

Portable Plasma Skincare Device

Beauty 2030
Tech Track

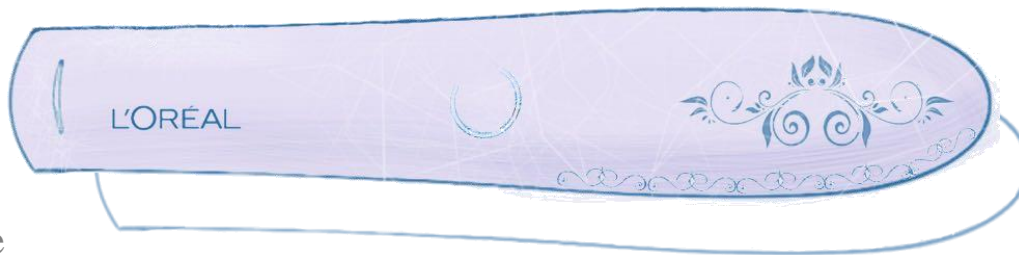


Non-surgical procedures is a hot direction of cosmetic surgery. Household medical beauty products will become popular in **2030**.

Extending from the technology of **skincare** system, **PLAUTY** is a novel product for face, hands and body.

It utilizes the **plasma effect** of sterilization and organic resolution.

PLAUTY can speed up assimilating of skin care product from **HELENA RUBINSTEIN**, **LANCÔME**, **SkinCeuticals**, bringing effects like whitening, collagen regeneration and so on.



ABOUT US TEAM: *Plenty*

Ruyi DAI
 CUHK, Freshman

Xueying RONG
 PKU, Junior

Haonan ZHOU
 XJTU, Postgraduate

Q1: How we got the name **PLAUTY**?

A: PLAUTY comes from the **plasma** technique together with the theme of **beauty 2030**.

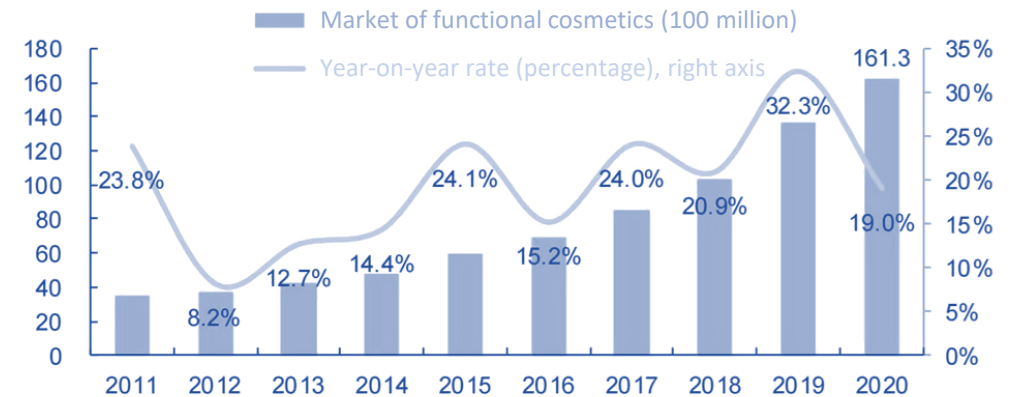
Q2: What's the composition and usage of this product?

A: PLAUTY consists of a cosmetic instrument (charger equipped) and an APP to match with the device.

It can convert moisture and oxygen in the air into the state of plasma, and effectively penetrate the ion electrons generated in this process into the skin.

To improve the whole effect, skin care products are recommended during or after use.

● Domestic market size of functional cosmetics





STEP – How to Use

1 Synchronize Your PLAUTY

The skin care device is connected with a mobile app through Bluetooth or Wi-Fi, which means it can send real-time data to the app after each detection. After cleansing the face, take a clear photo and upload it into the app for further analysis.

3 Instruction

The app also functions as a user's manual.

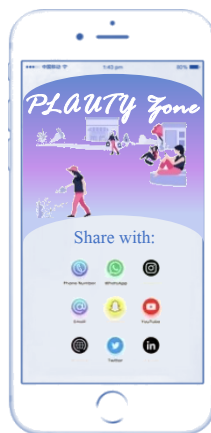
After choosing a mode that is fitted with the user's skin condition, the app will provide a series of procedures related to certain mode.

