

# L'ORÉAL BRANDSTORM



**Team PaperBag**  
Vishal | Sukraat | Shwetank



Presenting a Unique Interface  
Which lets you experiment,  
experience and enjoy!

**Vishal**



IDEATION

**Shwetank**



TECH SUPPORT

**Sukraat**



AESTHETICS

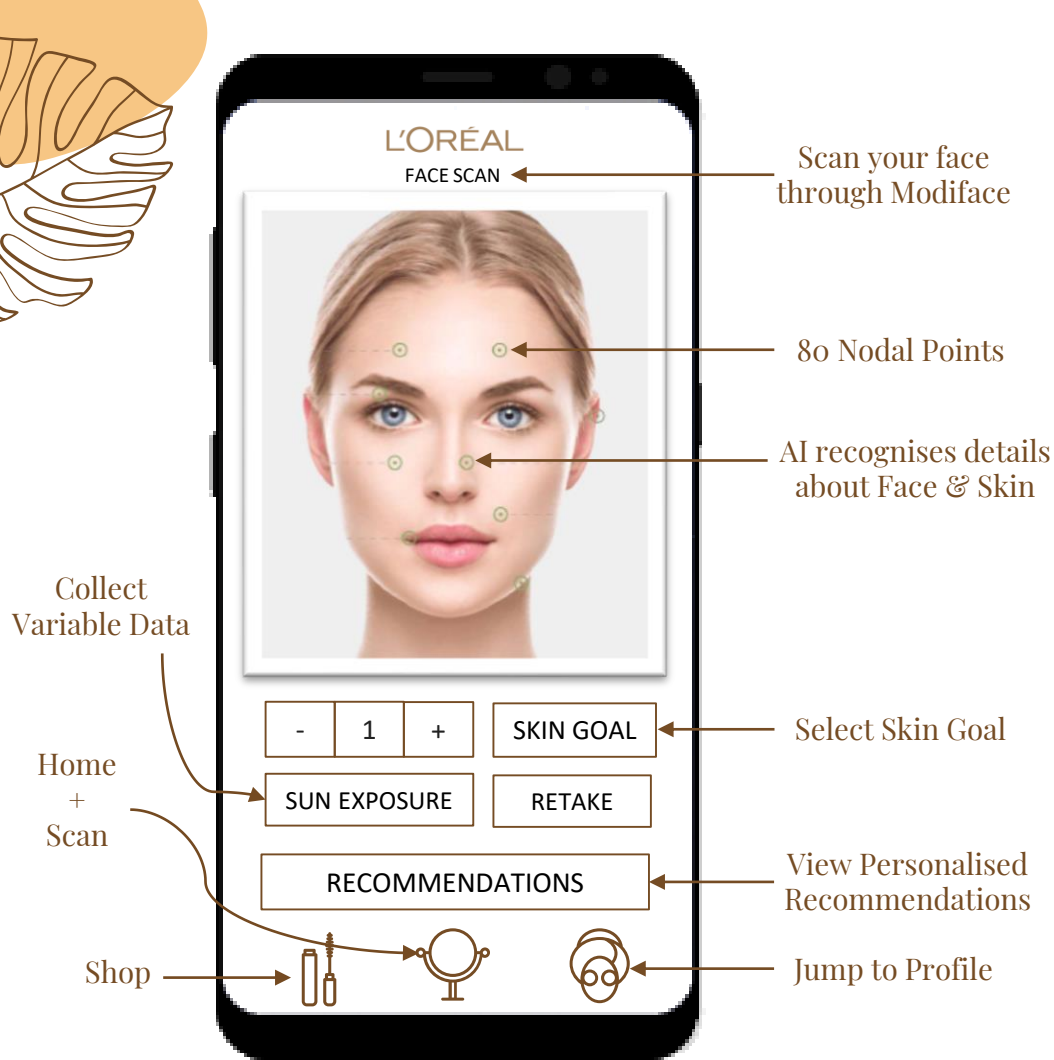
L'ORÉAL  
Do-It-All



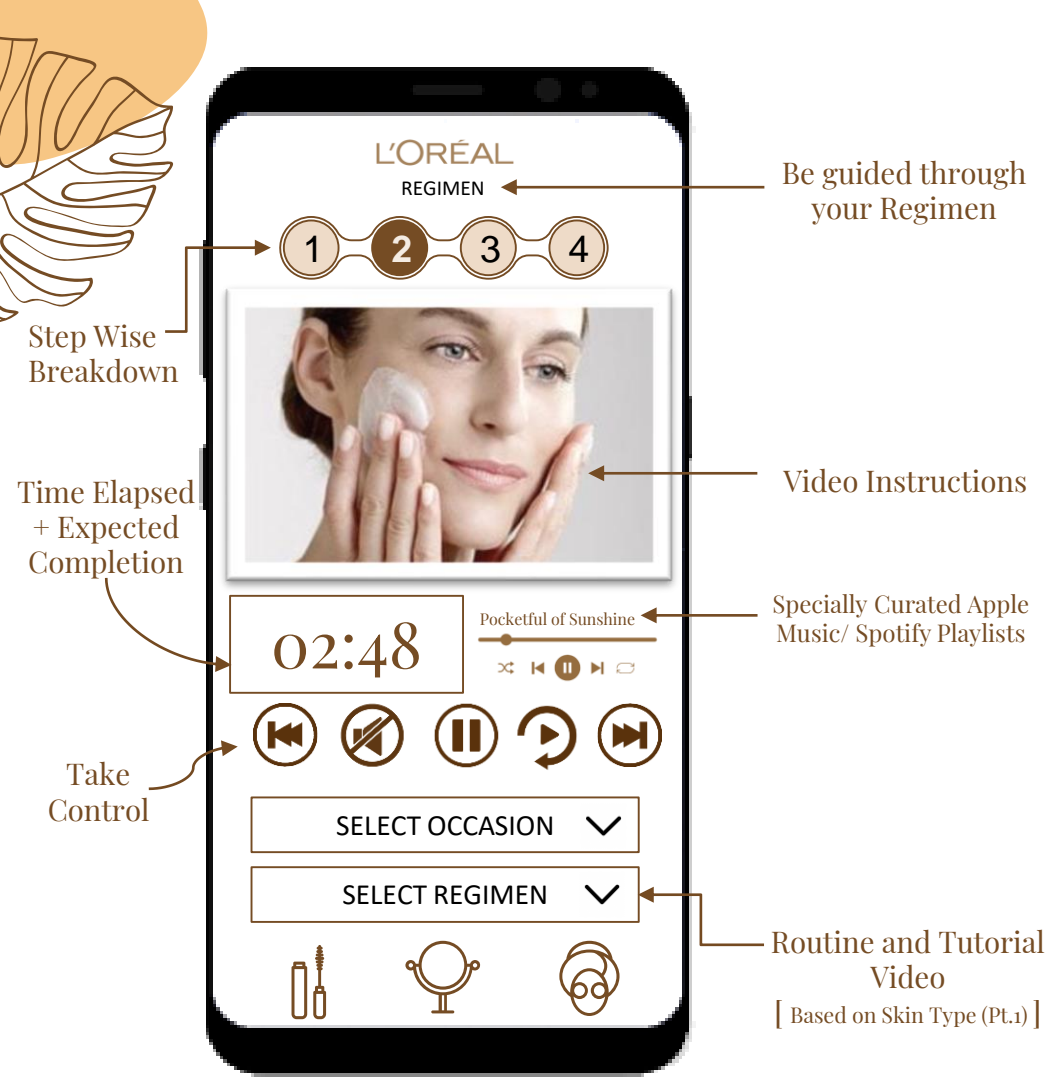
# Face Scan

## GET PERSONALIZED RECOMMENDATION on SKIN GOALS

- On L'Oréal Products + Sub Brands
- Skin Care Routines
- Use of Existing Products  
(Through profile and shopping history)
- Special care instructions,  
reminders and notifications  
(Based on Varying exposure and climate)



# Regimen Guide, Routine Follow-Up



- Set reminders based on recommendations
- Voice Assistant
- Assisted Removal, Application of Products
- Reminder toggle for Drinking Water and minor daily touch-ups
- Reminder alarms for Day + Night Skin Care Routines



# Style Me Up



- Priority recommendations incorporating pre-owned products
- Choose among multiple personalised styles from their end result
- Buy products directly required for the look



