

Inclusive Beauty In 2030

Client Portrait



MATHILDA, 26,
accountant in finance industry,
Diagnosed with essential tremor.
“It would bring me great convenience during make-up. Who’s willing to refuse beauty at her 20s?”



JENNIFER, 25,
Administrative officer in multi-
country NGO.
“This would help me embody the concept of equality into everyday life, which is also the goal I’m working for.”



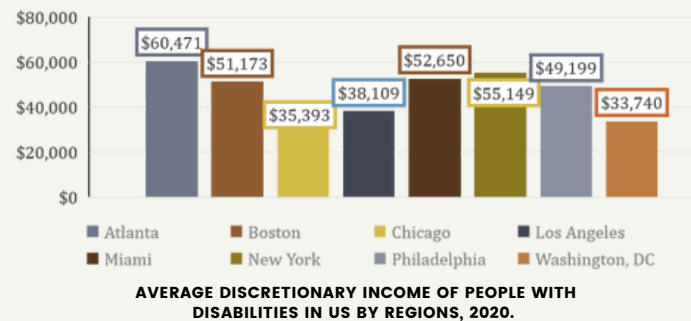
STEVE, 43.
logistics manager in automobile
industry,
diagnosed with young-onset Parkinson’s disease.
“I never felt aging after this came to my life. Although Parkinson’s is troubling my life, it won’t stop me on the way towards youthfulness!”

Market Prospects

In 2015, a report by Nielsen Company demonstrated that consumers with disabilities spent \$49.5 billion in major consumer goods per annum, and they are more loyal than normal consumers [1]. The Family Resources Survey in 2014/15 by UK Government showed that the average annual income in 2014/15 is £23,900 [2]. Meanwhile, the average discretionary income by people with disabilities in US reached \$59,611 in 2017, according to a report by American Institutes for Research in 2020 [3].

Designed for
people with
hand defects

L'ORÉAL



ACCORDING TO L'OREAL OFFICIAL DATA IN 2022, NORTH AMERICA CONTRIBUTES TO 24% OF ITS GLOBAL MARKET SHARE.

References:

- [1]W. Brewer, B. Cox, O. Hu, D. Sare, and E. Shtjefni, “REACHING PREVALENT, DIVERSE CONSUMERS WITH DISABILITIES,” Nielsen Company, 2016. [Online]. Available: <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/reaching-prevalent-diverse-consumers-with-disabilities.pdf>. [Accessed: 07-Mar-2022]
- [2]UK Department for Work and Pensions, “The spending power of disabled people and their families in 2014/15, and changes since 2012/13,” Dec. 2016 [Online]. Available: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/572187/spending-power-of-disabled-people-and-their-families-2014-15.pdf. [Accessed: 07-Mar-2022]
- [3]M. Yin, D. Shaewitz, and M. Megra, “The Purchasing Power of Working-Age Adults With Disabilities in Boston and Other Top Metropolitan Areas,” Jul. 2020 [Online]. Available: <https://www.air.org/sites/default/files/Purchasing-Power-of-Working-Age-Adults-Disabilities-Ruderman-July-2020-508.pdf>. [Accessed: 07-Mar-2022]

Beauty
stabilizer
_An anti-
shake
beauty
brush that
knows you!

The magnetic suction design could be easily disassembled for people with essential tremor or Parkinson's disease.
7 kinds of brush heads cover the base of makeup, eye, concealer and so on, and easily complete the perfect makeup.



