Revolutionizing At-Home Hair Color: The Colorsonic Journey

L’Oréal x ECI
Quirks 2025

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& INNOVATION

Evaluative Criteria Inc

AGENDA

01

The Consumer Need

Current Pain Points

Ambition

02

The Development Journey

At a Glance

Development

The Validation Phase

- Design
- Success Criteria
- Internal Performance Database
- Key Result and Findings

03

The Post Launch Monitoring

Market Tracking

04

Q&A

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01
The Consumer Need

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ASKING THE ROOM

Salon?

Home?

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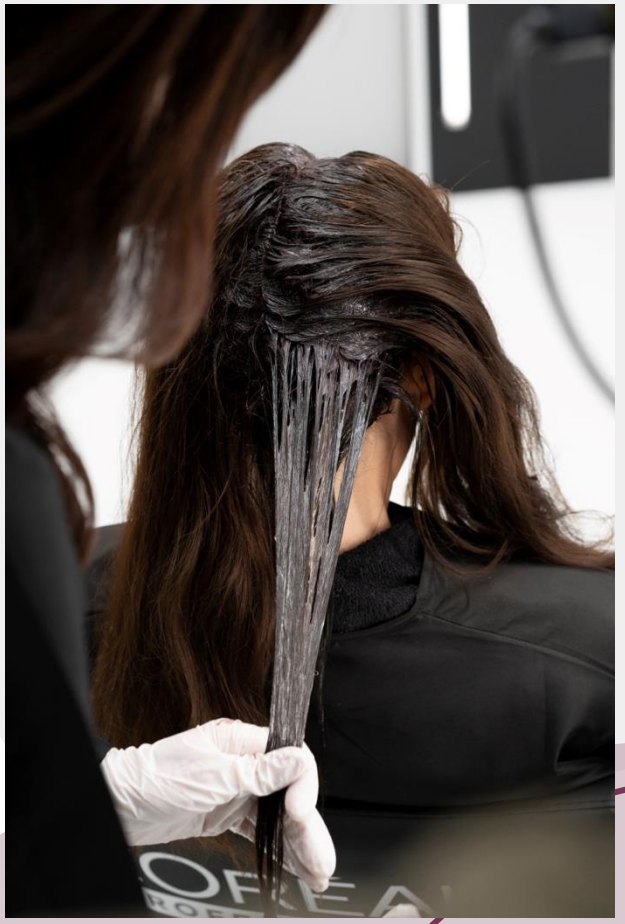
In Salon



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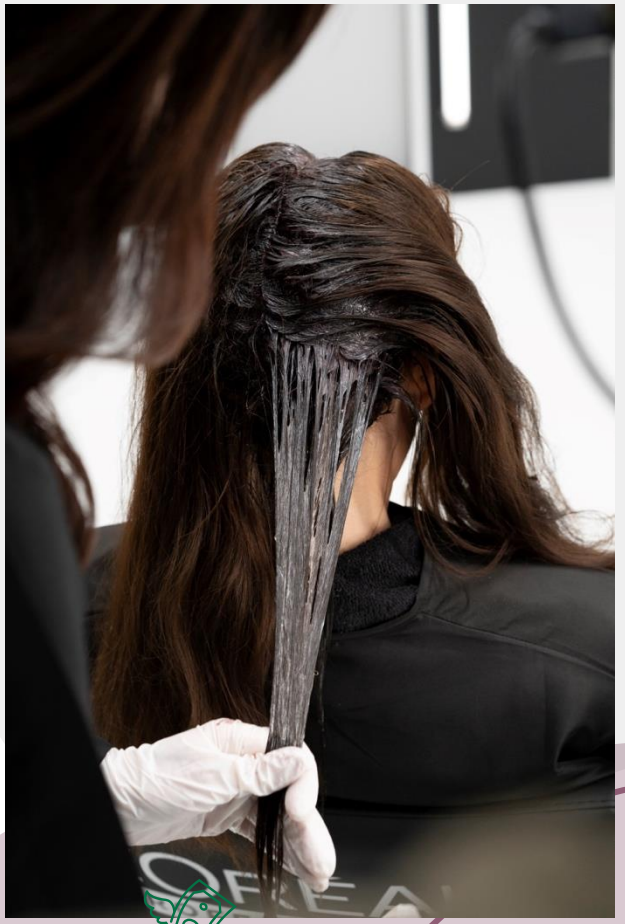
In Salon



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A

Congratulations!

