

**BACCALURÉAT 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.*

**START ONLINE SALES**

Situation

You work for a beauty institute. Because of the pandemic, you want to convince your manager to start selling online a new organic brand among three, recently available at the shop.

Tasks

You are expected to:

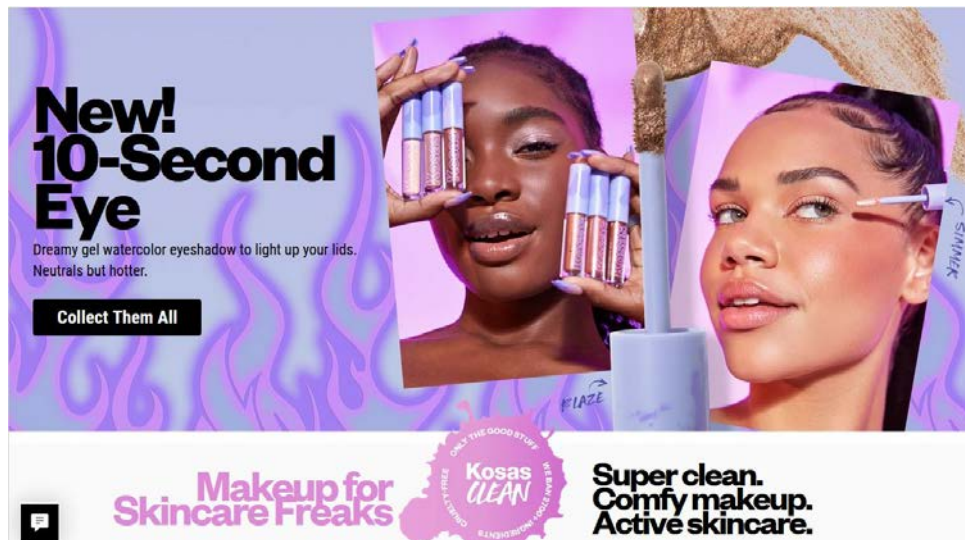
- choose one of the three selected brands and justify your choice to the manager
- give him/her the advantages of selling online
- choose three key words from the selected brand's website that you could use in a post to inform your customers on social media

Vocabulary:

- **skin care freaks**: les "accros" du soin de la peau
- **consumption**: consommation
- **micro batch**: micro lots

Brand1

KOSAS [www.kosas.com](http://www.kosas.com)

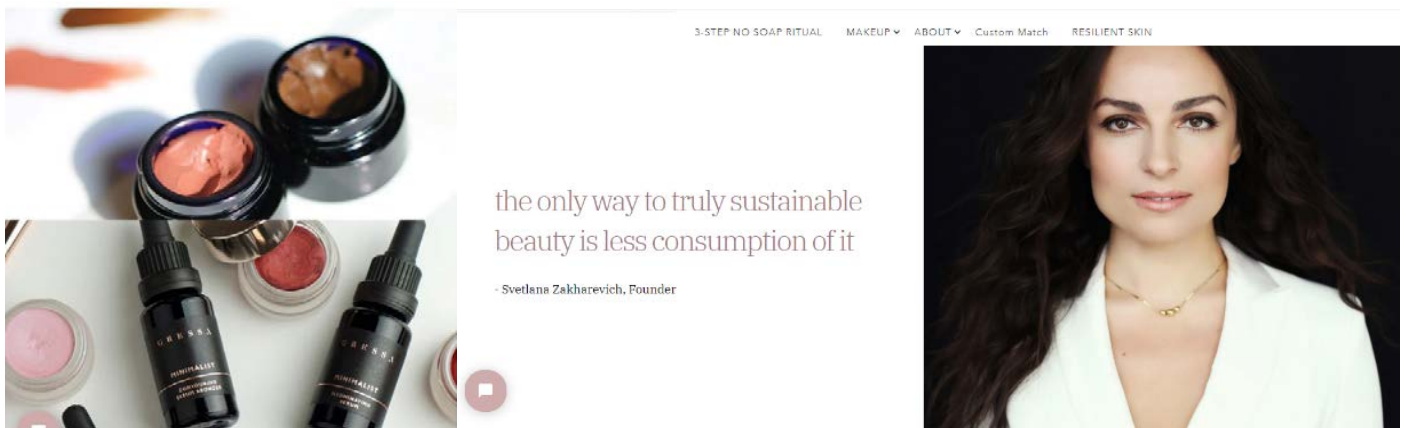


### About KOSAS

Founded in 2015 by Los Angeles-based scientist and artist Sheena Yaitanes, Kosas uses prestige ingredients and botanically-rich formulas to create effective makeup that flatters a true range of skin tones.

