

Problem Statement

Men often neglect their skin care needs due to a lack of knowledge. Consequently, they end up suffering from a wide range of skin ailments, some of which can be fatal like melanoma. Additionally, men are often too embarrassed to seek help or advice from professionals.

Why do men neglect their skin?

Unmanly

Men may view going to a skincare store as **unmanly** or **feminine**.

Busy

Men view skincare routines as **time-consuming** and **difficult** to fit in to their daily routine.

Oblivious

Men are **less informed** and **educated** about caring for their skin as most skincare marketing is targeted towards women.

Source: *theUnknown*

Consequences

Aging

Neglecting your skin can lead to **premature aging**, **acne** and **other** skin problems.

Backfire

Purchasing the incorrect product may result in **no impact** or, even worse, a **boomerang effect**.

Cancer

Skipping sunscreen increases the probability of getting skin cancer such as **melanoma**.

Statistics

49%

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

Source: *NPD Group (2020)*

15%

Only **15%** of men use **sunscreen** on their face most or all of the time, compared to **44%** of women.

Source: *JAMA Dermatology*

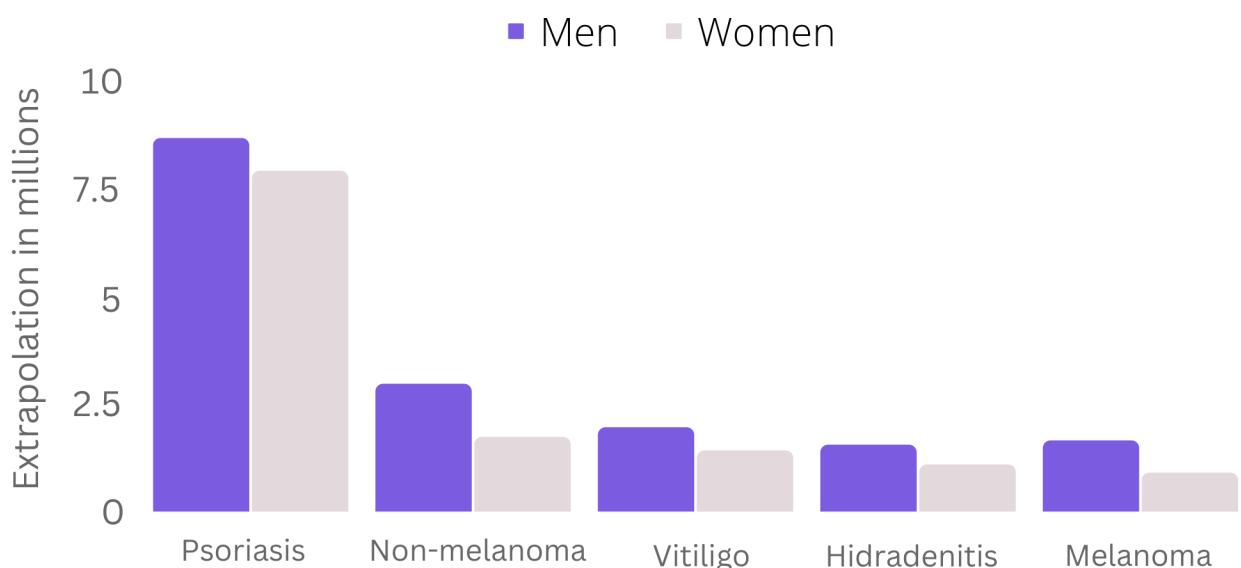
55%

From ages **15 to 39**, men are **55%** more likely to die of **melanoma** than women in the same age group.

Source: *skincancer.org*

Overview of skin diseases where men are more affected compared to women:

