



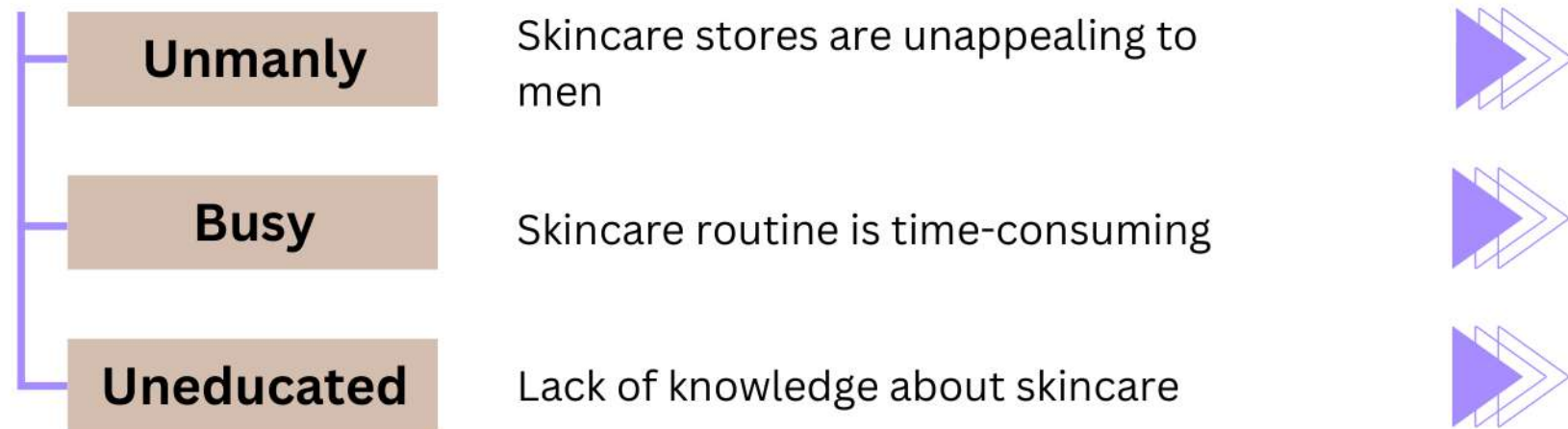
Charmant[®]

Healthy Skin, Irresistible Charm

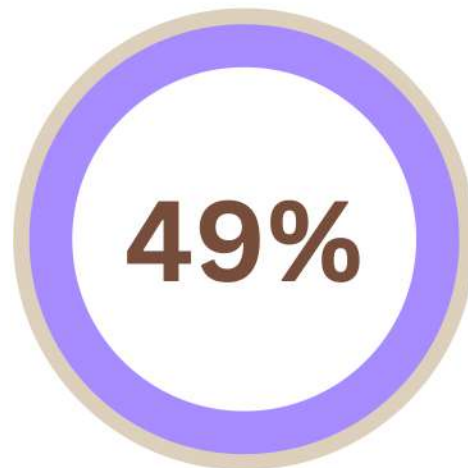
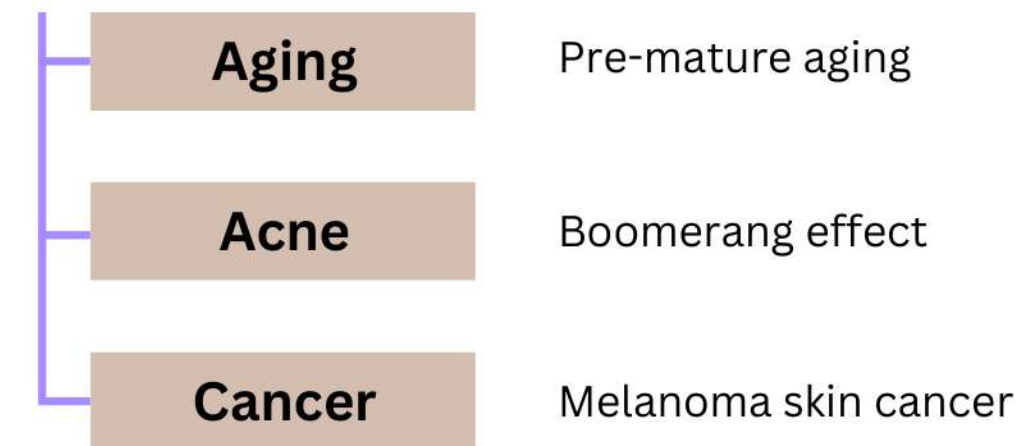
The Problem

