



HAIRPRESS

An overlooked need. A growing market. A chance to lead.

MEN'S HAIR PROBLEM



Many men with thick, straight, outward growing hair struggle daily with volume and unmanageable sides.

DAMAGING PERM TREND



SIGNIFICANT MARKET GAP



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L'ORÉAL
PARIS
MEN EXPERT

SIGNIFICANT MARKET GAP

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HAIRPRESS
HEATED FOUR STYLING DEVICE
STRAIGHTENS AND SMOOTHS HAIR

HYDRA ENERGIE
ANTI-FATIGUE
DAILY MOISTURIZER
WITH VITAMIN C
SOOTHES SKIN

Say goodbye to down perms and hello to HairPress.



HAIRPRESS combines *Smart Pressure Detection* and *Air Jet Technology* to eliminate the need for down perms delivering a sleek, lasting style with a comfortable, customised fit, and minimal heat damage

1

Fit & adjust HairPress to your head

2

Create the look with Air Jet Technology

3

Lock in the 'down perm' with Smart Pressure

HairPress styles your hair in just 5 minutes



HairPress styles your hair in just 5 minutes



Ditch chemicals. Style with air & pressure

Air Jet Technology

Embedded Air Jet Technology activates for 3 minutes, releasing multi-directional airflow to gently prep and shape the hair



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Embedded Air Jet Technology activates for 3 minutes, releasing multi-directional airflow to gently prep and shape the hair



Smart Pressure Detection

Smart Pressure Detection engages for 2 minutes, applying the optimal amount of pressure to lock in a sleek, down-permed style

Ditch chemicals. Style with air & pressure

Air Jet Technology

Embedded Air Jet Technology activates for 3 minutes, releasing multi-directional airflow to gently prep and shape the hair



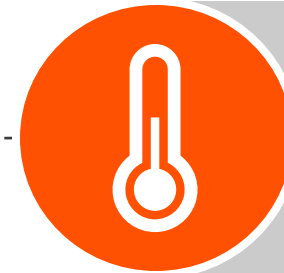
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Minimize Heat Damage

Adjust temperature with the dial manually or let smart heat control automatically monitor it 55 times per second to protect your hair



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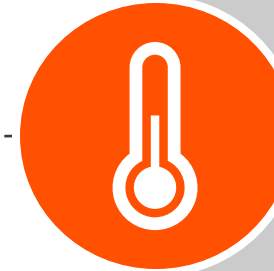
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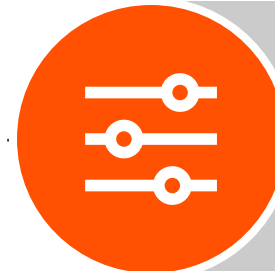
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Universal Fit System

Engineered for comfort, this ergonomic design features spacious ear holes and adjustable dials to ensure a snug fit



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Durable and Eco-Friendly Build

Built with lightweight, durable, eco-friendly plastic so it's comfortable for your head and considerate of the planet



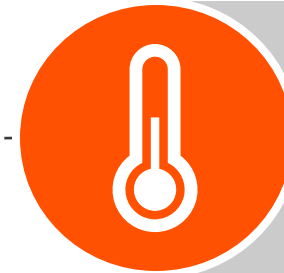
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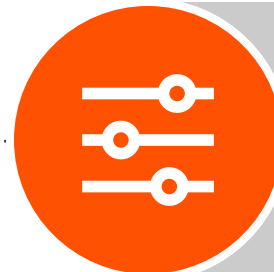
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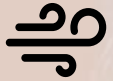
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Tech That Cares. For You and the Planet.

Where grooming meets *innovation*



Jet air propulsion
+ advanced airflow control
wearable technology.



An alternative to damaging
chemical alteration & salon
visits



New technology category
for L'Oréal to lead globally.

Smart Style that *Sustains*



Commitment to L'Oréal for
the Future Program
2030' - uses P.E.T plastic
for packaging and hair tool.



HairPress will help you
maintain your awards:

- EcoVadis Sustainability
Rating
- CDP A-List

Including DEI in CPD



Addresses texture and
styling challenges
Serves underrepresented
market for Asian men.