According to the steps on the app (a step-by-step voice broadcast is applicable), users can easily operate without checking other instructions.



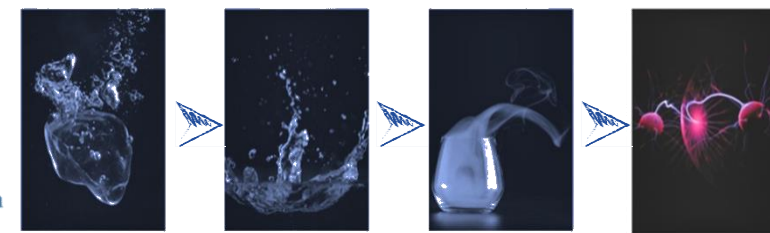
2 Skin Analysis

The app will analyze the photo uploaded by user and point out problems after comparing database via computer vision.



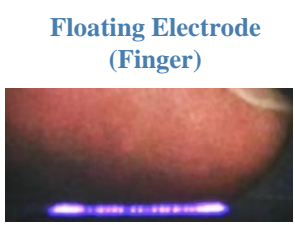
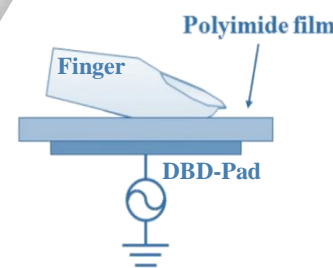
4 Recommending and Chat Box

Using Big Data, the app will recommend suitable products on the basis of users' current skin condition and preferences. Users can share experiences through Chat Box.



Solid State (ice) Liquid (water) Gaseous (gas) Plasma state (ionized gas)

the Prototype of a Skincare Device that generates plasma around the skin in contact with a DBD-pad
The device comprises two pads made of thin polyimide film as the dielectric layer, namely, the dielectric barrier discharge pad (DBD-pad) for skin-touch and a capacitive ground-pad (G-pad) for hand holding.



Plasma generated around the skin of the finger contacting the surface of the DBD-pad

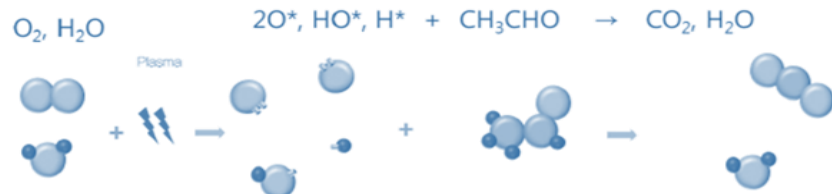


rechargeable Li-battery with a charging module

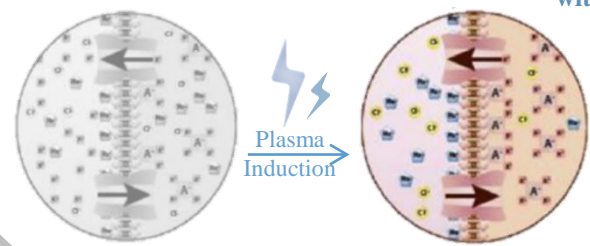
THEORY & FUNCTION

Sterilization

- Oxygen
- Carbon
- Hydrogen
- Active site



- ① high atmospheric pressure
- ② stabilize by bonding with bacteria
- ③ rupture bacteria and convert into CO₂, H₂O



Aging cell Plasma Induction Plasma-stimulated cell

Skin Regeneration

DBD-Plasma brings out the changes of membrane potential, so that ions can pass through the membrane and equilibrium potential, thus tightening the skin.

MARKETING



Estimated Market Size: **\$2,000,000,000**
Estimated User Scale: **\$10,000,000**



Target Market Penetration Rate: **1%**
Target Market Share: **80%**

PLAUTY & APP

299\$

(Normal size, better portability)

PLAUTY MAX & APP +GIFT CARD+CHARGER

399\$

(Compare with similar technique products)



Online Distribution

- ★ Online shopping platform
- ★ L'OREAL Official website

Offline Distribution

- ☆ Available among all L'OREAL stores around the world.
- ☆ Advertise PLAUTY in offline stores.

