



Case study



Industry

Pharmaceutical and dermo-cosmetics manufacturing

Use case

Customer education

Solution

[Absorb LMS](#), [Absorb Create](#),
[Absorb Engage](#)

Challenge

- Need to adopt an omnichannel learning environment.
- Attract new B2B customers while retaining existing ones.
- Reach new digital-native pros and business owners.

Solution

- Absorb LMS as an easy-to-use external learning platform.
- Training directly integrated with B2B e-commerce site.
- Omnichannel approach, blending online learning and ILCs.

Results

- Outstanding customer engagement.
- Improved customer business through upskilling.
- Reduced learning program development time.
- Time and cost savings for customer outreach.

Summary

Responding to the Covid-19 pandemic, health and beauty company Pierre Fabre had to pivot quickly to offer online customer training and outreach. The company adopted Absorb, integrating the learning program into the B2B e-commerce sites for its popular René Furterer and Avène brands. Using Absorb LMS, the company has been able to easily and cost-effectively connect with a new generation of salon owners, stylists, estheticians, doctors and dermatologists, helping them better understand their products and how to use them effectively.



Shirley Tokuda

B2B eCommerce Education Manager

“ We’ve had tremendous success through our education program in engaging existing clients with our brand in a new and different way – and getting new clients, who’ve never heard of us before, wanting to understand more about who we are. Absorb is my dream machine – it’s helped us scale, save time, and reach customers we couldn’t before.



Pierre Fabre USA launches **external customer training program** on **Absorb LMS**

[Pierre Fabre USA](#) is the American subsidiary of the French dermo-cosmetics company the Pierre Fabre Group. The Pierre Fabre Group is the second-largest dermo-cosmetics company in the world and the second-largest private French pharmaceutical group. Today, the Group boasts almost 10,000 employees across 44 subsidiaries and operates in 120 countries. A truly international organization, it generated €2.7 billion in revenues in 2022, with 69% coming from international business.

Backed by nearly 60 years of innovation around health and beauty, the Secaucus, NJ-based subsidiary is responsible for supporting pharmaceuticals and dermo-cosmetics, growing the company in the US, especially through its Eau Thermale Avène skincare and René Furterer haircare brands.



Supporting brand rejuvenation

Pierre Fabre USA serves two core customer groups: hairdressers, its primary customer, and consumers, who are often introduced to the brands through professionals like dermatologists and estheticians. As such, strong connections with beauty professionals and salon owners are essential to the company's success.

With some of its legacy luxury brands, like René Furterer, being over half a century old, the company must carefully navigate brand reinventions or rebirths every couple of decades, suggests Victoria Usher, executive director of training, education, and events for skincare and haircare at Pierre Fabre USA.

“We need new generations to discover and fall in love with our brand, while also making sure the original lovers of our brand still stay connected to us,” she says. “There are so many generations today from Boomers to the newest generations coming up. How do we talk to them? How do we have people from all generations discover — or rediscover — our brands?”

It was with that in mind that the education team developed a unique education program to reside on its B2B e-commerce website, **adding value to its business customers and providing knowledge, training, and interaction around products and clinical studies.**

“We’ve had tremendous success through our **education program in engaging existing clients** with our brand in a new and different way,” Usher says. “But also getting new clients, who’ve never heard of us before, **engaged and wanting to understand more** about who we are as an organization.”



A pivot to online training

Like so many companies, the covid-19 pandemic forced Pierre Fabre USA to move its education activities online. The timing also lined up with its outreach goals. In the past, the company relied on in-person training for “old school” salons, but it recognized the need for an omnichannel approach to reach a new generation of digitally savvy salon owners and stylists.

In 2021, Pierre Fabre USA implemented Absorb LMS as the foundation of its online training. Initial online training provided consisted primarily of webinars uploaded directly into its Absorb. In 2022, the company began using Articulate 360 to create and package its courses, offering **greater versatility in respect to learner user interface**.

When Usher joined the company as executive director of sales and education for the René Furterer brand in 2024, she championed the use of its LMS to **attract and engage its customers and extend the reach of its brand education**, despite working with a relatively lean team.

The Pierre Fabre education team recognized the need for an **omnichannel approach to training that includes online learning but also instructor-led courses (ILCs), live webinars, and peer interactions** to provide its customers with every avenue to grow and learn about its products.

“We want to be able to provide omnichannel education, where business customers can get ILCs but also access training and resources online on their timelines,” says Shirley Tokuda, B2B e-commerce education manager at Pierre Fabre USA.

“My thought is: I’m a stylist with a client in my chair asking questions. I run into the back room, look at a quick course on the products on my phone, and then I run back and put that information to use.”

“Which is really how adult on-the-job learning is done.”

Connecting with digital native customers

Over a year, the company developed and introduced its LMS to customers through gated access on its René Furterer-related B2B sites. This allowed business owners and managers to access its content.

To make its brand education more accessible to all salon professional customers, the team later created a separate URL with its Absorb account and provided direct access through enrollment keys. The program was such a success with René Furterer that it launched a second training site, focused on the company's Avène brand.

“Absorb’s ability to create multiple unique access points has allowed us to quickly and efficiently deliver targeted education to support both brands,” Tokuda says.



The site offers users an opportunity to learn about the company, explore its products on demand, and connect with other beauty professionals. **To reach its audience, and gate content, the company converts enrollment keys into QR codes that are shared with customer accounts.**

As many of Pierre Fabre's products require specialized knowledge to use them well, the site is also essential in helping beauty and haircare professionals better serve their customers — to grow and improve their businesses.

The Avène site took **only three weeks to launch** and supports the company's dermatology resident program, providing access to courses, events, and clinical studies around Avène products.

"We were able to showcase our success using the LMS for the René Furterer brand so well, that its sister brand Avène wanted to replicate the process," Tokuda says.



“It’s a testament to Absorb that I was able to get the second training site **up in only three weeks, the design fits the brand, the courses are there, and **in two days we got 300 users to sign up** from the American Association of Dermatology.”**

Easy to use, with measurable benefits

Running a lean education program, with just one resource dedicated to content creation, **having an easy-to-use LMS like Absorb was crucial**, Tokuda says. Currently, most training materials are created using Articulate 360 and then uploaded to Absorb. The education team is planning to develop more content moving forward and **leverage the features of Absorb Create to do it quickly and easily**.

Absorb's **ease of use and flexibility** have allowed Pierre Fabre USA's small in-house education team to perform outreach **quickly and cost-effectively**.

Tokuda, a self-proclaimed novice to LMS software, also praises how easy the platform, Absorb Academy, and Absorb support team made it to pick up the solution and implement the team's strategy. "I love it," she says. "I love how much the Absorb Academy has grown, the responsiveness to ideas..."

I've had a couple of situations where I've suggested an idea and then three to six months later, it's available."

"It's nice to know that I'm growing, but as I do the platform grows with me."

She adds that the Absorb platform is easy enough that members of other teams, such as marketing, have been able to use it to **create assets, program designs, and user profiles**. Although the external sales training program is still relatively new, the company has experienced **tangible, measurable benefits**. For the program's initial launch engagement has been the team's primary KPI, which they say has been outstanding.

Additionally, using Absorb **has made client outreach easily scalable to reach a broader audience, saved time, and reduced costs**.

“Big plans” for the future

As Pierre Fabre moves forward, the education team sees Absorb playing a larger role in accomplishing its objectives.

“I have a vision of using the platform to **run and manage our ambassador program, building engagement, adding gamification and certification, and creating learning paths and curriculums** — really providing rewards and opportunities through the platform itself,” Tokuda says.

“To me, Absorb is my dream machine.”





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