

PRESS RELEASE

Augmented Reality at the Beauty Point-of-Sale:

CATRICE is the first beauty brand to launch this innovative feature at the Point-of-Sale

When it comes to innovation, the beauty brand CATRICE doesn't just offer surprises as a trend setter in product development, it is also a pioneer for digital features: CATRICE is about to be the first FMCG brand to install an augmented reality feature directly at the point-of-sale in the shape of an advent calendar.

For the very first time in the beauty industry, the CATRICE App will combine real-time 3D representations, augmented reality, push messages and promotions aligned with the point-of-sale.

From December 2017, CATRICE App users in Germany and Austria will be able to discover the Christmassy beauty world directly in the drugstore via an augmented reality feature: from the 1st until the 24th of December 2017, you can open a door of your virtual beauty advent calendar every day and win products. Some of the calendar doors can also be opened with a quiz in the comfort of your own home.

Once a week, you will have the chance to win a beauty product instantly. And as a festive highlight, there will be a big raffle on the 24th of December – the winner can look forward to all of the products hidden behind the opened calendar door.

Meike Ipsen, Head of Communication of the brand CATRICE, is continuously working on clever digital mechanisms with her team: "With the augmented reality feature, we are once again offering a very exciting and innovative promotion, which is fun for the consumers and leads them directly to the beauty display. We already created an extremely entertaining promotion for the launch of our new nail polish range ICONails, which built a bridge from the user's smartphone to the point-of-sale: consumers could use the CATRICE App to fill their own virtual nail polish shelf directly in the drugstore via a scan function."

The CATRICE APP with the augmented reality advent calendar will be available for iOS as well as Android devices in the respective App-stores from the end of November 2017.

In the coming year, the augmented reality feature will be a regular component of the App: in 2018, users will be able to experience new virtual content every month at the CATRICE Beautyshop.



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