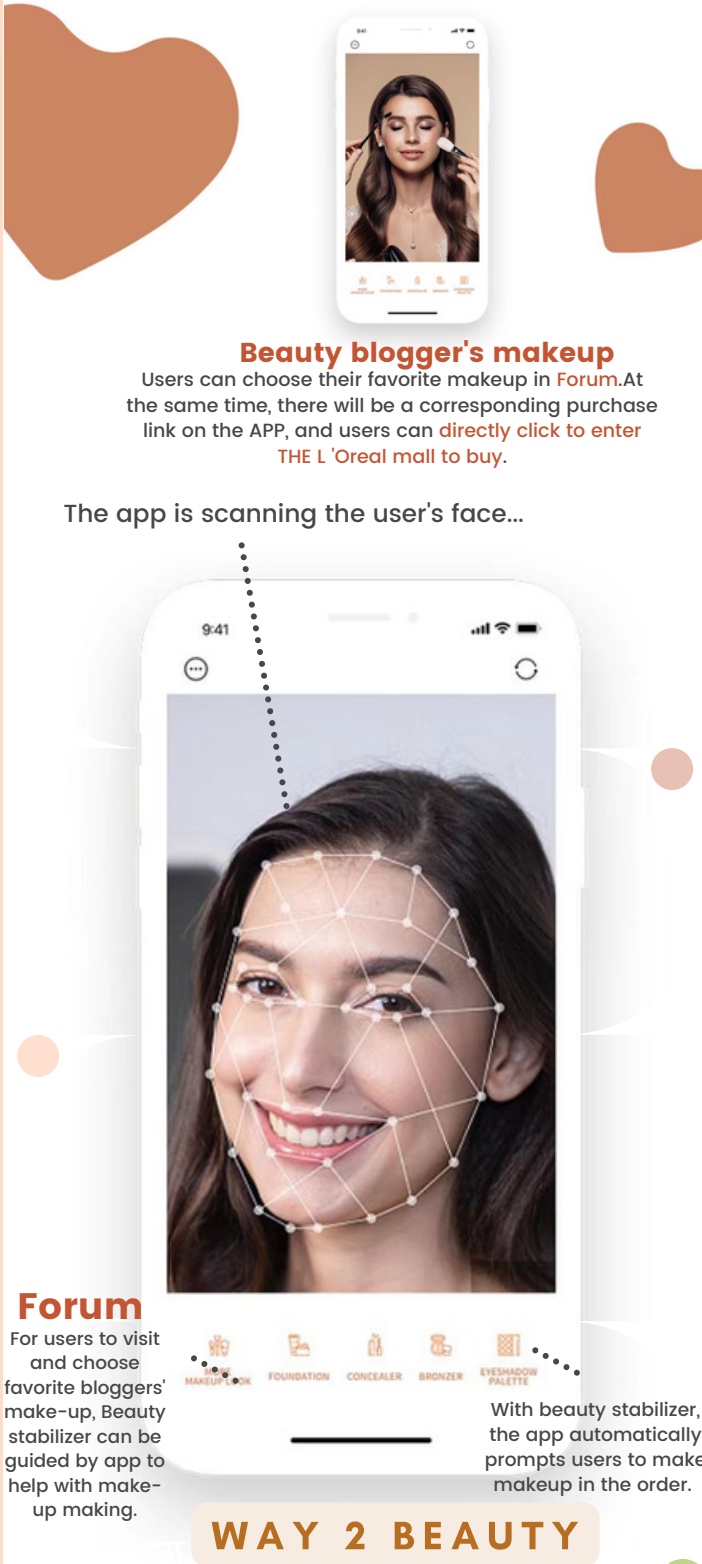
TECHNOLOGY

PRODUCT
DESIGN & FUNCTION
INTRODUCTION
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- I The user could connect Beauty Stabilizer to the mobile phone via Blue tooth.
- II The user could open the app, point the face at the screen, and the app will automatically analyze the user's face structure and perform machine memory. Each time the app is used for face analysis, the app will automatically optimize the stored user's face structure to make it more accurate.
- III After completing the scan, users can also manually select or voice enter the scene they want to go to today, and the app will automatically recommend the most suitable makeup. Alternatively, users can go to the forum and view the makeup shared by beauty bloggers and choose the makeup they like.

IV After clicking on "Making make-up for today", users only need to hold Beauty stabilizer and move stabilizer step by step according to the instructions of the app. Beauty stabilizer will automatically make makeup based on user's facial bone structure.

For blind people, the app will give voice prompts to guide them to put on makeup.



Product launch

I PARALYMPICS

Paralympics will be held in 2030.

L'Oréal may take the chance to advertise the Beauty Stabilizer, since the audiences of paralympic are likely to know about the product that cares the beauty of people with disabilities. **Business collaboration with famous disabled athletes would also broadcast this product precisely to its target customers**, as they usually pay more attention to disabled sportsperson than people without disabilities.



II RELATED ORGANIZATIONS

Building partnership with associations that focus on people with disabilities, especially limb movement disorder, is also an ideal approach for product launch.

BEAUTY FOR PEOPLE WITH & WITHOUT DISABILITIES

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For example, **International Essential Tremor Foundation, Parkinson's Foundation and International Parkinson and Movement Disorder Society** are associations that people with movement disorder may prefer to seek help from. By their platform it would be simple to promote Beauty Stabilizer and ensure that the promotion covers the target customers well.



III OFFLINE & ONLINE EVENTS

Holding offline events would **show the Beauty Stabilizer directly** to consumers, regardless of their health condition. A makeup competition at shopping centers held **on trampoline** for participants with and without disabilities could exhibit the product to publicity, and **the advantage of Beauty Stabilizer would be fully emerged** due to unstable environments, as the trampoline jolts easily. Local media could be turned to to help boost the spread of the activity.

In order to get more people involved, **different regions can also carry out online publicity and live broadcast.**

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