

BACCALAURÉAT PROFESSIONNEL

ÉPREUVE ORALE SPÉCIFIQUE – ANGLAIS
ESTHÉTIQUE / COSMÉTIQUE / PARFUMERIE

SECTION EUROPÉENNE
DURÉE DE L'ÉPREUVE : 20 minutes

La calculatrice et le dictionnaire ne sont pas autorisés.

DOE EYES WITH VEGAN MAKEUP

Situation

You work for the brand **Ilia** and you are in the make-up sector.
In order to promote a new mascara, the store manager knows your skills in making tutorials and asks you to make a 20-second tutorial to present it on social media.

Tasks

You are expected to:

- give the technical characteristics of this product that will appear on screen,
- explain to the store manager what you would show, what you would say and which key phrases you would write in your tutorial.

Vocabulary:

- **smudge free:** sans bavure
- **to clump:** s'agglutiner
- **to warp:** déformer
- **micro-bristles:** micro brosses
- **to nestle:** appliquer

Documents <https://iliabeauty.com>

The products are cruelty free, dermatologically tested and approved, and most of all, they are vegan.

Fullest Volumizing Mascara violin-shaped



Doc 1



Doc 2



Doc 3

What It Is: A clean volumizing mascara without flaking, smudging, or irritating even the most sensitive eyes.

What It Does: Fullest Volumizing Mascara thickens and defines lashes from root to tip with fullness you can't miss. Clean, nourishing ingredients condition with every coat for lashes that look fuller, thicker, and healthier. The smudge-free, flake-free formula washes off easily with your favorite cleanser—no scrubbing, tugging, or heavy-duty makeup remover needed.

Fullest Volumizing Mascara is ophthalmologist-tested, safe for sensitive eyes, and safe for contact lens wearers.

Consumer Testing

In an independent panel of 32 women:

- 91% said it made their lashes look more intense and defined
- 94% said it immediately enhanced their natural lashes
- 94% said it didn't clump when applied
- 97% said it didn't smudge or flake
- 97% said it was easy to remove with their usual cleanser

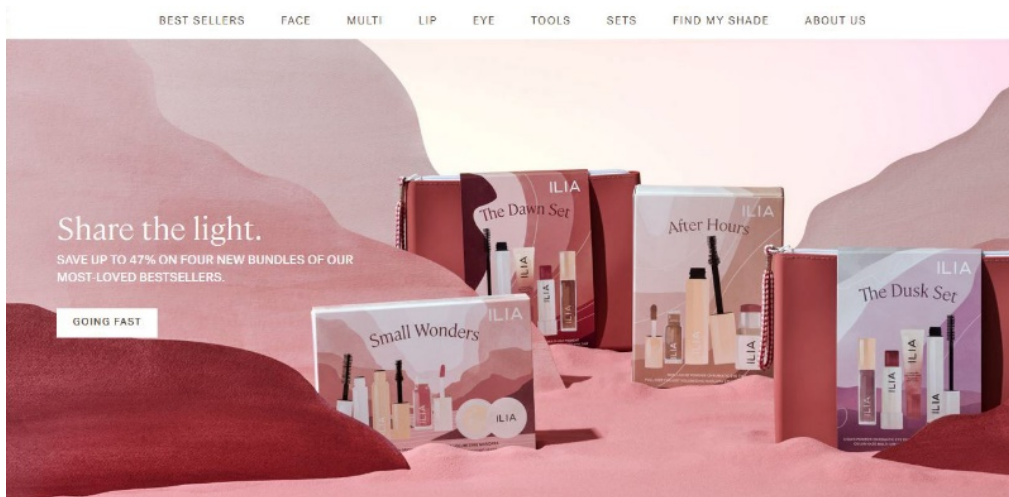
What Else You Need to Know

With its flexible nylon micro-bristles, the violin-shaped brush catches every last lash, coating them with the perfect amount of product every time

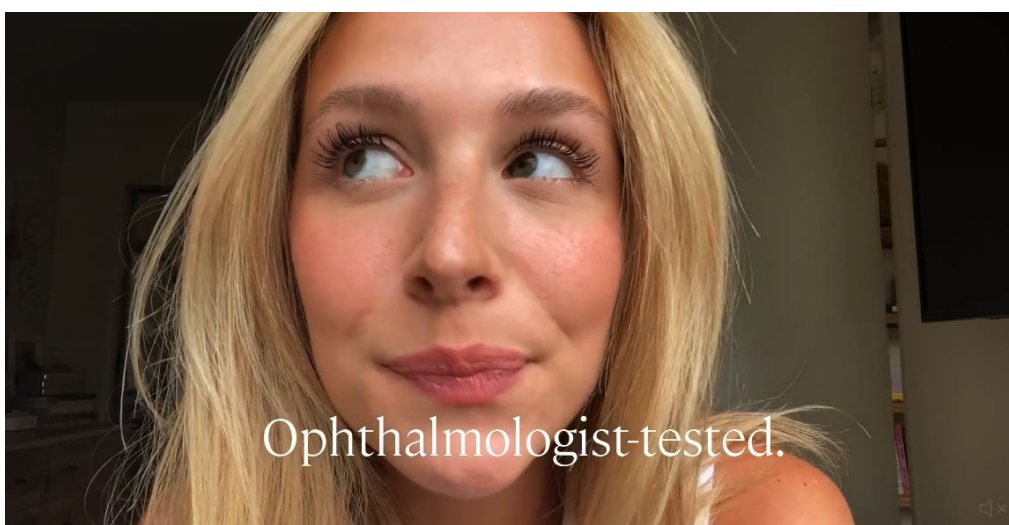
How to Use

- 1 Wipe off any excess product from the brush.
- 2 Nestle the brush into the base of lashes and glide upwards, wiggling from side to side.
- 3 Apply several coats for more volume and dimension.
- 4 Use the tip of the brush to separate and define hard-to-reach lashes.

Doc 4



Doc 5 Visuals of the website with 2 models



Doc 6 Example of text included in the tutorial