Men often neglect their skincare needs due to a **lack of knowledge**. Additionally, men are often too **embarrassed** to seek help or advice from professionals.

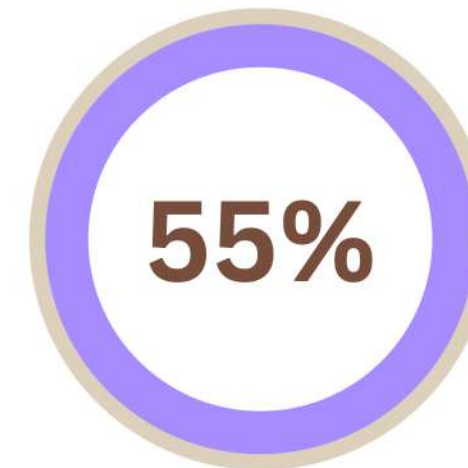
Reasons



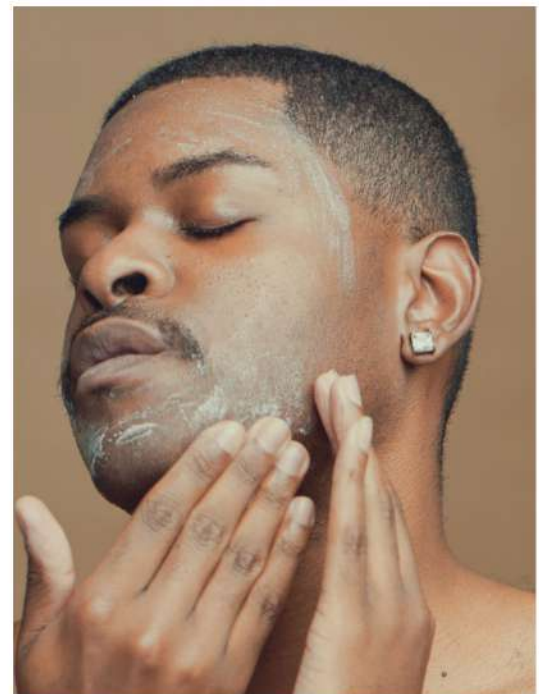
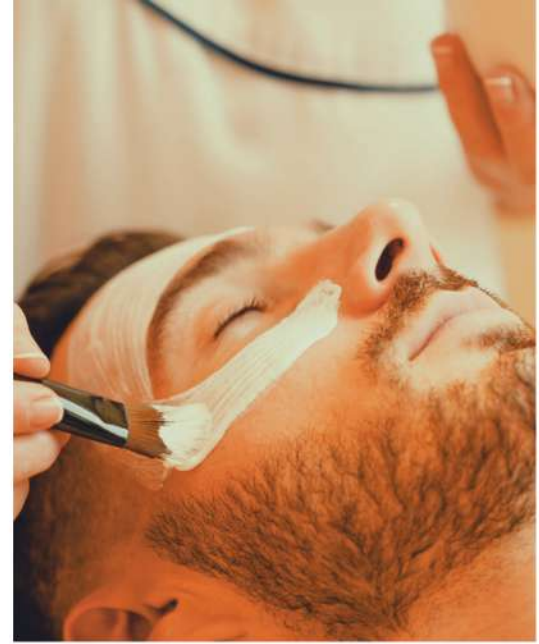
Consequences



