

# Empowering Beauty & Personal Care Brands To Win On The Digital Shelf

Product Data Optimised through Structure, Flexibility and Collaboration

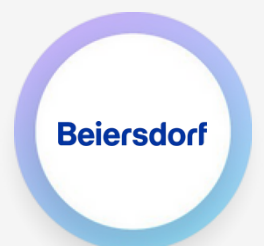
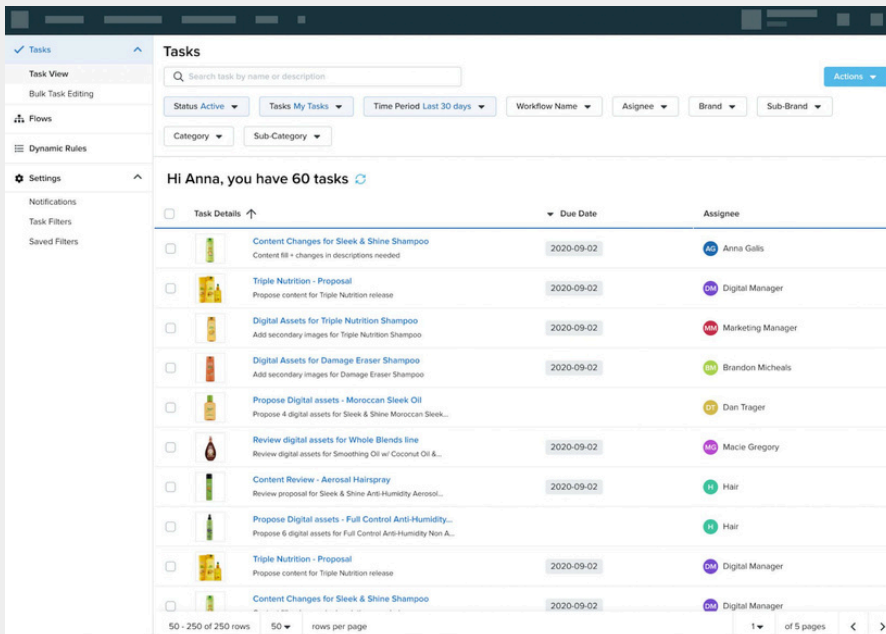
## Are beauty brand names less important than before?

As consumers are increasingly becoming savvy and extremely curious about skin science, we observe an evolution towards **more transparent information** in the beauty industry. The “Skintellectuals” know all about formulas and benefits of ingredients, requiring more product data than ever before to personalise their skincare and makeup routine based on product information and ingredients.

The rise of eCommerce and social media has also **transformed beauty & personal care experience**. Shoppers buy based off digital influencers who are recommending products while highlighting product benefits.

Beauty brand manufacturers and retailers that address these challenges and manage to create best-in-class online customer experiences at scale will stand out and succeed.

## Featured Customers

Task Details	Due Date	Assignee
<input type="checkbox"/> Content Changes for Sleek & Shine Shampoo Content fill - changes in descriptions needed	2020-09-02	Anna Galls
<input type="checkbox"/> Triple Nutrition - Proposal Propose content for Triple Nutrition release	2020-09-02	Digital Manager
<input type="checkbox"/> Digital Assets for Triple Nutrition Shampoo Add secondary images for Triple Nutrition Shampoo	2020-09-02	Marketing Manager
<input type="checkbox"/> Digital Assets for Damage Eraser Shampoo Add secondary images for Damage Eraser Shampoo	2020-09-02	Brandon Micheals
<input type="checkbox"/> Propose Digital assets - Moroccan Sleek Oil Propose 4 digital assets for Sleek & Shine Moroccan Sleek...	2020-09-02	Dan Trager
<input type="checkbox"/> Review digital assets for Whole Blends line Review digital assets for Smoothing Oil w/ Coconut Oil &...	2020-09-02	Macie Gregory
<input type="checkbox"/> Content Review - Aerosol Hairspray Review proposal for Sleek & Shine Anti-Humidity Aerosol...	2020-09-02	Hair
<input type="checkbox"/> Propose Digital assets - Full Control Anti-Humidity... Propose 6 digital assets for Full Control Anti-Humidity Non A...	2020-09-02	Hair
<input type="checkbox"/> Triple Nutrition - Proposal Propose content for Triple Nutrition release	2020-09-02	Digital Manager
<input type="checkbox"/> Content Changes for Sleek & Shine Shampoo	2020-09-02	Digital Manager

Sales, Marketing, Legal, eCommerce, Customer Service use Salsify to centralise beauty & personal care product content.

# Glow up your customer experiences with **best-in-class product content**

## Activate Product Experiences To Any Sales Channel

As consumers pivot to science-backed and clean products, empower retailers with easy access to high-quality, consistent content to build amazing customer experiences:

- **Eliminate manual** and time consuming **processes**
- Analyse & **validate your product content** against the channel's requirements
- **Create product copy at scale** by utilising generative AI through Salsify workflows

*Our beauty clients often use Salsify to send content to: Amazon Australia, Sephora, Mecca, David Jones, Myer, and many more*

## Build The System Of Record For Your Product Data

Without accurate and engaging product information, shoppers will not buy online. Sprawling assortments and product variations can be complex to manage.

With Salsify, you can create the digital repository you need for product information to be updated, transformed and syndicated out to your direct-to-consumer channels as well retailer platforms:

- **Easily manage product variations** like tone, colours, formula, coverage level, and pairs
- Develop **enhanced direct-to-consumer experiences** including “how to use”, clinical results, before/after videos, and more
- Enable business agility at scale and **increase resource effectiveness**
- **Manage orders at scale** side-by-side with product content

“It’s about delighting our consumers and **creating the best shopping experience on the retailer platforms**, and this has been completely supported and enabled by Salsify. ”

*Lubomira Rochet, Chief Digital Officer*

L'ORÉAL®

Read more about Salsify's Recognition as a **Leader** in the PIM Market  
[www.salsify.com](https://www.salsify.com)