

L'ORÉAL
PARIS
MEN EXPERT

PRESENTS

SCALP+

Hair Growth Solution

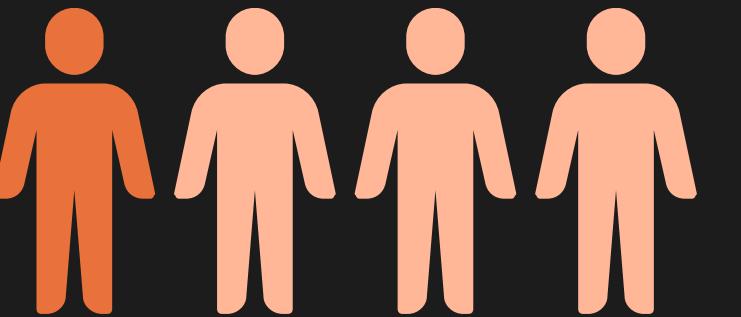
L'Oréal Brandstorm'25

What's the first thing men do when they see a mirror?



Facing the Reality of Hair Loss

1 IN 4



Men begin to exhibit early signs of hair loss by the age of 30



“By the time you notice, it has already progressed.”

Hair Restoration is Booming – But Still Broken.

Hair Restoration Market

6.46B



16.6% CAGR

2023

2024-2030

Expensive Invasive Inaccessible



Turkey: Rising demand for hair transplant treatments among men

Unmet need

What today's solution fail to deliver



Easy to Use



Effective



Affordable



Non-Surgical

Breakthrough Opportunity: Microneedling



Research Backed Technique

Boost in collagen production

Increased blood circulation

Enhanced absorption of serums

RESEARCH ARTICLES | JANUARY 12 2023

Efficacy and Safety of Scalp Microneedling in Male Pattern Hair Loss

Microneedling and Its Use in Hair Loss Disorders: A Systematic Review

REVIEW ARTICLE | Open Access |

Efficacy and safety of combined microneedling therapy for androgenic alopecia: A systematic review and meta-analysis of randomized clinical trials

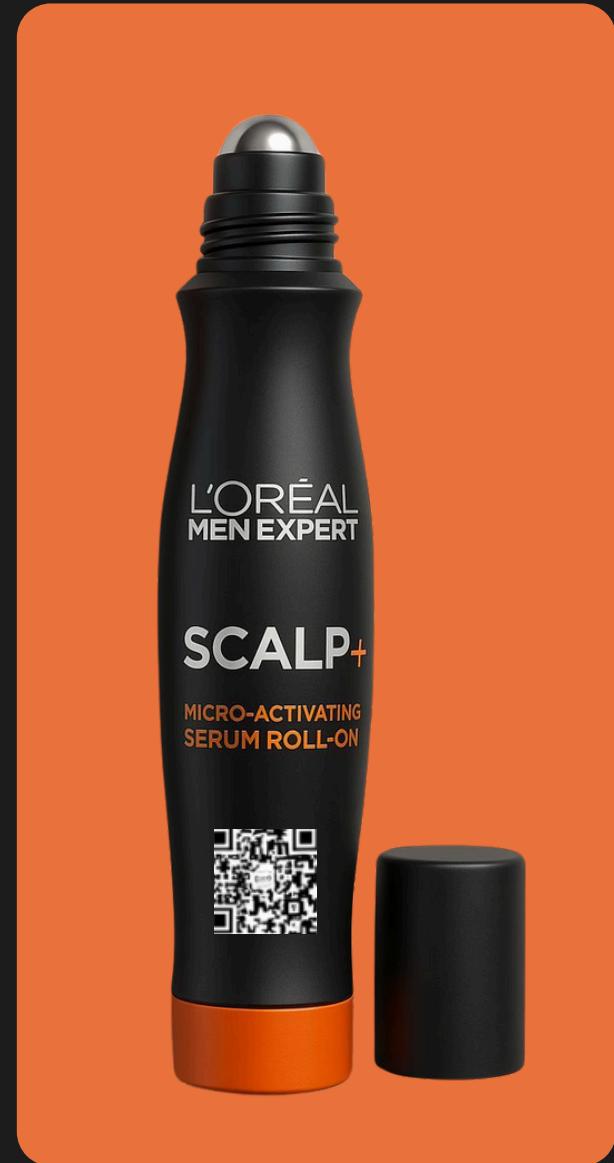
First-ever 2-in-1 solution in the market