Brus

Rinse

Put on gloves and mix the dye

Apply on lengths

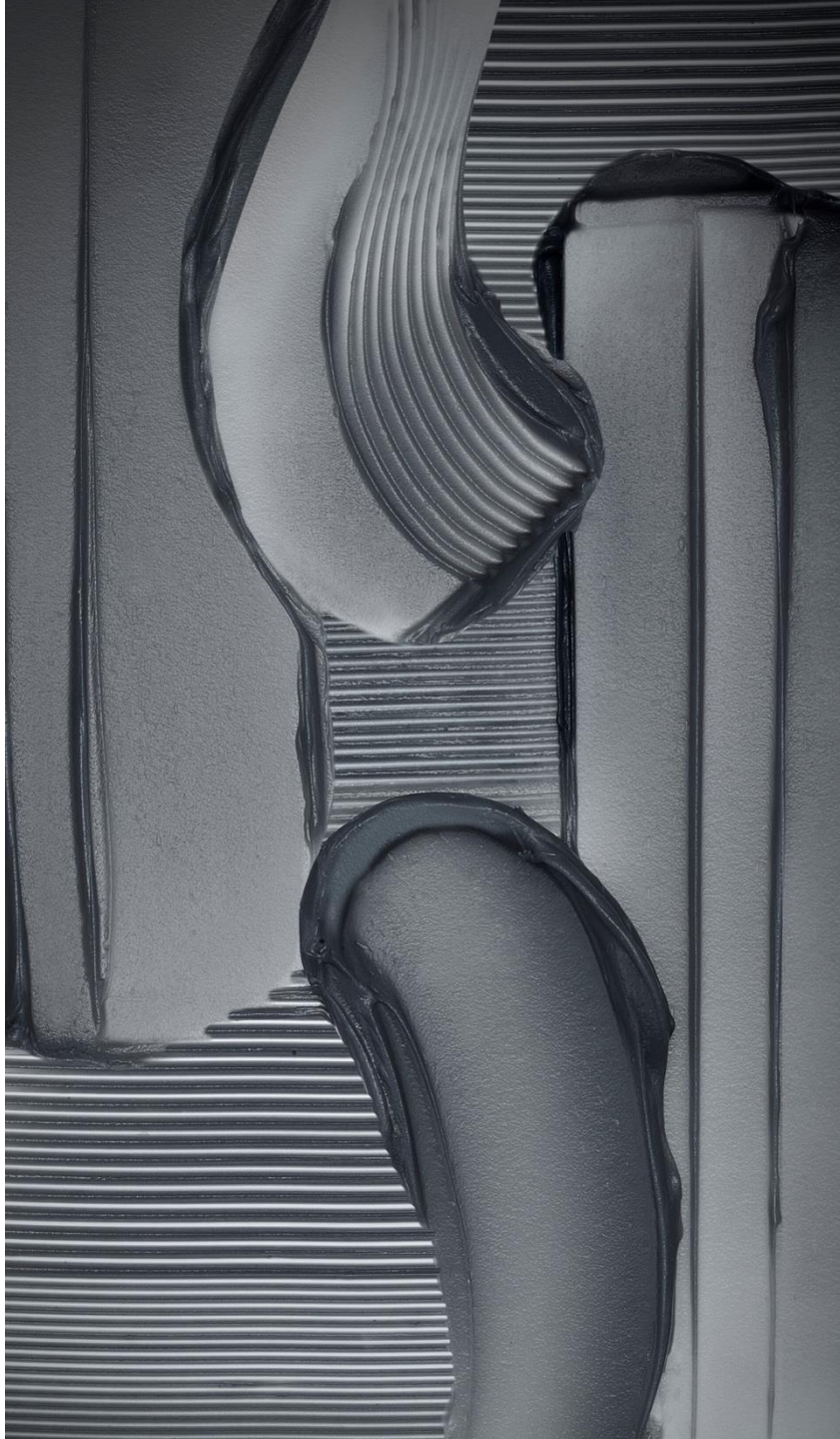
In 1909, Eugène Schueller, a young chemist with an entrepreneurial spirit, founded the company that was to become the L'Oréal Group. It all began with one of the first hair dyes that he formulated, manufactured and sold to Parisian hairdressers. With this, the founder of the Group forged the first link in what is still the DNA of L'Oréal: research and innovation in the service of Beauty.

