

THE BUSINESS BEVOS
PRESENT



THE L'ORÉAL SKY SALON

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THE SKY SALON: AN INNOVATIVE GETAWAY



The Flagship Sky Salon with Transparent OLED Displays

THE SPHERE: DATA-DRIVEN & PERSONALIZED



Unique Software Pioneered for Display & Mobile

ESTABLISHING CLIENT-STYLIST TRUST



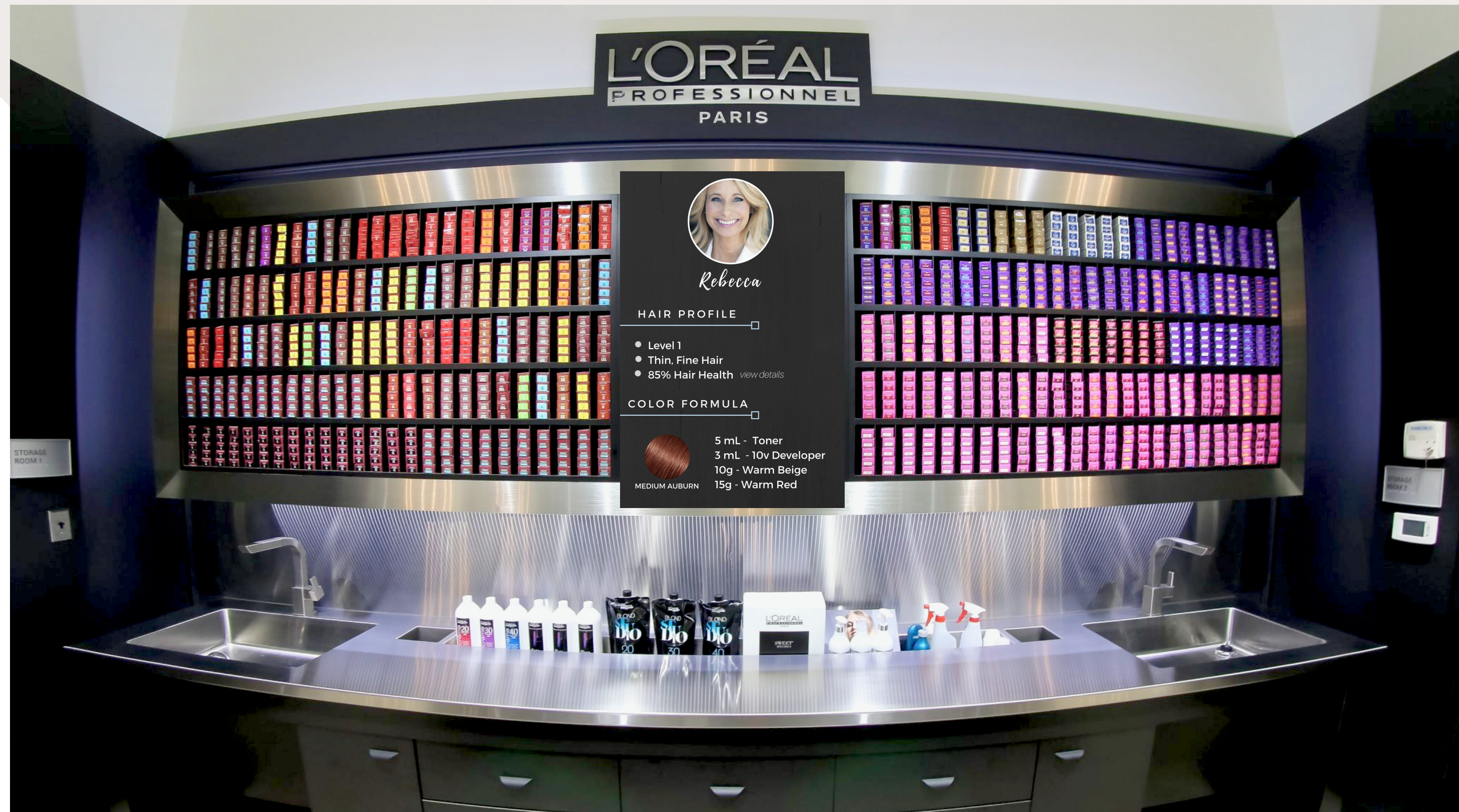
Customize, Try On, & Record Styles in 360

