Web3 .0 is coming! Changes in showing personalities

Market and technology

Name and makeup

-ism mbti

Aromas can be divided into 32 basic tastes and have been encoded at the molecular level to synthesize flavors. As a result, even a small change in the parameters can make up different flavors, a particular coded flavor that is unique on the planet.

Sensor technology to capture molecules has made progress, and AI performance to analyze molecules has improved.

As the most difficult olfactory problem to be digitized, the olfactory market worth hundreds of millions of dollars has been cracked. Odor digital technology can solve this problem.

It includes the whole process of storing, encoding, transmitting, decoding and releasing the collected odor. Through NFT technology, it can be turned into a digital asset, which can be preserved after being uploaded to the blockchain.

On the web3.0 and Metaverse homepage, You are represented by the code of the only scent in the world that belongs to you, generated with the blockchain. According to the code, use the fragrance printer to output the corresponding flavor.

When do customers need

When you go out to work during the day and your dog smells you through the scent printer

L'ORÉAL SCENT CARD

Why scent card?

Since everyone is unique in the world, people are increasingly pursuing individuation. Web 3.0 is developed in the context of people's pursuit of unique expression and self-discourse power

For the beauty industry, it has always been the pursuit of the industry to respect individuality, understand individuality and release individuality.
Seeking diversified means of personality expression is also a necessary measure for the beauty industry to expand the future development space.
So, we believe that technology is driving the development of multi-sensory, scent card will be the next expression.

L'Oreal Scent Card

Design Your own createive Scent Card !!

start your scent card!!

using AIGC helper

Pen Connection   DESIGN   Community

When you and your partner are long-distance, and your partner smells you through the scent printer

When you give a luxury gift in the hope that the wrapping will reflect your intention

L'Oréal

When a blind person wishes she/he could feel something as unique to her/him as you do

Get your personalized L'Oréal scent card !!

Get your own scent card through mobile phone apps:
You can choose whether professional customization
or let AIGC Helper do it for you !!