The Ambition

L'Oréal hopes to offer a product solution to improve the consumer experience in hair color application when it is done at home.

A product that:

- ✓ Allows better experience in hair color
- ✓ Creates cleaner application
- ✓ Provides even Color Result (all over hair color application or root touch up)
- ✓ Compatible with all curl types



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INTRODUCING


COLORSONIC
HAIR COLOR DEVICE
COLORSONIC
L'ORÉAL

Colorsonic

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02

The Development Journey

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At a Glance

Market Insights Testing

- Concept Test
- Prototype Exploration
- Preliminary Pricing Test

Post Market Tracking

User Validation

User Beta Test/Product Validation Test

Development

Consumer Expert Hybrid Testing

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Focus

Evaluate the Colorsonic Hair Color Device's performance with repeated use, assess its user-friendliness and learning curve, and gather data for future development.

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Development Journey

Expert and Consumer Hybrid Test – Prototype Screening Phase

Objective:

- To identify the lead components of the device from consumers.
- To understand the color result performance from hair color expert.

Development Journey

Expert and Consumer Hybrid Test – Experience Improvement Phase

Objective:

- To understand the consumer reaction with the Colorsonic Device prototype, and to identify areas of improvement.
- To understand the color result performance from hair color expert.

User Validation Test

Design

HOW

- ✓ 1-Cell (2 Shade), 8-Week home–use study
- ✓ Consumers were asked to complete Two full color applications and one root touch up application
- ✓ Consumers will respond to one survey after each application(with product review videos) as well as 3-days after initial application
- ✓ Consumers will be asked to contact the L'oreal Customer Care Hotline if they experience any technical difficulties or any troubleshooting

WHO

- ✓ Female between 20-55 years old at-home box color or dual home/salon color users (50% 20-34 years old & 50% 35-55 years old)
- ✓ Shade Acceptor
- ✓ Willing to complete two full color applications and one root touch up application during the 8-week period
- ✓ Open to use a device for color application
- ✓ Open to any hair type, curl pattern, hair length

WHERE

Nationwide within US

WHEN

August – October 2023

WHAT

Colorsonic Kit with Two Color Cartridges

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User Validation Test

Success Criteria

L'Oréal developed an internal tool for quantitative blind use test result.

- Track key performance metrics per category
- Build category context for competitive positioning
- Advance strategic analysis can be performed to support future innovation

In this User Validation Test, the key attributes categories:

- ❑ Usage Qualities
- ❑ Device User Experience
- ❑ Uniform Color Results (Initial and Day 3)
- ❑ Hair look & feel
- ❑ Gray Coverage
- ❑ Product Aspects
- ❑ Scalp Comfort & Safety

Key Learning and Result

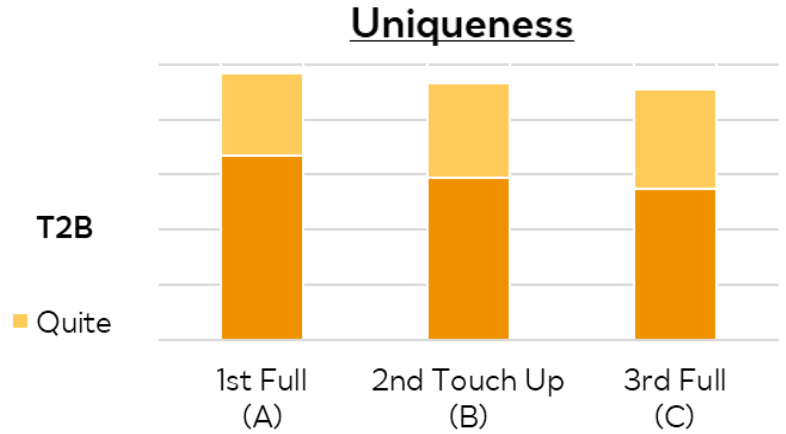
Overall, the device is well liked and delivers an appreciated experience and results, even from the first usage.

