

# HAIR MATCH



# CONSUMER UNDERSTANDING

There are so many types of hair products and when shopping online, I feel confused and don't know which product line is best for me. As a result, I deeply regret about my online purchases and realize that it is such a awful waste if i buy intuitively without truely knowing what my hair really need. I done know the best hair care routine that best suit my own hair type.



## HAIR MATCH

BY

L'ORÉAL MAKE THE BEST PRODUCT FOR YOU FIND YOU WELL



A lively ecommerce platform enables customers make online purchasing decisions more easily with hair specifications and forecasted images changes on each products based on analysis of the actual hair condition.

Know your hair product clearly and how it effect your hair condition with precise specifications

No more confusion among a wide range of hair online purchases

No more wasted products due to impulsive buying and lack of physical test, knowledge

Enhance lively Ecommerce experience and connect Online and Offline experience more smoothly

# ECOMMERCE CATEGORY TRUTH

77%

77% of consumers report feeling overwhelmed by the number of choices when shopping online.

*A survey conducted by Salsify*

67%

67% consumers have made an online purchase they regret.

*A survey by Finder.com*

41%

41% adults are interested in personalized hair care products.

*Data from Mintel*

DIVERSE

The global hair care market is vast and diverse, with numerous product types catering to different hair needs, textures, and concerns. This includes shampoos, conditioners, styling products, treatments, and more.

Consumer surveys often highlight a general trend of regretful online shopping experiences. Consumers often feel overwhelmed when faced with too many choices, especially online where they lack the ability to physically examine products. Consumers desire for a more personalized approach to their hair care routines.



# EACH STEPS

## 1 Go to the salon for checking hair condition by K scan and get QR code or ID for your own

Your true hair health will be precisely checked with K Scan and be saved into your unique QR code or ID

## 2 Go to the L'Oreal ecommerce platform and enter your ID or scan your own QR

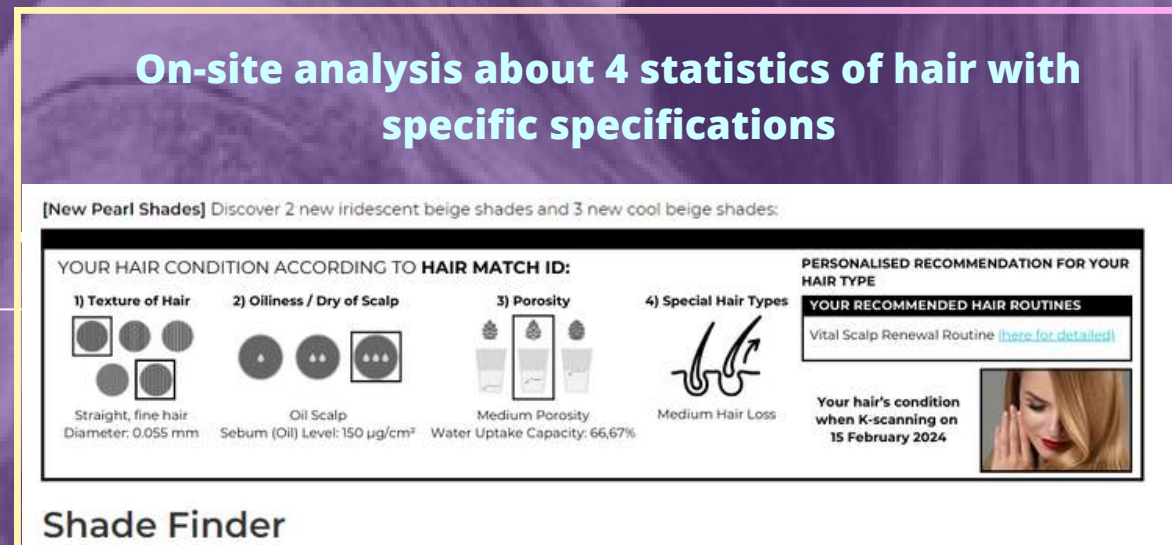
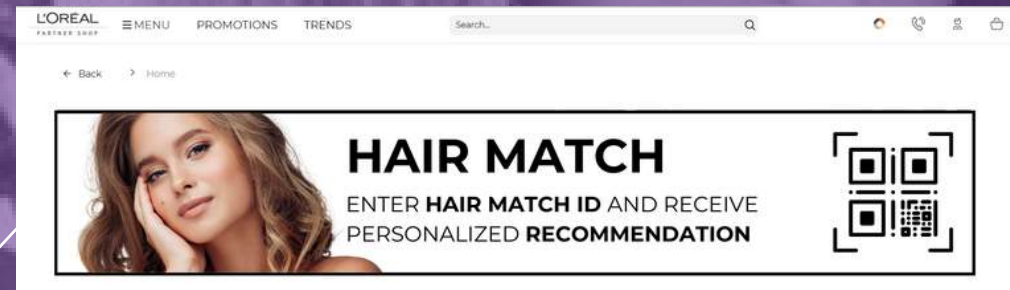
Your hair condition will be exactly displayed on the ecommerce platform