HairPress aligns with your
commitment of making
beauty accessible to
anyone, everywhere.

Built for Profit. Backed by Purpose.

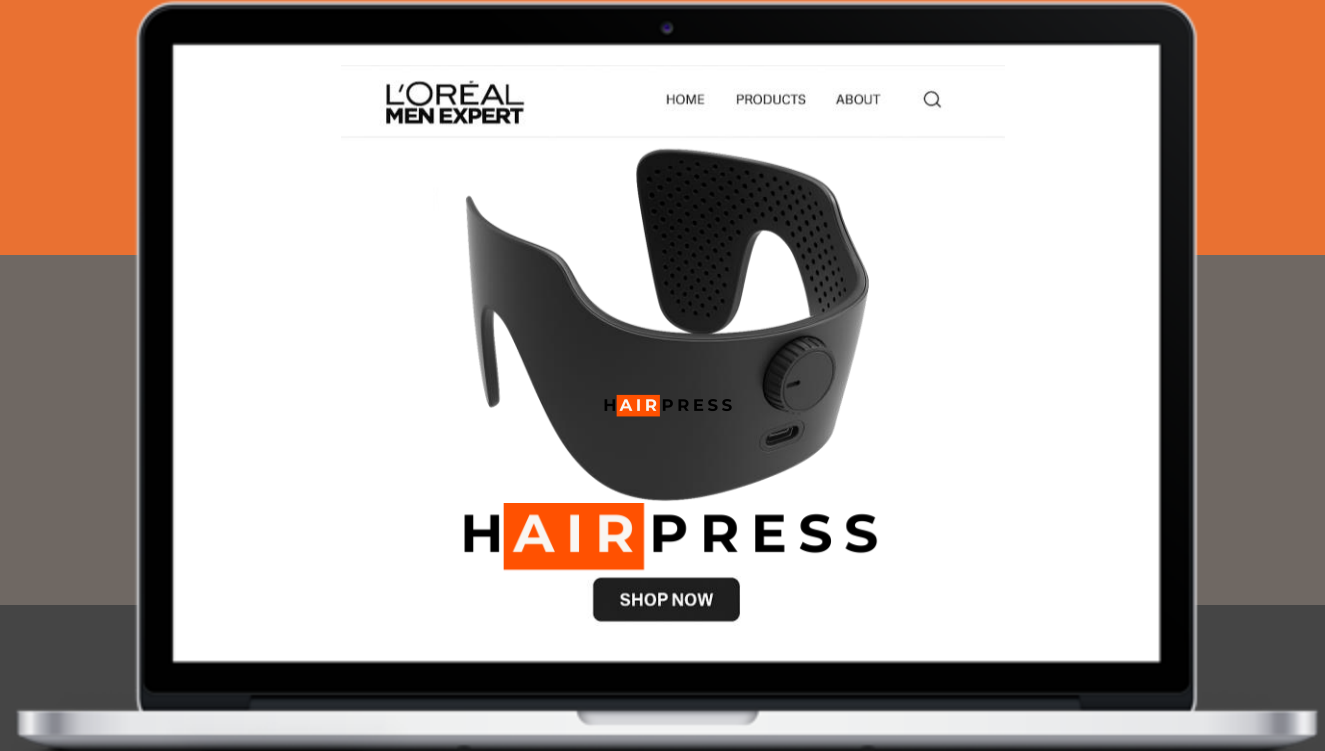
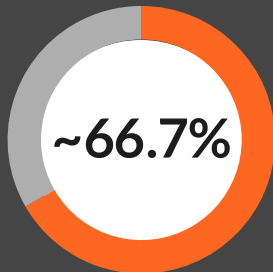
COST TO PRODUCE