IMAGINATION TO (AUGMENTED) REALITY



Complete Diagnostic, Custom Treatments, & Color Maintenance

REDUCING WASTE & PERFECTING COLOR



Sphere Formulas Catered to Level, Texture, & Length

SCALE THE SKY & EXPAND WORLDWIDE



The Grounded Sky Salon with Smart Mirrors & Sphere

UPGRADE HAIR CARE & SHOP WITH SPHERE



Eases Consumer Decision Making & Generates Revenue for L'Oréal

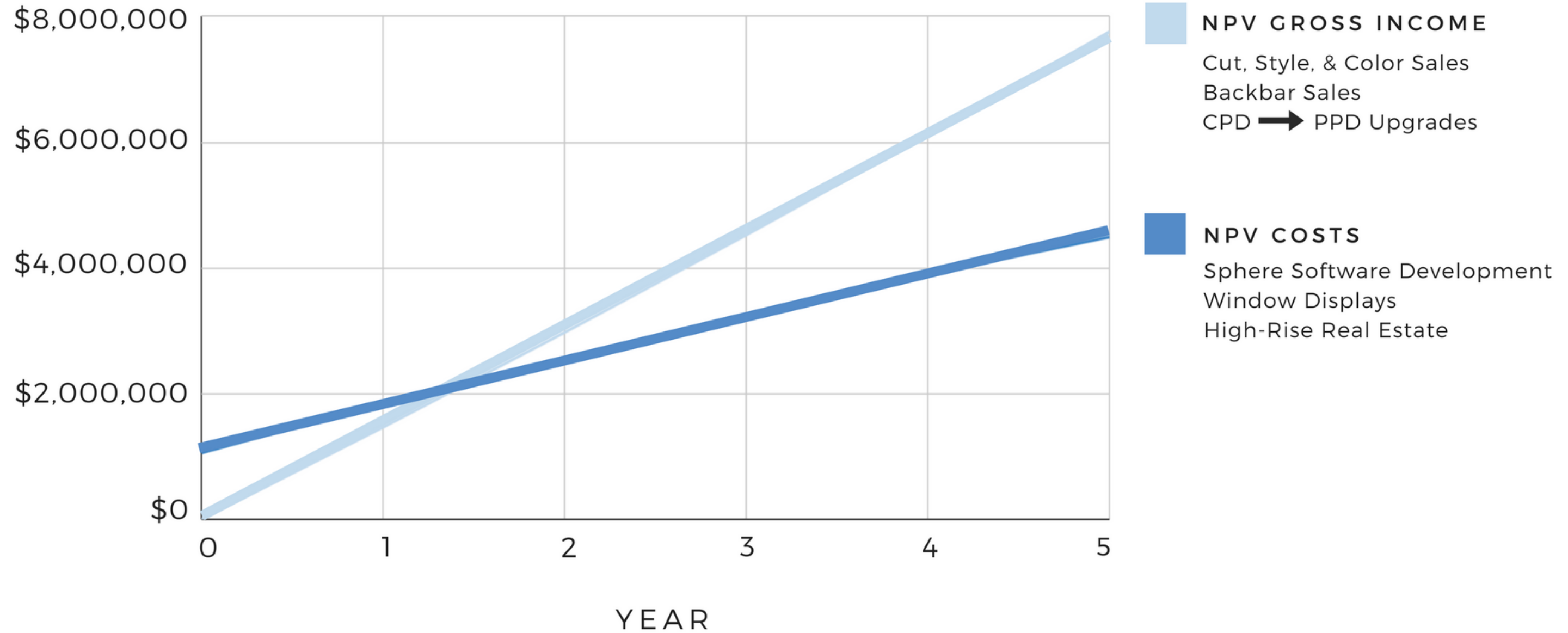
An aerial photograph of the New York City skyline at sunset. The sky is a mix of soft pinks, purples, and oranges. The Empire State Building is the central focus, illuminated with blue and red lights. Other skyscrapers are visible, some with their lights on. The city extends to the horizon where the water is visible.

THE L'ORÉAL SKY SALON

A Social Getaway that Establishes Client-Stylist Trust & Ensures Data-Driven Personalization

APPENDIX: FINANCIALS

PAYBACK PERIOD FOR NYC SKY SALON



* OPERATING AT 80% CAPACITY

Positive Returns After One Year of Operations