Watch  
Tutorial



Book  
Salon

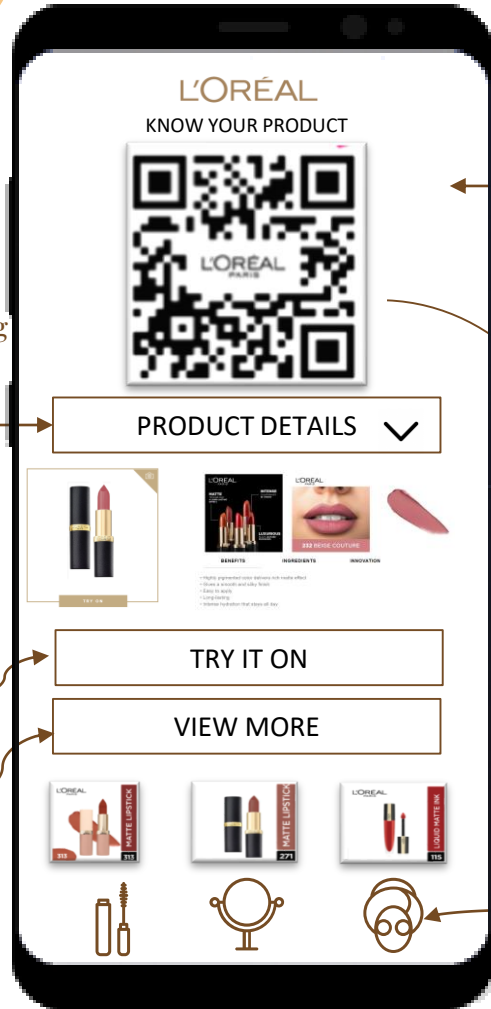


Call  
@ Home



# Know Your Product

Drop Down  
Bar Describing  
- Ingredients  
- Usage  
- Real time  
data



QR Code at the  
back of your  
product

Automatically  
adds to your  
Profile  
Inventory

Virtual  
Peek

View Similar  
Products

- Real time data of customer reviews, total purchases, related videos will be made available
- Regime Recommendations containing the product will start popping more often
- Try on these products in Gamification Model
- Managing your physical Inventory Made easier



# Gamification

Play & Slay

The L'Oréal Way



Scan your face  
to create your  
avatar

Go Back and  
Forth to make  
that perfect  
look!