Just **49%** of **men** use skincare products, compared to **69%** of **women**

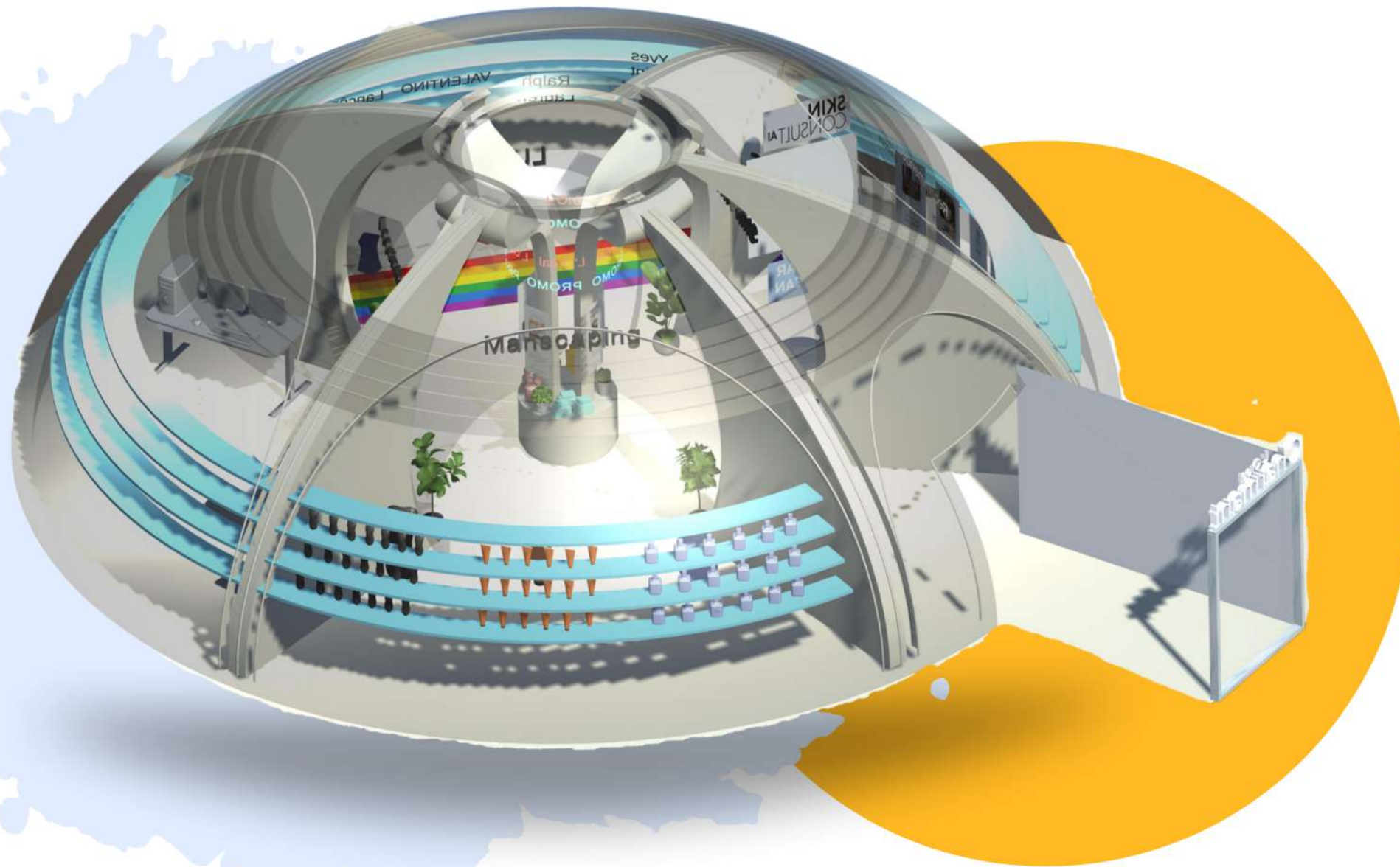


Men are **55%** more likely to die of melanoma than **women** in the same age group



L'Oréal Charmant[®]

Augmented Reality provides an **immersive experience** that can be more appealing to men and encourages them to take better care of their skin.



