



CASE STUDY: BEAUTY

You're not blushing. We are.

The Challenge

A top global beauty brand needed a way to enhance the value of their cosmetic products and connect with the consumer. The goal? A new makeup application experience that was notably different from what was already on the market.

Key Requirements

- + Enhance Product Value
- + Add to Customer Experience
- + Ensure Supply Chain

The Discovery

Material ConneXion suggested a revolutionary new ultra-soft foam developed in Taiwan - you need to feel to believe it!

Though not originally intended for cosmetics (the innovation was an extension of research work into cell sizes), the ultra-fine cell structure feels uniquely smooth to the skin, while absorbing and applying makeup with precision.

The Material Solution

Material ConneXion facilitated the creation of a new line of makeup tools which have become a signature technology for the brand. Additionally, MCX was able to ensure supply chain so US manufacturing could be maintained and quality control kept at a high level.

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