

NOVA

BY

L'OREAL



SAKSHI



VINAYAK



SAI

MEET DOMINIC



DILEMMA!!

L'oreal Professional Colour Expert

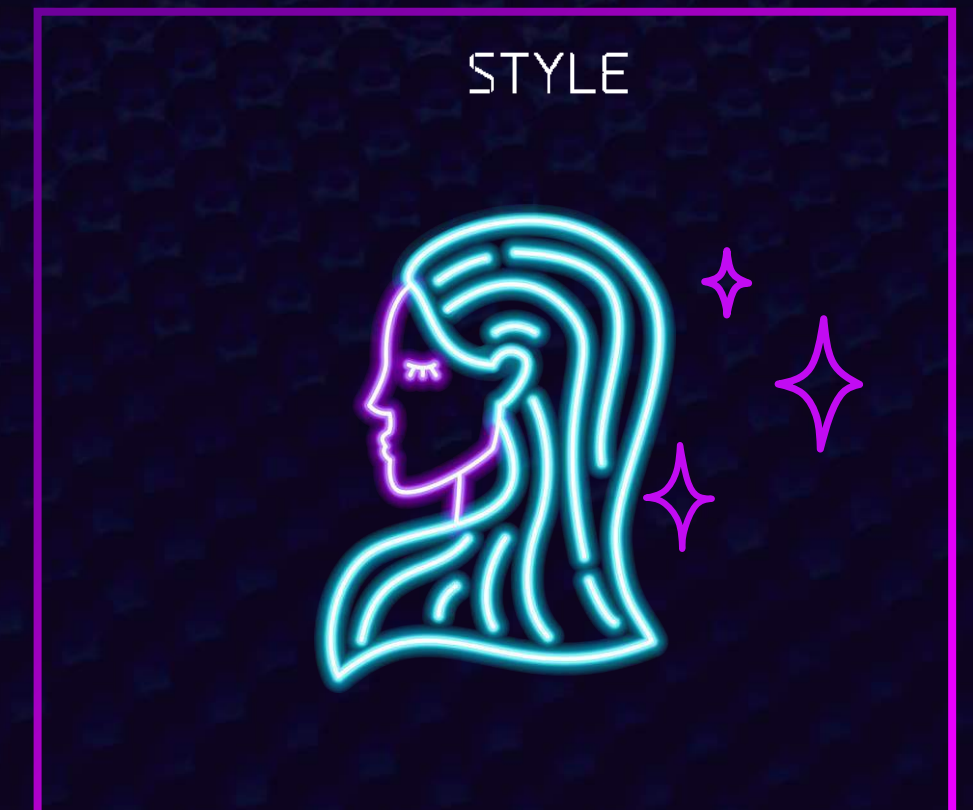
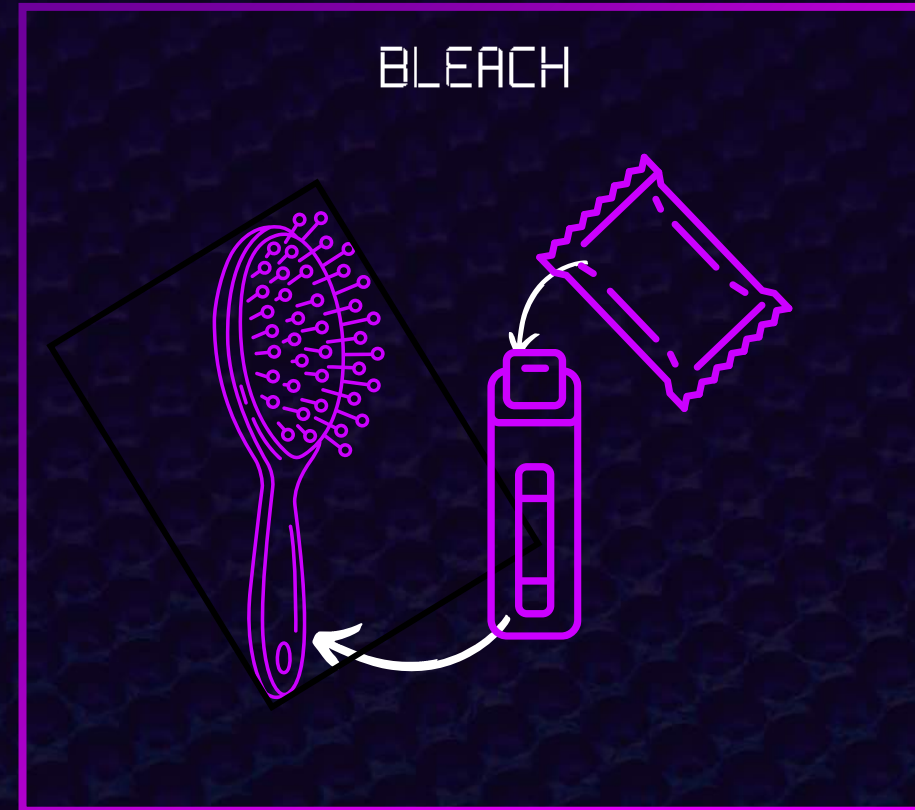




