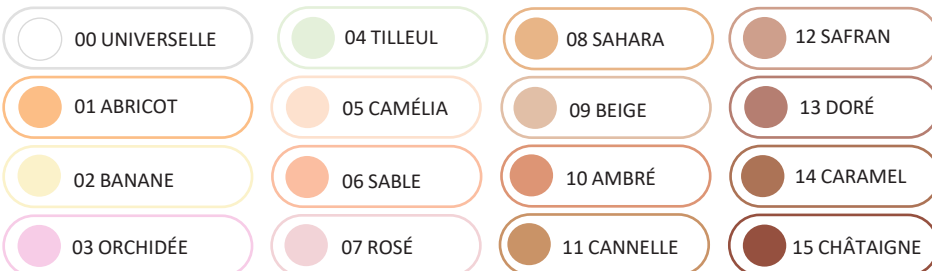
VISIBLE RESULTS AFTER USE

[42%] REDUCES THE SEBUM PRODUCTION*
[14%] REDUCES THE APPEARANCE OF BLACKHEADS**



0,71 oz

16 SHADES



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
- ✓ VISIBLY 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.

The associated products

Powder Brush 01



4. HEALTHY GLOW PRODUCTS



SUN POWDER



POWDER BLUSH



POWDER HIGHLIGHTER

SUN POWDER



3 SHADES



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

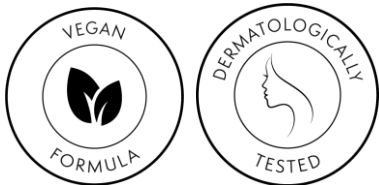
Using Angled Brush 03, apply a veil of powder to the face. For a natural effect, draw a “3” on each side of the face: start at the temples, move down to the cheekbones and finish on the jawline.

THE ASSOCIATED PRODUCT

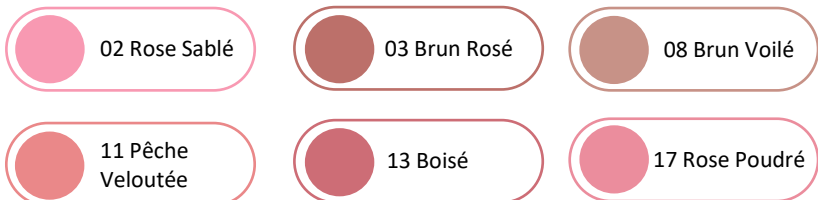
Angled Brush 03



POWDER BLUSH



6 SHADES



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.

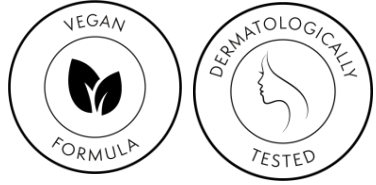
- For a fresh complexion, apply a pinkish colour from the centre of the cheekbones outwards.
- For a "healthy glow" effect, choose a warmer shade and stretch it from the temples towards the front of the face.

THE ASSOCIATED PRODUCT

Powder Brush 01



POWDER HIGHLIGHTER



2 SHADES



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

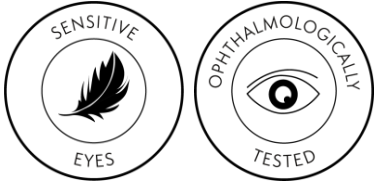


EYES PALETTES



EYESHADOWS

EYES PALETTES



ROSE DES SABLES



NUIT ÉTOILÉE

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.

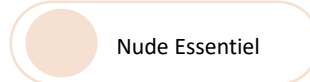
APPLICATION TIPS

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.

