

L'ORÉAL PARIS MEN EXPERT

Team Skincredibles

Babson College

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KEY INSIGHTS ON THE MILLENNIAL MALE



Consumer Demographics

Racially Diverse

\$25K Median Income

23% are College Educated

Consumer Insights

Personal Appearance Focused

Technology Obsessed

OPPORTUNITY: INCREASING REVENUE



Millennial Men
Use Skincare

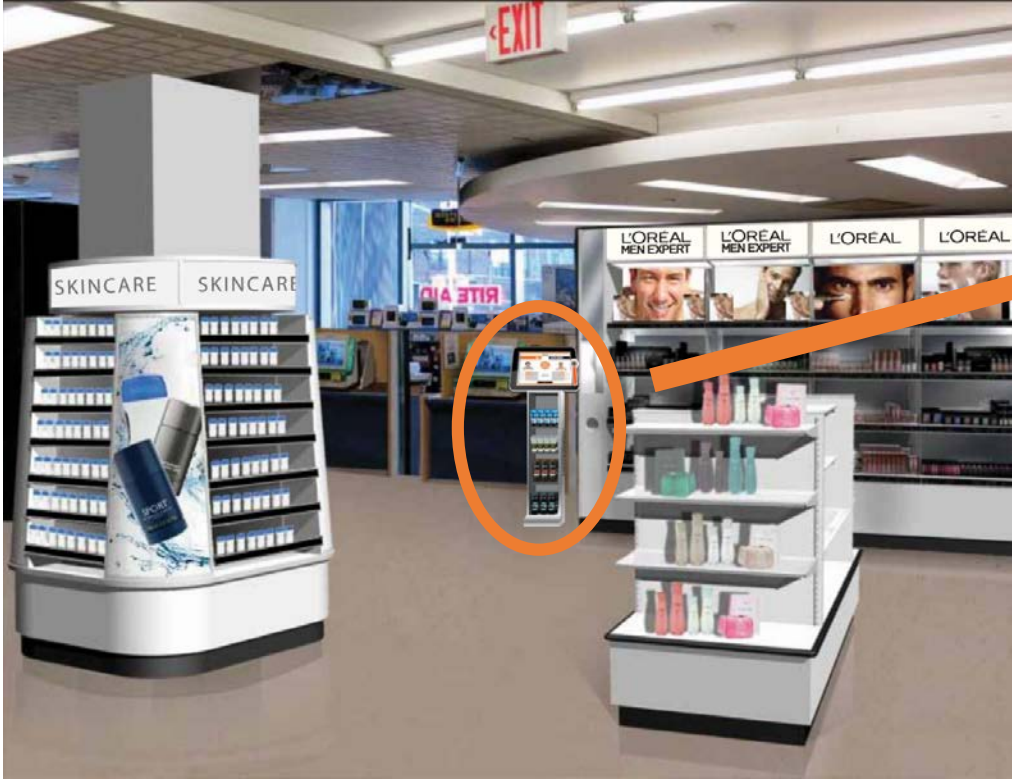


More Frequent
Purchases



More Items per
Purchase

THE SOLUTION: THE SKINALYZER



Digitally Enabled Kiosk Analyzing Skin Characteristics

THE CUSTOMER EXPERIENCE

CONSUMER & L'OREAL BENEFITS

ENHANCED PHYSICAL
APPEARANCE



INCREASED EDUCATION
DRIVEN SALES



CONSUMER



L'OREAL



ACHIEVE ASPIRATIONAL
OBJECTIVE



ENHANCED BRAND
STRATEGIES



CELEBRITY SKIN COMPARISON

L'ORÉAL
MEN EXPERT

Who do you want to compare to?



