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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



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

ECOMMERE CATEGORY TRUTH

77%

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

A survey conducted by Salsify

67%

consumers have made an online purchase they regret.

A survey by Finder.com



adults are interested in personalized hair care products.

Data from Mintel

ELIXIR ULTIME



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

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

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

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

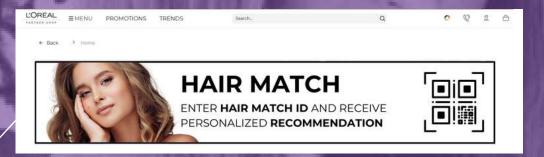
Based on your hair analysis beforehand about texture of Hair, dry of Scalp, porosity, special hair types, when you go on ecommerce, you will be recommended about combined e products that suits your condition best

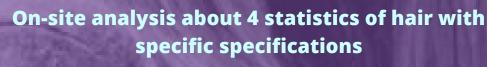
Gain personalised and lively experience with your true display image and precise specification of your hair

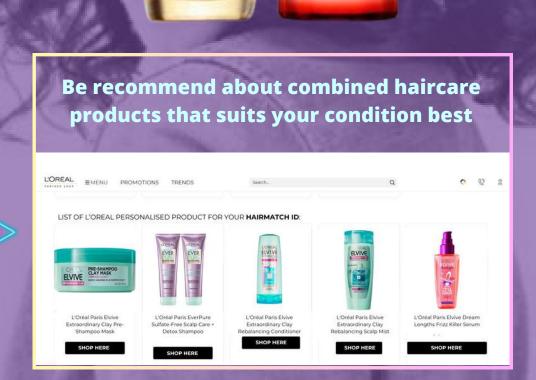
• When you choose a hair product, your displayed hair image transform according to the true effect of the product to your own hair condition

• After 3 months, you can visit salons to get new QR to get more precisely updated hair specification







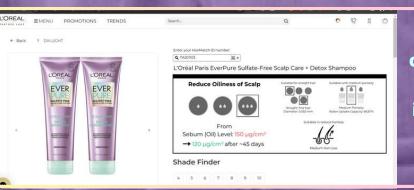


KÉRASTASE

KÉRASTASE



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



L'ORÉAL VISION



L'ORÉAL RESPECT ALL HAIR TYPES. CONSUMER DESERVE SPECIAL AND PERSONALISED CARE AND TRUE SYMPATHY

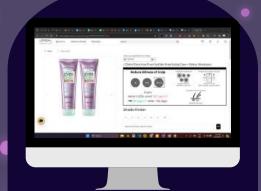






A MORE SUSTAINABLE L'ORÉAL BRAND IMAGE

Consumers won't have wasted, unsuitable online hair product purchases anymore



PERSONALISED AND LIVELY ECOMMERCE PLATFORM

This enhance tremediously consumers's ecommerce experience



INCREASE TRAFFIC TO L'ORÉAL PARTNER SALON

Customers can come to L'Oréal salon for hair scanning purpose.



USED TECHNOLOGY

L'ORÉAL BRANDSTORM

MODIFACE SCAN

Empowered with AI face analysis and personalized recommendations, it will give your customers the experience they deserve.



DEEPFAKE

solution that effectiveness for your own hair conditions. This application utilizes AI, AR and deepfake to enhance beauty shopping experience.

Inclusion

Sustainble

All types of hair all deserve special and personalized care even it is heavily damaged that keep them from hairstyling. But L'Oréal desires to inspire, include and respect the way they express their own identity through their styled hair

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

HAIR MATCH'S **FEATURES**

- Utilize and combine available technology: K scan
- We offer free scan and free Ecommerce enhanced experience at L'Oréal online store to gain more profitability for salon visits
- Likely to appeal to a diverse and global clients of L'Oréal Professional Products Division
- Adapt to the personalized patterns of haircare

Scalable

Feasible



Selling price

Free service for customers at **Partner Salon**

2023 ecommerce hair market value

20.2 billion \$

Target 0.5% market value

101 million \$

5.05 million \$

Marketing cost

=5% revenue

Estimated Production cost

2000\$ (to integrate new Hair Match feature into L'Oréal website)

ROI

150%



AI ANALYSIS AND **RECOMMENDATION SYSTEMS**

Al algorithm, usually associated with machine learning, that uses Big Data and personalized analysis hair results to suggest or recommend mix of hair products to perfectly match hair conditions on ecommerce to consumers.

(Projected revenue in 5 years)