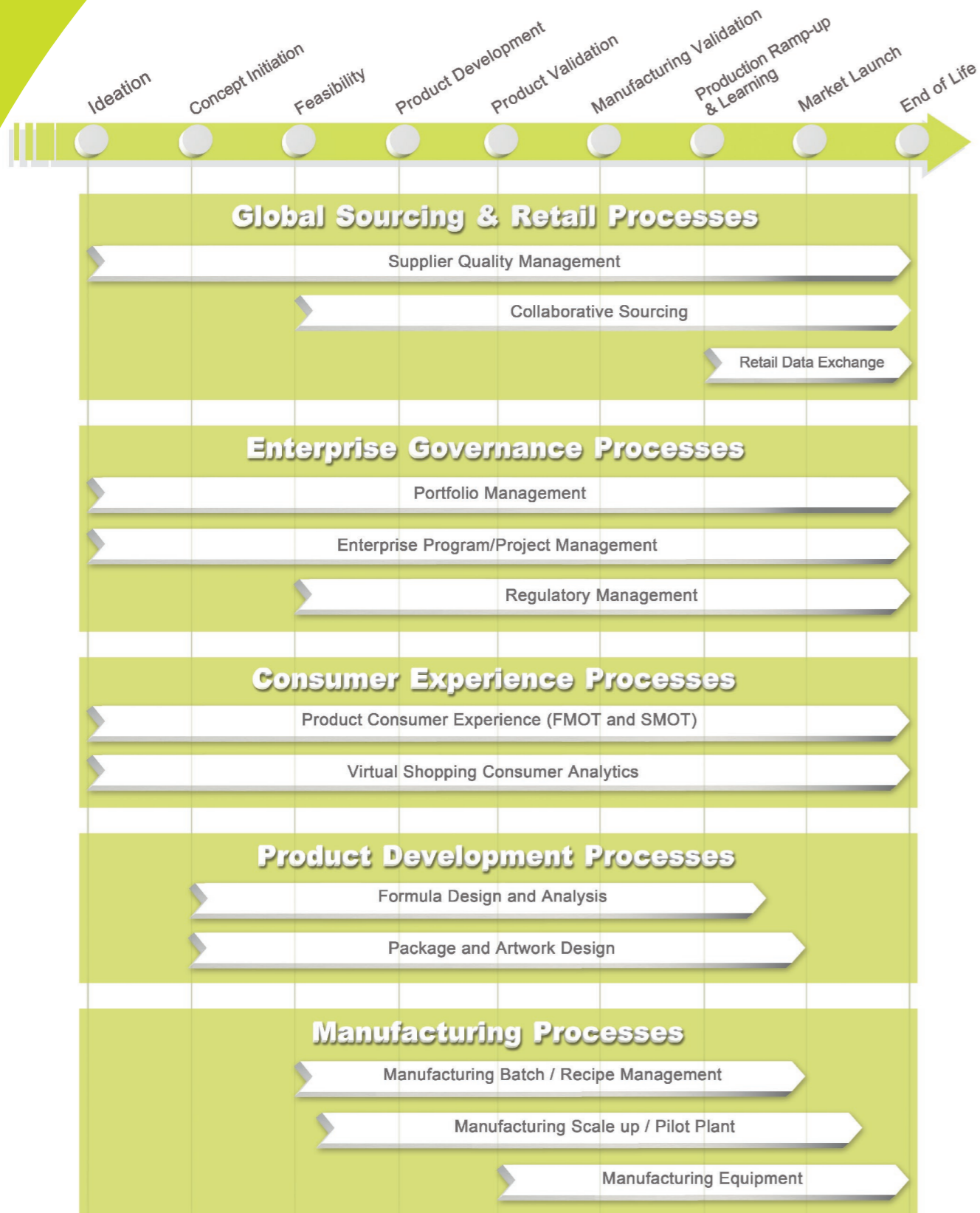Better, Faster, Smarter Innovation
for the **BEAUTY INDUSTRY**

