

Skin Care Diagnostic Tool on Apple iPad® Leads the Way

NEW YORK -- (BUSINESS WIRE) -- Clinique, a global leader in beauty, continues to drive consumer service innovation by introducing new digital technologies at various points of sale. As the first dermatologist developed cosmetics brand, Clinique was founded on the philosophy that great skin can be created. Clinique continues its tradition by pioneering the connection between dermatology and cosmetics through a custom-fit beauty experience.

Inspired by that heritage, Clinique becomes the first cosmetics brand to use the Apple iPad®1 in-store as part of a state-of-the-art, self-guided skin care diagnostic tool being rolled out this month at select counters nationwide.

“Clinique was built on the promise of providing our consumers with the most personalized, engaging and informative experience at every interactive touchpoint,” said Lynne Greene, Global Brand President of Clinique, Origins and Ojon. “By integrating digital technologies into the Clinique shopping experience, we are offering the consumer a stimulating and socially modern way to connect with the brand.”

Using software exclusive to Clinique on the Apple iPad® at Clinique counters, consumers identify their skin care concerns and receive personalized recommendations using a 90-second computer-guided skin care analysis. The diagnostic tool processes over 180,000 product combinations that precisely match each consumer’s personal needs. At the end of the intuitive analysis, consumers receive a printout or email with a list of their custom-fit product recommendations.

“Today’s consumer has more tools and devices than ever before to communicate, connect and learn. From the explosion of smartphones to Google to Facebook, our consumers are looking beyond a one-dimensional experience,” said Ricardo Quintero, Clinique’s Senior Vice President, Global General Manager, Market Development. “We feel it is the perfect time to introduce the Apple iPad® customized to the Clinique experience.”

Whether at the counter, at home or on the go, Clinique is reshaping the industry standard with exciting new technologies that allow consumers to connect with the brand in ways most relevant and engaging to them. Clinique also introduces the following new technologies for 2011:

Clinique Smart Bar™ powered by Microsoft Surface®2. Clinique is the first beauty brand to use Microsoft Surface® in-store. The Clinique Smart Bar™, an oversized touch screen counter that can detect objects and gestures using the embedded Microsoft Surface® unit, is being installed this month at Bloomingdale’s flagship store at 59th Street in New York City. The new digital interface is perfect for groups

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browsing together or for the busy shopper who wants to pick up products and go. Consumers are introduced to an immersive, collaborative and fun shopping experience by placing specially tagged Clinique products on the Clinique Smart Bar™.

After accessing product information, Clinique.com's best in class user reviews and how-to videos, shoppers can easily add their favorite products to a virtual browsing basket. The user-friendly application allows shoppers to print out a barcode and present it at the nearby express service counter for quick checkout. If they choose, shoppers can socialize the experience by sharing the virtual browsing basket directly to their Facebook wall for all of their friends to see. An email sharing option is also available to ensure that consumers can easily access their product selections.

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