EASTYLE, YOUR PERSONAL CURLING MASTER AT HOME

L'ORÉAL PROFESSIONNEL PARIS

📌 Market Insight:

The curling iron market grows; customized beauty tech is the future.

18.8% — *-Expected CAGR growth for **Beauty Tech**, 2024-2026. ---Statista*

*-Consumers favor brands offering **personalized services** or experiences. ---Forrester* **77%**

7.3% — *-Expected CAGR of the **curling iron** market size, 2024-2031. ---Coherent Market Insights*

◎ Pain Point:

- Lazy to curl their hair
- Unskill to realize a hairstyle
- Can't realize multiple hairstyles
- Fail to control hairstyle duration
- Fear of damaging hair

Existing Curling Iron:

- Time-consuming
- User-unfriendly
- Fixed size, single function
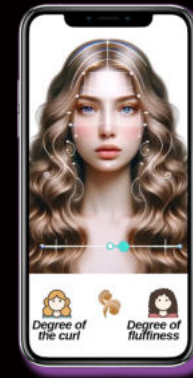
≫ THERE IS A GAP ‼️

👥 Target Customer:

- **Beginner**
  Poor curling skill
  Desire easier curling process
- **White Collar Worker**
  Busy and lazy
  Seek time-saving

- **Innovative Consumer**
  Prefer freshness
  Willing to try technology
- **Model, KOL, Celebrity**
  Exquisite
  Seek a variety of styling

📌 Core Ideology:

FROM AUTO TO WOW: PERSONALIZED STYLING WITH EASE.

Customized Hairstyle APP **+** Smart Hair Tool **=** **EASTYLE**

Key Selling Points:

Customized
Design or choose your hairstyles

Automatic
No need to learn
One for multiple styles

Hair-friendly
Intelligent heat adjustment
Use with hair care products

✦ EASTYLE APP: CUSTOMIZE

- Create, adjust, and try your personalized hairstyles.
- Transmit instructions to the curling iron.

✦ EASTYLE CURLING IRON: REALIZE

- Automatical curling based on AI, deep learning, and AIot.
- An adjustable heating tube can realize multiple styles.

BIG IDEA: EASTYLE
–CONSUMER JOURNEY

① Choose One Mode from Three

- **Choose** from real-time trending hairstyles;
- **Upload** a photo containing the hairstyle you like;
- **Customize** a hairstyle by your face, *style, and occasion.*

Adapting to different input scenarios:
- formal dinners, meetings
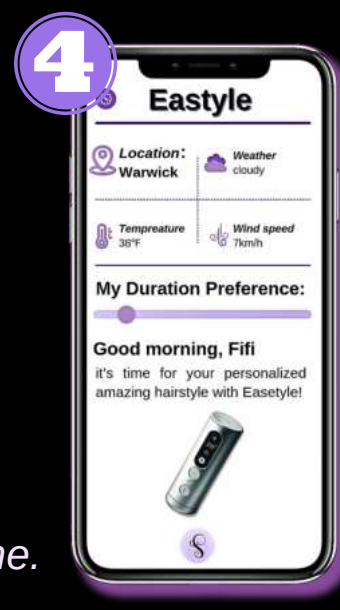- nightclubs dancing, bars

② Scan to Analyze

Scan your head and hair with the camera.

-The algorithm will model and analyze the data of facial proportions, hair condition & volume.

④ Personalize Option

Locate your position and choose your duration preference.

-Eastyle considers local environmental conditions that would affect hairstyles, including weather, temperature, and wind speed, by LBS technology.

Eastyle
Location: Warwick — Weather cloudy
Temperature 38°F — Wind speed 7km/h
My Duration Preference:
Good morning, Fifi
it's time for your personalized amazing hairstyle with Easetyle!

③ Try and Adjust

-**Try** on the hairstyle.

-**Adjust** it manually, like the degree of the curl and fluffiness.

Degree of the curl — Degree of fluffiness

⑤ Realize Hairstyle Automatically

-**Click** the "Start curling" button.

-**Adjust** the camera's position so the face is fully displayed on the screen.

-**Follow** the guidelines and voice prompts on screen, and adjust the curling iron's position.

