



# Leading the way for Connected Cosmetics

Nicolas LECOCQ

Connected Products Project Director, L'Oréal

# L'ORÉAL, A GLOBAL LEADER

---



**7Bn**

**PRODUCTS SOLD**



**1Bn**

**CUSTOMERS**



**2B€**

**E-COMM SALES (+33%)**



**ALL  
BEAUTY  
PRODUCTS**

**ALL  
DISTRIBUTION  
CHANNELS**

**ALL  
PURCHASING  
BEHAVIORS**

# L'ORÉAL OPERATIONS, AN ALLY OF BUSINESS



# THE 5 PILLARS OF OUR TRANSFORMATION



**ACCELERATED  
DEVELOPMENT**

**IMPATIENT**



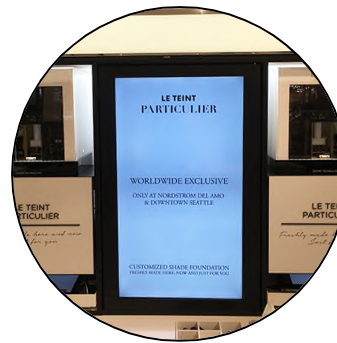
**CONNECTED  
PRODUCTS**

**CONNECTED**



**AGILE  
FACTORIES**

**ANYTHING  
VERSATILE  
IMPATIENT**



**PERSONNALISATION**

**INDIVIDUAL  
SOLUTIONS**



**SUPPLY CHAIN AS A  
BUSINESS DRIVER**

**ANYWHERE  
ANYTIME**

**NEW CONSUMERS**

**L'ORÉAL  
OPERATIONS**



**IMPROVE PRODUCTS  
AVAILABILITY**

**ENABLE  
OMNI-CHANNEL**



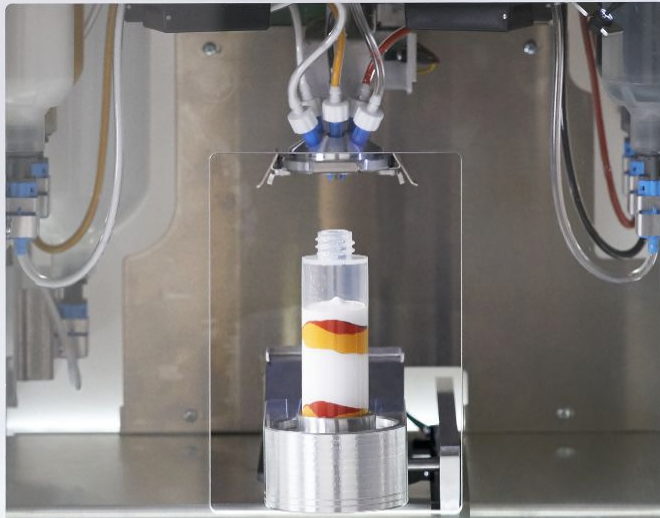
**(RE) ENGAGE  
OUR CUSTOMERS**

LANCÔME  
PARIS

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.



