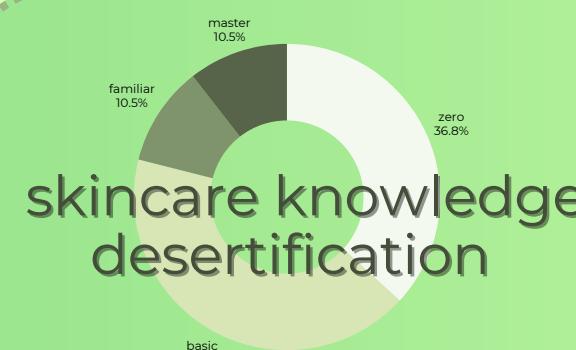
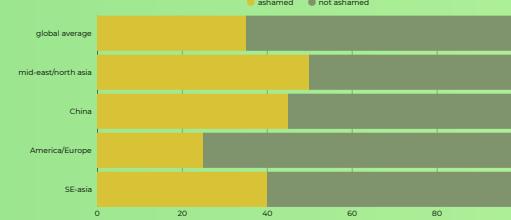


BREAK BARRIERS WITH BEAUTY TECH

Renew your face, restore Earth's grace.

**PAIN POINTS****SOLUTION****Social Stereotype Barriers**

20-50 yrs old stable income male group

Tech Enthusiasts  
Quality Lifestyle Advocates  
Eco-Conscious Pragmatists  
Skincare Learners

**TérraGuard**

L'Oréal CPD's Tech-Forward Men's Ecosystem

**Térra**(Latin for "earth")  
symbolizes **natural origins & sustainability**

**Education Platform**

fragmented  
&scenario-based  
knowledge of skincare

**Community Interaction**

Break the "shame of skincare"  
reconstruct the meaning  
with male interest labels

**Targeted consumers**

**Guard** brand's dual commitment  
protecting **Earth's ecology & men's skin health**

**Core Innovation:**

First male-centric beauty-tech ecosystem  
integrating **smart devices + community platform**

**TECH INTRODUCTION**

**Terraguard** A tech-powered male skincare community platform under L'Oréal CPD's Grooming Division



Power button



Bluetooth button

1.Open the "TERRAGUARD" app

**STEP 1**

3.Once paired, tap "Start"

**STEP 3**

2.Long-press the Bluetooth button to connect

**STEP 4**4.After shaving,  
view your own skin analysis report

Tech Revolution

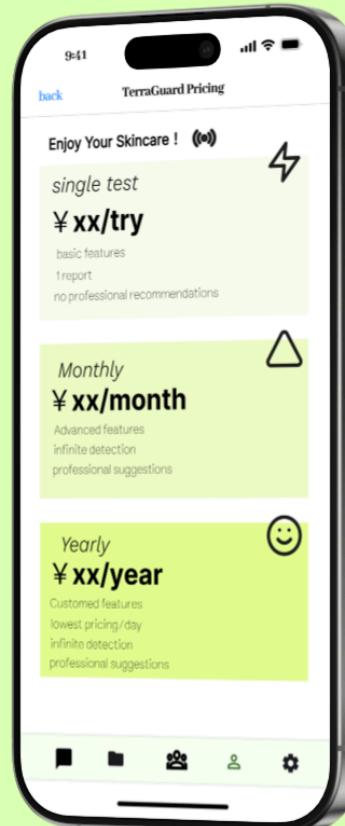
Ecosystem Strategy

Global Scalability

BUILD BEYOND THE BLADE

## Membership & Pricing:

Pay Less for the Razor, Invest in Your Future



¥699 ¥399

**BUY NOW**  
(device only)

Get the TerraGuard Smart Razor at below-market price, delivering premium shaving performance at exceptional value. However, to access Bluetooth-enabled skin analysis and full tech ecosystem benefits, a TerraGuard Membership subscription is required.

Membership plans include:

### Pricing Summary

Model	Price Range	Target Users
Single Test	3-12 CNY/test	First-time users / Experimenters
Monthly Subscription	15-25 CNY/month	Young males with skincare awareness
Annual Membership	120-200 CNY/year	High-loyalty users / Gift market
Value-Added Bundles	20-50 CNY/bundle	Targeted needs (e.g., acne-prone skin)

## Regional Male Community

### In TerraGuard Ecosystem

Men can be distributed through vertical communities

Default setting:

Matches users with local male skincare communities

Custom options:

Users can select "Distance Priority," "Activity Priority," or "Rainbow Community."

