

Case Studies:

AccessReal in the Beauty and Cosmetics Industry



Beauty & Cosmetics Industry

These are common issues for beauty and healthcare organizations, which lack the infrastructure and personnel to execute anti-counterfeit solutions. To address these issues, AccessReal presented a cloud solution that would reduce operating costs while also providing professional support.

Overview

A leading brand offering quality skincare and dietary supplement products. Guided by care, quality, integrity, innovation, and knowledge, the company remains at the forefront of skincare trends.

The Challenge

- **Counterfeiting:** Significant challenge with fake beauty products affecting brand integrity and consumer safety.
- **Grey Market:** Unauthorized channels leading to price disparities and brand confusion.
- **Brand Reputation:** Counterfeit items harming brand reputation and customer trust.
- **Product Tracking:** Difficulties in tracking product movement through distribution channels.
- **Consumer Insights:** Limited access to valuable consumer data for informed decision-making.

The Solution:

AccessReal Clone-Proof Code (AR Code) Eliminates Replication

Developed by i-Sprint, AR code is a clone-proof identification label designed to protect brand owners' rights. It adds a unique digital watermark and product identification DNA to a QR code, preventing replication. Customers can scan the AR code for product information and instant purchase authentication, eliminating the possibility of duplicate codes.

How AccessReal Resolved the Challenges:



SOLUTIONS

Product Tracking Prevents Vertical Channel Conflict

Introducing a unique AR code to each product, enabling individual product tracking. With each AR code pre-assigned to specific distributors, the company can identify distributors who sell products directly through unauthorized channels, allowing them to take appropriate action.

Web and WeChat Integration for Authentication

To enhance customer convenience, product authentication is integrated into WeChat for customers in China, the most popular messaging app in the region. Non-WeChat users can use their normal web browser for authentication, providing an alternative for customers.

BUSINESS IMPACTS

Track & Trace Capability, Valuable Customer Insights

The company gains the ability to easily identify sources of grey market and counterfeit goods, narrowing the search with pre-assigned unique codes. Product movement visibility provides valuable insights for inventory planning.

Customer scans for authentication generate valuable data on AccessReal Enterprise accounts. This information includes customer demographics, purchase frequency, and history, enabling future product innovation and targeted marketing strategies.



BUSINESS IMPACTS

Preventing Reputation Risk by Omitting Counterfeit

Counterfeit goods lead to sales losses and damage brand reputation. The beauty and healthcare industries are particularly susceptible to reputation risk if counterfeit products contain harmful ingredients. By implementing AccessReal, companies mitigate potential reputation risks associated with counterfeit products.

Overall Impact:

AccessReal's cloud-based anti-counterfeit solution empowers businesses with robust counterfeit prevention and product tracking capabilities. The ability to identify sources of grey market and counterfeit goods and obtain valuable customer insights ensures that the brand remains a trusted and reputable in the beauty and cosmetics industry.