



## Lancôme creates an event on the web for Hypnôse Precious Cells

For the launch of its regenerating lash-by-lash volume mascara, Hypnôse Precious Cells, Lancôme creates a unique teasing campaign on the web and a dedicated site « The Most Precious Eyes on the Web »:

[www.mostpreciouseyes.com](http://www.mostpreciouseyes.com).

The web users have the possibility to post on the site a photo of their gaze (with a link towards their own Facebook page), to share the secret it conceals and to vote for the most precious eyes among all the ones posted.

At the same time, the internet users are invited to discover in exclusivity the « making of » of the Hypnôse Precious Cells film on the Lancôme France web site and to see the film itself as a world premiere on the 8<sup>th</sup> of March at the same address: [www.lancome.fr](http://www.lancome.fr).