The Problem & Opportunity

A Regenerative Fragrance Concept for YSL Beauty

The Challenge

- The fragrance industry depends on resource-intensive crops and excessive packaging waste.
- Invasive plant species are damaging ecosystems globally.
- Millions are spent each year managing ecological overgrowth.

Environmental Impact

Reduces spread of invasive species

Lowers dependence on resource-intensive fragrance crops

Promotes circular packaging systems

Why It Works for L'Oréal

- **The Opportunity:**
  - What if fragrance didn't extract from nature but helped restore it?
  - The broader L'Oréal Group has a goal to make 100% of its products "eco-designed" by 2030.
- Re-imagine high-fashion fragrance as a force for ecological restoration.
- Reverdi transforms invasive botanicals into personalized scent — redefining stewardship within luxury beauty.

The Solution

ReVerdi: A Stewardship-Based Personalized Perfume Kit

How It Works

In-Store Experience

- Testing Materials*:
  - Skin pH testing
  - Oil-level blot testing
  - Temperature strip analysis
- Lifestyle & scent preference consultation
- Guided fragrance blending

At-Home Kit

- Included testing materials*
- Modular invasive botanical fragrance bases
- Refillable glass bottle in recycled packaging



Stewardship:

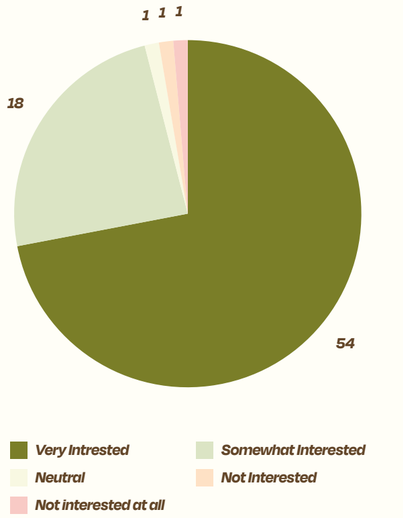
- Ingredients derived from responsibly harvested **invasive plants**
  - **Link of Invasive Plants** (not limited to)
- Portion of profits funds ecosystem restoration
- Circular refill system reduces packaging waste

Why YSL:

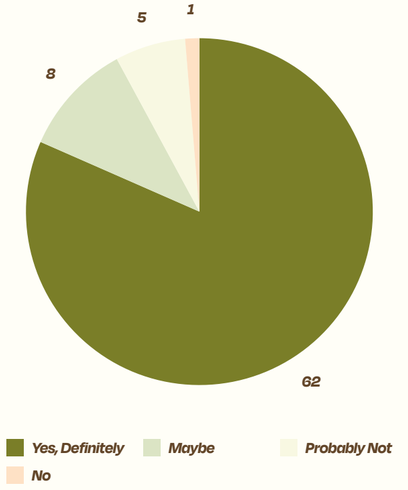
- Fashion-driven innovation
- Bold identity + sustainability leadership
- Opportunity to pioneer regenerative luxury fragrance

Data, KPIs & Consumer Validation

How interested would you be in a fragrance personalized to your body chemistry?

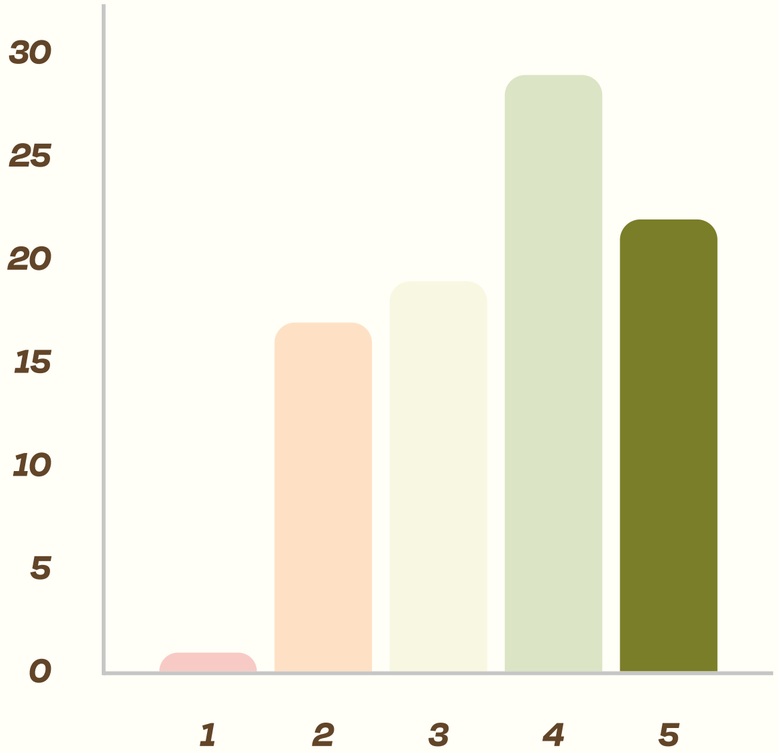


Would you be willing to use simple at-home tools (like pH strips or temperature strips) to personalize a fragrance?



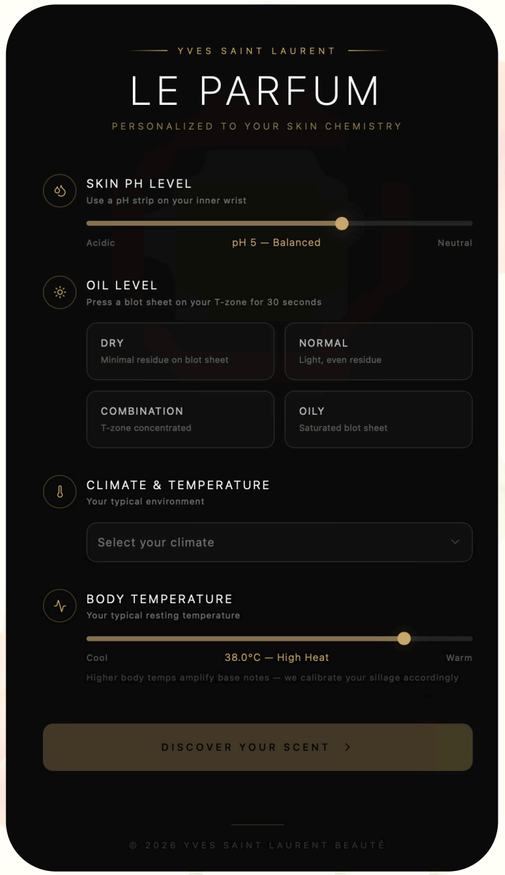
Survey Insights (75 respondents) :

How important is sustainability and scientific innovation in your fragrance purchasing decisions?



How will we measure kpi?

- We will have an app that users can subscribe to a their custom fragrance, necessary data will be tracked via app
- This app will also be used to input their results from the at home kits



Acceptable Price Range : *57% willing to pay $50 – $100 and 19% willing to pay $100 - $150*