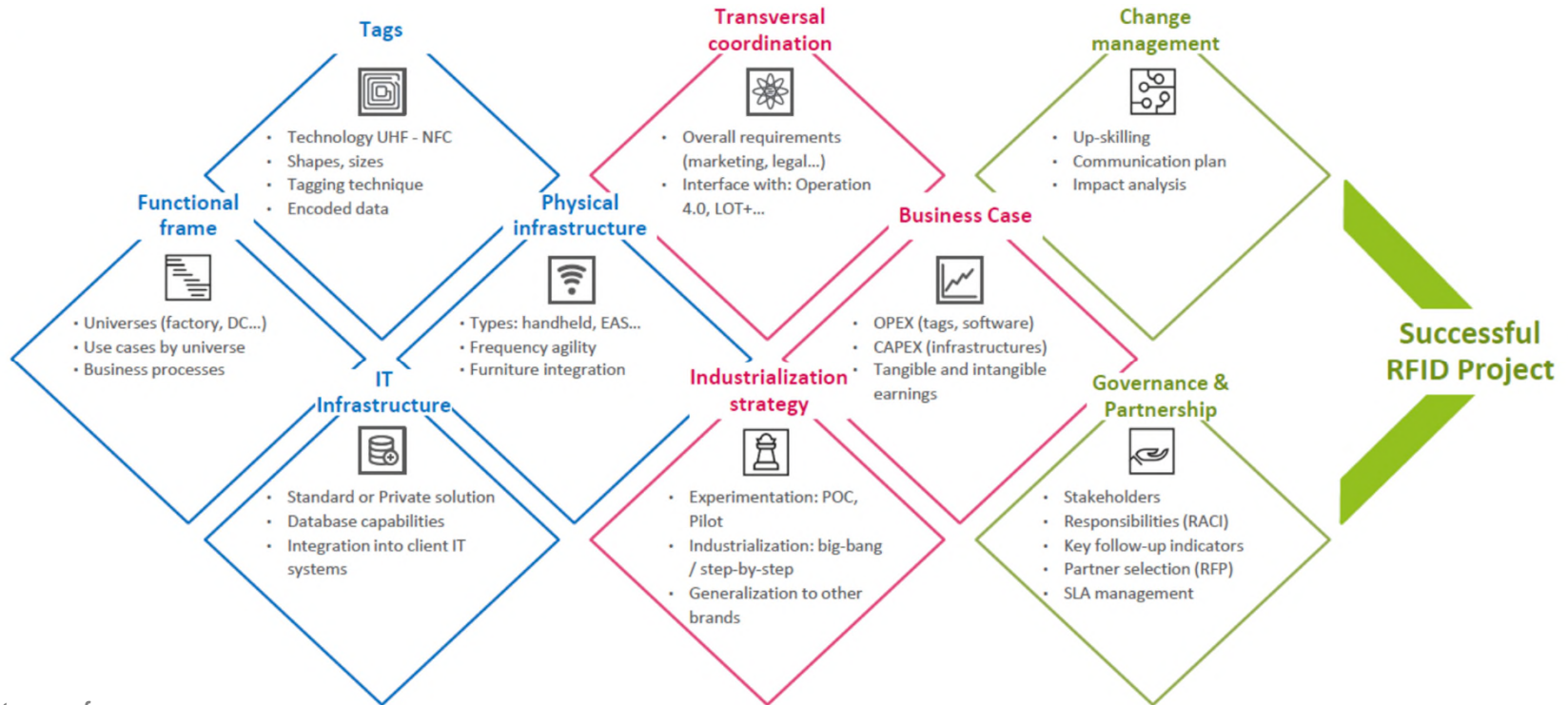


**NABLE  
AUTOMATION**



**ENSURE BEST-IN-CLASS  
TRACEABILITY**

# MASTERING THE RFID SUCCESS MATRIX ...



by courtesy of



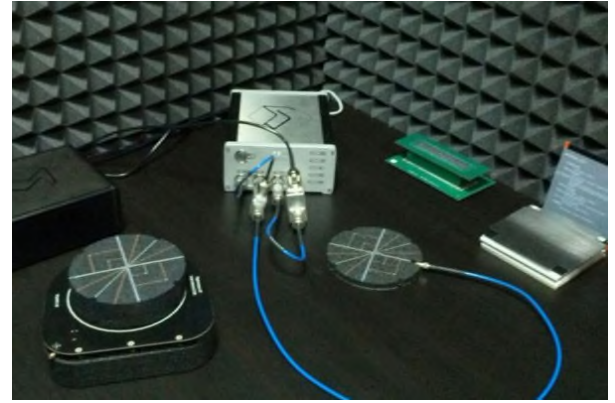
# ... ONE STEP AT A TIME

---

**1** ■ **Confirm feasibility through a POC**

**2** ■ **Assess real life gains through a Pilot**

**3** ■ **Frame industrialization through an E2E analysis**



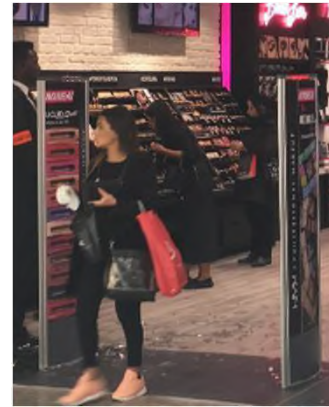
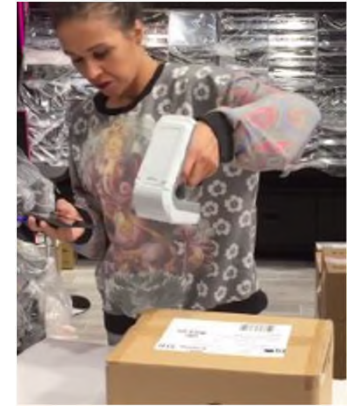
**100% reading rate for non-metallic products on shelf & in boxes**



# ... ONE STEP AT A TIME

---

1. Confirm feasibility through a POC
2. Assess real life gains through a Pilot
3. Frame industrialization through an E2E analysis



**Stock accuracy  
+21%**

**Assisted Sales  
+700 hrs / year**

**Shrinkage  
-50%**

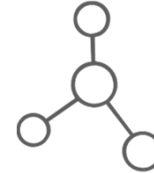
# ... ONE STEP AT A TIME

---

1. Confirm feasibility through a POC
2. Assess real life gains through a Pilot
3. Frame industrialization through an E2E analysis



**Sustainable  
Tag Makers**



**Retail RFID  
HW / SW Vendors**



**Innovative Beauty  
Distributors**



# INTERESTED ? LET'S CONNECT !

---

[nicolas.lecocq@loreal.com](mailto:nicolas.lecocq@loreal.com)

+33 (0)1 58 92 20 98

Operations HQ, Clichy

France

**L'ORÉAL**  
OPERATIONS