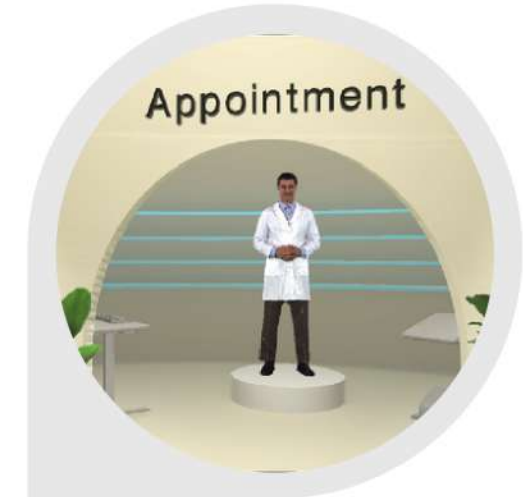
01

Skin Analysis



02

Appointment



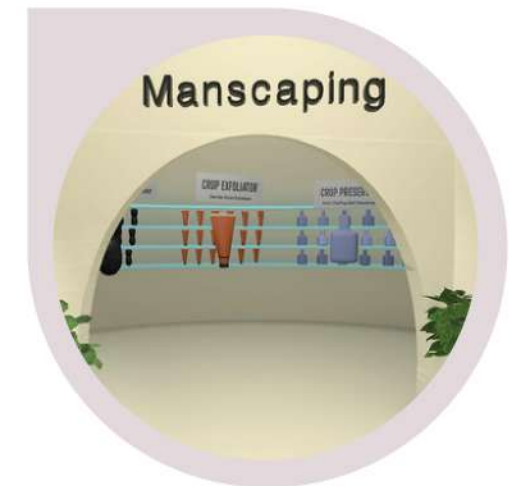
03

Luxe



04

Manscaping



Skin Analysis



01 Skin Doctor AI

AI technology scans your face using **selfies** to identify your skin's unique **strengths** and **areas for improvement**.