Source: *JEADV*



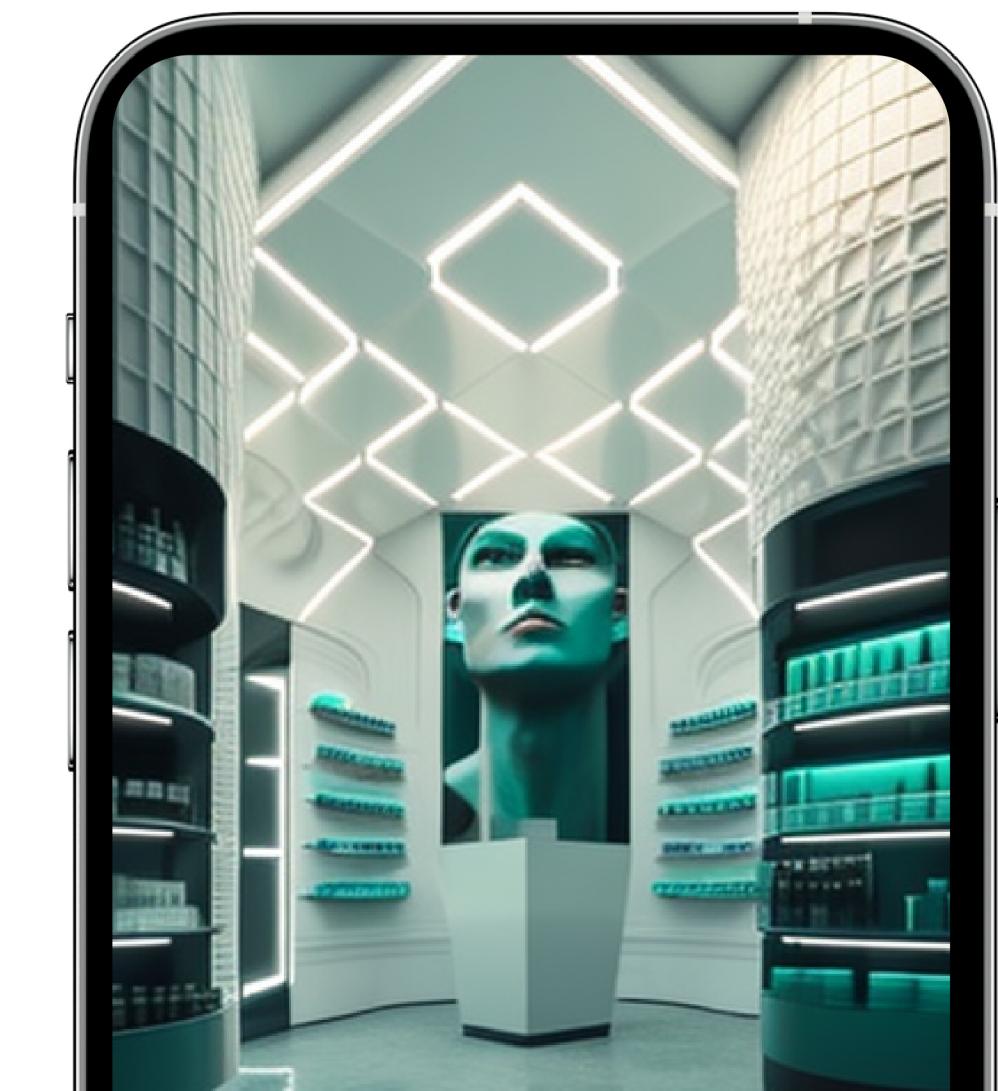
According to L'Oréal's 2020 Annual Report, the company's Men's Skincare category represented only **10%** of its global sales in 2020. **How can we improve this? How can we encourage and motivate men to use skincare products?**

Introducing...

Charmant® is a virtual skincare shop for men that uses **Augmented Reality (AR)** technology to provide **personalized** skin analysis, **product recommendations**, and **guidance** from skincare experts right in the comfort of their own homes. No more embarrassment or lack of knowledge, Charmant motivates men to take better care of their skin, to improve their skin's appearance while also reducing the risk of fatal skin ailments like melanoma.

Our Target Market

The target market for Charmant is men of **any skin color** between the ages of **18-34** who are interested in taking better care of their skin and would like efficient help in doing so.



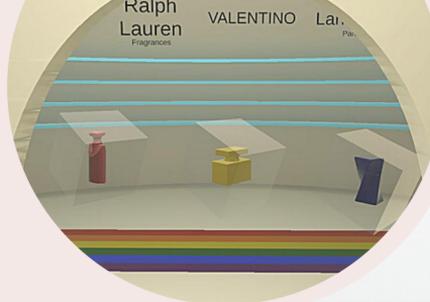
L'Oréal Charmant®



Skin Analysis

Computer Vision

Selfies are taken at the portal entrance, and an **AI model** uses them to predict the risk of melanoma.



LUXE

Gamification

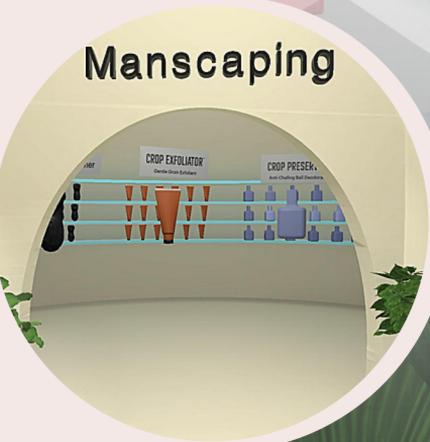
Weekly store visits earn customers **points** as part of a gamification feature, redeemable for fragrances product discounts.



