

# THE NEW BEAUTY EXPERIENCE

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Worldwide Chief Digital Officer

**VIVA**  
TECHNOLOGY

**L'ORÉAL**  
CDO // OPEN INNOVATION TEAM & DIGITAL SERVICES



**beauty and digital**  
the perfect match

# sources of inspiration



consumer obsession



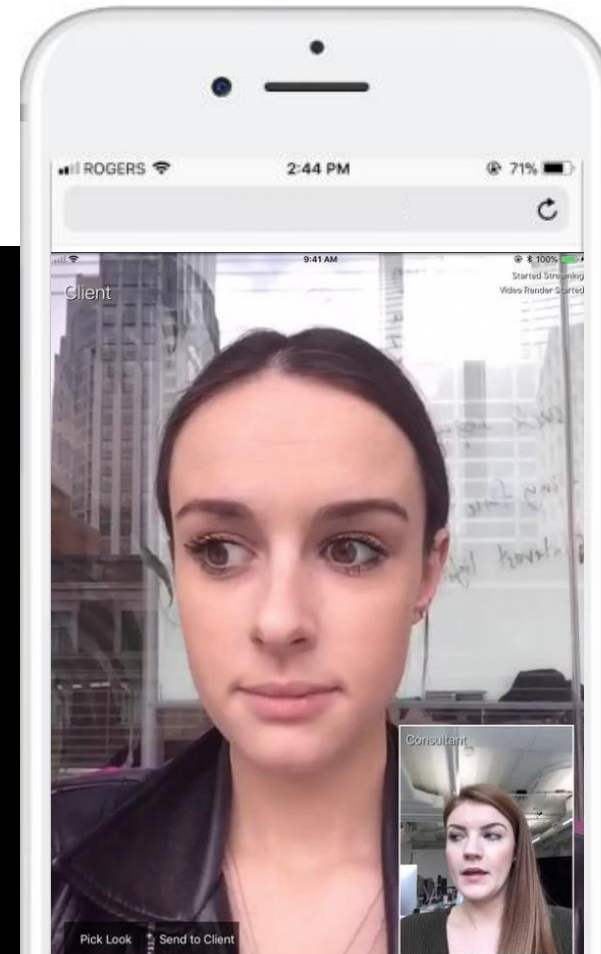
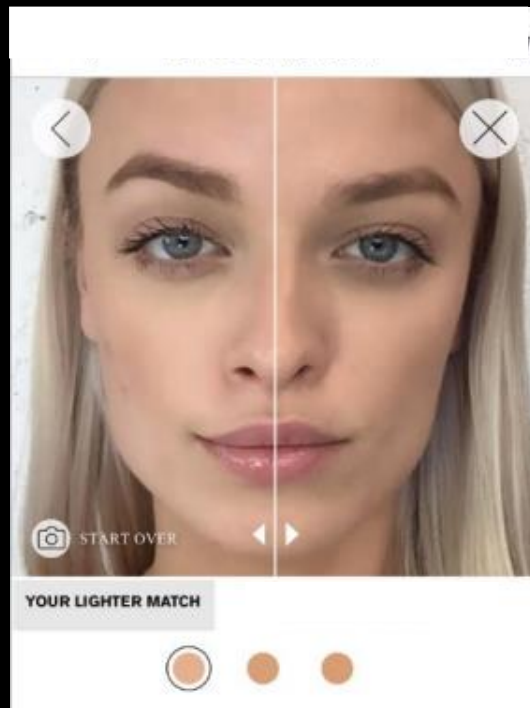
new beauty-tech [AR, AI...]



**key focus**  
services &  
personalisation

# services

by MODIFACE  
A L'ORÉAL GROUP COMPANY



# personalisation

custom d.o.s.e



le teint particulier

# open innovation

our work with startups



memomi

MODIFACE  
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L'ORÉAL  
PARIS



FOUNDERS  
FACTORY



STATION F



# thank you

POPLAR



YOSS



摩卡视频

VIDSY.CO



GIPHY



WUNDERPEN

Trackr



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