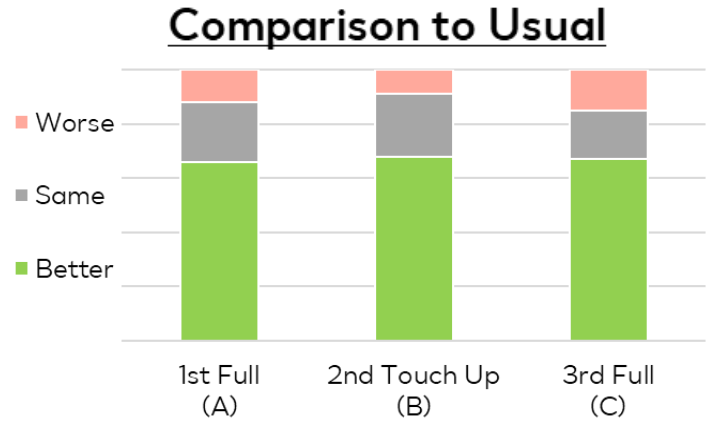
Among all key metric attributes, they were scored high and passed the threshold.

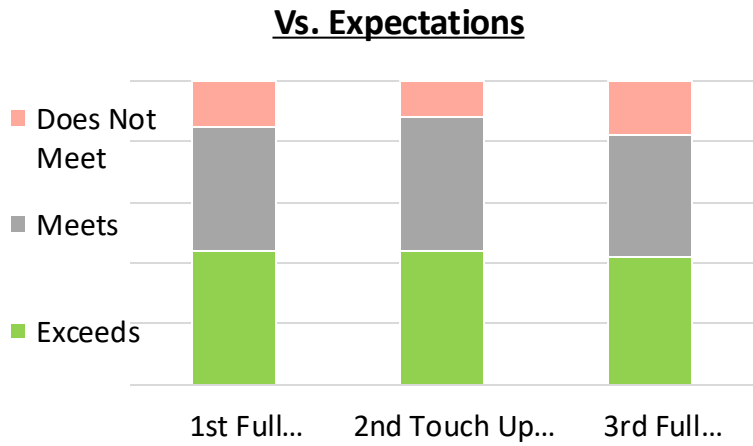
Reactions to the device itself are strong.

- It is well liked
- Most find it (even at first use) easy to assemble and use
- The majority found cleaning the device easy

However, it was noticed overall liking score was high but was lower than overall satisfaction score across each application. Upon checking historical data from the internal database, similar type of trend was identified.







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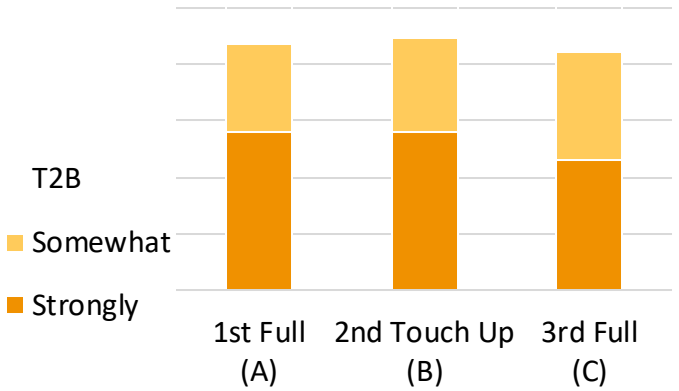
Ease of Device Assembly

Overall, the device assembly and start up of device were relatively easy for most users.