Dassault Systèmes' Solutions
for the **Beauty Industry**

To maintain their competitive advantage,
Beauty companies must implement
the proper business process
transformation to meet
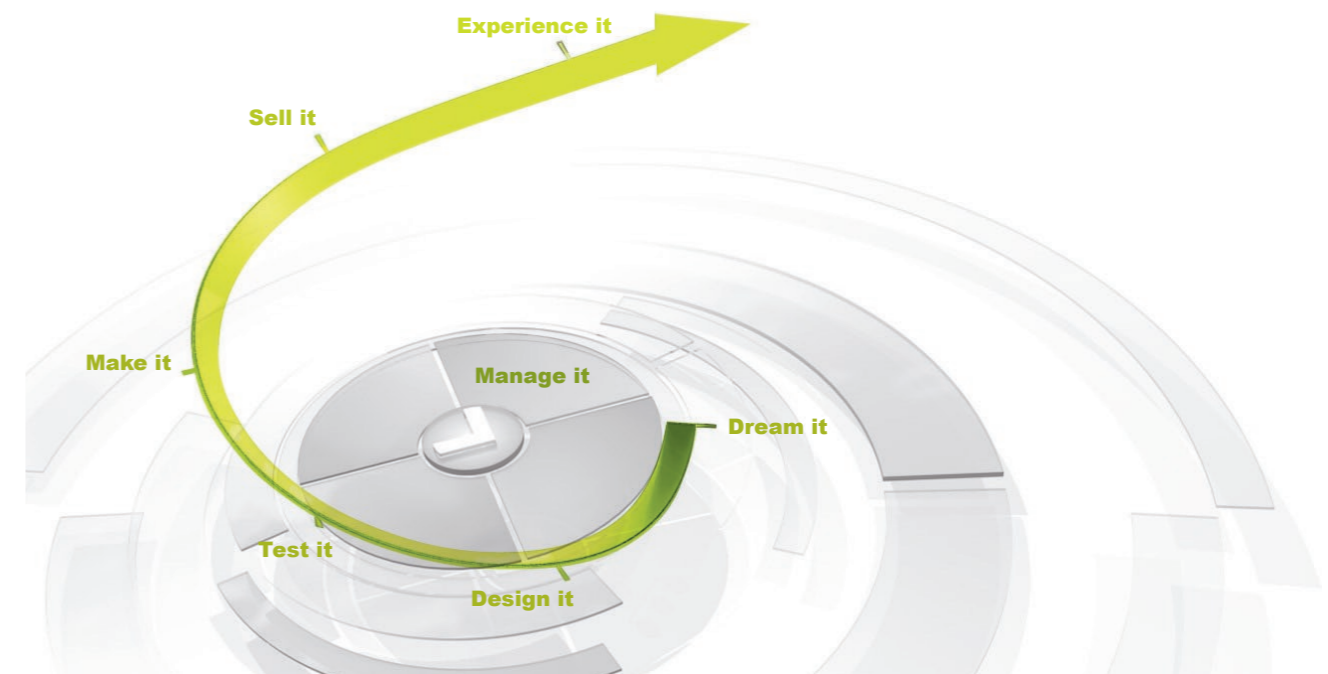the critical challenge
they face.

Ideation

Concept Initiation

Feasibility

Product Development

Product Validation

Manufacturing Validation

Production Ramp-up & Learning

Market Launch

End of Life

Global Sourcing & Retail Processes

Supplier Quality Management

Collaborative Sourcing

Retail Data Exchange

Enterprise Governance Processes

Portfolio Management

Enterprise Program/Project Management

Regulatory Management

Consumer Experience Processes

Product Consumer Experience (FMOT and SMOT)

