

BRAINSTORM 2025

L'Oréal Groupe (project scalable to all the Group)

Men's hair and scalp health is often neglected, with limited resources tailored to their needs. The use of generic "3-in-1" products leads to dandruff, dryness, and hair loss, compounded by misinformation and improper product use.



Limited Resources for Men's Hair Care: Few products and services cater specifically to men's hair and scalp needs.

Overuse of "3-in-1" Products: Generic products cause dandruff, dryness, and scalp issues.

Hair Loss and Scalp Issues: Poor product choices contribute to hair loss and irritation.

Product Misuse: Men often use the wrong products for their hair type and condition.

Lack of Personalized Guidance: There is no tailored advice for individual hair care needs.



At some point in their lives...
3 out of 10 women experience hair loss
8 out of 10 men experience hair loss
70% are due to genetic factors, what about the other 30%?

but don't worry, let us introduce...

Loreal Scalp Savvy App Front and Back-end

ScalpSavvy



We propose an innovative app designed specifically for men's hair and scalp care, powered by advanced AI technology. The app allows users to upload pictures or videos of their scalp, enabling the AI to diagnose hair and scalp conditions, such as dandruff, dryness, or oiliness, while identifying hair types (curly, wavy, straight, or coarse).

If the scalp is healthy, the app recommends tailored hair care products from partner brands like L'Oréal, ensuring a perfect match, such as suggesting a professional hair serum for straight hair. If the scalp needs attention, the app provides three actionable solutions.



Connect with Experts: Access L'Oréal professionals through live chat, schedule appointments, or watch live instruction videos.



Product Recommendations: Explore effective L'Oréal products selected by the app's AI for targeted care, customized to your hair and scalp needs



AI-Driven Scalp Analysis: Our technology analyzes your scalp health, categorizing it into two main types: healthy or unhealthy to provide personalized insights into your scalp's condition.



AR Hairstyle Try-On: Scan your face, try on hairstyles in real-time, get product recommendations, book a barber, and shop—all in one app!

Additionally, the app features a rich library of educational content, including tips, tutorials, and explainer videos on scalp care, hair grooming, and understanding hair conditions. Designed with inclusivity at its core, the app showcases diverse hair types and empowers men to embrace their natural hair. By breaking grooming stereotypes, it encourages men to adopt multi-step hair care routines, emphasizing that hair care is self-care.



SCALPSAVVY
SCALP HEALTH. REDEFINED.

How is SCALPSAVVY different?

1 Scalp Result: Healthy



Instant AI Recommendations appear on screen
Shampoo: Use L'Oréal Men Expert Hydra Energetic Shampoo for a clean, balanced scalp without stripping natural oils.

Conditioning: L'Oréal Men Expert BarberClub 3-in-1 Conditioner can also be used as a lightweight conditioner for maintaining scalp hydration.

Scalp Care: Use L'Oréal Professionnel Treatment, Scalp Advanced Scalp treatment once a week to gently exfoliate and remove buildup without irritating the scalp.

Scalp Health Tracking: Monitor key indicators like oil production, follicle health, and scalp irritation over time for a comprehensive view of scalp condition.

Customized Hair Care Plans: Generate daily, weekly, or monthly care routines based on the user's specific hair and scalp needs.

Lifestyle Analysis: Integrate lifestyle data (stress levels, sleep, diet, and exercise) to provide holistic recommendations that impact hair health.

AI-Powered Product Recommendations: Suggest hair care products based on real-time analysis of the user's scalp condition, including ingredient compatibility.

Tailored Tutorials for Men's Hair: Provide step-by-step guides for men on caring for different hair textures, including curly, coarse, and thinning hair, with a focus on practical styling and maintenance.

Emphasizing Grooming as Self-Care: Shift the narrative to promote grooming routines as an act of self-care and wellness, helping men embrace and enjoy their grooming process without feeling it's superficial.

Expert-Driven Content: Include tips from professional barbers and hairstylists on managing various hair challenges, from hair loss to curl maintenance, with easy-to-follow advice for everyday use.

Multi-Step Routine Guidance: Encourage comprehensive hair care routines that address scalp health, hair care products, and maintenance techniques, promoting long-term hair health rather than quick fixes.

2 Scalp Result: Damage Detected



Dryness or Flaky Scalp (Dandruff)



Thinning Hair or Hair Loss



Itchy or Inflamed Scalp



Excessive Oil (Oily Scalp)

SCALPSAVVY's AI will instantly analyze scalp images or videos to detect various conditions and provide personalized treatment recommendations in real time. The AI will prioritize L'Oréal products for scalp care solutions while also considering alternative options based on effectiveness and availability. Users will receive clear, actionable advice on maintaining or improving their scalp health, with recommendations dynamically adjusting based on progress. Additionally, for more in-depth guidance, users will have the option to book an appointment with a scalp expert directly through their profile's booking page, ensuring they get professional support when needed.



Real-Time Visualization: Allow users to see how different hairstyles would look on them instantly, with accurate 3D simulations that adjust to their unique facial features.

Customizable Styles: Offer a variety of styles—ranging from trendy cuts to classic looks—that users can personalize, adjusting length, texture, and color.

Confidence Boosting: Help users make informed decisions by providing a visual preview of how their desired hairstyle will suit them before they commit to a cut or style.