\$40 AUD

RETAIL PRICE

\$100-120 AUD

GROSS MARGIN



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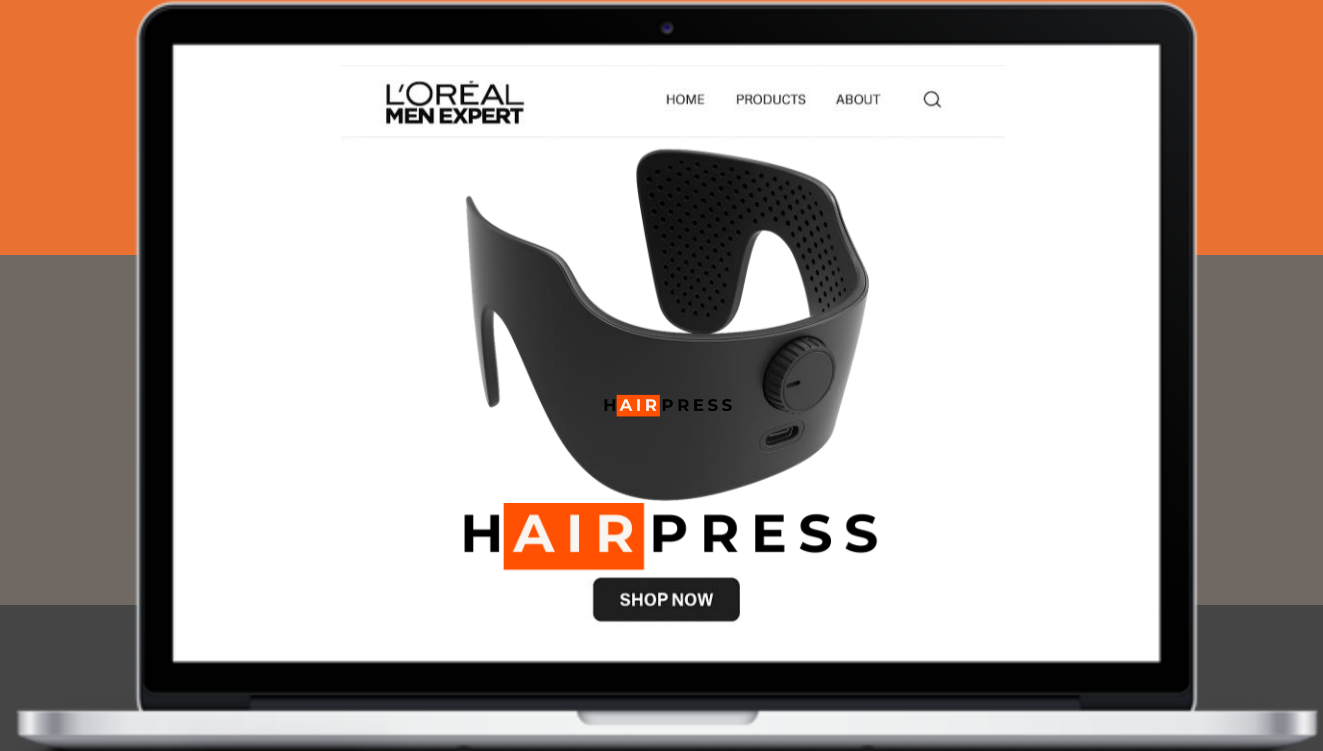
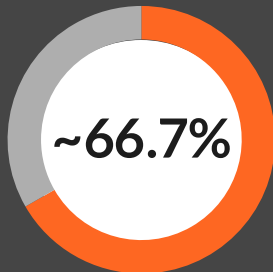
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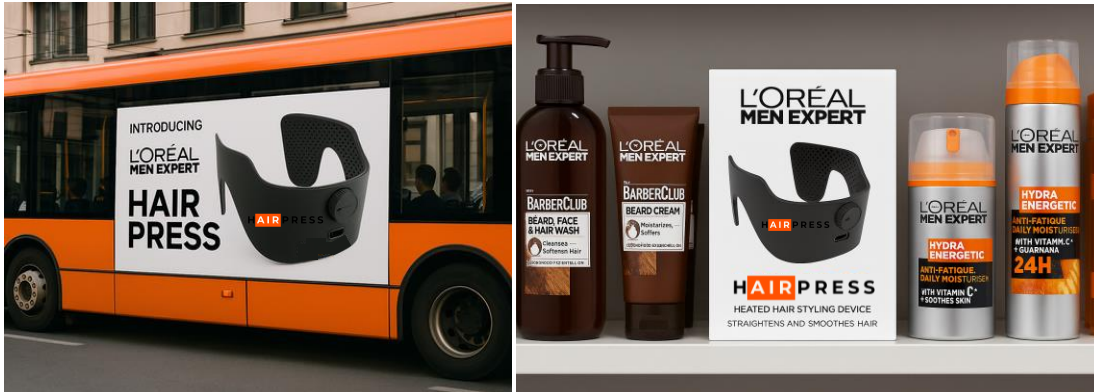


