



DISKO  
Trends beauty,  
make-up & cosmetics

# OUR CLIENTS IN THE BEAUTY FIELD



AURIÈGE  
PARIS

bareMinerals®

ARMANI

BIOTherm  


LANCÔME  
PARIS

A-DERMA  
AVOINE RHEALBA®

ROGER & GALLET  
PARIS

  
LA ROCHE-POSAY  
LABORATOIRE DERMATOLOGIQUE

VICHY  
LABORATOIRES

**DIESEL**

  
SANOFLOF  
LABORATOIRE

Pierre Fabre  
**ORAL CARE**

NOCIBÉ  
la beauté libérée

BEAUTY HAS A NEW FACE WITH  
**MILLENNIALS**



# BEAUTY x **MILLENNIALS**

## **INFLUENCE POWER**

**65%** have more confidence in the recommendations of a beauty influencer on Instagram or Youtube than in those of a store salesperson.

## **INSTAGRAM, TELL ME WHO'S THE MOST BEAUTIFUL**

consumers of beauty products consult Instagram **21 times a day** on average.

## **BYE BYE PRODUCTS**

**62%** of 18-26 yo prefer to receive \$10,000 toward an experience, compared to 38% for a product.

## **WHERE IS THE COOL ?**

**81%** of 13-34 years old agree "showing off expensive things you have bought on social media is not cool".

# MEET THE 13 BEAUTY **TRENDS**

# #1 NEW CODES, NEW LANGUAGE



new formats

## What ?

- Social-first codes
- Millennials selfie auto-addiction
- Social language

new tonality

Benefits:



SkinCare Makeup Body Fragrance Shop All | Into The Gloss

Glossier.

We currently only ship to the U.S., Ca



Milky Jelly Cleanser

One face wash to rule them all.

This is the ultimate daily face wash: use on dry skin to dissolve away makeup and grime, or on wet skin as you start your day. The pH-balanced, creamy gel formula is made with a blend of fine skin conditioners so your face is left feeling healthy and soft, never tight. Its cleansing power comes from the same gentle cleansing agents found in contact lens solution, so it's tough on impurities and still safe to use on your eyes. You'll see.

Size: 8 fl oz / 237 ml

1 ADD TO BAG \$18

This is a one-time thing.

Deliver every [I search](#)

Or save \$12 by getting it in the Phase 1 Set—the essentials for happy, hydrated skin.

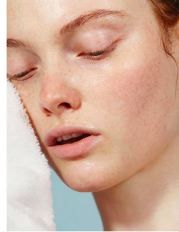


Fragrance Shop All | Into The Gloss

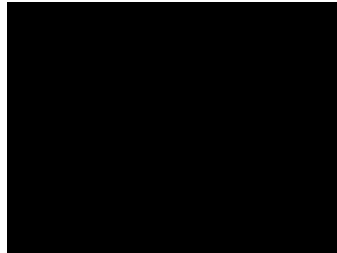
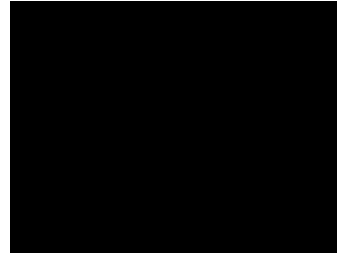
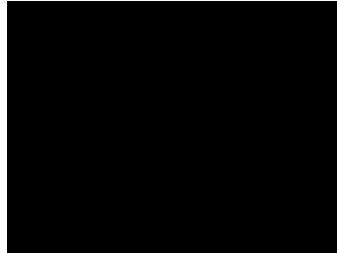
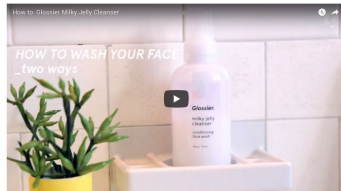
Glossier.