Oily

Dry

Pores

Wrinkles

Melanoma

02 Recommended Routine

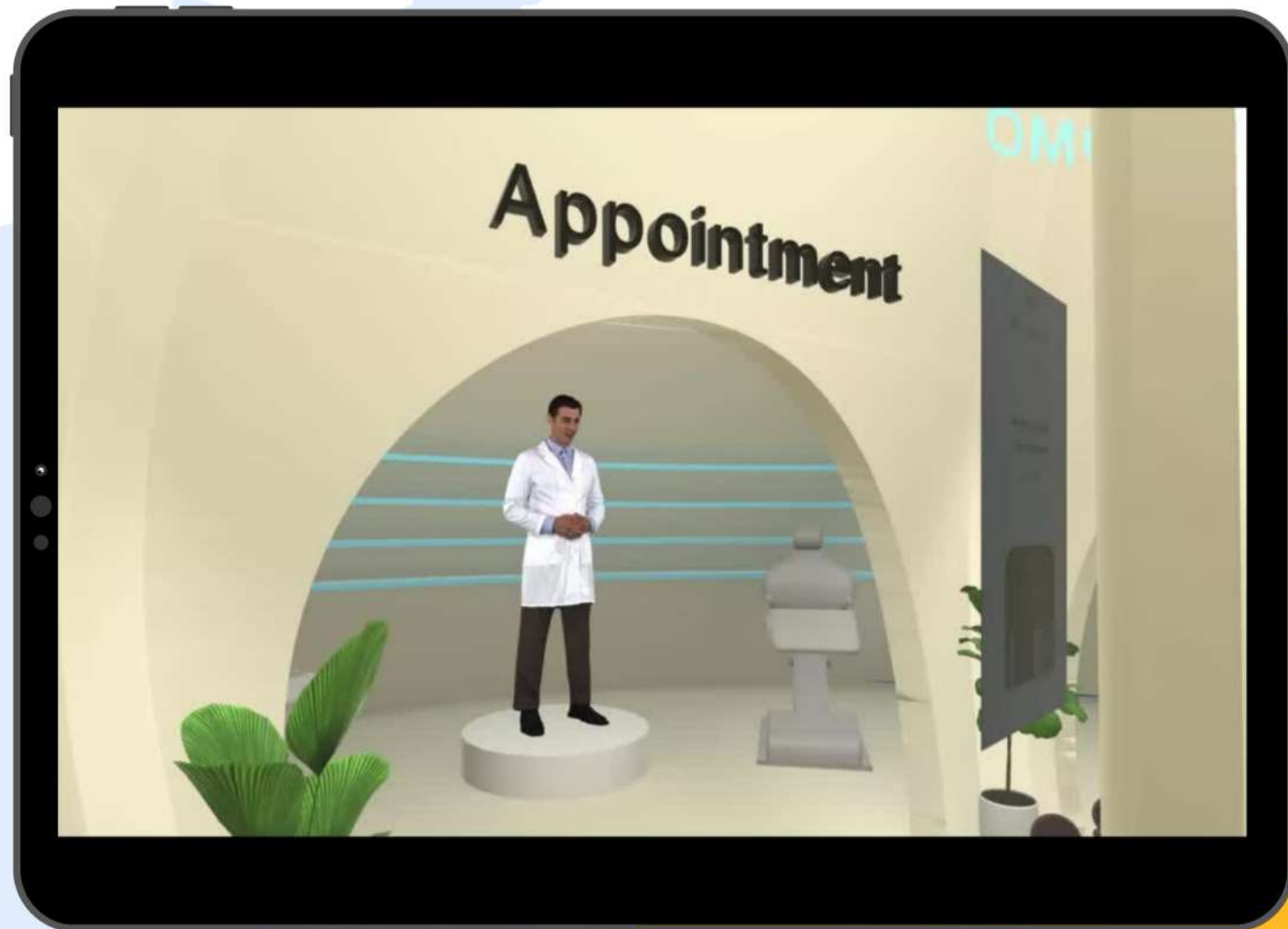
Instantly receive a set of **personalised recommended routine** products based on your skin's unique needs to reveal healthier, younger-looking skin.

03 Tutorials

Curated **educational contents** to teach you how to properly apply skincare for **better results**.



Appointment



Télé-Consultation

Users can book appointments to discuss their skin concerns with a L'Oreal dermatologist's **virtual avatar** in **real-time**.

Privacy

Quick

Easy

Remote



Luxe



Gamification

Weekly store visits earn customers **points** as part of a **gamification feature**, redeemable for fragrances product discounts.