Steph Curry



Cristiano Ronaldo

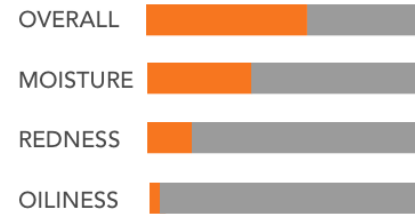
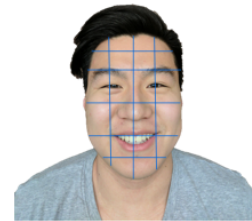


Justin Timberlake

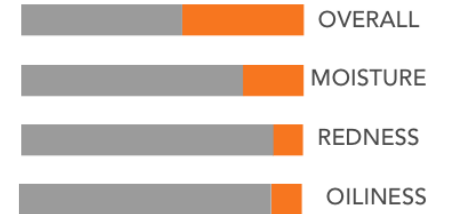
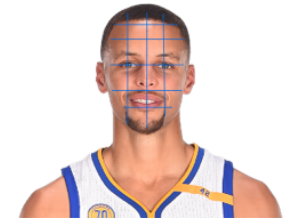
L'ORÉAL
MEN EXPERT

YOU

STEPH CURRY



ROOM FOR
IMPROVEMENT



NEXT

DIGITALLY DRIVEN SALES

L'ORÉAL
MEN EXPERT

WE RECOMMEND YOU BUY...



Based on your **moisture** needs...



Men Expert
Hydra Shower
\$9.99



Men Expert
Hydra Sensitive Daily Moisturizer
\$7.99



Men Expert
Hydra Sensitive Soothing Cream
\$4.99

Based on your **redness** needs...



PROVEN TECHNOLOGY DRIVING REVENUE



Dermograph



Visia

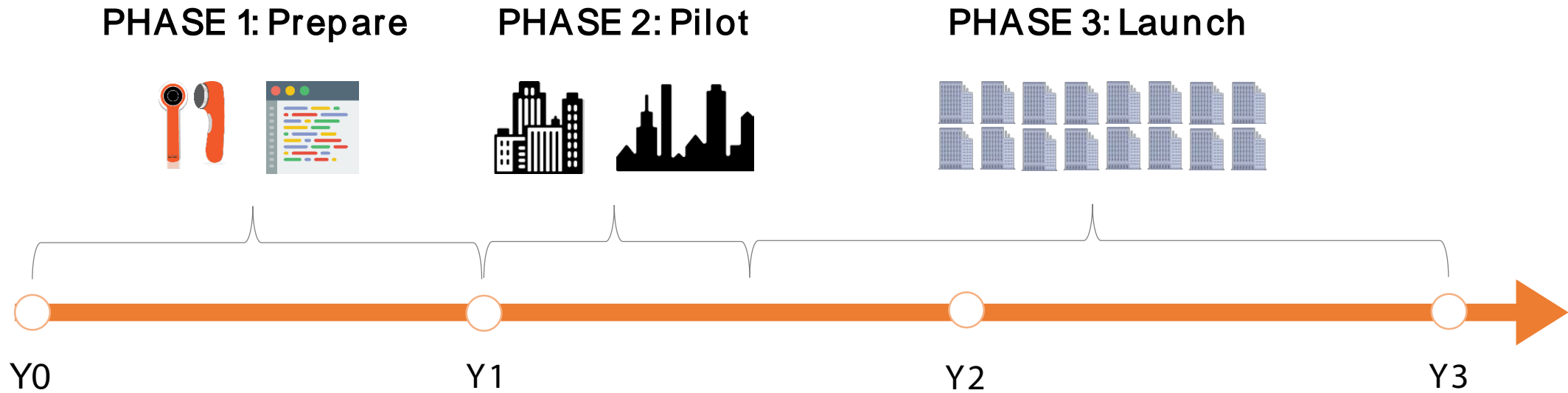


Technology Already Proven



Revenue Growth Proven

IMPLEMENTATION FEASIBILITY



NPV: \$1.4M+
Short Term Impact

Data Collection
Long Term Impact

How do we connect the Male Millennial and L'Oreal
Products?

Skinalyzer – Digitally Driving Sales

Thank You!