Better, Faster, Smarter Innovation for the BEAUTY INDUSTRY
**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.
Accelerating Market-Driven Innovation
What we know as “The Brand” is changing, in that there is now a complete re-alignment of brands and products that serve a constant battle for the consumers’ attention. This market fragmentation-driven exponential increase in product variants, leading to much more complex product portfolios and the life cycle of a product. Increasingly stringent government regulations, including consumer business processes and traceability, are driving the need for efficient processes and higher levels of compliance. This is resulting in a need for development processes to be integrated into the development process.

Benefits of DS’ Beauty PLM Solutions:
- Increase product appeal and consumer experience by utilizing virtual product design, packaging, and store-shelf testing tools to improve call-out rates and lower costs.
- Strengthen brand equity by enforcing the usage of brand definition, logos, branding, and other marketing standards utilizing templates and established workflows.
- Increase development pipeline volumes by reusing product information from one project to another, in order to develop variants faster and at lower costs.
- Close the gap between what is produced and what the market wants by maintaining traceability from design to manufacturing and distribution.
- Positively impact decisions related to calendar, materials, cost, and quality by performing virtual product qualification early in the development process.

Integrated Collaborative Business Processes
The beauty industry is an integrated collaborative business process management with cutting-edge tools for product development, package design and testing, supply chain management and global consumer testing. DS data provides the ability to streamline processes for store layout and product sharing for faster market entry with the products that will make them successful. CATIA makes it easy to exchange ideas with our colleagues and partners on a single, collaborative platform. The data-driven standards system has proven to business value in reducing total delivered cost and speeding time to market. To learn more, contact our experienced case study teams. Our job is to transform a dream into reality. CATIA makes it easy to exchange ideas with our colleagues and partners to increase innovation. In one afternoon of brainstorming, we were able to cut our design review time on the overall package from 15 weeks to 2 weeks. Dominique Noel, Corporate System, L’Oréal Produits Grand Public.

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

ENOVIA
Global collaborative lifecycle management

SIMULIA
Realistic simulation

DELMIA
Virtual production

3DVIA
Online 3D lifelike experiences

SolidWorks
3D for professionals

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

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