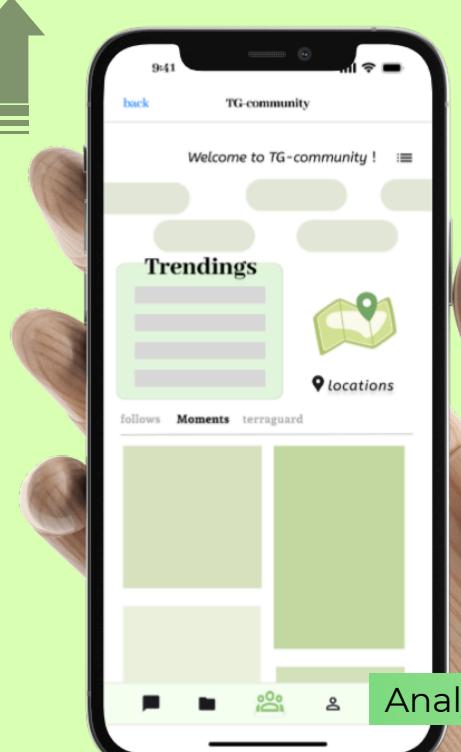
Each male skincare community features **weekly skincare topics** to encourage men to **discuss and exchange skincare tips**



Anonymous Identity Tag System



Accessibility Interface



### Male Knowledge Base

3-Minute Routine Generator

Ingredient Library

AI Integration

Analyzing Popular Skincare Ingredients

## Closed-Loop Ecosystem Marketing

ONLINE

ONLINE-to-APP

**Cooperate with KOLs and KOCs:**

Promote through platforms



and implant mini program links



**Instant retail:**

Cooperate with delivery APP  
"30-minute delivery" service

APP

APP-to-OFFLINE

**product reservation experience**

positioning function to recommend the nearest store

**offline unmanned vending machine**

facilitate the purchase of products in the closest way

OFFLINE-to-ONLINE

**coupon from the shopping platform**

**Offline Moments activities**

enjoy discounts

by posting L'oreal-related products

OFFLINE

SCALE WITH PURPOSE

Renew your face, restore Earth's grace.

## Individual Recycling

### My Fragment Accumulation Progress

Users can earn 1/4 seed fragments by either purchasing a product or recycling an empty package.

### Nearby Package Recycling Locator

Users can input their location to display the nearest packaging recycling stations.

### My Planted Sapling

Collecting a full set of seed fragments will allow users to exchange a real sapling planted in the Taklamakan Desert.



### Reward Mechanism

At the end of each year we will select the 50 people who have planted the most trees and invite them to leave their names on the monument in the Reforestation Base

## Forecasting Sustainability & Inclusivity of TerraGuard Ecosystem

### Product Development & Ecosystem Validation

Complete smart razor and patent applications.  
Internal testing: Collect feedback from 100 tech enthusiasts  
Recruit 500 seed users to test the complete ecosystem.

2025

### Global Launch and User Retention

membership program: Achieve 25% paid member conversion rate, with a 70% member retention target.  
User behavior KPIs: Monthly active users (MAU)  $\geq 30\%$ , UGC content  $\geq 12k$  posts/month.  
Plant 10k trees in Phase 1, drive  $>100k$  environmental topic discussions.

2026–2028

### Global Expansion and Cost Optimization

Device upgrade: Launch solar-powered razors (cost +10%, price +15%).  
for targeted market and achieve 50k units sold  
Group-level KPIs\*\*: Reduce carbon footprint by 8%; achieve  $>60\%$  recycling rate.

2029

### Ecosystem Closure and Long-Term Value

Introduce "carbon credit trading" feature (annual user target: 1M).  
Based on the S-curve model, aim for:  
- 5% global market share.  
- 30% annual revenue CAGR.  
- 25% profit margin.

## Globalizing Man's Skincare X Reforestation X Diversity

The tree species listed below are illustrative examples only

Actual afforestation locations and species will be determined through detailed ecological assessments aligned with TerraGuard's reforestation standards



2029+