

Changing the skincare industry through CX experience

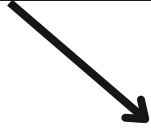
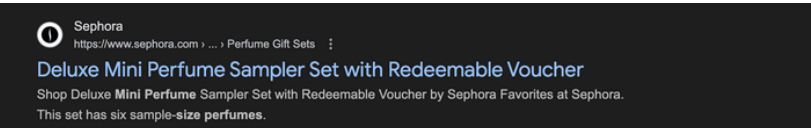


Selecting a suitable skincare product can be very challenging. Customers need to try multiple products before discovering what suits their skin while spending lots of money, time and effort. Skincare companies have a unique opportunity to implement the mini-to-full-size exchange model utilized in the fragrances industry and can even take it one step further by offering sample kits including multiple products. This feature allows customers to try different trial sizes of skincare products in one box designed for individual concerns. Not only does this help customers discover multiple products they love, but it also creates a new purpose for the sample kit: Inspiring users to buy multiple full-sized products.

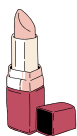
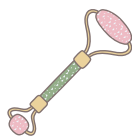
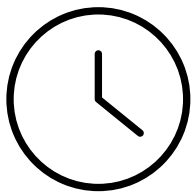
Can we talk about how expensive mini sized products are?!

Rant

I was browsing Sephora during the VIB sale and couldn't help but notice how expensive the mini sized products have gotten. I had gotten the Glow Recipe Birthday Gift a week prior and was surprised to see that the Watermelon Glow Niacinamide Dew Drops Serum cost \$26 CAD for 15 ml! I understand that a lot of people buy minis for travel or to test the product before fully committing to the full size, but with inflation and such, I find the prices kind of ridiculous because you often don't even get a lot of product.



Why not do this with skincare and makeup too?!



Why it works



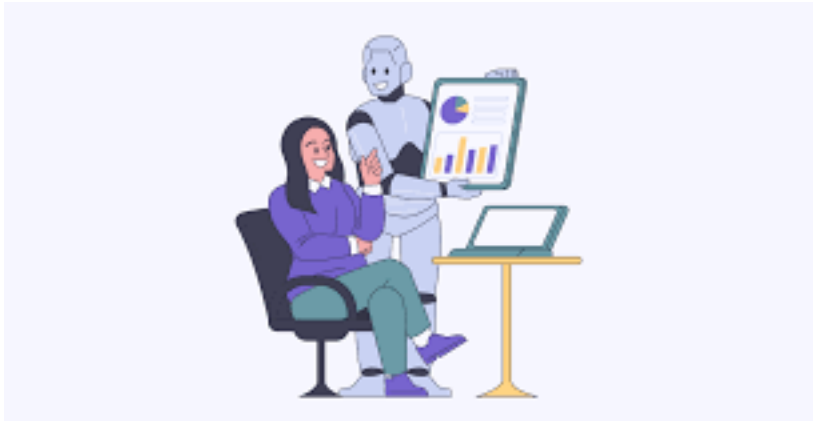
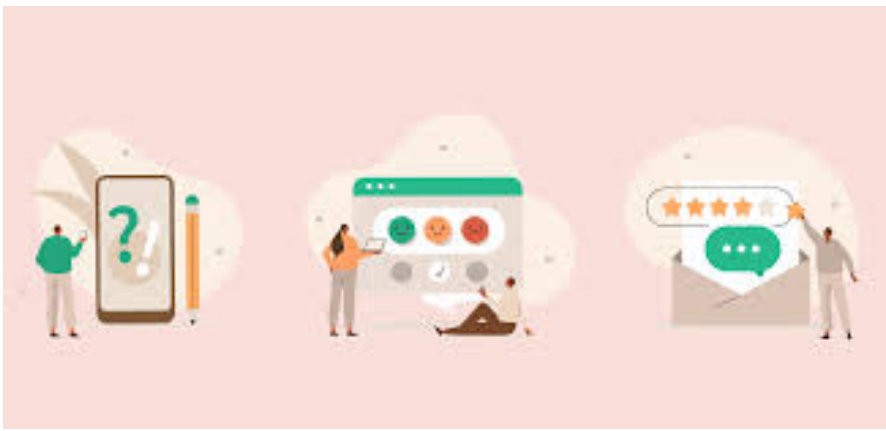
The mini-to-full-size flow approach is simple yet effective: Customers get a safe opportunity to test new products at small costs and minimal risk. For brands, it's a win-win as the process makes shoppers confident about buying their new products while helping companies earn lasting client loyalty. The skincare industry depends heavily on gradual results and highly personalized products which is why such a model helps customers make better buying decisions. Customers receive smaller product amounts so they can test their experience with different aspects of the product before buying the complete version. Customer experience improves when multi-product kits are added because they let customers discover many products at once potentially causing them to purchase more than they originally intended.

