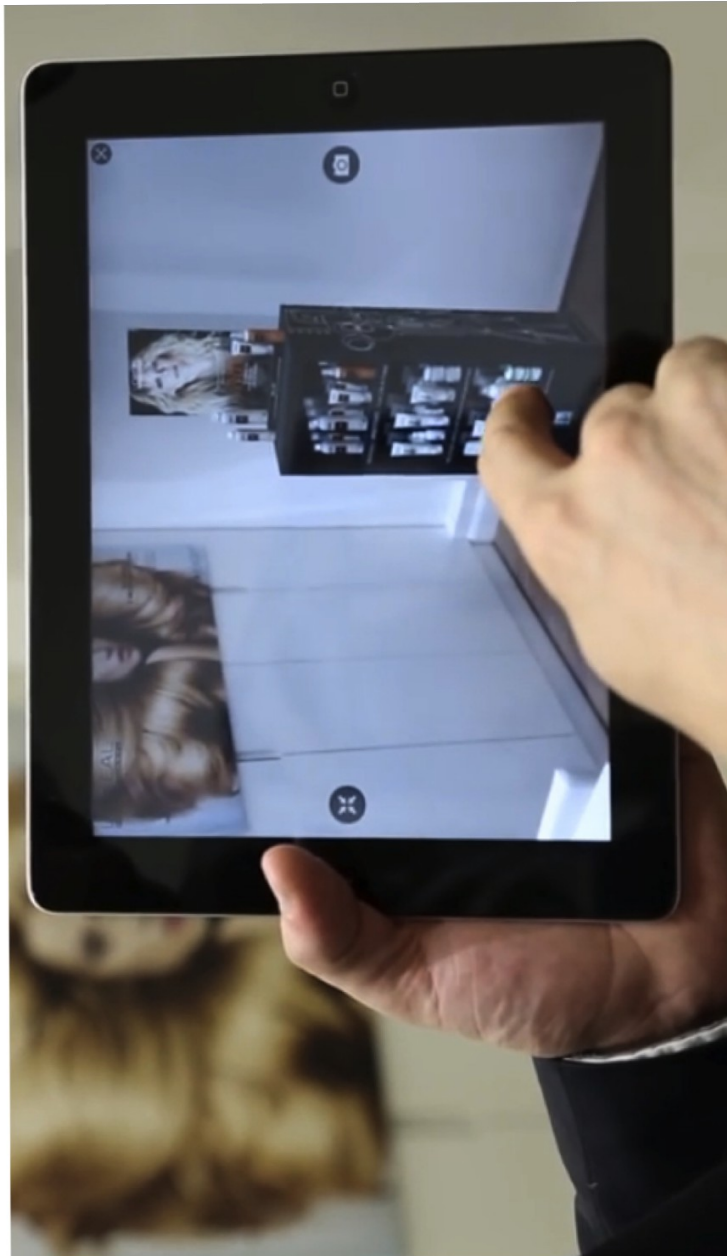


L'ORÉAL
PARIS
PROFESSIONNEL

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MERCHANDISING

HOW L'ORÉAL PROFESSIONNEL EMPOWERS ITS EUROPEAN SALES TEAM

L'Oréal , a leading global beauty company, aims to provide the best innovation in cosmetics to its customers. With an international footprint, the company strives to meet the diverse needs of each customer in every country.

L'Oréal Professional uses Augment to show hair salon owners display stands for hair color and hair care products. L'Oréal sales reps have the capability to choose a 3D model of their merchandising through Augment and simulate realistic, life size, models of the displays right in the salon.

By using Augment, 1,700 L'Oréal sales representatives have the tools at their disposal to provide hair salon owners with an innovative and effective experience that results in increased compliance and sales.