2 Parts. 1 Routine.

Maximum Results

Roll-on
Serum

2 times/week

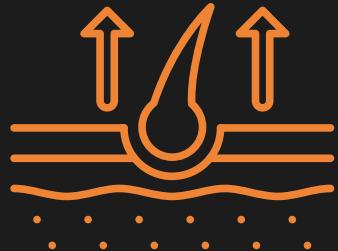


Microneedler

Targets
Hair Thinning
Early-stage hair loss
Receding hairlines

Roll-on Serum

Triple Action Formula



Hair Growth

- Redensyl
- Anagain
- Rosemary oil
- Caffeine



Anti-hairfall

- Baicapil
- Biotin
- Zinc



Heal & Protect

- Tea Tree Oil
- Aloe Vera
- Juice



Serum Refill (20 ml)



Lightweight
Non greasy



Visible Results in
12 Weeks



Clean and Natural
ingredients



Made in France

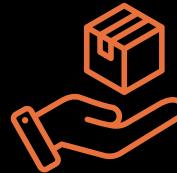


No-rinse formula,
0 residue

ScalpTech Companion App



Progress Tracking



Personalized
Product
Recommendation



Community
Building



Smart Reminders

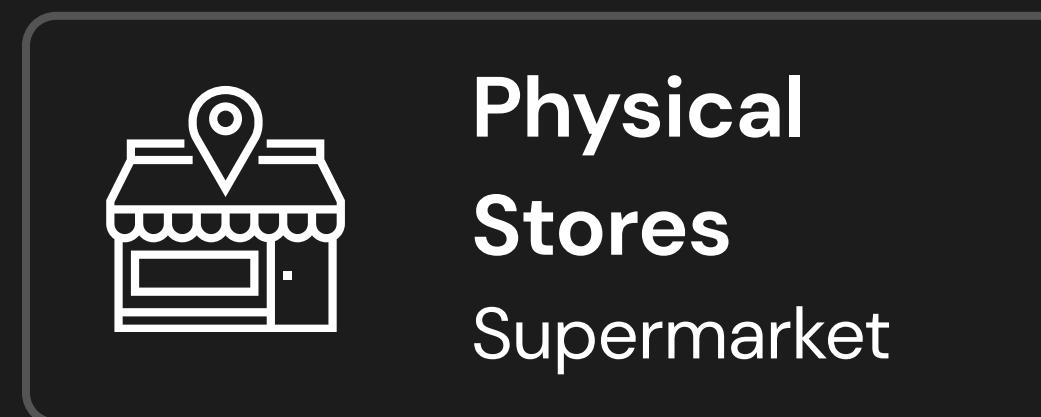
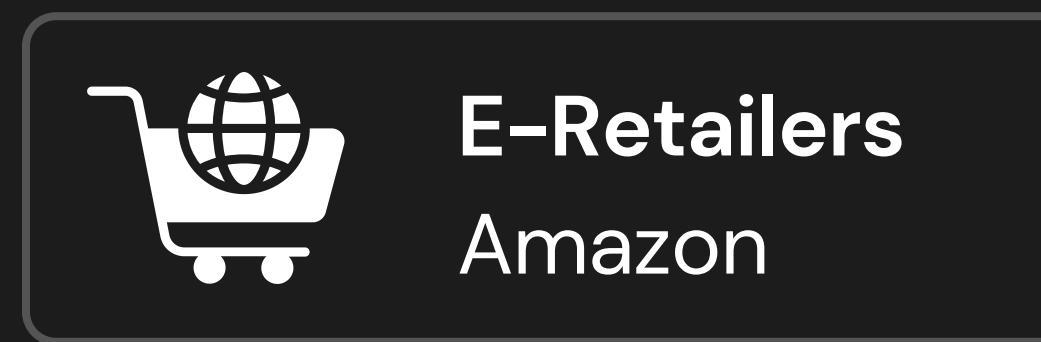
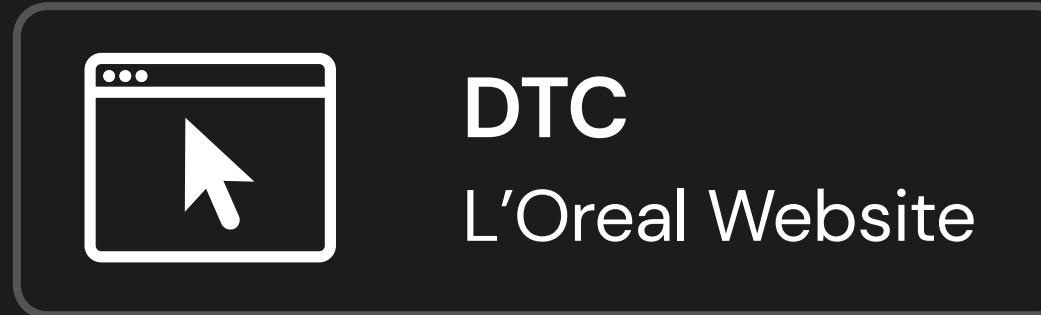
The image displays three mobile phone screens showing different features of the ScalpTech Companion App.