**Projected Year 1 revenue:
~\$8.4M AUD**

On Shelves and Screens, wherever you are

360 Marketing Campaign Launch

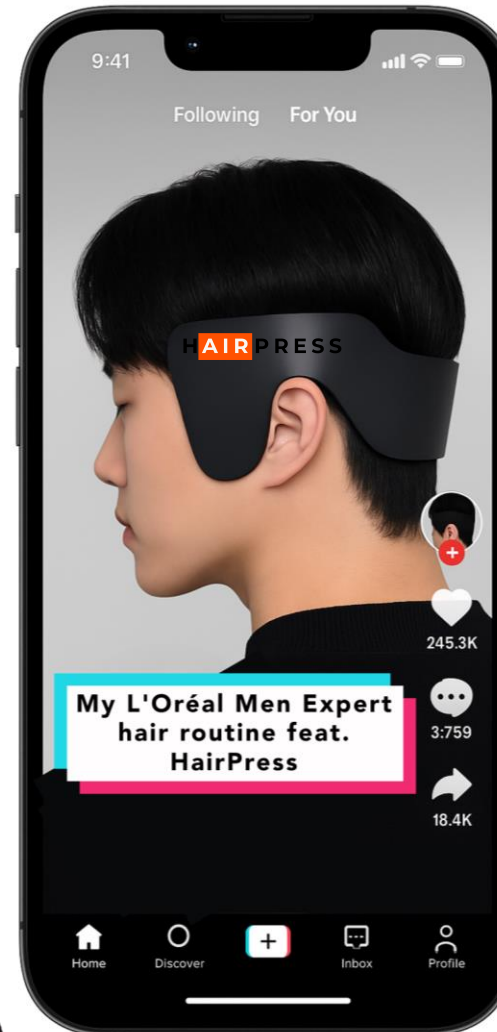
Using traditional, digital, and offline channels for engagement, reach and conversion



L'Oréal Paris Men Expert Dream Team



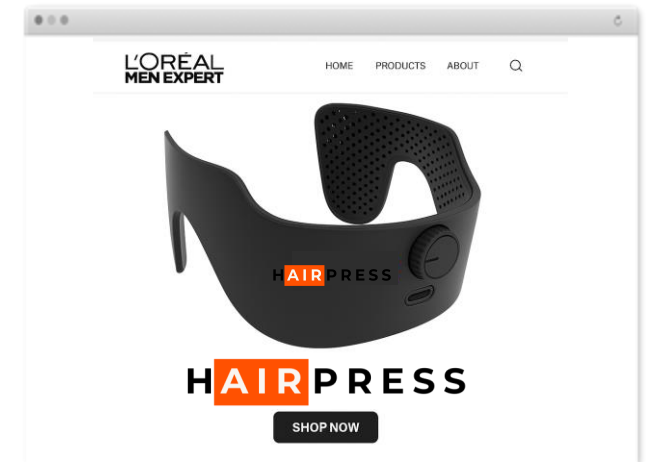
Reaching the Roots of Men's Hair Care with Tik Tok



Collaborate with male social media beauty influencers



Link to e-commerce channels add increase user basket size



Your New Men Expert routine awaits

From Sydney to Seoul. Style within Reach



Australia total population
26.66 million



With a 17.4% Asian population, Australia offers an ideal environment for small-scale product testing before global expansion.



Key beauty retailers: Chemist Warehouse & Priceline



South Korea total population 51.71 million



Over 60% of South Korean men embrace down perms, making this market highly receptive to innovative haircare products



Key beauty retailers: Olive Young & CHICOR



Japan total population 124.5 million



High prevalence of thick, straight hair & a mature beauty and grooming landscape.