Fun

Engaging

Loyalty

LANCÔME
PARIS

YVES SAINT LAURENT

shu uemura

RALPH LAUREN

VALENTINO

DIESEL

Maison Margiela
PARIS

Kiehl's
SINCE 1851

BIO THERM
THE HEALING POWER OF LIFE PLANKTON™

it COSMETICS

MUGLER

cacharel

YUESAI

PRADA

GIORGIO ARMANI
beauty

HR
HUTTENROBINSON

ud
URBAN DECAY

VIKTOR&ROLF

AZZARO

Atelier Cologne
PARIS

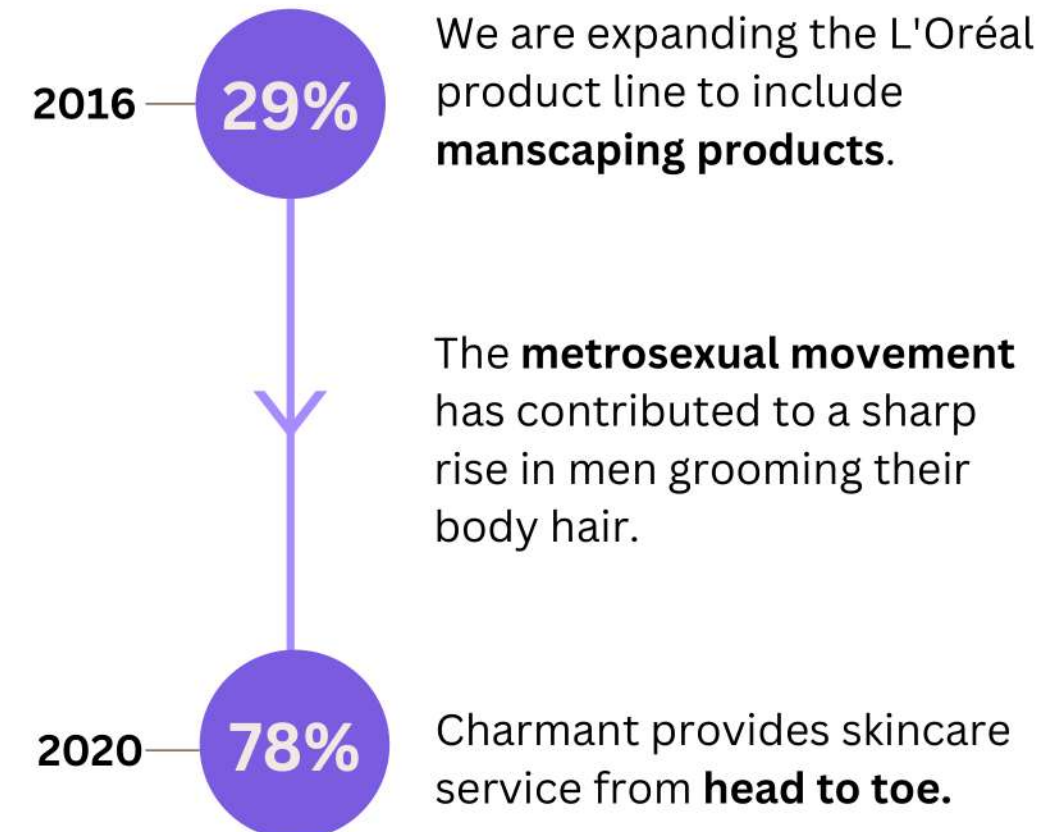
YOUTH TO THE PEOPLE



Manscaping



Groom below the belt



Benefits

L'Oreal Benefits

Leveraging L'Oreal Existing Technology

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE
EFFACLAR
SPOTSCAN