Yaitanes's fascination with makeup led her to study chemistry at UCI, while completing a painting apprenticeship with artist Stephanie Pryor.

Brand 2 GRESSA SKYN <https://www.gressaskin.com>



About GRESSA SKIN *Comments on the web site :*

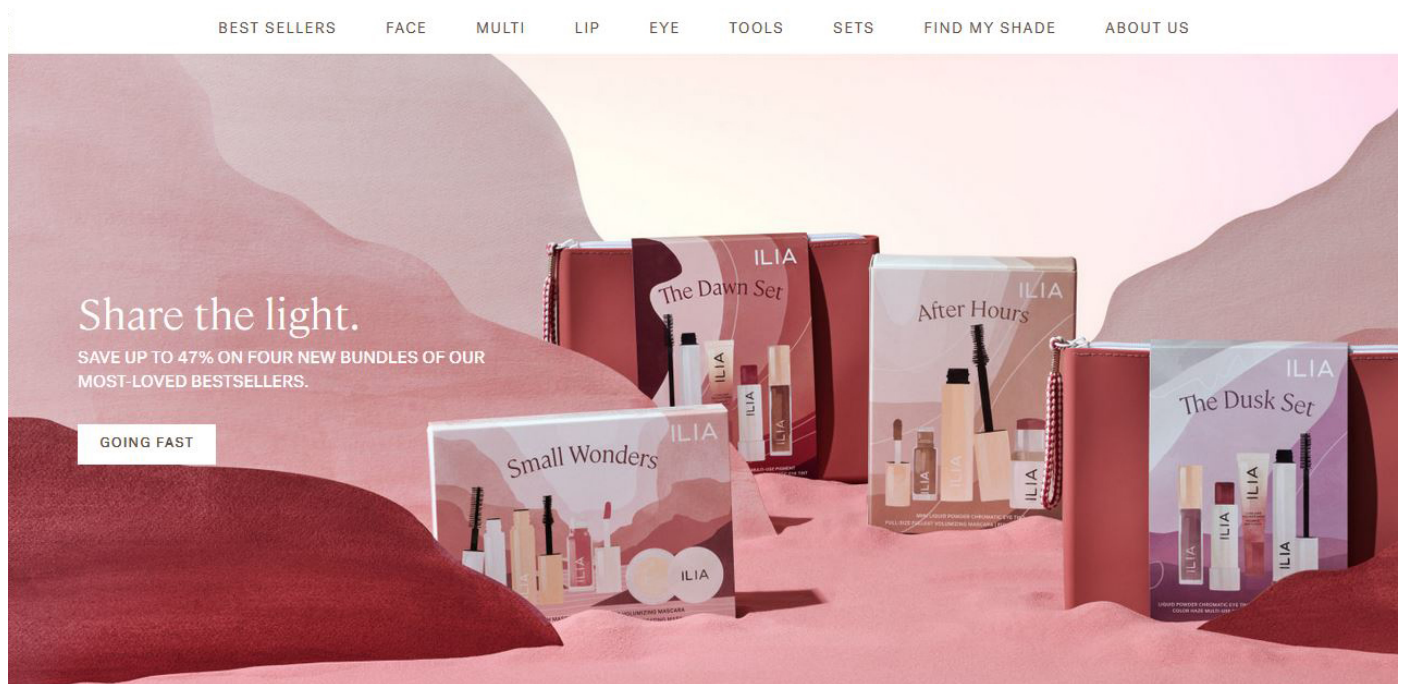
### Made for skin

Micro batch skincare and pigments are made fresh weekly.

### Key Ingredients

We take pride in only using sustainable, organic, cruelty-free ingredients that are ethically sourced.

Brand 3 : **ILIA** <https://iliabeauty.com>



### About ILIA: comments on the website

**Skincare-powered makeup.** Our potent formulas are designed with active levels of skincare ingredients that shield skin from environmental stressors...

**Wake up skin, makeup the rest.** Our daily essentials are designed to instantly revive your look. It all comes back to vibrancy, vivid washes of color.

### About Online Sales

#### Online share in the beauty industry

When stores are closed or going to stores is not possible, consumers overwhelmingly retreat into e-commerce. Thus, in full lockdown, online beauty sales increased 73% over the previous year, over the same period.

While consumers, and more particularly “millennials” (18 – 34 years old), are turning more and more to e-commerce to buy cosmetics, the in-store experience is still privileged because it offers the possibility of testing the products. Thus, 80.7% of global sales of beauty products are still made in stores.

<https://www.alioze.com/en/figures-beauty>