Ease of Assembly

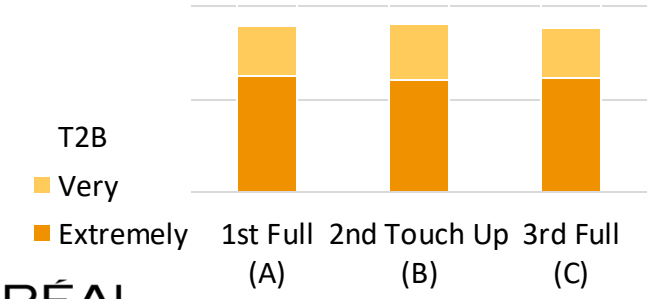


Difficulties Assembling

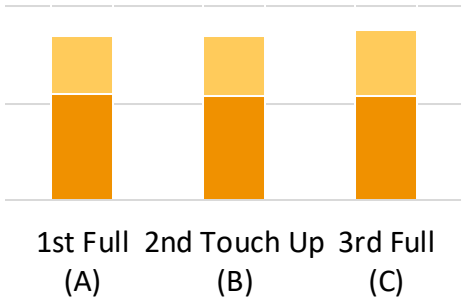
- *The color cartridge did not sit in the base easily. It initially did not feel like it clicked into place.*
- *The cartridge doesn't come out easily.*
- *Understanding the pieces and what they are used for, took a minute. The color solution was in cardboard that didn't necessarily say do not remove cardboard.*
- *I didn't like the way the upper and lower halves fit. There was no click to let me know it was put together properly.*

Ease of…

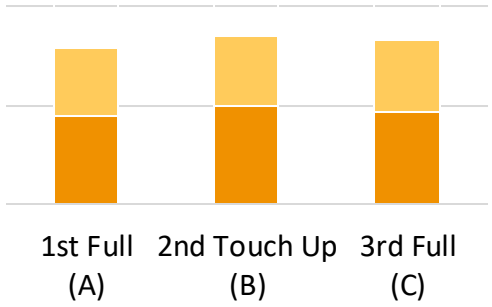
Inserting Color Cartridge



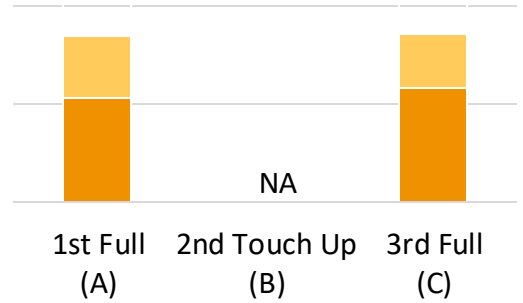
Warming Up Device



Orienting Device for Coloring



Inserting Lengths Adapter



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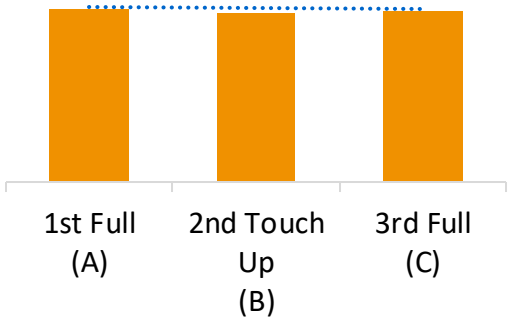
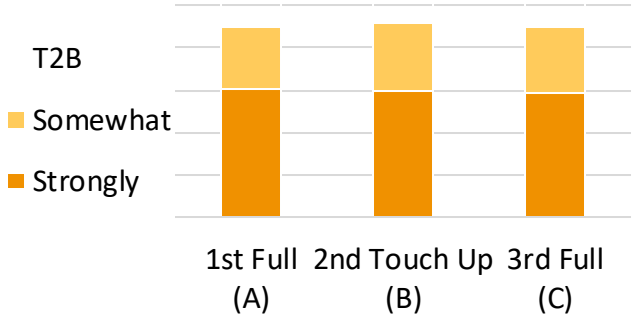
Cleaning & Storage

Cleaning after coloring did not present issues for most respondents, though a few do mention the process to be somewhat “awkward”.
Consumers tended to store the device without any cartridge inserted most frequently.