Key beauty retailers: Matsumo Kiyoshi, Ainz, & Tulp

Establish online and offline presence through Amazon, Chemist Warehouse, and L'Oréal e-commerce channels

Year 1 KPIs for HairPress

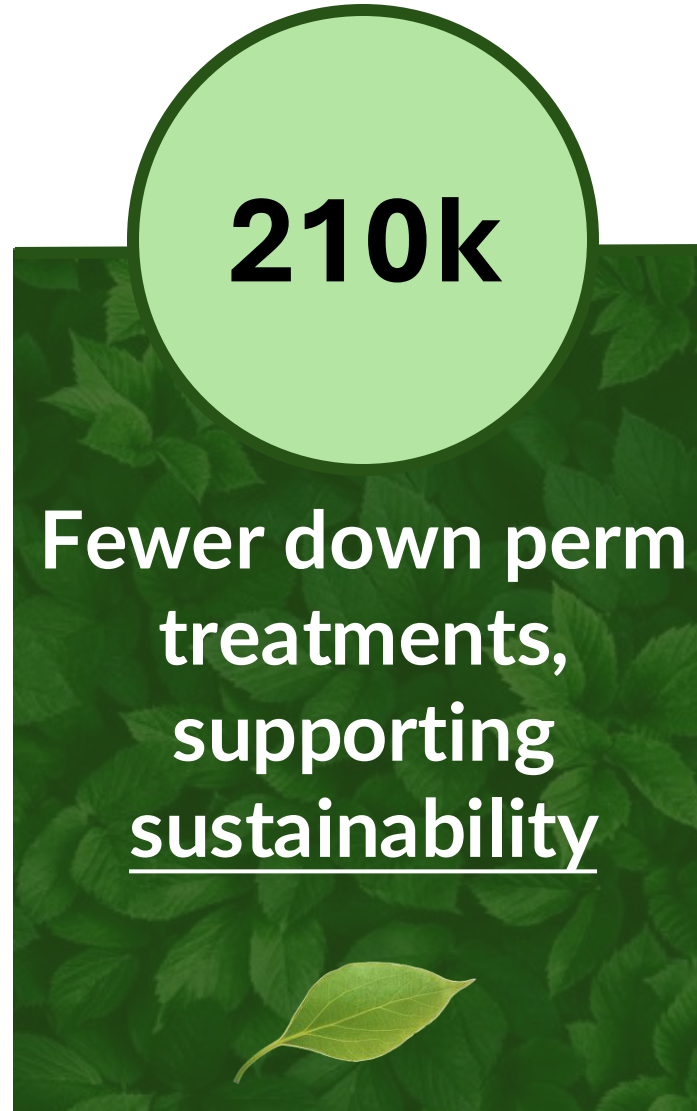
70k

Units sold,
showing scalability



210k

Fewer down perm
treatments,
supporting sustainability



> 4★

Minimum 4-star
rating across all
retail channels,
demonstrating innovation



YOUR NEW **L'ORÉAL**
MEN EXPERT

ROUTINE AWAITS



Appendix

Slide Overview

- [HairPress Title Slide](#)
- [Problem and Market Gap](#)
- [What is HairPress?](#)
- [HairPress Features](#)
- [Why HairPress Wins](#)
- [HairPress Before/After](#)
- [Finances & Impact](#)
- [HairPress Go to Market Strategy](#)
- [HairPress Launch Countries](#)
- [HairPress KPIs](#)
- [HairPress Shelf Visual Mock-up](#)

Solution

- [How does HairPress work?](#)

Finances

- [How did you come up with \\$120 retail?](#)

- [How was the \\$8.4M revenue projection calculated?](#)
- [Why \\$40 AUD COGS?](#)
- [How did you estimate 70,000 units sold?](#)
- [Why 0.9% Conversion in Year 1?](#)
- [Where will it be manufactured and how are margins maintained?](#)

Innovation, Sustainability, Inclusivity

- [How does this align with L'Oréal's sustainability goals?](#)
- [How is HairPress sustainable beyond using recyclable plastics?](#)
- [What makes this inclusive?](#)
- [What's innovative here beyond the form factor?](#)