Design and Technology of EASTYLE Curling Iron

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01 - AI EMPOWERED HEATING TUBE
Intelligent adjustable diameter (from 12mm to 36mm), length, temperature, and curling time

02 - DETECTING HAIR VOLUME
Detect hair volume to put in with a voice reminder

03 - AUTOMATIC CURLING
AI analyzes and automatically breaks down steps to curl hair

04 - HAIR CARE AND ANTI-SCALD
Used with hair care products, protective shell insulation
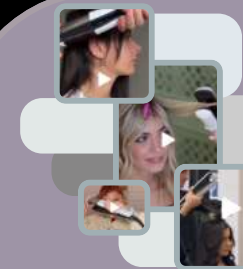
05 - PORTABLE AND COMPACT
Heating tube inside when not in use

06 - AIOT CONNECTION
AIot-based wireless, real-time transmission of instructions from APP

How does EASYTLE Curling Iron work?

Deep Learning + AI

Massive Tutorial Database

*EASTYLE learns from an existing database of **massive curling tutorial videos** with Deep learning and AI.*

+

Camera Live Detection

Receives Instructions from the APP

= Perfect Hairstyle!

*Through the **image captured** in the camera, EASTYLE receives and analyzes instructions from the APP.*

*It then **intelligently adjusts** the heating tube's diameter, length, heating time, and rotation direction.*

*It gives **real-time feedback** on the location to put EASTYLE on the screen.*

MARKETING STRATEGY

New Product Launch Campaign & O+O

How does EASTYLE benefit ALL?

EFFICIENT
- Save time and free your hands for curling hair
- Design and realize perfect personal hairstyles

INCLUSIVE
- For any length, type of hair, and gender
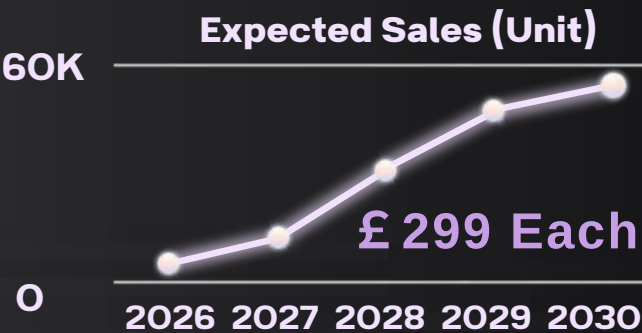- Customize hairstyle for all looks

SUSTAINABLE
- Single heating tube saves material
- Auto-off, with optimum perming time and temperature to reduce energy waste

2° App Free Trial ➡ 3° Pop-up Stores

Eastyle Curling Master
From Auto to Wow: Personalized styling with ease.
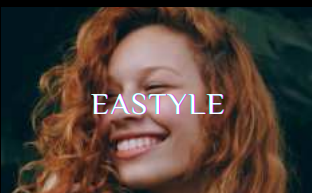Explore

Attract consumers to offline experiences.

Place: next to the office buildings
TA: Busy white-collar
Attract customers to experience automatic, smart and 5 minutes hair curling offline.

#Autocurl Challenge in 5 Minutes

1° Warm-up

EASTYLE

Release trailers

Celebrities Advertising

4° Online UGC

Encourage customers to take a video of trying EASTYLE, and upload it with hashtag, by offering raffle prizes.

Development Timeline:

GOALS
- *Branding: Represent L'Oreal Pro's highest technology*
- *Complement the product matrix of hair tools*
- *Promote complementary hair care products*

- *Boost Sales:*

Expected Sales (Unit)

60K

£ 299 Each

0   2026 2027 2028 2029 2030

LUXURY PRODUCT ≫ ≫ ≫ MASSIVE PRODUCT

-2025.1 Test feasibility
-2025.5 Start product development
-2025.11 Plan the pre-marketing

2025-Start up

-2026.2 Launch new products
-2026.3 Organize an online launch

2026-Introduction

--2026.5 Conduct offline campaign

-2027.3 Keep KOL promoting

2027-Growth

-2027.4 Sell online and offline
-2027.4 Collect data & improve

2028-Maturity

-2028.1 Develop the second generation production
-2028.5 Achieve massive profitability