Steps:
1. Select fragrance (weak --- strong)
2. Select Top note + Middle note + Low note
3. Select your favourite aroma (fruital, floural, woods ...)
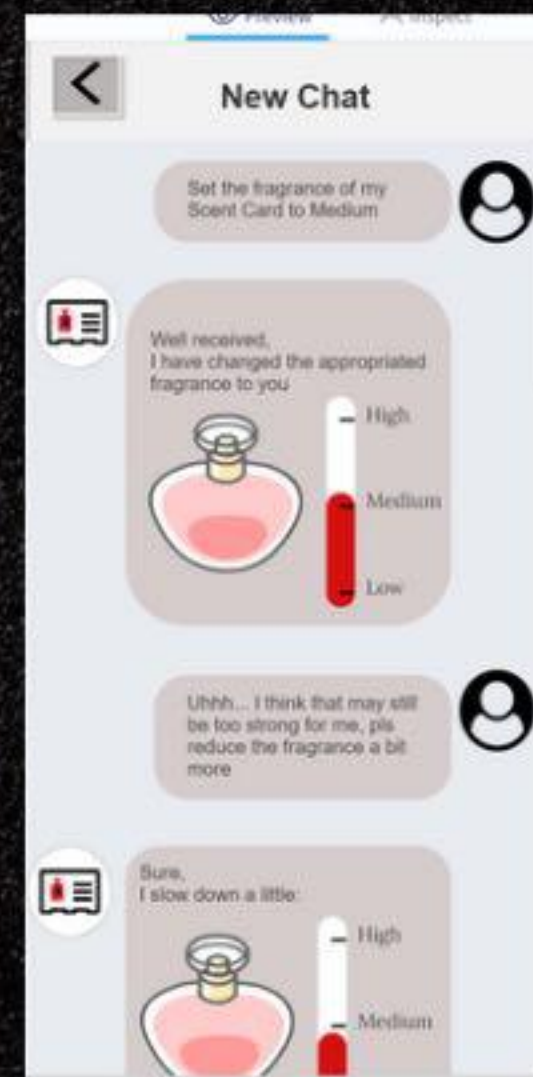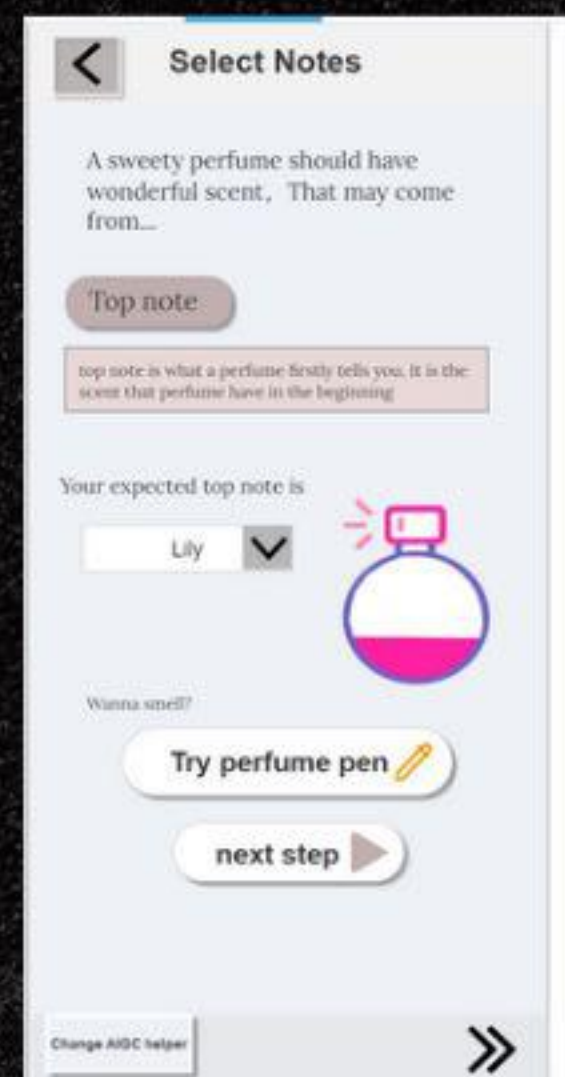
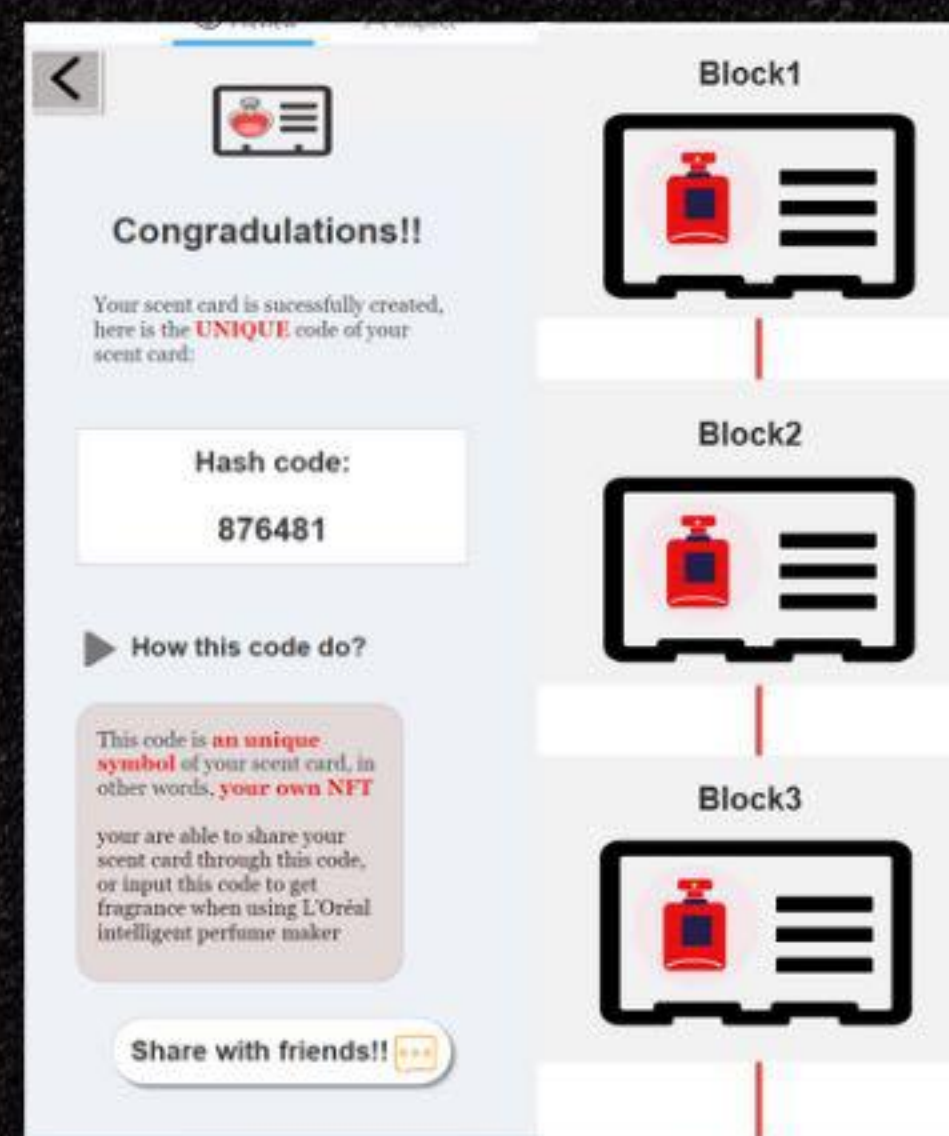# How to get a specific scent when making your scent card?
USE PERFUME PEN!!