Appointment

Avatar

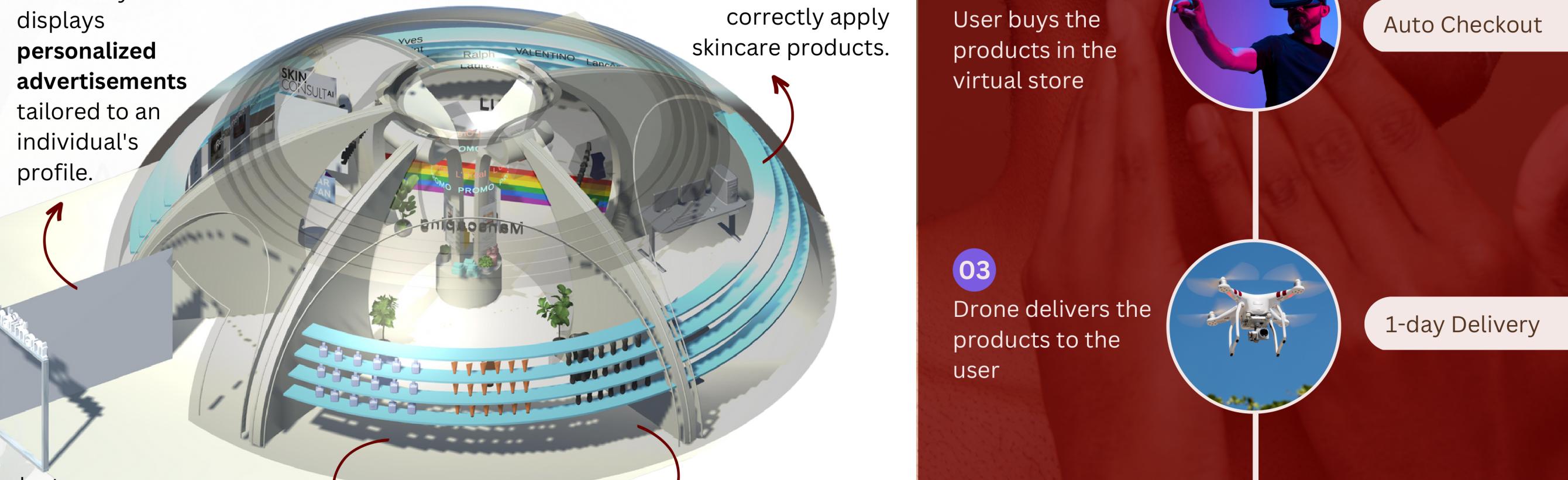
Users can book appointments to discuss their skin concerns with a dermatologist's **virtual avatar** in real-time.



Manscaping

Virtual Shop

We are expanding the L'Oréal product line to include **manscaping products**. The **metrosexual movement** has contributed to a sharp rise in manscaping, with the percentage of men who groom their body hair increasing from **29%** in **2016** to **78%** in **2020**.
Source: [DSC & lawnstarter](#)



The Technology: AR Portal

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

Recommendation

My Skin Track UV by La Roche-Posay syncs with the virtual world to offer a **personalized** skincare routine using a **recommendation engine**.



Tutorials

The portal offers **educational contents** aimed at educating users on how to correctly apply skincare products.

Targeted Ads

A doorway that displays **personalized advertisements** tailored to an individual's profile.



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Auto Pay



Center pole displays skincare products during **sales** to incentivize purchases.

Users **automatically checkout** items in the basket when exiting the portal - No lines, no manual checkout – just grab and go.

Workflow

01

User accesses the virtual store through his phone



At Home

02

User buys the products in the virtual store



Auto Checkout

03

Drone delivers the products to the user



1-day Delivery

04

User adopts the skincare routine



Healthy Skin

L'Oréal Charmant®

Scalability

The market segment of the virtual skincare shop can also be expanded to include **women** and **other genders**. If women can buy and own their beauty products, why can't they **own** their own **virtual beauty store**?

01 Generative AI

AI model (Generative Adversarial Network) generates virtual skincare shop based on user's **profile** and **personality**.

02 Customization

Similar to **Minecraft**, users have the ability to **modify** their generated skincare shop to better suit their needs.



KPI

- Sales per visit

Development Cost

- App Development Cost: \$72,000
- Developer Cost: \$105,000/yr
- Publishing Cost: \$25 + \$99/yr
- Server Cost: \$3840/yr
- Total Cost (1st year): **\$180,964**

03 Gamification

MODIFACE

Based on points users can unlock new rooms that contain **ModiFace's** AR services such as Try-On or Color Match.

04 NFTs

Users can collect rare **collectible skincare shops** as NFTs and join a **community** of collectors.

05 Influencers



Users can visit and explore the virtual skincare shops of **celebrities** and **influencers** to discover the products they use. Then, users can purchase them for their own personal use.



06 Community

With Virtual Reality (VR), users can **shop together** and visit other people's shops at the **same time**.



Feasibility

- Projected avg. expenditure on skincare by men: **\$22/mo.**
- Current market size (men age 18-34 in US): **38.4 million people**
- % of male skincare users: **84%**
- Estimated increase in male skincare users: **7%**
- Estimated revenue: **\$9.1 billion**

1) Assumptions made on primary and secondary data

2) Calculations based on US market for 1st year

Inclusivity

Disability

Charmant enables individuals with limited mobility to access skincare stores virtually from the comfort of their own homes.



Diversity

Charmant's virtual shops offer an inclusive and diverse shopping experience, allowing individuals of all genders and skin colors to use avatars and feel safe and comfortable.



Culture

Charmant's virtual shops are accessible to individuals around the world regardless of their **culture** or **language**, creating a unified shopping experience for everyone.



Sustainability

Our virtual shops will be more environmentally sustainable than physical stores because they reduce **energy consumption**, **transportation emissions**, **paper waste**, **packaging waste**, and **land use**.