

WHAT IF YOUR PERFUME KNEW YOU HAD A DATE TONIGHT?!

Meet
SCENTSYNC

An **AI-powered smart device + app** that reads your occasion and dispenses the perfect **long-lasting** fragrance.

AI suggests you notes → device creates the personalized scent → micro-encapsulation locks them in → body heat releases them all day



Work · Date · Party · Exam · Travel

Built to scale. Designed to last.

Why It Works

- **€450 DEVICE + €60/MO REFILLS = €377 PROFIT/USER (56% MARGINS)**
- LEVERAGING L'ORÉAL'S EXISTING MANUFACTURING INFRASTRUCTURE
- **3-MONTH INGREDIENT STOCKPILE** ACROSS MULTIPLE SUPPLIERS
- MODULAR CARTRIDGE SYSTEM = LOW RETOOLING COST, HIGH FLEXIBILITY

Green by Design

- **100% RECYCLED ALUMINUM** WITH ZERO SINGLE-USE PLASTICS
- **ETHICALLY SOURCED** PREMIUM SCENT ACCORDS
- **#JOINTHEREFILLMOVEMENT READY**
- **73% LESS GLASS**, ALLIGNED WITH L'ORÉAL GREEN SCIENCES



The right scent. For the right moment. Every time.

THE GAP NOBODY OWNS YET



WHY L'ORÉAL LUXE?

ONE-BUTTON DEVICE

LOCAL SCENT PROFILES + GLOBAL REACH

ONE PLATFORM, INFINITE BRAND EXPRESSIONS

FILLS L'ORÉAL LUXE'S GAP IN GENDER-NEUTRAL LUXURY TECH

Selective luxury retail through -

Phase 1: Europe 🇫🇷🇮🇹🇬🇧 + 🇺🇸 → Luxury early adopters

Phase 2: Middle East 🇸🇦 → (strong fragrance culture, high value)

Phase 3: Asia 🌐 → (tech + personalization)

Transforms fragrance from bottle ownership into a curated, evolving olfactive ritual.