VICHY
LABORATOIRES
SKINCONSULT AI

Kiehl's
SINCE 1851
Instant
Skin Reader



Rapid
Deployment

Build Brand
Loyalty

Data mining on
men's behavior
and habits

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Customer Benefits

01



At Home

02



Auto Checkout

03



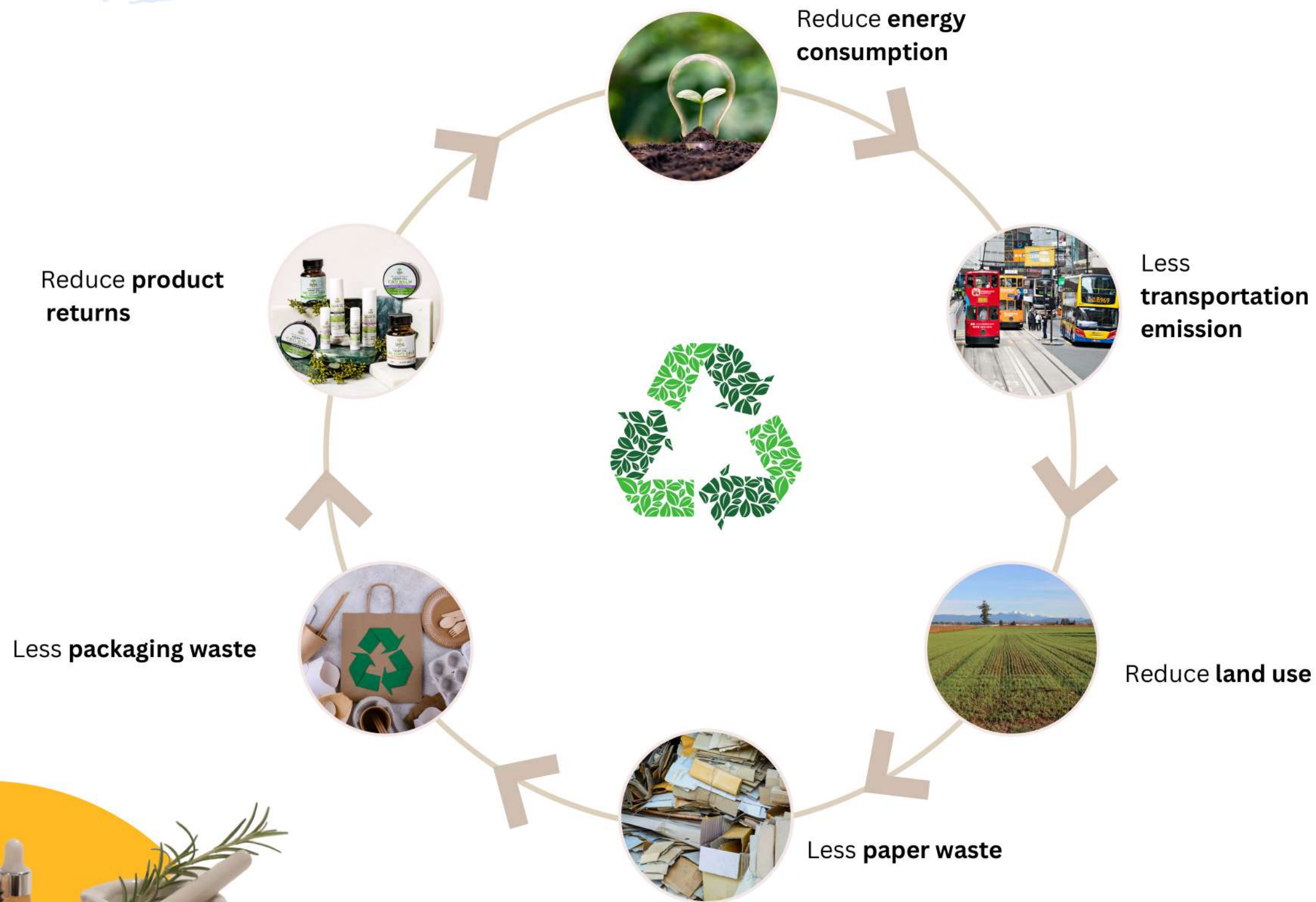
1-day Delivery

04



Healthy Skin

Sustainability



L'Oreal 2030
Commitment

-25%

By 2030, we will innovate to enable our consumers to reduce the CO₂ emissions resulting from the use of our products by 25% compared to 2016, on average and per finished product.