Go To Market Strategy

- What's the timeline to scale?
- [Why did you choose Australia, South Korea, and Japan for launch?](#)
- [How will you ensure this gets visibility quickly?](#)

KPIs and Impact

- [Why did you choose 70,000 as a KPI? Isn't that ambitious?](#)
- [How did you determine the estimate of 210,000 fewer down perms, and how will you track and validate this impact?](#)
- [What does success look like beyond sales?](#)

Total Addressable Market Sources & Assumptions

- Population & Age Data - Sources: National census data, World Bank, UN Population Division
 - South Korea: 6M men aged 15–35
 - Japan: ~12.5M men aged 15–35
 - Australia: ~850K East/Southeast Asian men aged 15–35
- Hair Type Prevalence:
 - 95%+ of East/Southeast Asian men have thick, straight, outward-growing hair
 - Backed by: Cultural reliance on perms, hair science studies, and grooming industry reports
- User Interest Assumptions:
 - South Korea: 60% of demographic seek styling solutions (high perm culture)
 - Japan: 30% (less perm uptake but growing interest in styling tools)
 - Australia: 20% of Asian-Australian men

TAM Total: ~7.5 million potential users

How did you estimate 70,000 units sold?

- Based on conservative conversion of under 1% from target age/hair type segment
- Estimated TAM:
 - South Korea: 3.6M men
 - Japan: 3.8M men
 - Australia: 0.17M men
- 70,000 units = ~0.9% of total addressable users = 1 in 110 potential users
- Realistic estimation as it is supported by styling trends (e.g. down perms), social media traction, and unmet need

How was the \$120 retail price determined?

- Benchmarked against similar styling tools: Dyson Airwrap (\$500+), GHD, Philips OneBlade
- Positioned HairPress as a mass-premium product: affordable but high perceived value
 - Designed to replace expensive perms (\$150–\$300/year)
- Price reflects innovation + usability without pricing out the everyday consumer
- Matches Men Expert's brand identity: accessible performance-driven grooming

Why \$40 AUD COGS?

- Based on similar wearable tech (scalp massagers, smart brushes, OneBlade)
- Components: air pressure motor, lightweight plastic shell, PCB sensors
- Original Equipment Manufacturers (OEM) suppliers in Asia quote similar tools at \$25–\$30 USD wholesale
- \$40 AUD fits industry norm for 3x markup

How was the \$8.4M revenue projection calculated?

- Unit goal: 70,000 units in Year 1
- Average price: \$120 AUD
- $70,000 \times \$120 = \$8.4$ million projected Year 1 revenue
- Distribution across South Korea, Japan, and Australia through omnichannel rollout

Why 0.9% Conversion in Year 1?

- Benchmarked against new grooming tech launches:
 - Good Hair Day (GHD): 50K+ units in early UK salon market
 - Philips OneBlade: Sold ~2–3M units globally in 18 months
 - Dyson Airwrap: Sold out on release; demand greatly outpaced supply
- HairPress projection is intentionally conservative:
 - 70,000 units = just 0.9% of 7.5M TAM
 - Accounts for new product education, first-market rollout, and early adopter phase
 - Leaves ample room for growth without overpromising

Where will it be manufactured and how are margins maintained?

- Manufactured in Asia (e.g. South Korea, China, or Vietnam) to lower COGS
- Unit cost estimated at \$40 AUD based on scale and materials
- Even with 30–40% retailer margin, gross margin remains above 50%
- Sustainable packaging and direct bundling reduce extra handling and logistics costs

How does HairPress align with L'Oréal's sustainability goals?

Building on from your 2023 achievements & sustainability awards:

- Uses P.E.T plastics in both packaging and device in line with L'Oréal's 85% recycled plastic packaging target & L'Oréal For The Future Commitment 2030
- Meets EcoVadis standards for ethical labour, environment, and procurement practices ensuring the group receives a platinum score or higher.
- Supports CDP A-List leadership in climate, water, and forest impact
- Uses lightweight, durable recyclable materials for both packaging and tool reducing waste, ensuring product longevity.

How is HairPress sustainable beyond using recyclable plastics?