for every single skin type



\_press play



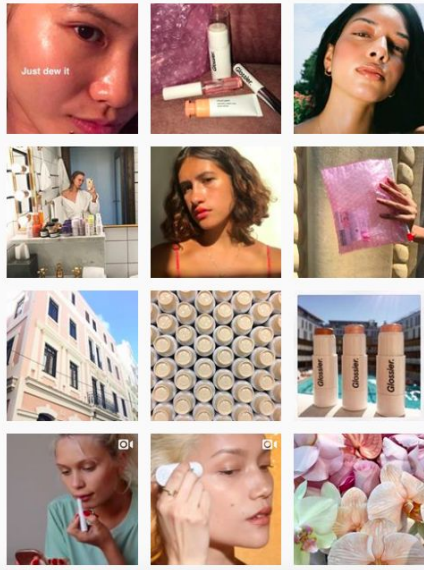
new visuals



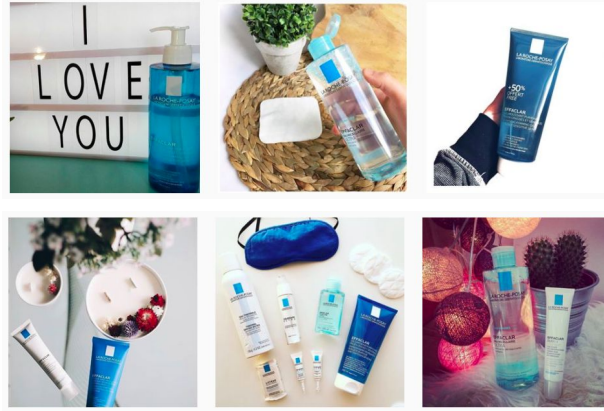
# #2 CONSUMERS ARE THE NEW AMBASSADORS

## Why ?

87% of consumers say they are more influenced by a relative's recommendation than by advertising



## UGC



Search **Glossier.**

Subscribed 5 days ago  
From Montreal, QC  
Verified Buyer

★★★★★

Everything I've been searching for  
Glossier has it all. Thanks to the Quince, my skin is clearer and even, meaning I no longer need a lot of concealer and my skin feels so much better. I sometimes reach for Quince as a extra coverage on areas like Cheeky Cheaper. I prefer the Quince. I don't use the bottle last faster.

Bottom Like No... would recommend to a friend

Subscribed 5 days ago  
From Chicago, IL  
Verified Buyer

★★★★★

Love the LOVE how it makes my skin look!  
This is my favorite Glossier product, hands down. Usually I have dry, though I don't know why, but this gives me a beautiful glow, sometimes with the most beautiful of all. The only issue I have is that it doesn't come in a tube. I wish it did. I have always had bad skin and this makes the Quince a beautiful product. I don't use

READ THE REVIEWS

★★★★★ (381)

381 Reviews

0 Questions / 10 Answers

WRITE A REVIEW

ASK A QUESTION

REVIEWS (381)

Subscribed 1  
Verified Buyer

★★★★★

03/23/18

Nourishing Oil Cleanser review

Excellent product! Leaves my skin feeling clean and hydrated. I use it at night to remove the makeup and dirt from the day. It doesn't dry out my skin like other makeup removers and products. Love it!

QUESTIONS (0)

Sort: Select

Subscribed 2  
Verified Buyer

★★★★★

03/23/18

Love it!

I recently bought the nourishing oil cleanser and I'm fantastic. Smells great and perfect for my dry skin. Like all Tarte products. Perfection

## ELLES EN PARLENT

Tous les avis sur AQUALIA THERMAL CREME LEGERE HYDRATATION DYNAMIQUE.

DONNEZ VOTRE AVIS

Trier par : date - les plus récents en premier.