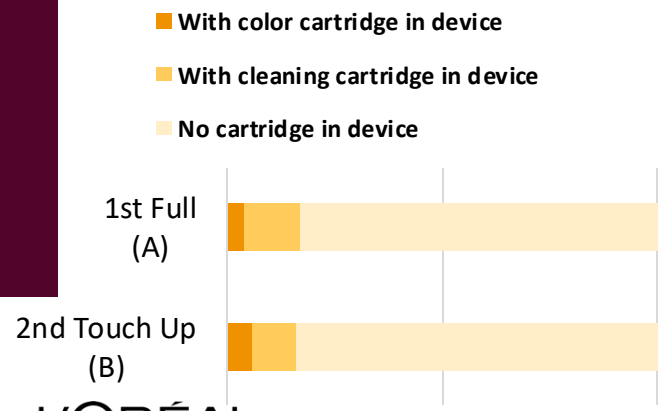
Cleaned Device



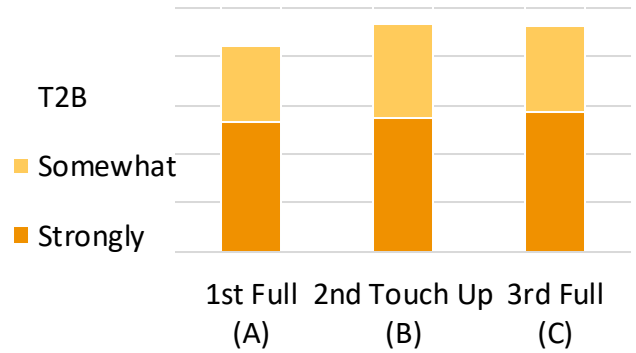
Ease of Inserting Cleaning Cartridge



How Device Was Stored



Ease of Cleaning Device



Issues Cleaning Device

- *It was just kind of awkward to clean because you can't get inside it to clean it yourself, but you have to use the water cartridge and kind of shake it back and forth and tilt it so that way the remaining dye can come out.*
- *When I try to get the length brush out to wash, it didn’t want to come out, finally had to get a dry towel to pull it off. And like I said previously all the buttons are on the bottom, so I had to bend my head and turn the product some to see if the green light was on.*
- *It took several attempts to get the cleaning cycle to begin. Even after it started, all of the water was not cycled through.*
- *I felt like getting through the comb to clean was a little awkward and trying to ensure I got all of the product was a task due to the color being so dark I couldn't tell where it was or if I got it all.*