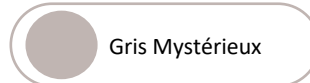
EYESHADOWS



5 MATTE SHADES



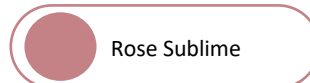
Nude Essentiel



Gris Mystérieux



Rose Délicat

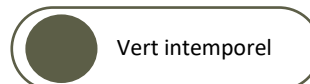


Rose Sublime

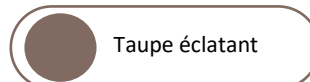


Noisette Suprême

5 IRIDESCENT SHADES



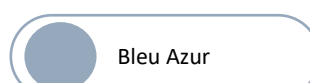
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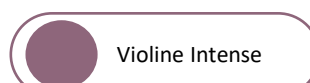
Taupe éclatant



Trésor Cuivré



Bleu Azur



Violette 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



EYE PENCIL



WATERPROOF EYE PENCIL

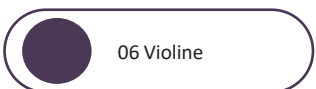
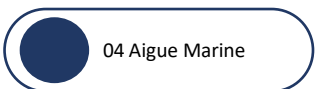
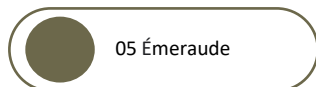
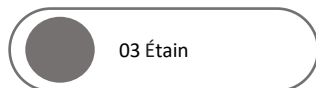
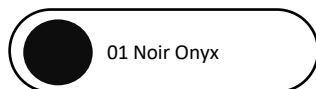


ACTIVE GROWTH TRIO

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.

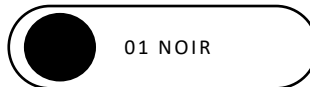
MINE CARACTÈRE

WATERPROOF RETRACTABLE EYEPENCIL



24H HOLD
WATERPROOF

5 SHADES



INTEGRATED
SHARPENER

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

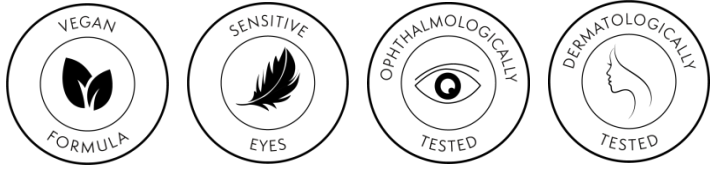
- **CHAMOMILE FLOWER EXTRACT:** Soothes sensitive or reactive skin
- **JOJOBA OIL:** Protects and adds glide to the texture
- **MACADAMIA OIL:** Nourishes the skin and helps maintain hydration

APPLICATION TIPS

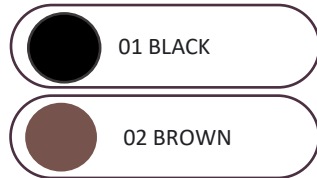
Feel free to use the built-in sharpener to refine the tip, perfect for a more detailed and precise application.

ACTIVE GROWTH TRIO

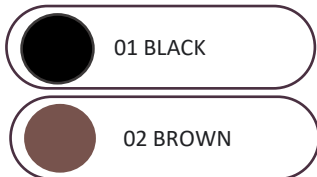
24H ROUTINE



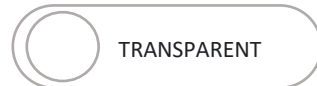
ACTIVE GROWTH MASCARA



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



INTENSE VOLUME
MASCARA



LASH CURLING
VOLUME MASCARA



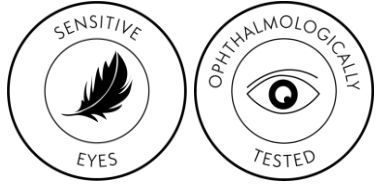
LENGHTENING
MASCARA



WATERPROOF
MASCARA

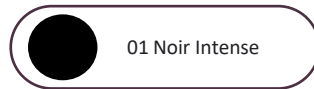
INTENSE VOLUME MASCARA

For a more sophisticated make-up look



VOLUMIZING BRUSH

1 SHADE



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

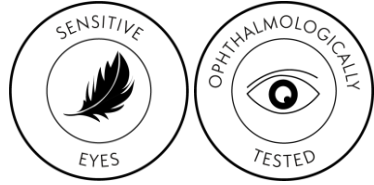
AT THE HEART OF THE FORMULA

- **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.