- Hair Press is a natural extension of the Men Expert range creating a circular process.
- Men who use the tool will be recommended or naturally gravitate to Men Expert products that are formulated using bio-based ingredients.
- Using the tool eliminates repeated visits to salons for chemical perms, reduces chemical run off and significant water waste.

What makes HairPress inclusive?

- Designed for type 1 hair, an overlooked and underserved demographic within the hair care.
- HairPress effectively addresses the commonly experienced, thick, outward, growing hair catering hair texture and styling challenges.
- Affirms that there should be tools designed for all men, not just those of Western hair types.

What makes HairPress innovative?

- Shifts the grooming industry from chemical-based solutions to tech powered, damage free styling.
- Uses jet air technology and smart air flow creates a new category of hair tools tailored to male consumers who have type 1 hair.
- HairPress will be the first to market device what men's haircare can be - personal, high tech, and empowering.

What is the timeline to scale?

Year 1: Regional Launch & Validation

- **Q1:** Finalize product design, partner with L'Oréal's existing supply chain, and prepare marketing assets.
- **Q2:** Launch HairPress in South Korea, Japan, and Australia, using influencer and digital marketing campaigns.
- **Q3:** Host experiential events and retail activations in key cities to boost brand awareness.
- **Q4:** Gather customer feedback, analyze market response, and refine the product based on user insights.

Year 2: Global Expansion Phase 1 – Southeast Asian and North America

- **Q1:** Expand online presence with L'Oréal's global e-commerce platform, targeting Southeast Asia and North America.
- **Q2:** Scale digital campaigns, collaborating with international influencers and leveraging L'Oréal's established retail network.
- **Q3:** Launch HairPress in additional European markets and expand retail partnerships with major department stores.
- **Q4:** Refine the product and marketing strategy based on global consumer data, and begin preparing for larger-scale retail distribution.

Year 3: Global Expansion Phase 2 – Global

- **Q1:** Ramp up global production, optimize logistics, and secure partnerships with top retail chains globally.
- **Q2:** Further increase media presence through targeted campaigns with mainstream lifestyle and beauty outlets.
- **Q3:** Deepen HairPress's presence in salons and with professional hairstylists to boost credibility.
- **Q4:** Expand product offerings (e.g., accessories or upgrades), and develop sustainability strategies for long-term growth.

Why did we choose Australia, South Korea, and Japan for launch?

- Australia has a diverse Asian population (17.4%) making it an ideal market for agile product testing.
 - Smaller scale market to test HairPress in before going global expansion.
 - Build traction and allows non-Asian demographics (type 1A & B hair) to use Hair Press.
- South Korea
 - Trend forward grooming culture with 60% of males seek styling solutions through chemical hair perms and other heat styling tools.
- Japan
 - 30% of male demographic
 - Less perm uptake but is a market that is showing growing interest in hair grooming and styling tools.

How to ensure HairPress gets visibility quickly

- 360 marketing leverage various channels to reach as many audiences as possible and build brand awareness.
 - Traditional media (billboards, tv, radio), digital channels (content marketing, paid advertising, influencer marketing etc).
- Curate a diverse range of male models and athletes, mirroring your L'Oréal Paris female dream team representing males of various age groups and ethnicities.
 - Inclusive cast reflects the global reach of L'Oréal & ensures all consumers from all cultural backgrounds can see themselves in the brand.

How did you determine the estimate of 210,000 fewer down perms, and how will you track and validate this impact?

- The sustainability KPI of 210,000 fewer down perms was estimated based on HairPress unit sales and typical product usage patterns, aiming to quantify the environmental and health benefits of replacing chemical treatments.
- Assumption: One HairPress replaces the need for a chemical down perm **3 times per year**, per user
- Sales goal: 70,000 HairPress units
- Resulting in 210,000 chemical perms avoided in the first year of launch in Australia, Japan and South Korea

This could be measured through:

1. Customer usage surveys - We'll send post-purchase surveys and app-based check-ins (if integrated) asking how often users previously got down perms vs. current usage.
2. Salon partnership data - Collaborate with salons for anonymized reporting on trends in down perm frequency before and after HairPress adoption.
3. Eco impact modeling – Estimate avoided chemical waste and water usage per perm (based on industry averages), then multiply by down perms avoided.