Leading the way for Connected Cosmetics

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L’ORÉAL, A GLOBAL LEADER

7Bn
PRODUCTS SOLD

1Bn
CUSTOMERS

2B€
E-COMM SALES (+33%)

ALL BEAUTY PRODUCTS
ALL DISTRIBUTION CHANNELS
ALL PURCHASING BEHAVIORS
THE 5 PILLARS OF OUR TRANSFORMATION

ACCELERATED DEVELOPMENT
IMPATIENT

CONNECTED PRODUCTS
CONNECTED

AGILE FACTORIES
ANYTHING VERSATILE IMPATIENT

PERSONNALISATION
INDIVIDUAL SOLUTIONS

SUPPLY CHAIN AS A BUSINESS DRIVER
ANYWHERE ANYTIME

NEW CONSUMERS
(RE) ENGAGE OUR CUSTOMERS

LE TEINT PARTICULIER

CUSTOM MADE FOUNDATION

Teinte & couvrance personnalisées. Texture adaptée à votre type de peau. Your personal shade. Your preferred coverage. Adapted to your skin type.
ENSURE BEST-IN-CLASS TRACEABILITY
MASTERING THE RFID SUCCESS MATRIX ...
ONE STEP AT A TIME

1. Confirm feasibility through a POC

2. Assess real life gains through a Pilot

3. Frame industrialization through an E2E analysis

100% reading rate for non-metallic products on shelf & in boxes
... ONE STEP AT A TIME

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Stock accuracy +21%
Assisted Sales +700 hrs / year
Shrinkage -50%
... ONE STEP AT A TIME

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Sustainable Tag Makers
Retail RFID HW / SW Vendors
Innovative Beauty Distributors
INTERESTED ? LET’S CONNECT !

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L’ORÉAL OPERATIONS