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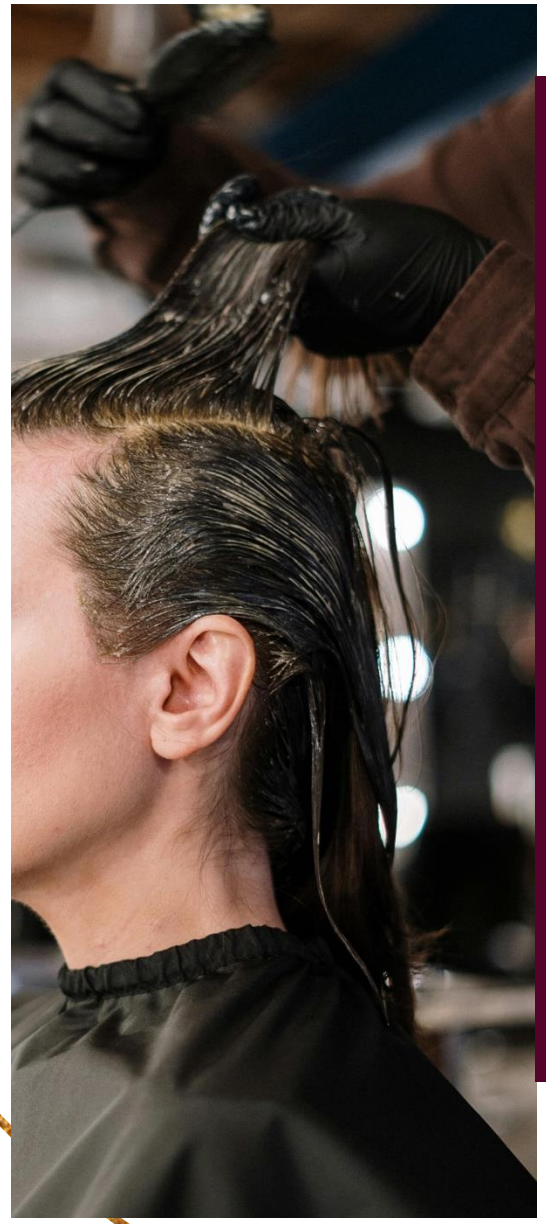
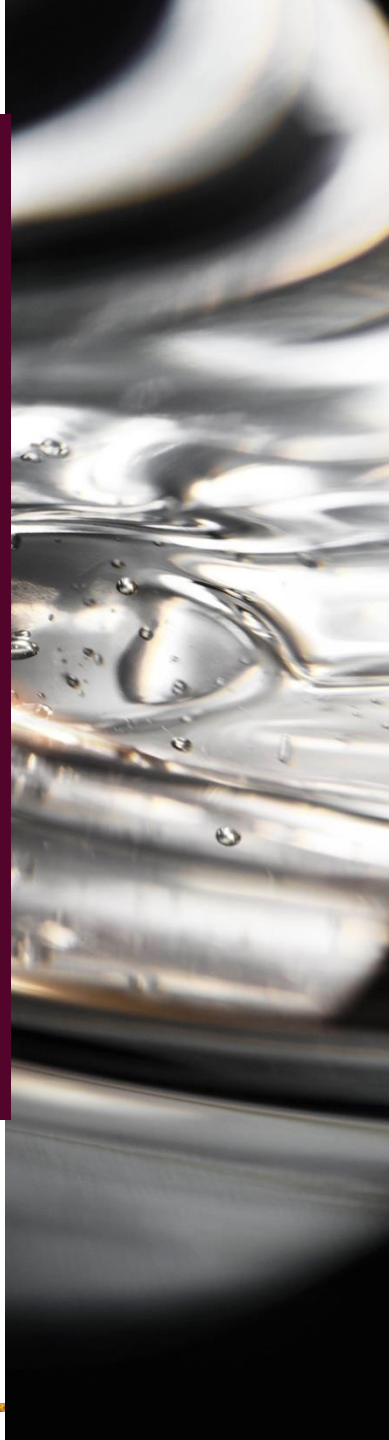
03
Post Launch Monitoring





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Post Market Tracking

Internal Market Tracker is developed by L'Oréal as a tool to analyze ratings and reviews data from different major retailers. The aim is to bring actionable insights on product performance, brand positioning and shopper experience to our employees.

The tracking platform includes 62 categories of beauty products through 88 retailers in 9 Countries.