* Test Instrumental evaluation of the curling effect of a mascara - ISPE report 110/13/01



LENGHTENING MASCARA

For daily make-up of short, thin lashes



PINE-SHAPED BRUSH,
PRECISE AND VOLUMIZING

1 SHADE



01 NOIR

A mascara formulated to visually stretch the eyes. Its lightweight formula and fine brush help separate lashes, lengthen them and increase their density.

- ✓ 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.

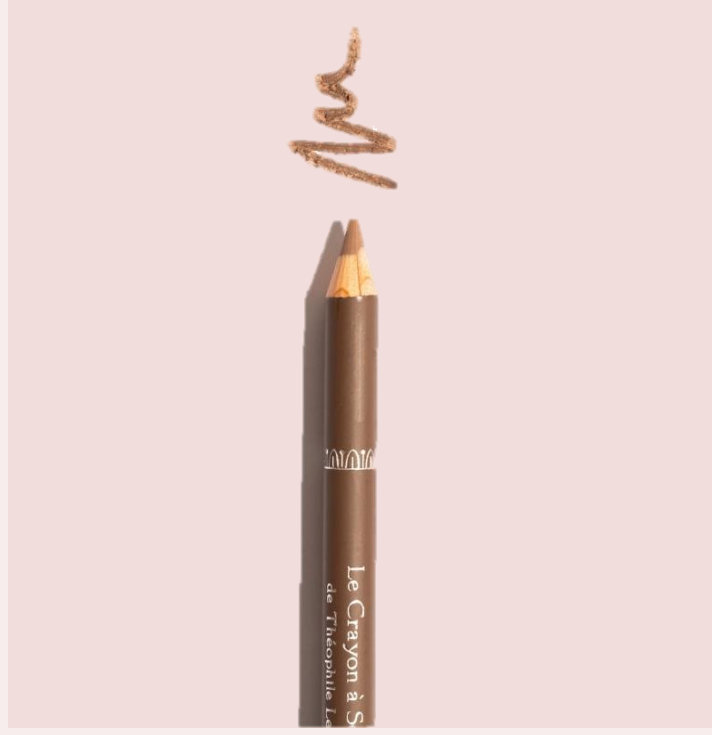
Start at the heart of the lash fringe and finish at the inner corner and tip.

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

4. SCULPTING EYEBROWS



EYEBROW LEAD

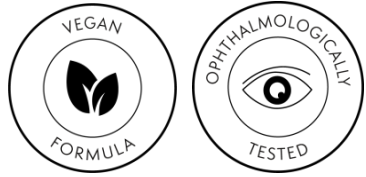


EYEBROW PENCIL

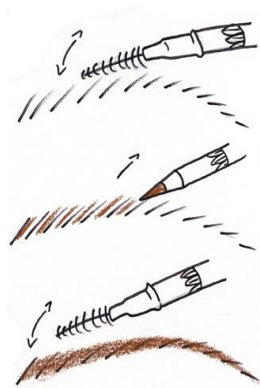


BROW SETTING GEL

EYEBROW PENCIL



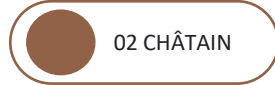
FOR A NATURAL
BLURRING EFFECT



3 SHADES



01 BLOND



02 CHÂTAIN



03 BRUN

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

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

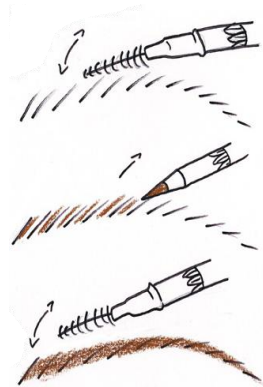
AT THE HEART OF THE FORMULA

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

APPLICATION TIPS

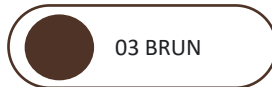
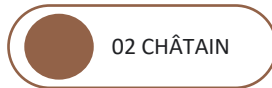
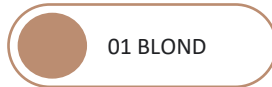
Before applying, sharpen the pencil with T.LeClerc Pencil Sharpener to obtain a precise, intense line. Apply the colour to the eyebrow in small strokes from the inside outwards, following the arch of the eyebrow. Close the pencil tightly after use to avoid drying out the lead.

