

SOLÈS

Indulgent Protection

SOLÈS is a compact beauty product that combines fragrance and SPF protection in one design. One side delivers a light, long-lasting scent, while the other provides SPF protection to help shield skin from sun exposure. Designed for convenience, SOLÈS makes it easy to refresh your scent and reapply sunscreen anytime during the day.



FRAGRANCE

SPF 50 BALM

EVERYDAY USE





SOLÈS PRODUCT DESIGN & KEY FEATURES

Connection to Luxury Fragrance

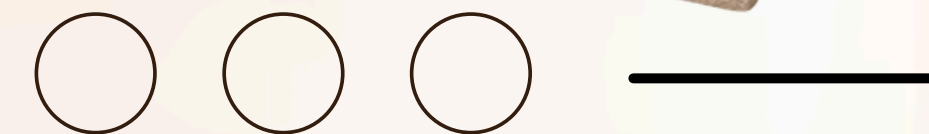
- Deodorant includes a light, refined scent inspired by Yves Saint Laurent Libre and Giorgio Armani Si
- Fresh citrus and lavender top notes, balanced with soft florals and warm musk
- A delicate fragrance designed to complement and elevate your favorite scents.

Inclusive Formulation

- Transparent SPF formula that blends smoothly on all skin tones without white cast
- Sunscreen formulated with zinc oxide for mineral UV protection
- Gender-neutral product designed for a wide range of consumers

Sustainable Packaging

- Cut packaging material use by nearly 50% compared to buying separate sunscreen and fragrance products.
- Innovative refillable and recyclable aiming for 100% of plastic packaging to be refillable, recyclable, reusable, or compostable by 2029.



Feasibility

- Dual-ended packaging is popular for its convenience and beauty innovations
- 35% increase in growing demand for portable skincare and travel-friendly beauty products
- L'Oréal already has expertise in fragrance and SPF formulation

Scalability

- Production can scale from small batches to large mass production
- Product could be sold globally through Sephora, Ulta, and L'Oréal's online platforms
- Offers variations of SPF + moisturizer and insect repellent

Pricing & KPIs

- Estimated retail price at \$35–\$40
- Refill cartridges (deodorant or SPF side) could be sold separately for about \$20–\$25
- 50,000+ units sold in the first year
- 30%+ refill repurchase rate
- Average rating of 4.5★ or higher on beauty retailers
- Social media reach and engagement from beauty influencers and consumers