## 3 Based on analysis, on the ecommerce you will be recommend about combined haircare products

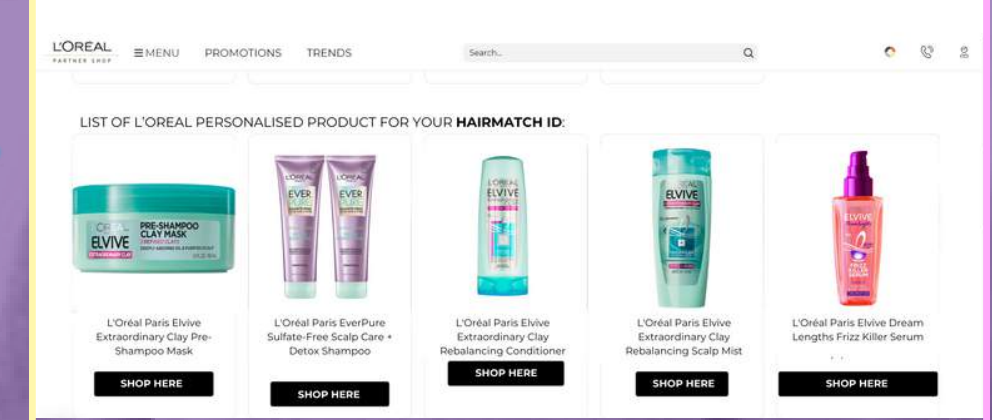
Based on your hair analysis beforehand about texture of Hair, dry of Scalp, porosity, special hair types, when you go on ecommerce, you will be recommended about combined haircare products that suits your condition best

## 4 Gain personalised and lively online experience with your true display image and precise specification of your hair

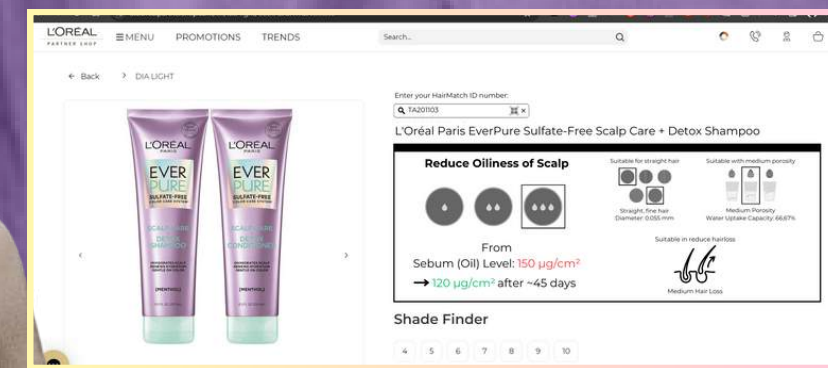
- When you choose a hair product, your displayed hair image transform according to the true effect of the product to your own hair condition
- After 3 months, you can visit salons to get new QR to get more precisely updated hair specification



Be recommend about combined haircare products that suits your condition best



Predict and simulate real changes in hair after using the product



With selected products, consumers will clearly see their hair specifications improvement in precisely estimated days based on hair analysis