- Left Screen: Your Scan Results**
 - L'ORÉAL MEN EXPERT ScalpTech logo
 - Section title: Your Scan Results
 - Thumbnail image of a man's head.
 - Checklist options:
 - Position (checked)
 - Visibility (checked)
 - Lighting (checked)
 - Section title: Hair Growth Progress
 - Line graph showing hair growth trend.
 - Bottom navigation bar: Home, Camera, Scan, Profile, Cart.
- Middle Screen: Create Profile**
 - Section title: Create Profile
 - Form fields: Name, Email id, Password.
 - Section title: Hair Details
 - Radio buttons for hair type: Straight, Wavy, Curly, Coily.
 - Section title: Hair Length
 - Radio buttons for hair length: Short, Medium, Long.
 - Section title: Hair Concerns
 - Checkboxes for concerns:
 - Dandruff
 - Hair Loss
 - Dryness
 - Frizz
 - Color Treated
- Right Screen: Customer Testimonials**
 - Reminder: Use Scalp+ today (with bell icon).
 - Section title: Customer Testimonials
 - Review by Andrew Jon: ★★★★☆ Amazing Results!!
 - Review by Patrick Geller: ★★★★☆ Easy to use! (with video thumbnail).
 - Instagram icon.
 - Section title: Best suited for you
 - Product recommendations: L'ORÉAL MEN EXPERT SENSIBLU, L'ORÉAL MEN EXPERT 3in1, L'ORÉAL ELVIVE.
 - Subscribe button.
 - Bottom navigation bar: Home, Camera, Scan, Profile, Cart.