NFT Code

After finishing your own scent card, you can apply an unique
NFT code in L'Oréal block chain system

This code links to information of your scent card, including:
- owners
- fragrance & notes
- description of scent card

your scent card may in the shape of ...

- make-ups
- Fragrance humidifier
- car air freshener
- Pet fragrance

OR: sharing your own scent card with friends!!

L'Oréal Scent CardL'Oréal Scent Card

Community

SHARING PAGE

OBJECTIVES

2023 Core Technology Preparation

2023.4
Measure feasibility
2023.5
Design the Scent Card

2024 Start-up

2024.1
Foreshow the Scent Card
2024.2
Conduct the private beta test
2024.4
Collect 1st round of the feedback
2024.5
Recycle data and improve the technology
2024.7
Examine the marketing

2025 Launch Plan

2025.1
Launch the product and the app
2025.5
Conduct market research and improve the Scent Card
2025.7
Sink into the market
2025.12
Achieve the small-scale profit turnaround in China

2026 Growth

2026.1
Expand the market to Global
2026.5
Launch more products
2026.7
Conduct market researches and get feedback from consumers
2026.12
Achieve massive profitability

2027 Maturity

Cooperate with much more company
(To Be Continued)
· · · · · ·

The Scent Card will have a bright future.
Let's wait for the L'Oréal Scent Card.

FUTURE YEARLY TARGET

DEVELOPMENT PLAN

FUTURE

1 ONLINE STRATEGY

●Advertise on public platforms like Taobao, Jingdong, Xiaohongshu, based on the user profile and interests matched by our Scent Card.
Celebrity Endorsement
●Invite celebrities to endorse products so as to make more people use our service.
E-commerce live streaming
●Conduct our service on Tiktok, Xiaohongshu, and Taobao by e-commerce live streaming, to influence much more people.

2 OFFLINE STRATEGY

●Hold Experiencing Stores in every city for a short time
●To establish our image and values, and increase people's awareness

3 PROMOTION

●Based on consumers' feedback, improve the Scent Card to satisfy their demands.
●Advertise and Hold discount activities to appeal to more people.

Total Financial Sales Performance

perfume market
scent card market

2029
2028
2027
2026
2025

0   25   50   75   100   125

PROSPECT
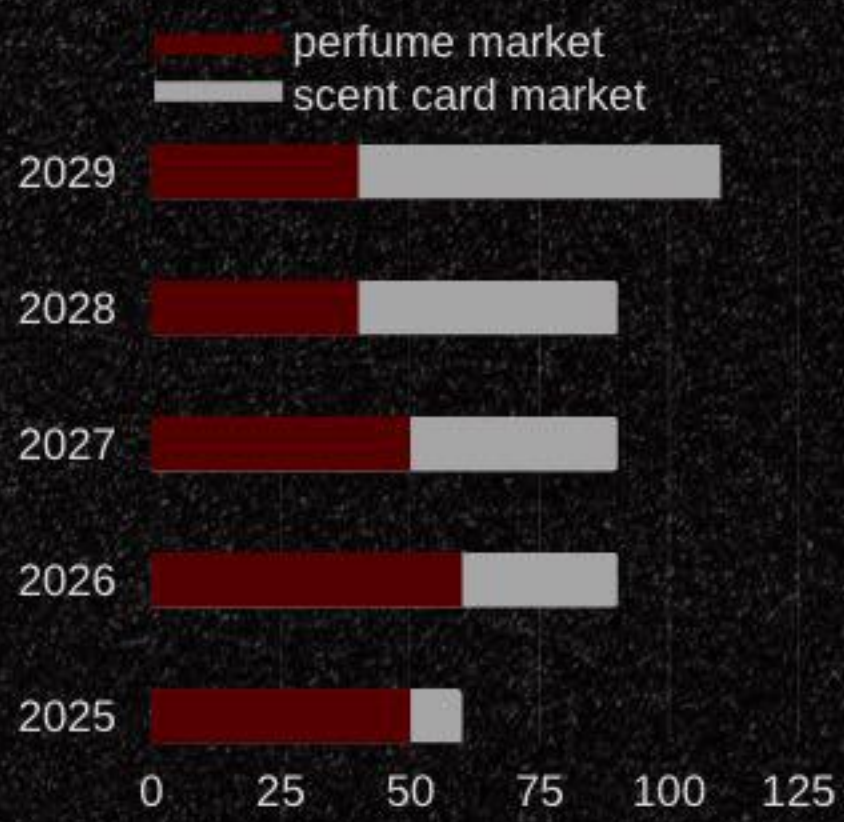
Strengthen1
a particular coded flavor is unique on the planet to satisfy people's personal demands with the creativity products

Strengthen2
IoT device assistance to help actually smell the fragrance one denotes

Strengthen3
AIGC helper for precisely Scent Card design

Weakness1
the actual cost will exceed

Weakness2
the precise of the Scent CARD