

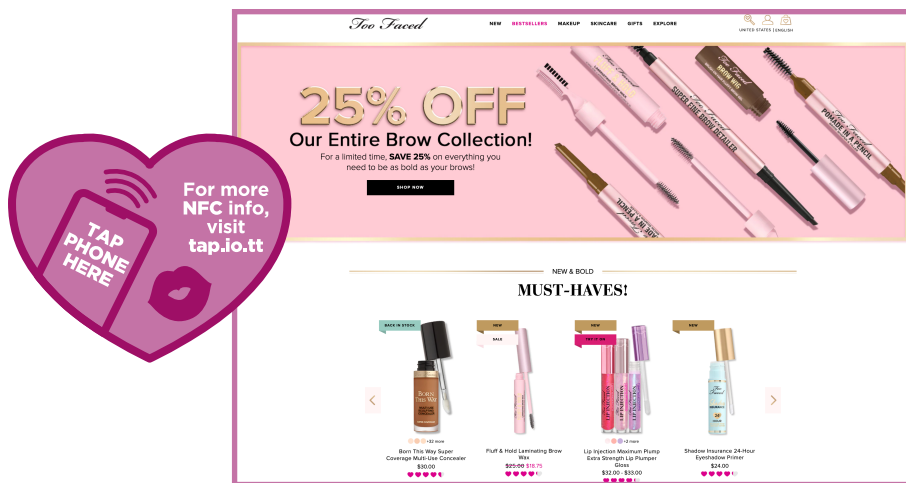
TOO FACED COSMETICS NFC SMART LABEL

Too Faced Cosmetics, one of the many brands of Estée Lauder, offers a wide range of cruelty-free makeup and skincare products. By adding NFC smart labels to their Lip Injection Extreme packaging, the brand encourages post-purchase customer engagement.

BENEFITS & APPLICATIONS

There are many benefits associated with NFC labels. Their ease of use and versatility make this technology an appealing option to use for consumer engagement.

Anyone with a smartphone that has NFC reader capabilities can simply touch the phone to an NFC tag, which results in a frictionless exchange of data. Scanning the Too Faced tag takes users to a promotional website cross-selling discounted line extensions and additional lip injection products.



In this application, the NFC tag is a superior solution compared to a QR code. Due to the small label application area and the tight radius of the container, scanning issues would likely occur with a QR code.

NFC CONSUMER ENGAGEMENT APPLICATIONS

- Voice calls / Text messages
- Videos / Tutorials
- Websites
- Re-orders
- Remote document access
- Medicine adherence
- Data & information access
- Instructions in multiple languages
- Cross-selling initiatives
- Customer-loyalty programs
- Security / Tracking / Compliance
- Product authentication & use
- Continued customer interaction
- Special offers & events



Individual labels are unique. Each NFC tag has its own identifier- no duplicates anywhere in the world.

For additional Information:

Resource Label Group
1-888-526-8177

Additional Resources:

resourcelabel.com/NFC-Labels

