



LA PHOCÉENNE
DE COSMÉTIQUE
SALON DE PROVENCE DEPUIS 1996

LABORATOIRES VENDÔME IS BACK ON FRENCH TV FROM MARCH 31



Following a successful first TV wave, Laboratoires Vendôme is moving forward with its communication strategy

A CONCRETE IMPACT ON SALES

In February: +20% sales vs. January*



MAXIMUM VISIBILITY

9 out of 10 people liked the ad**
+ 111 million contacts
+ 718 GRP (women over 35)

AN ONGOING 360° COMMUNICATION

Starting March 31 on YouTube and TV:
ensuring visibility throughout the year



FOLLOW US ON INSTAGRAM TO STAY UP TO DATE WITH ALL OUR NEWS



+68%
D'HYDRATATION*



OUR INSTAGRAM

*Circana P03 value sales and unit sales, P03 ended on March 2

**IFOP online study over 5 days, February 2025: 801 women, aged 25 and over