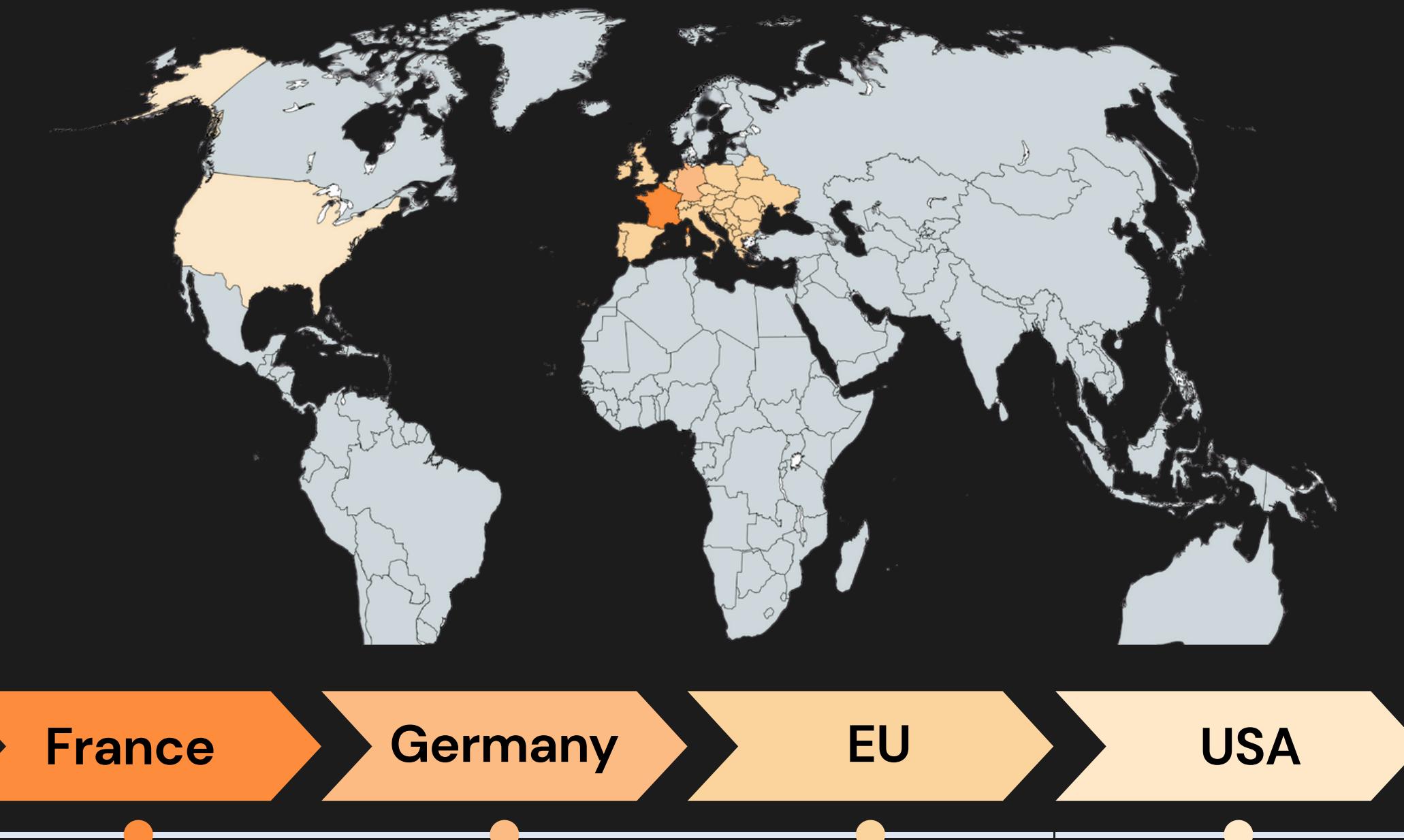
Our Go-To Market Strategy

From Direct to Scalable - Built to Grow Fast

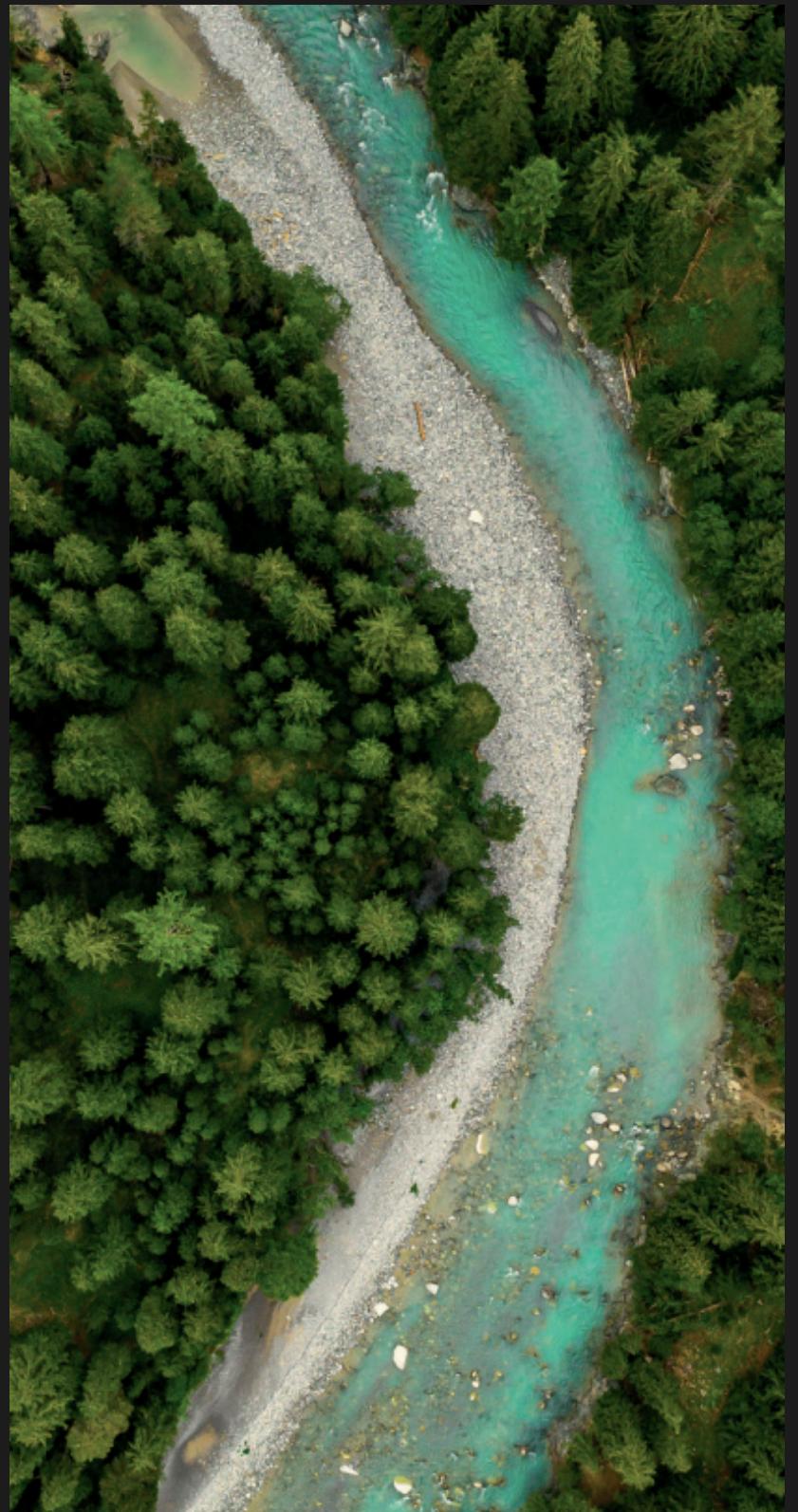
Omnichannel Strategy



Expansion Strategy



L'Oréal for the Future



- 100% Recycled PET
- Refillable Design
- Green Science
- Reduced CO₂ footprint



Across Age Groups:
25 to 45



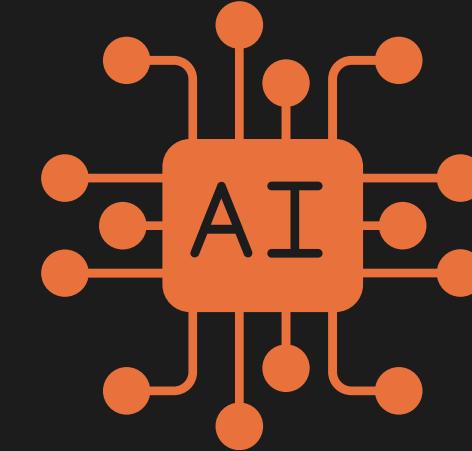
Across Hair Types:
Various ethnicities

Beauty for Each

What Makes Scalp+ Innovative



2-in-1 Device



Personalised AI App



Non Greasy Formula



Bridging Derma & CPD

Democratising hair regrowth for men

**BECAUSE MEN
ARE WORTH IT!**