Virtual Shopping Consumer Analytics

Product Development Processes

Formula Design and Analysis

Package and Artwork Design

Manufacturing Processes

Manufacturing Batch / Recipe Management

Manufacturing Scale up / Pilot Plant

Manufacturing Equipment

Beauty Industry Challenges

Intense global competition, complex distribution
channels, stringent government regulations and
approval processes…
Are you launching products that are
most likely to succeed in the market?
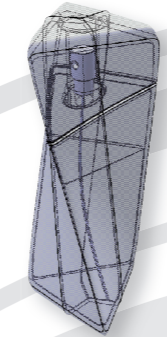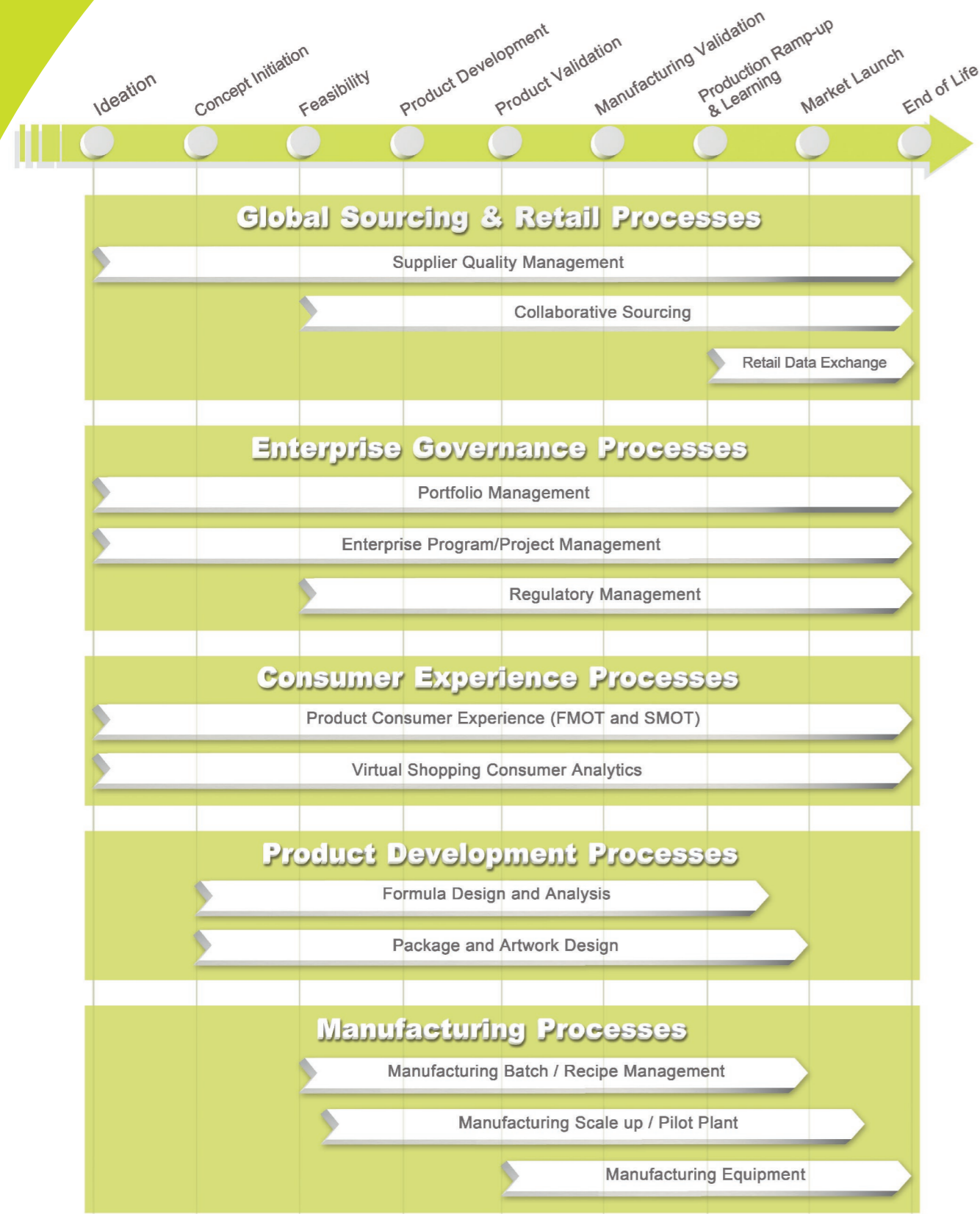Do you collaborate efficiently across
the supply chain?
Through its 30 years of experience
and leadership in the Manufacturing
industry, Dassault Systèmes can help
your company accelerate market-driven
innovations through integrated
Product Life Cycle Management (PLM)
solutions.

Optimized
Productivity
Market-Driven
Innovation
Cosmetics
Collaborative Business
Processes Perfume
Packaging
& Artwork Simulation
Creativity
Consumer Experience
Regulatory Compliance

Experience it

Sell it

Make it

Manage it

Dream it

Test it

Design it

# Dassault Systèmes' Solutions for the **Beauty Industry**

To maintain their competitive advantage, Beauty companies must implement the proper business process transformation to meet the critical challenge they face.

Ideation — Concept Initiation — Feasibility — Product Development — Product Validation — Manufacturing Validation — Production Ramp-up & Learning — Market Launch — End of Life

Global Sourcing & Retail Processes
- Supplier Quality Management
- Collaborative Sourcing
- Retail Data Exchange

Enterprise Governance Processes
- Portfolio Management
- Enterprise Program/Project Management
- Regulatory Management

Consumer Experience Processes
- Product Consumer Experience (FMOT and SMOT)
- Virtual Shopping Consumer Analytics

Product Development Processes
- Formula Design and Analysis
- Package and Artwork Design

Manufacturing Processes
- Manufacturing Batch / Recipe Management
- Manufacturing Scale up / Pilot Plant
- Manufacturing Equipment

Formula Design Management
Manage and leverage formula, raw material and ingredient definitions, regulatory restrictions, material specifications, product costing, and bills of materials (BOM) for efficient re-use of intellectual property.