Try on  
Products

Buy what you  
like

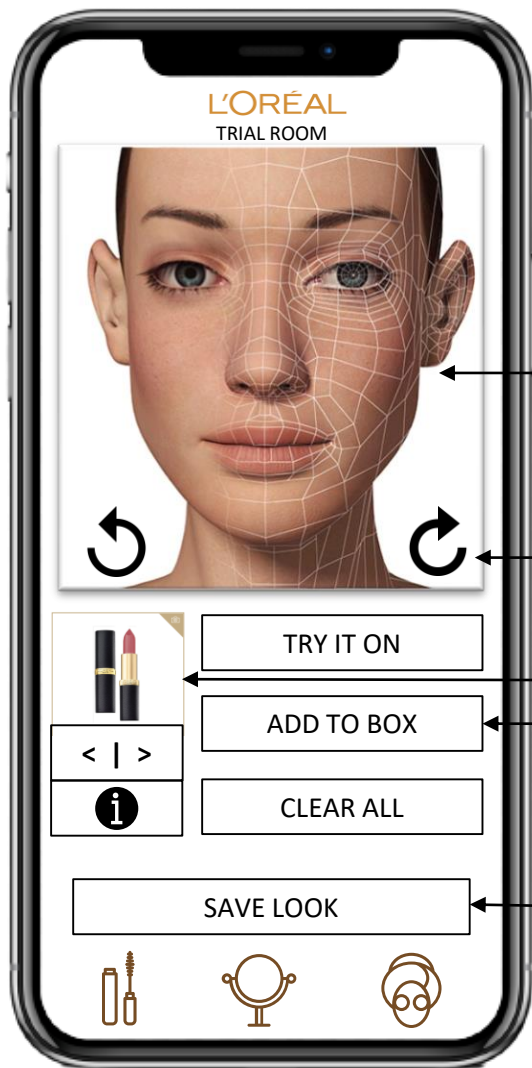
Save look for  
real life  
application

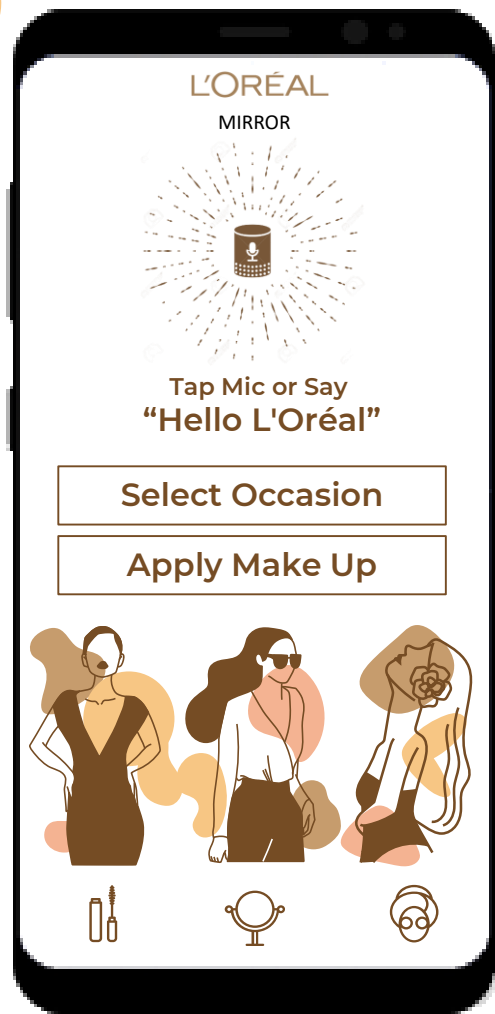
Ready-Made  
looks by  
L'Oréal

Product wise  
Quizzes

Increase  
Product Recall

Get Rewarded





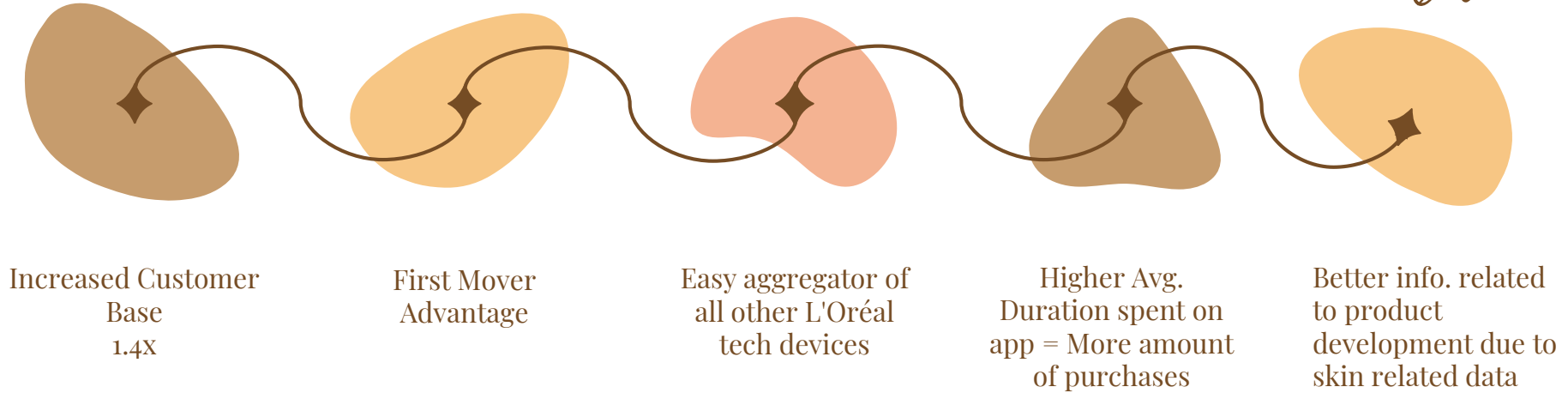
# L'Oréal Mirror

Bored with same look everyday?