As of now…

+250 million reviews

+300 thousand products

+6 thousand brands

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04
Q&A

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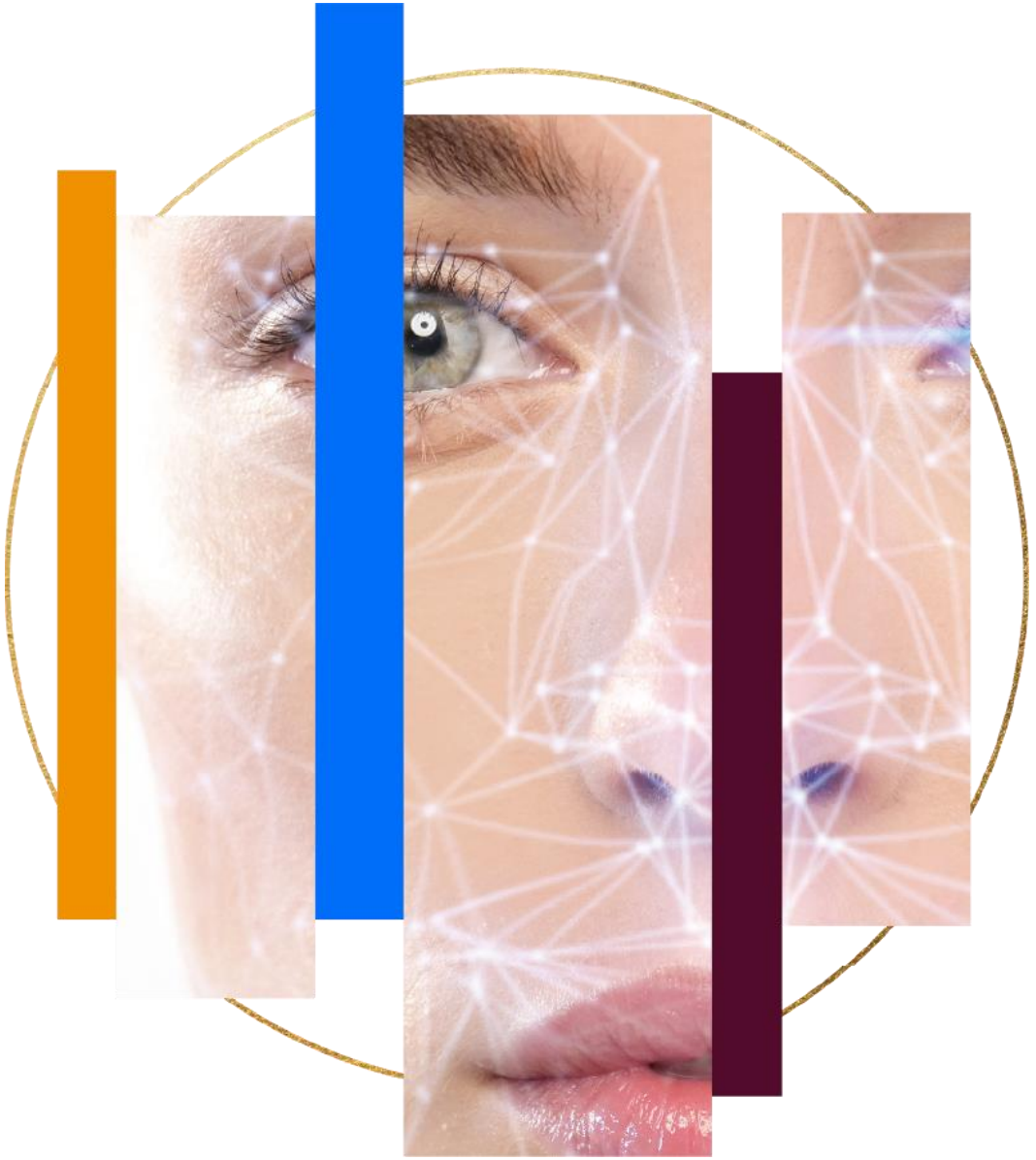
THANK YOU



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Appendix

L'Oréal's Beauty Business Partner

Evaluative Criteria Inc

Evaluative Criteria, Inc. (ECI) conducts CLT & in-home product and consumer testing across L'Oréal's métiers including Skin, Hair, and Makeup.

ECI & L'Oréal Relationship:

- A **trusted partnership** based on delivering results through collaboration, data integrity, methodologies, and timely delivery
- **Collaborative ways of working** with the qualitative and quantitative teams, streamlining screeners, questionnaires, and reports
- **Full Service** for quantitative testing – including Benchmarking, with **customized study designs**, collaboration, findings, and recommendations

About Evaluative Criteria:

- Over 50 years as a full-service market research agency
- All projects are led by our senior staff and are fully based in the US/UK, including in-house US-based operations
- Focus on custom solutions designed to answer specific business questions and providing results to be implemented into core business strategies
- A broad experience interviewing specialized audiences such as Bi-Cultural and Low Acculturated Hispanics, specific stage-of-life age cohorts such as Teens, Millennials and Matures/Seniors, and Health Care Professionals
- For more information visit www.eci-research.com or reach out at contact@eci-research.com