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.

EYEBROW LEAD



SHADE



A setting formula enriched with natural ingredients, designed to shape and tame eyebrows. Its precise brush ensures easy and even application.

- ✓ SHAPES & DEFINES EYEBROWS
- ✓ ENRICHED WITH NATURAL INGREDIENTS
- ✓ UNIVERSAL TRANSPARENT SHADE

AT THE HEART OF THE FORMULA

- **SWEET ALMOND OIL:** Protects and strengthens.
- **GLYCERIN:** Deeply moisturizes.

APPLICATION TIPS

Wring out the brush before use.

Apply the product against the grain to coat each hair. Then comb the eyebrows in the direction of natural growth to define them and maximize hold.



LIPS

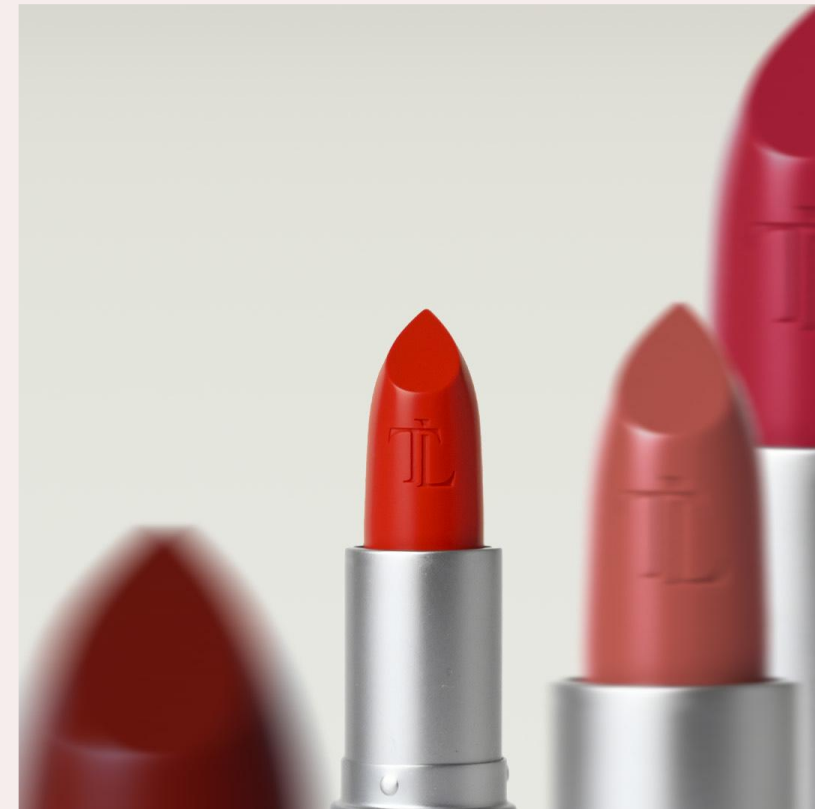
LIPS



LIP PENCIL

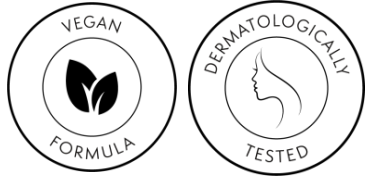


TRANSPARENT LIPSTICK



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



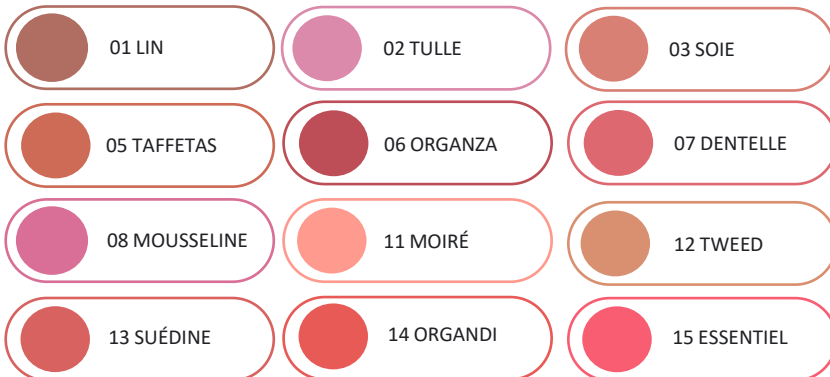
TRANSPARENT LIPSTICK



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

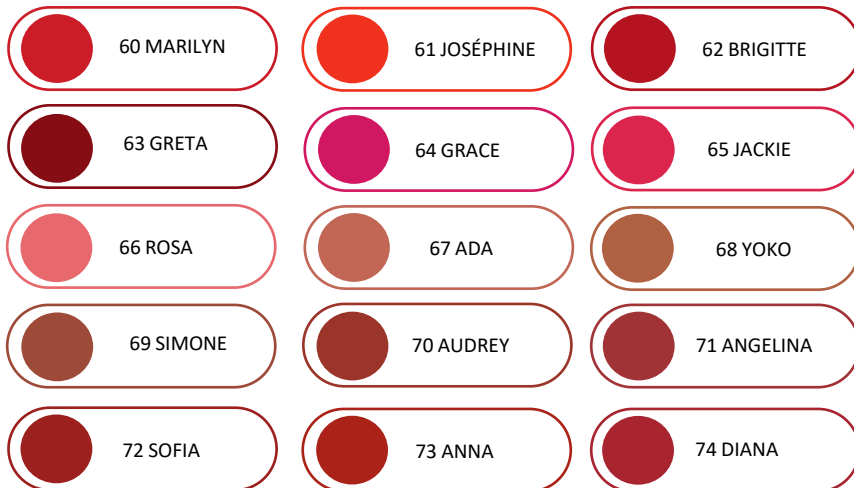


SATIN LIPSTICK



MOISTURIZING
GLIDING &
COMFORTABLE TEXTURE

15 SHADES



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.

Le Poudré