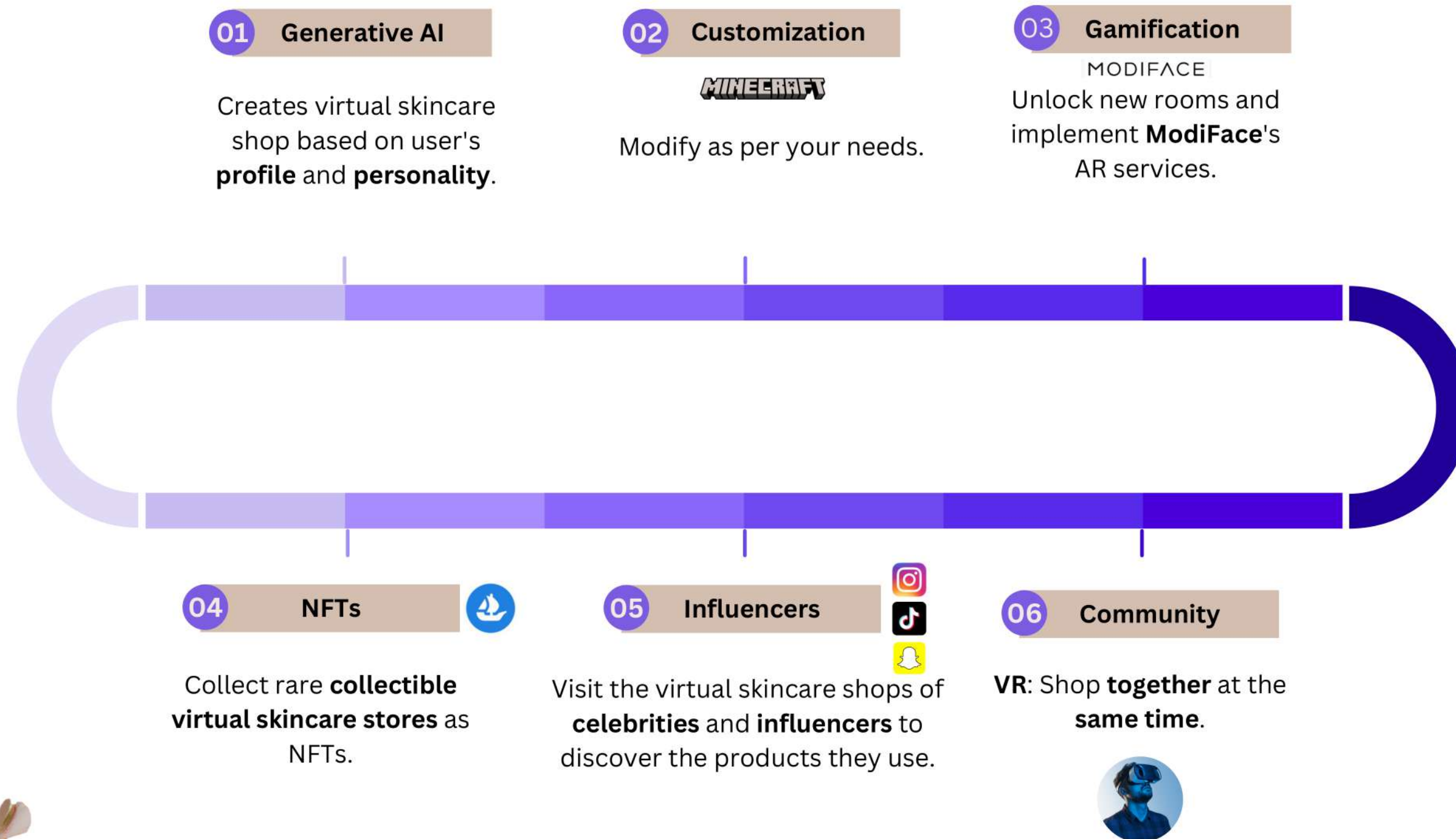
-50%

By 2030, we will reduce by 50% on average and per finished product, the greenhouse gas emissions linked to the transport of our products, compared to 2016.



Scalability

The market segment of the virtual skincare shop can also be expanded to include **women** and **other genders**. Users will be able to **own** their own **virtual skincare store**.





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Feasibility

Development Investment

Total Investment
1st year
≈ **\$600,000**

Estimated Revenue

Projected avg. expenditure on skincare by men
= **\$22/mo.**

Estimated US revenue
≈ **\$46 mil at year 1 (0.5% market capture)**
≈ **\$184 mil at year 5 (2% market capture)**

- 1) Assumptions made on primary and secondary data
- 2) Calculations based on US market for 1st year