<p>Chaima, 25 ans Grande-prairie Le 26/02/2018</p> <p>★★★★★</p> <p>"Très satisfaite de cette crème, en effet elle dure toute la journée et garantit la tenue de votre maquillage. En plus on sent que la peau est fraîche et saine. Elle sent bon, je recommande"</p>	<p>SANDRINE, 47 ans NORMAN Le 26/02/2018</p> <p>★★★★★</p> <p>"Texture légère, pénétration rapide, parfum frais, confort absolu"</p>	<p>Christelle, 40 ans Basse-Normandie Le 26/02/2018</p> <p>★★★★★</p> <p>"Très bon produit frais et bonne tenue hydrate bien et bonne base pour le maquillage"</p>	<p>Sandrine, 37 ans MONTPELLIER Le 26/02/2018</p> <p>★★★★★</p> <p>"Hydrate parfaitement ma peau mixte Parfum léger agréable Texture légère"</p>
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Voir tous les avis

Les avis sont publiés après modération sous réserve de leur conformité avec les mentions légales du site.

## The importance of reviews

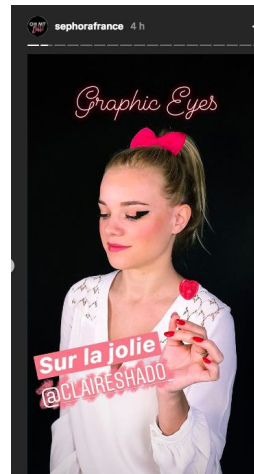
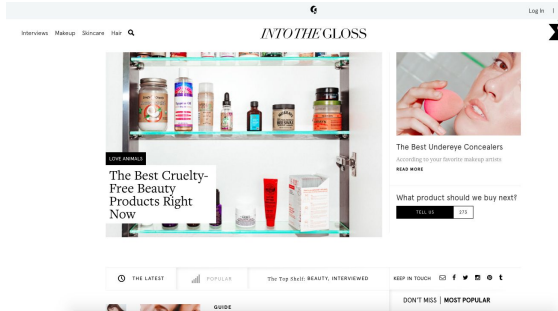
# #3 INFLUENCE POWER

## Why ?

50% of all beauty shoppers watch beauty videos on YouTube while they are shopping for products

65% have more confidence in the recommendations of a beauty influencer on Instagram or Youtube than in the recommendations of a store salesman

Blog is the new expertise



How to's stories

Collaborative product & box



Influencers are the new muses





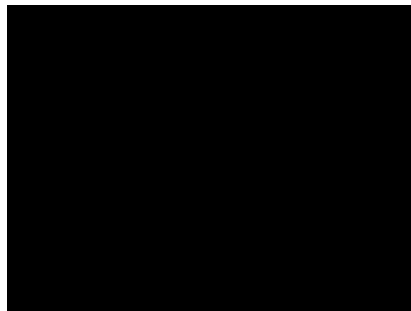
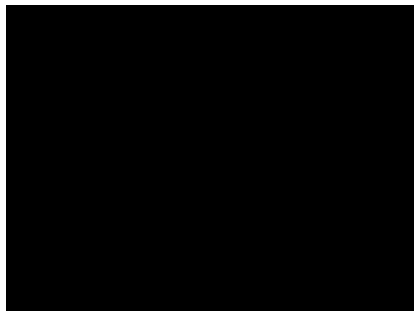
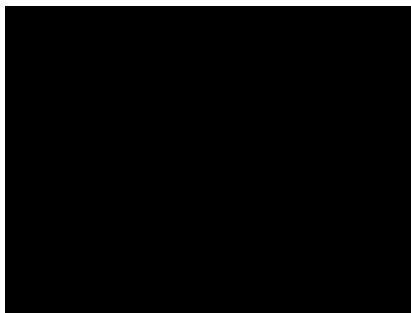
## #4 BE A MEDIA



### Why ?

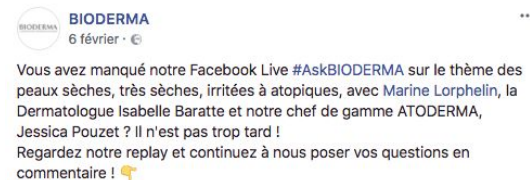
**8 billion** videos are watched on Facebook every single day.

