

L'oreal men's product line essay

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Product The U. S.

consumer product portfolio of L'Oreal for Men consists of three product family lines: Vive Pro Men, Men Expert and Studio Line, their breadth consisting of skin and hair care. Vive Pro Men and Men Expert are made specifically for men while the Studio Line can be used by men or women. The products for men center on maintaining/regaining a youthful appearance by promoting fuller, thicker hair and wrinkle-free skin.

Effective cross-generational marketing must be used to target younger consumers who are either looking to maintain their youth as long as possible as well as older consumers looking to reverse the signs of aging. To justify the necessity of male-specific products, L'Oreal's website explains that men's skin is thicker and oilier for beard growth. However, the extra oils over time can cause more acne breakouts on the face and dandruff on the scalp. Vive Pro Men This shallow product line consists of only five hair care products.

All of the bottles have the word men on them and are either grey or black with minimal usage of red, blue or green. This gives them a more masculine look than their Vive Pro women's line which come in a neon array of orange and pink packaging. The function of the products varies to satisfy both a consumer who wants a quick, easy wash and one that is facing the common male problems of thinning hair and dandruff. For a simple and quick clean, L'Oreal offers a combined shampoo, conditioner and body wash. This product promises to keep skin soft while cleaning and conditioning hair. For the man who is facing a thinning mane, they offer both a thickening shampoo and a

thickening 2-in-1 shampoo, conditioner combo to combat the loss of fullness and manageability. Both are suggested for fine or thinning hair types. To fight an itchy, flaky scalp, L'Oreal sells a 2-in-1 shampoo and conditioner that has an active anti-dandruff ingredient and works on all hair types.

Lastly, the Vive Pro line contains a shampoo that helps control the manageability of hair and is good for both fine and normal hair. Men Expert The Men Expert line has greater line depth than Vive Pro Men and consists of nine skin care products including after shave balm, moisturizers and face washes. All of the packaging is grey and orange and also includes the word men. Two different 5 oz. face wash cleansers are offered.

The first targets men under 40 with the benefits of anti-breakout, anti-stress properties. The second is focused on over age 40 males and promotes anti-dullness properties. Five cream moisturizers are offered and all of the products contain L'Oreal's trademarked Active Defense System (ADS)[1] which helps to minimize razor burn and works to smooth skin. Two of the moisturizers focus on creating firmer skin with Pro-Retinol and target the 40 and over population. The difference is that one has an SPF ingredient for sun protection and the other does not.

The other three moisturizers do not target a specific age. One contains an SPF ingredient and works to minimize/prevent wrinkles. The other two moisturizers work to minimize/prevent fine lines and contain the invigorating benefits of Vitamin C and caffeine. The difference is that one is for a man who wants the all-in-one moisturizer to protect against daily stresses like the sun, environment and shaving. The other is geared toward a man who has a

more stressful, on-the-go lifestyle and his skin has paid the price for it. The last products contained in this line are a cream, SPF 15 after shave balm which contains the ADS and is alcohol free and a gel after shave moisturizer which also contains the ADS and is for targeted razor burn relief.

Studio Line This product line is the deepest of the three. It contains various creams, gels, glues and putty's. None of the products in this line have the word men on their packaging and the colors used are gender neutral.

Because these are all used to obtain a particular style with your hair, these products would likely appeal to a younger demographic than the Vive Pro Men's line. Obtaining a look involves physically styling your hair. These products will not be of much use to the man who just uses a quick comb through. Some of the benefits offered from the various products include anti-frizz, smoothing, volumizing and adding texture. These benefits result in the following looks according to L'Oreal: defined curls, extreme-edgy, smooth and just out-of-bed.

————— [1] http://www.lorealparisusa.com/_us/_en/default.aspx#/?page=top{userdata//d+d//| diagnostic| main: home| media: _blank| nav| overlay: article//id+LOP_ART_005//}