

MEN'S SKINCARE: THE INDUSTRY'S FORGOTTEN MARKET

THE PROBLEM:

- THE MEN'S SKINCARE & GROOMING INDUSTRY IS UNDERDEVELOPED, WITH A LACK OF EDUCATION, ACCESSIBILITY, AND REPRESENTATION.
- MOST MEN DON'T PRIORITISE SKINCARE BECAUSE THEY DON'T KNOW WHERE TO START—NEARLY ALL INTERVIEWED MEN SAID THEY LEARNED GROOMING FROM THE WOMEN IN THEIR LIVES OR AFTER A SKIN ISSUE APPEARED.
- MEN VALUE SIMPLICITY & VISIBLE RESULTS, YET THE INDUSTRY LACKS PERSONALISED, NO-FUSS SOLUTIONS DESIGNED SPECIFICALLY FOR THEM.

OUR SOLUTION: **groomGENIUS**

- **COVERS: L'OREAL PRODUCTS AND SERVICES AXIS**
- AN AI-POWERED, AR-ENHANCED GROOMING TOOL THAT BRINGS PERSONALISED SKINCARE & BEARD CARE DIRECTLY TO MEN'S PHONES—THINK OF IT AS THEIR VIRTUAL BARBER & SKINCARE EXPERT.
- PROVIDES TAILORED SKINCARE ROUTINES, BEARD STYLING PREVIEWS, AND INTERACTIVE EDUCATION, ELIMINATING CONFUSION AND MAKING GROOMING SIMPLE, ENGAGING, AND ACCESSIBLE.
- POWERED BY L'ORÉAL'S EXPERTISE IN AI-DRIVEN BEAUTY (E.G., BEAUTY GENIUS, GARNIER SKIN COACH AI), ENSURING FEASIBILITY & INDUSTRY ALIGNMENT.
- DESPITE THE FACT THAT THE GLOBAL MALE GROOMING MARKET IS PROJECTED TO BE WORTH \$150B BY 2028, MEN'S SELF-CARE EDUCATION IS STILL AN AFTERTHOUGHT. GROOMGENIUS FLIPS THE SCRIPT—USING AI AND AR TO MAKE PERSONALISED GROOMING EFFORTLESS, ENGAGING, AND A PRIORITY.

AUGMENTED REALITY FOR STYLING AND SKINCARE -BECAUSE
MEN ACT WHEN THEY SEE IT AND STAY WHEN THEY FEEL IT.





L'ORÉAL
groom-GENIUS

BRIDGING THE GAP IN MEN'S GROOMING: SMARTER, SUSTAINABLE, & SCALABLE

SUSTAINABILITY

- **REDUCES PRODUCT WASTE** – MEN WON'T BUY INEFFECTIVE SKINCARE AND GROOMING PRODUCTS THAT GO UNUSED OR DISCARDED.
- **MINIMISES PACKAGING WASTE** – NO MORE RANDOM PRODUCTS COLLECTING DUST; ONLY TAILORED RECOMMENDATIONS THAT GET USED.
- **DIGITAL-FIRST APPROACH** – NO NEED FOR PHYSICAL TESTERS OR EXCESS INVENTORY, MAKING GROOMGENIUS A LOW-IMPACT, HIGH-VALUE SOLUTION FOR THE ENVIRONMENT.

INCLUSIVITY

- **SUPPORTS ALL SKIN TYPES & BEARD TEXTURES**—FROM SENSITIVE SKIN TO COILY BEARDS.
- **CUSTOMISED TUTORIALS** FOR DIFFERENT CULTURES, AGE GROUPS, AND GROOMING STYLES.
- **DESIGNED FOR ALL MEN**, WHETHER CLEAN-SHAVEN OR FULL-BEARDED, BREAKING OUTDATED STEREOTYPES OF MALE GROOMING.

SCALABILITY & FEASIBILITY

- **L'ORÉAL-ALIGNED TECHNOLOGY:** BUILT ON EXISTING AI INNOVATIONS LIKE BEAUTY GENIUS & SKIN GENIUS, MAKING IT COST-EFFECTIVE & EASY TO IMPLEMENT.
- **GLOBAL SCALABILITY:** DIGITAL-FIRST, NO PHYSICAL INVENTORY NEEDED, MAKING IT INSTANTLY ACCESSIBLE WORLDWIDE.
- **MONETISATION POTENTIAL:** AI-POWERED PERSONALISATION DRIVES DIRECT-TO-CONSUMER SALES, BOOSTING CONVERSIONS AND AVERAGE ORDER VALUE BY RECOMMENDING TAILORED L'ORÉAL PRODUCTS.
- **INTERACTIVE ENGAGEMENT ENHANCES BRAND LOYALTY**, WHILE CONSUMER INSIGHTS REFINE PRODUCT DEVELOPMENT AND MARKETING STRATEGIES.

***GROOMGENIUS IS NOT
JUST A PRODUCT—IT'S
A MOVEMENT TO
NORMALISE MEN'S
SELF-CARE WHILE
BEING SUSTAINABLE,
INCLUSIVE, AND
GLOBALLY SCALABLE.***



L'ORÉAL
groom-GENIUS

ENGAGING MEN IN GROOMING, ONE SWIPE AT A TIME

HOW DOES IT WORK?

1. **SCAN & DIAGNOSE** – AI-POWERED SELFIE SCAN DETECTS SKIN HYDRATION, ACNE-PRONE AREAS, BEARD DENSITY, IRRITATION HOTSPOTS.
2. **TRY & SEE** – AR FILTERS SHOW INSTANT BEARD STYLES & SKINCARE EFFECTS FOR REAL-TIME ENGAGEMENT.
3. **LEARN & IMPROVE** – SHORT GAMIFIED TUTORIALS ON HOW TO PROPERLY CLEANSE, SHAVE, EXFOLIATE, AND STYLE A BEARD.
4. **STAY CONSISTENT** – AI-DRIVEN ROUTINE REMINDERS & PERSONALISED RECOMMENDATIONS.

GAMIFICATION & ENGAGEMENT 🎮

- **LOYALTY & REWARDS SYSTEM** – EARN POINTS BY FOLLOWING ROUTINES, REDEEMABLE FOR DISCOUNTS & EXCLUSIVE PRODUCTS.
- **CHALLENGES & ACHIEVEMENTS** – “30-DAY GROOMING GOALS,” “PERFECT BEARD DAY,” “HEALTHY SKIN MILESTONE.”

KEY PERFORMANCE INDICATORS (KPIs): 📊

1. **USER ENGAGEMENT:** ACTIVE USERS, SESSION DURATION, TUTORIAL COMPLETIONS.
2. **ROUTINE STICKINESS:** % OF USERS CONSISTENTLY FOLLOWING RECOMMENDATIONS.
3. **BRAND PARTNERSHIPS & CONVERSIONS:** MONETISATION THROUGH L'ORÉAL PRODUCT INTEGRATIONS, IN-APP PURCHASES, AND PARTNERSHIPS.
4. **COMMUNITY GROWTH:** SOCIAL MEDIA SHARES, GROOMING CHALLENGES, AND IN-APP INTERACTIONS.

groomGENIUS IS NOT JUST ABOUT GROOMING-IT'S ABOUT
TRANSFORMING HOW MEN SEE SELF-CARE.