*social documentaries*



*food recipes*

*web series*



*live talks*



# #5 NEW BUSINESS MODELS ON THE RISE

try before you buy

Pour toute commande, choisissez deux miniatures de maquillage parmi notre sélection.

Choisissez 2 produit(s)



Eclat Minute Base  
Illuminatrice de Teint  
Mini 01

SELECT



BB Skin Perfecting  
Cream - SPF 25 8 ml

SELECT



Bronzing Duo Poudre  
Soleil Mindrate Mini

SELECT




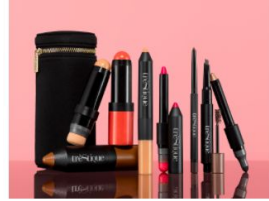
Instant Light Eclat  
Minute Base Fixante  
Lèvres Mini

SELECT

**TRY BEFORE YOU BUY**

We love how our 2-in-1 makeup products simplify our makeup routine and we think you will too. Try our best-selling sets FREE for 30 days. All you need to do is pay a flat fee of \$5 for shipping. Love it! We will charge your card if we don't hear from you within 30 days of placing your order. Not in love? Return it hassle free.

HOW IT WORKS | FAQ

## ESSENTIAL 8

Create your own **trêSiQue Essential 8 Set** by selecting the perfect shades for your 5 minute makeup routine. Essential 8 simplifies your everyday makeup routine with 2-in-1 products that combine high-performance formulas and the perfect tool for application.

Choose 8 full-sized products:

- FACE: Tinted Face Stick, Concealer Crayon, Blush Stick, Highlight Stick or Bronzer Stick
- EYE: Shadow Crayon, Eye Pencil, Brow Pencil
- LIP: Lip Crayon
- Le Pak Sport Bag

The Essential 8 set weighs only 0.5lbs - compact, gym and travel friendly!

\$175.00 - TRY IT FOR FREE

CREATE MY SET



## JETSETTER SET

Compact & lightweight, with 2-in-1 color + tools, **trêSiQue** is the perfect travel companion for the global jetsetter! Our Jetsetter Essentials Set takes the guesswork out of looking fresh and refreshed after a long flight. The Jetsetter Set includes:

- Matifying Duo** to absorb oil and erase shine for fresh matte skin.
- Concealer Crayon** to hide any undereye circles and brighten up those "red-eye" eyes.
- Highlight Stick** to add a touch of glow to skin for an instantly awake and refreshed look.
- Lip Crayon with BB Balm** to add moisture and smooth color to lips during those dehydrating flights.

Custom build your own **trêSiQue Jetsetter Essentials Set** by selecting your perfect shades!

Receive a FREE LePak Luxe Bag!  
Total set value = \$124

\$85.00 - TRY IT FOR FREE

CREATE MY SET

selfie shade match

## GET A SELFIE SHADE MATCH

Email us a selfie & our makeup artist will recommend the perfect shades right for you!

Email Address\*

Name\*

What's your preferred makeup look?

Natural  Bold

Date of Birth (not required)

Questions? (not required)

UPLOAD A SELFIE

Why ?

60% of Millennials have higher expectations of delivery service than they did just 2 years ago

Mon Beau Minceur

RÉSERVEZ VOTRE SOIN BEAUTÉ À DOMICILE

OU BIEN dans l'un de nos salons ?

Recherche

Rejoignez Mon Beau Minceur et bénéficiez de nombreuses offres exclusives.

Cherchez votre message...

treatwell

La meilleure façon de réserver vos soins beauté

Trouver une prestation

Trouver un établissement

Que souhaitez-vous réserver ?

Sélectionnez votre centre de localisation ou

Toutes les dates

RECHERCHER

create your set

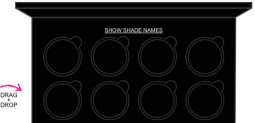
COLOR FAMILY FINISH

55 HIGHLIGHT & CONTOUR

16 HIGH DEFINITION BLUSH

## CUSTOM PRO PALETTE

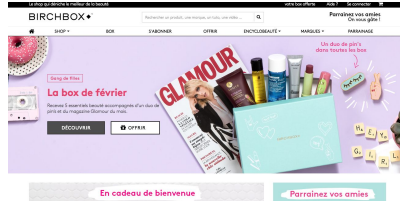
Customize your palette below and we'll ship you everything you need to assemble at home.



