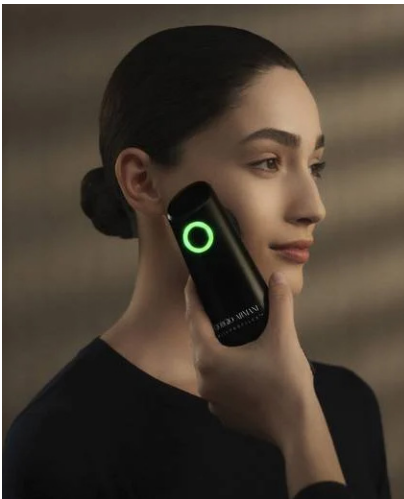Capital Markets Day
November, 16 & 17 2023
Paris

TECH DEMOS


GIORGIO ARMANI

Meta Profiler™

META PROFILER™ service is an in-store, 10-minute skin analysis consultation where Armani Face Designers analyze consumer's skin in high precision and deliver a tailor-made CREMA NERA skincare routine associated to Armani "Meta Sculpt™" at-home sculpting massage protocol.

The skin analysis is based on a beauty tech innovation: META PROFILER ™, an exclusive handheld device born from high-performance laboratory technology. It can image skin with 10 times the magnification of the human eye, replicates precise clinical lab measurements on 11 clinical markers (such as wrinkles, dark spots, and redness). Based on several skin captures, the consumer will then unveil his "skin's revival index", a measurement that charts skin's innate ability to revive itself, defining her/his skin strength and priorities in high precision.
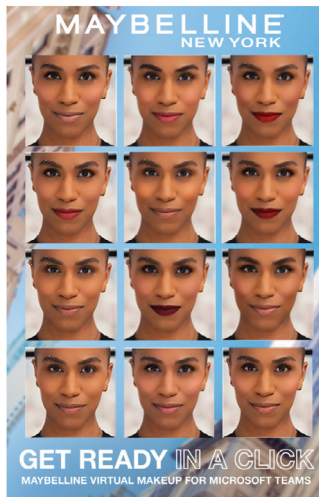
MAYBELLINE NEW YORK x MICROSOFT TEAMS

Beauty App for Teams

Maybelline Virtual Looks is a feature on Microsoft Teams that allows users to adjust their personal style quickly and easily from directly within a Teams meeting. Users can choose from 12 unique styles with the goal of democratizing makeup, and empowering people with the self-confidence to go after what they want, especially at work. Saves time and allows people to self-expression on work calls.
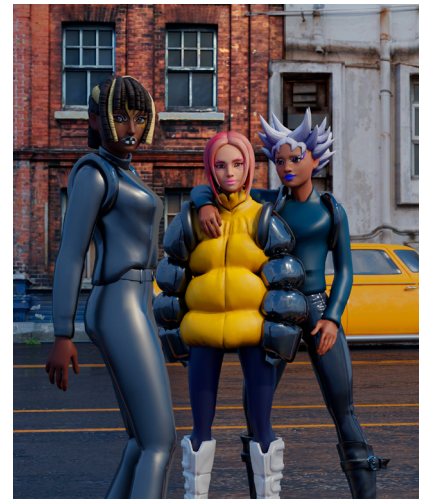
L'ORÉAL PROFESSIONNEL x MAYBELLINE NEW YORK x SHU UEMURA x VALENTINO BEAUTY

New codes of beauty : avatar looks

Consumers can now elevate their digital twins into an immersive beauty experience with L'Oréal Professionnel Paris, Maybelline New York, Shu Uemura and Valentino Beauty. Bringing beauty into virtual worlds, the « Avatar Looks » experience enhances self-expression through creativity and diversity beyond the physical world.

TECH DEMOS

KÉRASTASE

K-Scan

K-SCAN is the new Kérastase hair and scalp smart camera, powered by Artificial Intelligence. Only performed by hairdressers, the device reveals the invisible thanks to the 3-lights technology. It also diagnoses hair and scalp conditions (scalp healthiness, dandruff, hair density, hair diameter), empowering hairdressers to prescribe ultra-personalized in-salon treatment and at-home routine. This new Kérastase diagnosis is also showing in real-time the efficacy of the treatment performed in salon, thanks to the before/after feature.

LA ROCHE-POSAY

Spotscan

Based on AI and developed with leading dermatologists, Spotscan+ is an instant skin analysis for acne sufferers to amplify access to dermatology and boost product performance.

Today, 80% of teenagers and 40% of adults are affected by acne. The problem is that only 10% of people have access to a dermatologist and that's why La Roche-Posay created Spotscan+. The service is based on 6000 pictures of all skin types. The AI algorithm was developed to assess acne severity based on an international and recognized scale called a GEA scale (Global Acne Severity scale), and it has been validated by a clinical study supported by a publication in a scientific journal.

L'ORÉAL GROUPE

Impact +

Since 2020, L'Oréal has partnered with IMPACT+, a French start-up, to measure and reduce our CO_2 emissions across our digital media campaigns. With this knowledge, we have identified levers for optimization that allow us to reduce our CO_2 emissions towards a more sustainable digital future.