Package & Artwork Design
Allows stylists and package designers to imagine, create, share and experience packaging & artwork easily.
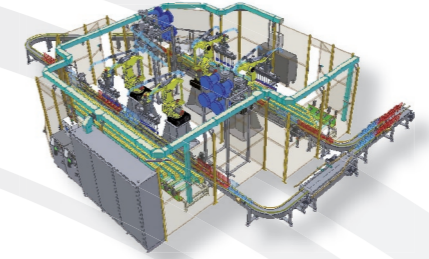
Manufacturing
Manage Manufacturing BOMs, changes, planning and scheduling, simulation, plant equipment planning, and resources.

Product Consumer Experience
Experience product behavior in store, and in use virtually, in order to incorporate changes in design early before incurring significant costs.
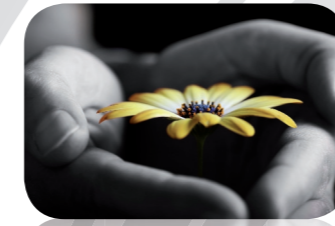
Regulatory Management
Manage regulatory compliance along the product lifecycle by implementing "design for compliance" functions as an integral part of product development.

Enterprise Program/Project Management
Give real-time visibility into a project's status in terms of schedule, resources, process and costs.

Accelerating Market-Driven Innovation
What we know as "The Brand" is changing, in that there is now a complete mix of brand owner and private label products that are in a constant battle for the consumers' attention. This market fragmentation drives exponential increase in product variants, resulting in much more complex product portfolios and life cycle management. Increasingly stringent government regulations require complex business processes and traceability procedures to be implemented. Facing shorter product life cycles and shrinking profit margins, progressive Beauty manufacturers are relying on Product Lifecycle Management solutions to address these challenges. Thanks to its PLM Online for All platform, Dassault Systèmes delivers integrated solutions to accelerate the development of innovative products while streamlining quality assurance processes for regulatory compliance.

Integrated Collaborative Business Processes
DS' Beauty PLM Solutions integrate Business Process Management with cutting edge tools for product concept, package design and testing, product development and virtual consumer testing. DS also provides easy to use technology for store layout and product shelving optimization to enhance consumer experience with the products. Companies have increased market success by effectively managing changing consumer buying behaviors that impacts design, test and execution effectively.

Benefits of DS' Beauty PLM Solutions:
Increase product appeal and consumer experience by utilizing cutting edge packaging design, virtual shopping, and store configuration tools.

Strengthen brand equity by enforcing the usage of brand definition, logos, messaging and other marketing standards utilizing templates and established workflows.

Increase development pipeline volume by reusing product information from one project to another in order to develop variants more quickly.

Close the gap between what is produced and what the market wants by maintaining traceability from ideation to market launch and obsolescence.

Positively impact decisions related to calendars, materials, cost and quality by performing virtual product qualification early in the development process.

Integrate regulatory compliance into product development process to reduce the risks of last minute changes and product recall.

Drive material costs down by publishing material specifications across brands, regions and categories to create efficient procurement processes.

Enable low cost manufacturing outsourcing by create centrally managed, global virtual work teams, using a single repository to store all product information throughout their lifecycle.

> *The data-driven standards system has proven its business value in reducing total delivered cost and speeding time to market.*
> **Dan Blair,**
> *Director of Material and Product Corporate Systems, Procter & Gamble*

> *Our job is to transform a dream into reality. CATIA makes it easy to exchange ideas with our colleagues and partners thus increasing innovation. In one afternoon of brainstorming our designers can show the impact each design decision has on the overall package.*
> **Dominique Noël,**
> *Design Manager, L'Oréal Produits Grand Public*

For more information: www.3ds.com/cpg

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FRANCE

Product Lifecycle Management, for the Beauty industry

Dassault Systèmes delivers **PLM (Product Lifecycle Management)** solutions for the Beauty industry to develop innovative products that have increase market success. Throughout the value-chain, from concept to planning and supply processes, we are helping customers in their pursuit of organic growth through innovation by delivering solutions that **integrate business process management, package design, product development, production planning, and lifelike shopping experience, while managing and enhancing their brand equity.**

Six Brands, Six Promises:

CATIA
Virtual product design

DELMIA
Virtual production

ENOVIA
Global collaborative lifecycle management

3DVIA
Online 3D lifelike experiences

SIMULIA
Realistic simulation

SolidWorks
3D for professionals

Contact:
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00800 37 66 5463 TOLL-FREE CALL FROM LAND LINE WITHIN EUROPE

Discover our solutions and references:
www.3ds.com/cpg

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See What You Mean