BUY NOW

beauty at home & beauty on the go

# #6 MONTHLY SUBSCRIPTION



surprise every month



- This is a one-time thing.
- Deliver every **1 month**

#### WHAT IT IS

find your best foundation match ever using one of our exclusive curated sets of Satin Matte Foundation samples. With ten possible shades grouped by skin depth, we are confident your match is just a swatch away.

Each set includes the 10 samples of Satin Matte Foundation, the Kabuki Brush, and a \$10 credit toward a future Satin Matte Foundation purchase.

Made in the USA

SHADE DESCRIPTIONS

Hint hint!

Let your special someone know this is on your list.

Can't live without it?

Subscribe to get it shipped fresh to you from the farm, delivered as often as you want it.

Curology

WHY CUROLOGY | INGREDIENTS | COMMUNITY

LOG IN

START TRIAL

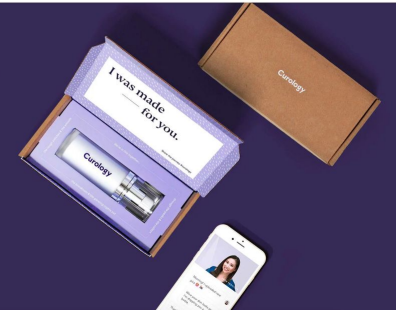
Your subscription includes

- Custom superbottle with a powerful combination punch
- Personal chats with a provider who sticks by you
- 90-day money-back guarantee

\$19<sup>95</sup> /month

START FREE TRIAL

(just cover shipping)



same every month

## Why ?

Makeup and beauty boxes dominate the most popular subscription boxes

# #7 TOGETHER IT'S BETTER



Made for you, made by you

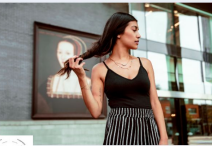

**MADE BY YOU**  
Powered by the largest beauty database in the world, the Beauty Genome Project, analyzing:

- 8 MILLION WOMEN'S TESTIMONIALS
- + 100,000 PRODUCTS
- + 20,000 INGREDIENTS
- CONTINUOUSLY UPDATED

**EVOLVES WITH YOU**  
Adapts to the changes in your life every 8 weeks, based on:

- CHANGE IN SEASONS AND LOCAL WEATHER PATTERNS
- YOUR LIFESTYLE CHANGES (STRESS LEVELS, SLEEP LEVELS)
- HORMONAL CHANGES, SUCH AS PREGNANCY AND BREASTFEEDING PERIODS

START


Collaborative beauty

## Why ?


40% of Millennials want to influence / co-create branded products

**VOLITION** | IMAGINED BY YOU. POWERED BY YOU.


COMMUNITY-POWERED DISCOVERIES




exclusive  
**VOLUTION BEAUTY**  
Detoxifying Slit Gelee Mask  
\$60.00  
★★★★★



exclusive  
**VOLUTION BEAUTY**  
Oceanene Youth-Boost Gel  
\$50.00  
★★★★★



exclusive  
**VOLUTION BEAUTY**  
Helix AM/PM Eye Gel  
\$52.00  
★★★★★



exclusive  
**VOLUTION BEAUTY**  
Oil-Control Mattifying Mist  
\$29.00  
★★★★★

**HOW WE WORK**

- CREATE**  
YOU SUBMIT YOUR BEAUTY IDEA
- EXPERTISE**  
TOP LABS BRING THEM TO LIFE
- SUPPORT**  
OUR COMMUNITY VOTES

**ONLY THE BEST ARE MADE**

Body | Fragrance | Shop All | Into The Gloss


**Glossier.**

Untitled - Chrome

When I started into The Gloss, I wanted to make beauty as much of an element of personal style as fashion. As I interviewed hundreds of women, I became more and more aware of how flawed the traditional beauty paradigm is. It has historically been an industry based on experts telling you, the customer, what you should or shouldn't be using on your face.