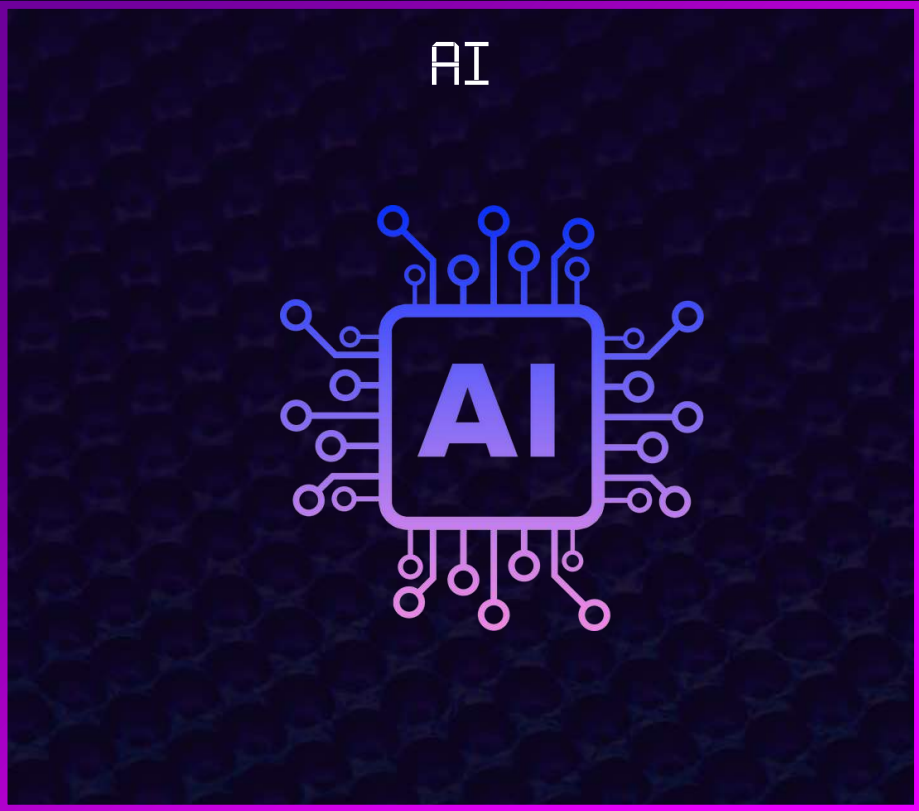
PRESENTING NOVA!



WHAT DOES NOVA DO?



WHAT DOES NOVA DO?



HOW DO YOU USE IT?

MODES



Enable the
bleach button

Set heat level as
suggested by AI



1

BLEACH



Perform suggested
number of strokes

2 ?

HOW DO YOU USE IT?

MODES

1

BLEACH

2

STYLE

Enable the
bleach button

Enable the
style button

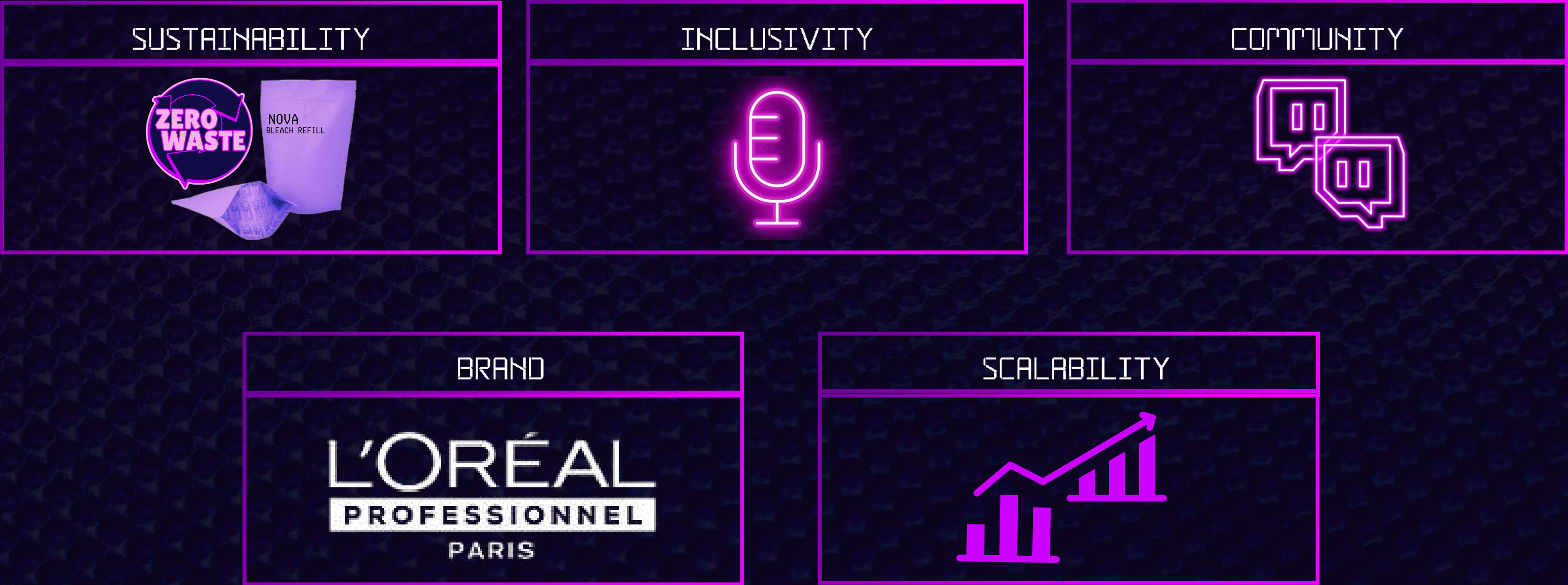
Set heat level as
suggested by AI

Set heat level
per AI
suggestion.

Perform suggested
number of strokes

Brush hair for
desired style

NOVA'S BUSINESS MODEL



CREATE THE BEAUTY THAT MOVES THE WORLD

CHOOSE

NOVA