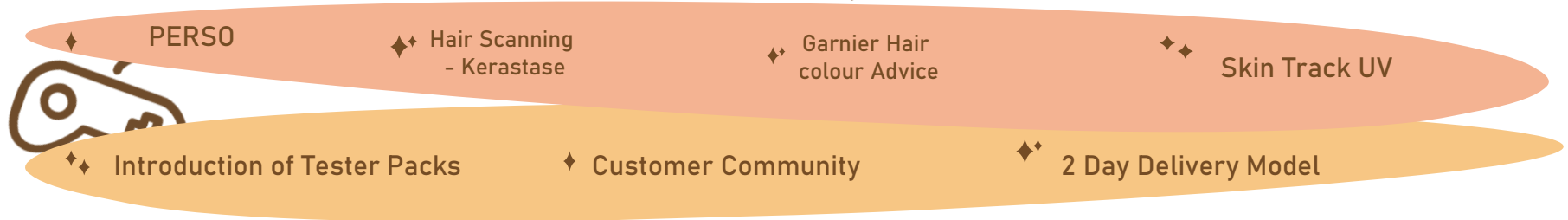
- Here the app will process the data points like products owned by you (scanned through QR scanner), occasion, weather, etc.
- On your L'Oréal Mirror (front camera screen), you will be shown the makeup look projection on your face (like a face filter), with help of AR.
- Click on "Apply Makeup" to put on same look, as mentioned above, along with our AR guide



# What's in it for L'Oréal?



## Future Projects





# Recommendations

01

Their skin type,  
tone, color,  
condition and  
other related  
information

02

Type of  
routine to be  
followed for  
specific skin  
goal

03

Products to be used  
for a particular skin  
type/condition, make  
up and Hair Care

04

Amount and type of diet  
& water intake to be  
done for better  
effectiveness of  
skincare products

05

Ways in which their  
presently owned  
L'Oréal or sub-brand  
products can be used



## Points of Competitive Advantage

AI Modiface being used for face scan

All-in-one service focused app rather than product focused

First Cosmetic Brand to come with a wholesome service centric application

Lower amount of data to be processed as focused on fewer brands

Chatbot (with ML) providing expert advice on makeup look based on skin type, occasion, etc.

## Sustainability

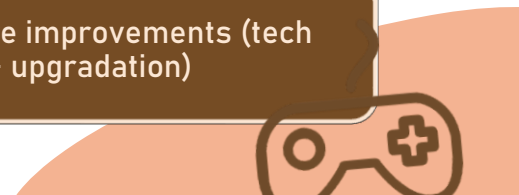
Lesser time to build the app as most of tech innovations are already in place.

As AI Modiface is owned by L'Oréal, with modifications, this advantage can be maintained.

Accuracy of AI > Accuracy of AR or quiz.  
Better results and Better recommendations.

Higher Customer Base (56% - L'Oréal Division)  
+ Customer Base Of Competitors to capture.

High scope of future improvements (tech inclusion + upgradation)





## Our Competition

All cosmetic brands have apps focused on product selling

Skin or Hair Quiz to measure the user's skin condition and then recommend

An AR facility on website to try-on company's products

Barcode scanner to scan QR code for coupons or to check genuineness of the product

No feature available to suggest looks based on products owned by the customer

No particular app with a focused motive to guide the user with the skin care routine aspects like diet, timer, water intake, etc.

## Our Offerings

First ever app by a beauty brand focused on advisory service rather than just forced product selling.

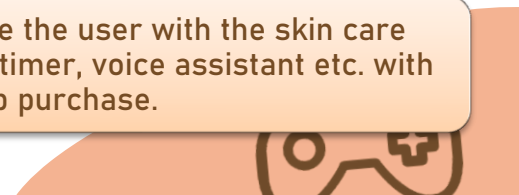
A proper AI (AI Modiface) to scan your face, generating accurate skin related details & provides advice with in-app purchase.

An AR facility to try on L'Oréal and sub-brand's products (new and pre-owned) in the app

A Barcode/QR code scanner to scan a product & get it's real time data like reviews,, etc. Also keeps a track of user's products.

L'Oreal Mirror suggests users looks based on products owned by them, occasion, etc.

Focused motive to guide the user with the skin care routine aspects like diet, timer, voice assistant etc. with in-app purchase.



# Thank You

Team Paper Bag is thankful to L'Oreal Mentors and Brandstorm Organizers.

It has been a fun and rewarding journey so far and we would love to continue to work and innovate with you and make the world a more beautiful place.

Thank you for all your support and advice. (And the goodies 😊)

A Leaf and A Joystick has been included in all the slides, to depict that L'Oréal has always maintained balance between tech innovation and saving the nature and our idea also aligns with this balance in a cohesive manner.



**With Love & Hope,  
Team Paper Bag**

Vishal, Sukraat &  
Shwetank