—Emily Weiss, CEO

**SKIN IS IN**




glossier | Shop All | Into The Gloss

**Glossier.**

**\_Hi, welcome to Glossier!**

You have now entered a people-powered beauty ecosystem. Here you'll find products inspired by the people who use them, along with people to be inspired by, and for you to inspire. Glossier was founded on the fact that beauty isn't made in a boardroom—it happens when the individual is celebrated. Personal choice is the most important decision a brand can never make.



democratize beauty |

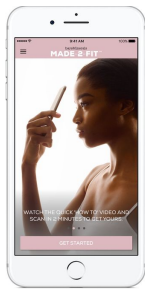
# #8 PERSONALIZATION FIRST



## Why ?

46% of Millennials would even go so far as sharing personal data to get more personalized product or experience

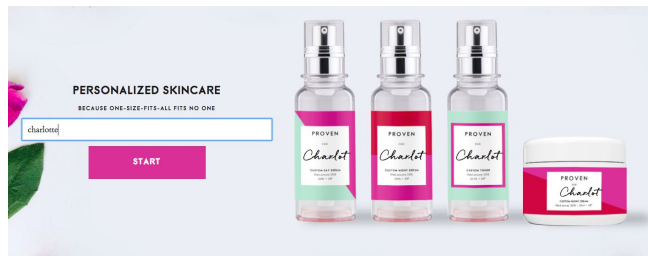
### personalized product



Tell us about your skin.

DULL    SUPER DRY    ACNE    HYPER SENSITIVE    NORMAL

1    2    3



HOW MUCH SLEEP DO YOU TYPICALLY GET?

TO WHAT EXTENT DO YOU EXPERIENCE THE FOLLOWING CONDITIONS?

Less than 4 hours

5 - 6 hours

7 - 8 hours

9 or more hours

DRYNESS: A Little

DARKSPOTS OR UNEVEN TONE: None

ACNE: None

REDNESS OR IRRITATION: None

OUT OF THE 8 MILLION SKIN CASES WE ANALYZED,

**18,938** PEOPLE

HAVE SIMILAR SKIN AS YOU

SKIN TONE	Medium	SKIN TYPE	Sensitive, Non-Pigmented, Combination
STRESS LEVEL	Moderate amount	CONCERNS	Sensitivity, Enlarged Pores

**Notre solution pour votre peau :**

- 1 - **Incroyablemante**, il devait n'y en avoir qu'un seul, ce serait celui-là.
- 2 - **La solution idéale**, ça n'est ni trop, ni votre peau, elle.

1 - Le produit incontournable adapté à votre peau

**Sébium Mat Control**

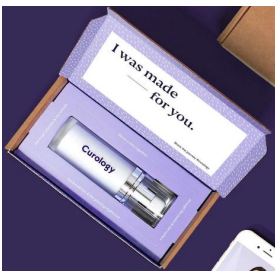
PEAUX À IMPERFECTIONS

C'est celui-ci !

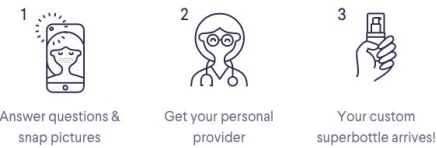
Notre diagnostic vous recommande ce soin de référence adapté à votre type de peau.

RECONSTRUIRE MON DIAGNOSTIC

JE TROUVE MON POINT DE VENTE AGRÉÉ



### Skincare made simple, for your busy life



2 Au naturel, votre peau brille-t-elle (sans avoir appliqué de soin matifiant ou de poudre) ?

NON    OUI, à partir du milieu-fin de journée    OUI, dès le matin

Que souhaitez-vous prioriser pour votre peau ?

Que souhaitez-vous prioriser pour votre peau ?