Promotion

- √ Print App's QR Code on L'OREAL skin care products' packaging to promote target consumers to download apps and then buy PLAUTY.
- √ Send discount messages to L'OREAL skin-care product consumers.

Target Income
\$4,000,000
in **2030**

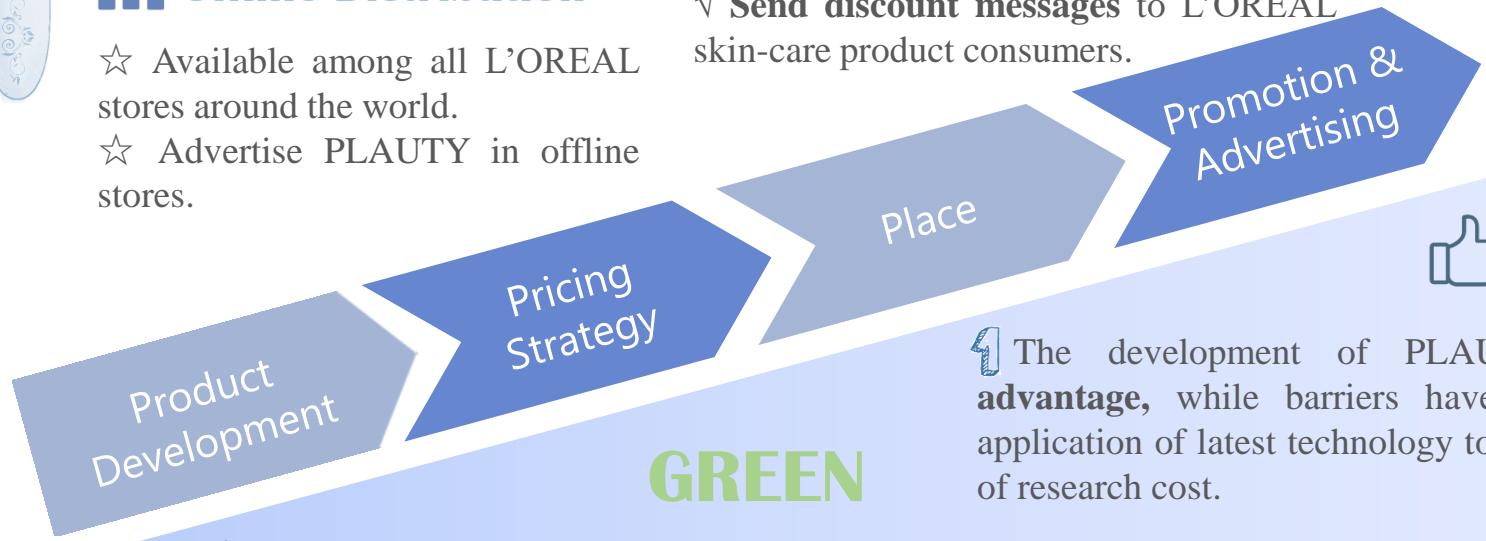
User Portrait



Age 20-40, Female



- middle class
- tech-savvy
- eager to try new things
- skin care awareness
- start from Asian countries

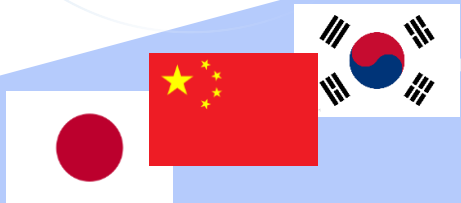


GREEN

- ★ Use H2O as raw material, no pollution and waste will be generated.
- ★ Recyclable and environmentally friendly.

ADVANTAGES

- 1 The development of PLAUTY requires **technologic advantage**, while barriers have to be overcome, as the application of latest technology to product needs huge amount of research cost.
- 2 Before you use PLAUTY, you may buy skin care product. Therefore, existing L'OREAL product matrix can all become PLAUTY's complementary goods. **The selling of PLAUTY will have a positive effect on other products.**
- 3 PLAUTY's supporting APP will give skin-care advice to users individually and record their purchase information, by which the company can do **precision marketing**.



INCLUSIVE

- ☆ Support the usage of L'OREAL's all kinds of skin care products and will have an increase in its skin care effects.
- ☆ Encourage people with different skill conditions to use.