1. Providing Personalized Collections of Multiple Skincare Products

Imagine a small package that includes cleanser, moisturizer, and serum. Each skincare line helps customers find their perfect match as they learn about its performance and effect in combination with other products. Customers can experiment and potentially fall in love with all of the products and buy the full set. By offering targeted sample experiences companies help their clients discover new products in an educational and rewarding way, while also driving sales.



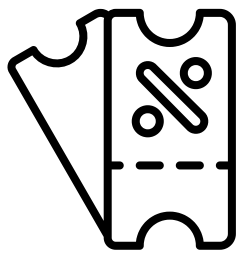
Lets mix and match it in mini samples to figure out what fits best for **you** so theres no need to hesitate in buying the product you want!!



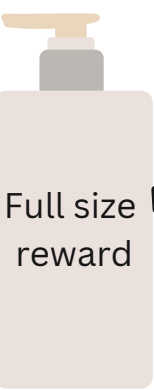
2. AI-Powered Customization

AI has the potential to build customized small kits based on customer skin characteristics and needs, while ensuring that all data remains secure and anonymous. People might respond to short surveys and in return the system suggests perfect products based on their needs. When customers share their purchase feedback the system would adjust product suggestions continuously to create the best sampling-to-buy journey.

3. Direct Credit Exchange



Customers would receive a coupon worth the purchase price of mini samples that can be applied toward any full-size products. For example, when you buy a \$20 sample kit you will receive a full-sized product worth \$20. The system shields buyers from costly trial mistakes and shows them their first payment yields value.

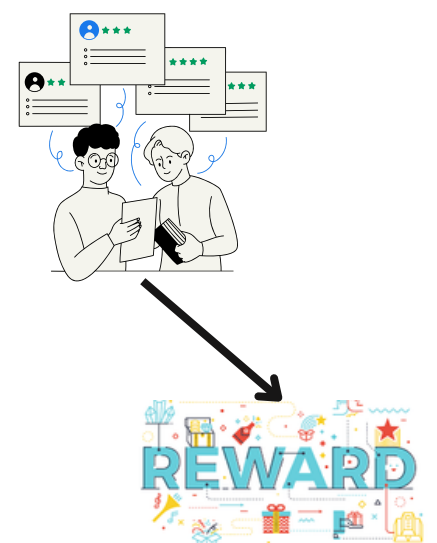


4. Subscription Try-and-Buy Service

Each month customers can test different product samples from their subscription which earns them a free full-sized version of one product. By rewarding users for trying different products the system creates continued brand interaction.

5. Feedback Based Promotion of Full Products

When customers provide feedback about their sample product they earn access to the entire product size. By filling out a brief survey about a serum after testing it subscribers can earn the complete product. By encouraging customer participation brands collect vital consumer insights and further build loyalty.



The sampling process becomes a path to permanent customer commitment

The mini-to-full-size model addresses a common pain point: People think sample kits charge too much for what you receive in return. With this model, brands win eliminate client hesitation and make the experience much more pleasurable. The mini-to-full-size sampling model alongside multiple-product kits lets customers sample variety while creating lasting customer relationships through positive brand experiences and encouraging them to try more products.

Skincare brands have the potential to lead the market forward by teaching customers to find their perfect products through small samples. By incorporating AI-driven features, they create a seamless flow that guides customers from discovery to purchase. This feel-driven approach enhances customer confidence and satisfaction, while the purpose is to foster long-term loyalty, boost engagement, and drive sustainable growth.

Citations

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