IRIS BLANC



Le Poudré
FRANGIPANIER



Le Poudré
NEROLI



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.



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.



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 NÉROLI

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.



NEW
2025

WORLD OF FRAGRANCE DRY OILS

Our perfumes available in three divinely sensual dry oils

BODY & HAIR

NOURISHES . SOFTS . SUBLIMATES . NON-GREASSY 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

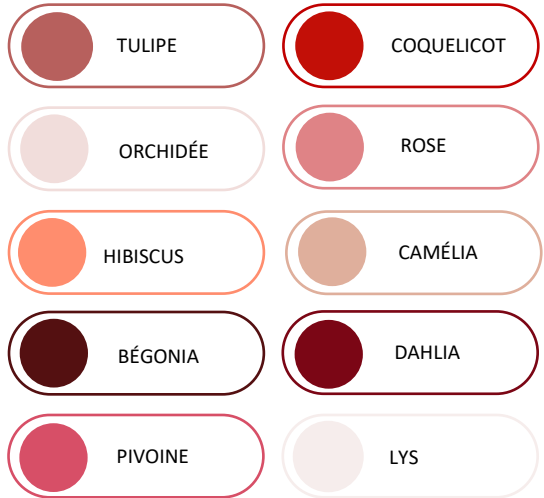




CARE NAIL POLISH



10 SHADES



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.

A collection of five makeup brushes with black bristles and white handles, arranged on a light gray background. The brushes vary in size and shape, including a large fluffy brush, a medium-sized brush, a small brush, and two smaller brushes. The word "ACCESSORIES" is written in a bold, black, sans-serif font across the lower left portion of the image.

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 eye shadow** 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!



T. LeClerc
PARIS • 1881