

**ÉVALUATION SPÉCIFIQUE POUR L'ATTRIBUTION
DE LA MENTION « SECTION EUROPÉENNE »**

**Baccalauréat professionnel
Esthétique Cosmétique Parfumerie**

Session 2023

Épreuve orale

Durée de l'épreuve A et B : 20 minutes

Préparation : 20 minutes

A. Première partie : durée 10 mn, préparation : 20 mn

**SUJET N° 3
Document candidat**

A NEW EYE BALM FROM "DRUNK ELEPHANT"

Travail à faire par le candidat

Role play :

You are a sales representative working for the brand *Drunk Elephant*.

You are visiting a beauty salon in London to present a new product launch¹ : an eye balm.
You will meet the manager of the salon and her/his apprentice.

You are expected to :

- Introduce yourself.
- Present a brief summary of the brand.
- Give the benefits of the main ingredients.
- Explain the results of this product on the skin to the manager and the apprentice.

Enclosure(s) :

Document 1 : Information about the brand

Document 2 : Information about the product

¹ A launch : un lancement, une nouvelle sortie.

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DOCUMENT 1 : Information about the brand

Drunk Elephant launched in 2012 in Houston, Texas. The brand was created by Tiffany Masterson who was unable to find skincare formulated without the toxic ingredients that disagreed so much with her own skin, which was a problem she knew others could identify with.

She created a brand with the USP² of being free from silicones, chemical screens, sensitizing colorants, perfumes or essential oils.

Suitable for all skin types, of all ages. The focus is on clean, non-toxic formulas, containing as few ingredients possible, that will not cause irritation.



DRUNK ELEPHANT™

Adapted from : <https://www.fashionmonitor.com/blog/kz/why-does-everyone-love-drunk-elephant>

Why We Smoothie³ in our palm ?

We think of our skincare routines as smoothies. Much like you choose ingredients for your daily smoothie based on your body's cravings⁴, pick products for a.m. and p.m. smoothies based on how your skin feels. Listen to it—it doesn't always need the same thing.

Our products are silicone-free and biocompatible with skin, so they mix together easily and are highly absorbable (...). Mix any of our serums, creams, or oils together in the palm of your hand and apply them all at the same time.

Adapted from : www.drunkelephant.com

² USP (Unique Selling Point) : argument de vente

³ To smoothie (here) : to mix

⁴ Cravings : envies

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DOCUMENT 2 : Information about the product



Ceramighty™ is formulated at a pH of 5.5.

100% free of essential oils, silicones, and fragrance.

Vegan and cruelty-free.

What it does

Loaded with ceramides, vitamin F, and omega-rich plant oils and butters, Ceramighty™ AF Eye Balm deeply nourishes and strengthens the skin barrier, restoring and preserving elasticity while delivering intense, long-lasting moisture.

Soothing *Avena sativa* (oat) extract helps to calm skin and relieve⁵ the appearance of fatigue around the eye area.

Extract from the list of ingredients :

3% Ceramide Blend : Plant-derived ceramides are identical to the wax-like moisturizing ceramides that occur naturally in skin. Ceramides help fill in the spaces between skin cells, giving them elasticity.

Avocado Oil : Oil extracted from the kernel of the avocado. Rich in essential unsaturated fatty acids and vitamins A, E and D, it is an excellent source of moisture and a skin-soother. Its high content of plant sterols makes it a powerful softener for dry, deprived skin.

Marula Butter : A super-pure, concentrated, deeply moisturizing butter derived from marula oil and rich in antioxidant polyphenols, lipids, and fatty acids.

Avena Sativa (Oat) Kernel Oil : Derived from oats ; used for its soothing, anti-redness, and moisturizing properties.

Allantoin : Potent soothing and anti-redness agent derived from the comfrey plant.

⁵ To relieve : atténuer

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In a consumer-perception study with 34 people after 4 weeks :

97% showed improvement in moisture levels.

85% showed reduced lines and wrinkles.

76% showed improvement in elasticity.

94% agree skin felt firmer and smoother.



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