Pores dilatés    Points noirs / boutons / brillances / pores dilatés    Echauffements

Rougeurs    Touxes

### personalized diagnostic

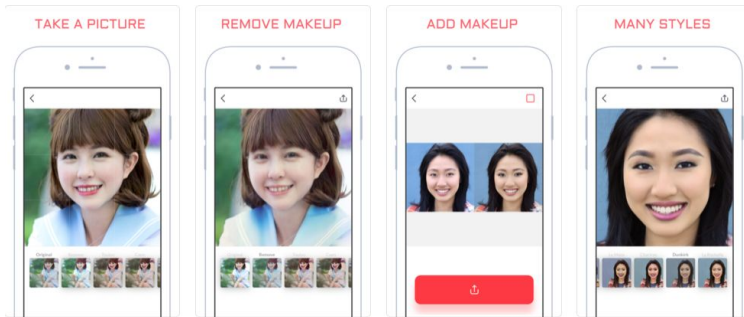
DISCOVER MY PERSONALIZED PROGRAM

# #9 CONNECTED BEAUTY



## Why ?

Consumers of beauty products consult Instagram **21 times** a day on average



Try new makeup virtually

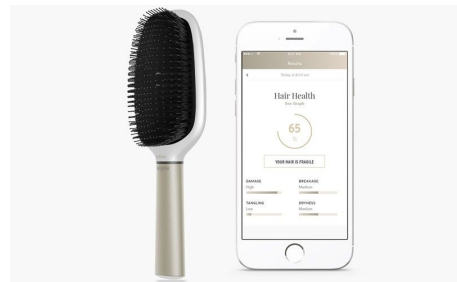
## HiMirror Plus<sup>+</sup>

Your at-home beauty and fitness consultant.

en savoir plus et pré-commander



Tracking & health devices



## Product Try-On

Instantly try on eye, lip and cheek makeup.

TRY THE WEB VERSION ▶



## Looks

Get inspired by and try looks created by Sephora experts.

TRY THE WEB VERSION ▶



# #10 MORE TRANSPARENCY

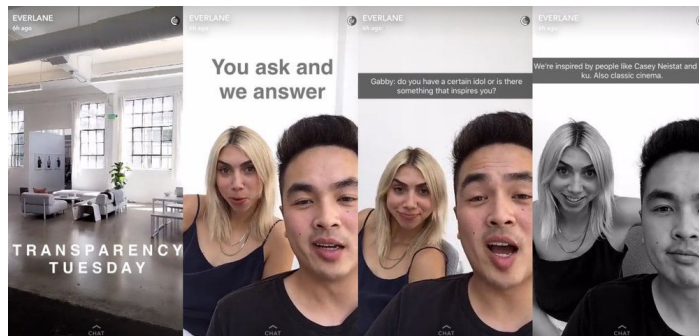


## Why ?

73% of consumers say they're willing to pay more for a product that promises total transparency

Q: Does Lidstar crease?

A: Nope! The creamy formula locks onto lids in a soft veil that last for 12 hours (!) without creasing, fading, or smudging (no primer necessary).



## Q&A live

## CEO's beauty routine



## TATA'S DAILY ROUTINE

Reveal your true beauty, rather than cover it up. Tata's signature look is an illuminated glow and an irresistible flush.

SHOP TATA'S ROUTINE



REGENERATING CLEANSER - 125ML  
the signature tata glow starts here  
ADD TO CART



REPAIRATIVE MOISTURIZER  
nourish, fortify and repair  
ADD TO CART



REJUVENATING SERUM - 50ML  
skin miracle worker  
ADD TO CART

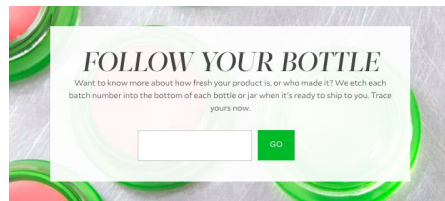
## ATTEND A BEAUTY CLASS WITH TATA

Join Tata for our ultimate immersive beauty experience: the Tata Harper Beauty Class. During this intimate session, you will learn about natural ingredients and application techniques from Tata herself. Tata will share how to apply our award-winning, non-toxic skincare and beauty products for beautiful, glowing skin, plus personal tips to green your beauty routine.