Virtual Salon Experience: Enhance the try-on experience by integrating features like product suggestions for the chosen style, barber appointments, and grooming tips directly within the app.

L'Oréal Scalp Savvy App Front and Back-end



TARGETED CUSTOMER

L'Oréal Scalp Savvy App Front and Back-end

Health-Conscious Men

- Value self-care and maintaining a polished appearance.
- Actively search for tailored, science-backed solutions.
- Open to trying new products and routines.

Men with Scalp and Hair Concerns

- Experiencing issues like dandruff, dryness, or hair loss.
- Caused by misuse of products or lack of proper care.
- Seek personalized solutions for healthy hair and scalp.

Men with Diverse Hair Types

- Include curly, wavy, straight, or coarse hair types.
- Often underserved by mainstream grooming solutions.
- Need representation and advice suited to their specific hair needs.

Busy Professionals

- Limited time to visit salons or research hair care.
- Seek efficient, AI-powered analysis and recommendations.
- Appreciate quick access to expert advice and suitable products.

First-Time Hair Care Users

- Unfamiliar with routines but want to improve grooming habits.
- Need guidance on identifying their hair type and condition.
- Motivated to adopt effective, easy-to-follow practices.

SCALPSAVVY - Scalable at a world level

- AI Globalization** - The real-time AI adaptation allows customization for different hair types, climates, and regional hair care concerns.
- International Brand Collaboration** - Future collaborations with Garnier, Maybelline, NYX, and Colorsonic will expand the haircare and styling ecosystem, catering to global markets.
- Multilingual & Inclusive Approach**: AI supports multiple languages, ensuring accessibility for diverse markets.



AI DEVELOPMENT & CORE FEATURES (SHORT TERM – 0-6 MONTHS)



Expansion & Feature Enhancements LONG TERM - 12 MONTHS +

Build AI-Powered Scalp Analysis
Objective: Develop an AI model that analyzes scalp health, detects hair types, and provides personalized product recommendations.

- **AI Training Dataset:**
 - 100,000+ images/videos of various scalp conditions sourced from dermatology datasets.
 - Diverse hair textures: Curly, wavy, straight, coarse, and oily.
- **AI Model Development**
 - Tech Stack: Python, TensorFlow, OpenCV for image processing.
- **Product Recommendation Engine:**
 - L'Oréal API integration for automated product suggestions based on scalp health.

- **AI Enhancement & Personalization**
Improve AI accuracy using machine learning from user data.

Offer hyper-personalized recommendations based on hair concerns, environment, and lifestyle.

- **Product Marketplace & E-Commerce**
Expand product offerings beyond L'Oréal (include shampoos, styling tools, supplements).

Launch a subscription box for personalized hair care routines.

- Scalability & Global Reach

- Expand beyond men's grooming to cater to a broader audience.
- Localize content and recommendations based on region-specific hair care needs.

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Expanding Brand Partnerships

In the future, we can extend our partnerships beyond L'Oréal to include:

L'Oréal (Primary Partner) – AI-powered personalized hair and scalp product recommendations.

Garnier – Expansion into natural and eco-friendly hair care solutions.

Maybelline & NYX – Entry into men's grooming and beauty products, such as tinted moisturizers or beard grooming essentials.

These partnerships will enhance our marketplace offerings, giving users more options tailored to their hair type and needs.

AR Hair Color Identification & Colorsonic Partnership

Integration with L'Oréal's Colorsonic Technology

– Users can try different hair colors in AR and see real-time results.

Personalized Hair Dye Recommendations – Based on the user's hair type and scalp condition, the app suggests the best shades and care routines.

One-Click Purchase & Salon Booking – Users can either buy Colorsonic for at-home coloring or book an appointment at a partnered salon.

MONETIZATION & PARTNERSHIPS (IMMEDIATE 6-12 MONTHS)

- ✓ **L'Oréal & Brand Partnerships**
Partner with L'Oréal and other haircare brands for product recommendations. Set up an affiliate revenue model (commission per product sold through the app).
- ✓ **Barbershop & Salon Integration**
Partner with barbershops and salons to allow in-app booking. Offer exclusive discounts for users booking through the app.
- ✓ **Subscription Model & Premium Features**
Introduce a freemium model with AI scalp analysis for free.

Offer premium features (AR hairstyle try-on, expert consultations, personalized care plans) as a paid service.

COST BREAKDOWN

Revenue Source	Pricing model	Projected Revenue (CAD)
Freemium App Model (Basic AI scan, limited AR try-ons)	Free	N/A
Premium Subscription (Full AI scalp & styling analysis, expert Q&A, full AR access)	\$4.99/month	\$750K (125K users)
L'Oréal & Brand Partnerships (Commission on sales, sponsored content)	10-15% commission	\$350K
Barber/Salon Subscription (In-app booking feature for salons)	\$30/month per salon	\$180K (500 salons)
One-Time AI Hair Scan & Report (Detailed analysis + product recommendations)	\$2.99 per scan	\$150K (50K scans)
Ad Revenue & Sponsored Content (# hair care brands, styling tools, barbershops)	\$100K	
Total Estimated Revenue (Year 2)	\$1.53M+	

Break-even Point:

Expected within 10-14 months with 100K+ partnerships.

Gross Profit Margin: Estimated 65-75% after covering operational costs.