See All Events

## Beauty class to know everything

## Q&A story



## Product tracking

# #11 GREEN BEAUTY



## Why ?

70% of Millennials are willing to pay more if the brand is ethically sustainable

## organic & natural care



BIO



NATUREL



BIO



TATA HARPER  
Revitalizing Body Oil Huile Corps Revitalisante  
95 €

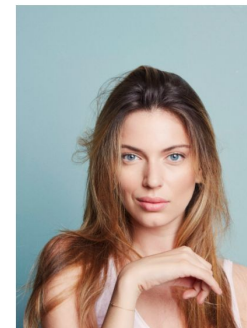


LEONOR GREYL  
Huile Secret de Beauté  
53 €



LES HUILETTES  
Mon Huilette Body  
40 €

## testimonials



### Pourquoi j'ai arrêté les silicones dans les produits capillaires ?

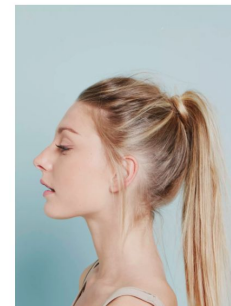
Dans les produits capillaires, leur effet gainant provoque en fait une asphyxie du cheveu. Sous la couche de silicones, la fibre capillaire se détériore et "meurt" petit à petit.

Dans les produits visage, je ne les ai pas totalement arrêtés. Quand je les accepte, je privilégie les silicones issus de minéraux, comme le diméthicone. En effet, en réalisant un double nettoyage (soit d'abord une étape de démaquillage puis de nettoyage), le soir, les silicones sont parfaitement éliminés et il n'y a pas d'incidence négative sur ma peau. Au contraire, il est prouvé qu'ils peuvent favoriser la pénétration d'actifs ou optimiser la fonction de protection de la barrière cutanée. Je reste tout de même vigilante en veillant bien à ce qu'ils apportent un vrai bénéfice au produit, autre qu'une simple amélioration de texture ou de galénique.

### Ma routine pour compenser l'effet gainant des silicones

Habituellement, la routine idéale pour les cheveux, c'est un shampoing qui traite la nature du cuir cheveu et des soins traitants les besoins spécifiques (déshydratation, sécheresse, couleur...) Mais pour la détox, il faut compenser l'effet des silicones en augmentant l'apport nutritif dans chaque produit utilisé. On pense donc aux beurres et aux huiles végétales (pas minérales hein...sinon on reprend du début!)

De mon côté, le produit qui m'a sauvé a été sans conteste le *Leave-In Treatment Babou* et c'est d'ailleurs encore l'un de mes chouchous aujourd'hui. Il s'applique sur cheveux humides essorés et, ou après le séchage (naturel ou non). Aujourd'hui, j'ai aussi sur la gamme *Nourishing Shampoo* et *Conditioner Crown Alchemist* pour compenser les silicones. (La marque n'avait pas encore formulé ces petites pépites au moment de ma remise en question capillaire!).





# #12 EMPOWERED BEAUTY



women empowerment



body positivism

Why ?

91% of female consumers feel advertisers don't understand them

beauty for everyone



#LashEquality

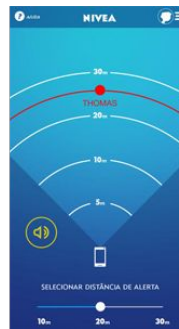


# #13 ENTERTAIN TO ENGAGE



Why ?

60 hours of content  
get uploaded to  
Youtube every  
minute



fun sun protection

DISKO



*À bientôt, chez **DISKO** !*

PARIS MONTPELLIER MILANO TORINO SAN FRANCISCO SHANGHAI

