



PIM, a Strategic Ally for Digital Transformation in the Beauty & Cosmetics Industry

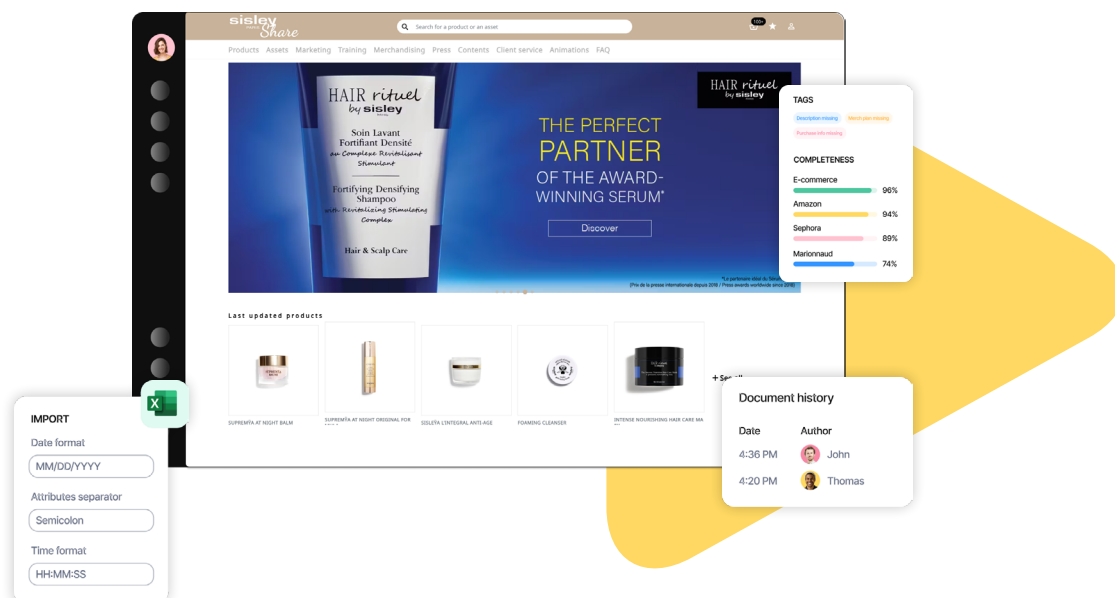
E-BOOK

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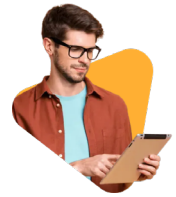
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PIM, a Strategic Ally for Digital Transformation in the Beauty & Cosmetics Industry



The beauty and cosmetics sector is undergoing a profound transformation. Traditional codes (iconic packaging, advertising campaigns, and physical stores) are no longer sufficient to appeal to today's consumers. Highly connected, attentive to product composition, and sensitive to sustainability and ethics, they are primarily seeking personalized and trustworthy experiences. In this context, product information goes beyond a simple technical description: it becomes a driver of trust, differentiation, and engagement.

The beauty market perfectly illustrates this shift. Digital channels now play a central role in sales, while consumers expect increasingly personalized experiences. Brands must therefore manage highly diversified product ranges (skincare, makeup, fragrances, and hygiene products) and handle a multitude of variants, labels, formats, and country-specific regulations. This diversification, combined with the multiplication of distribution channels, increases the complexity and fragmentation of product data.

The challenge is clear: products no longer exist solely in stores or on shelves. They must be showcased across e-commerce websites, marketplaces, social networks, mobile applications, interactive catalogs, and recommendation tools, while ensuring consistency and reliability. Mastering product information thus becomes a key competitiveness factor, influencing both brand perception and conversion.

This is where Product Information Management (PIM) comes into play. Far more than a centralization tool, it enables brands to structure, enrich, and distribute product data consistently, while facilitating collaboration between marketing, digital, R&D, supply chain, and sales teams. It ensures complete consistency across all channels, reduces errors, accelerates time to market, and supports the personalization of recommendations, essential to meeting the expectations of modern consumers.

The objective of this ebook is to demonstrate how a PIM becomes a lever for innovation, efficiency, and differentiation for beauty and cosmetics brands worldwide. Through concrete examples and best practices, we will explore how to turn data complexity into opportunities for growth and product excellence, while delivering smoother, more personalized, and more engaging consumer experiences.

New Product Data Challenges in the Beauty & Cosmetics Industry



The transformation of the **beauty sector** is accompanied by an explosion of data to manage: product diversity, regulatory requirements, personalization, new channels, and growing expectations around transparency. This increasing complexity is forcing brands to rethink how they structure, enrich, and distribute product information in order to remain competitive and credible.



THE GROWING COMPLEXITY OF PRODUCT RANGES AND FORMULATIONS

Today, brands must contend with an unprecedented diversification of their product ranges. Each product comes in multiple shades, formats, textures, or compositions, further expanded by limited editions and seasonal collections designed to sustain consumer interest.

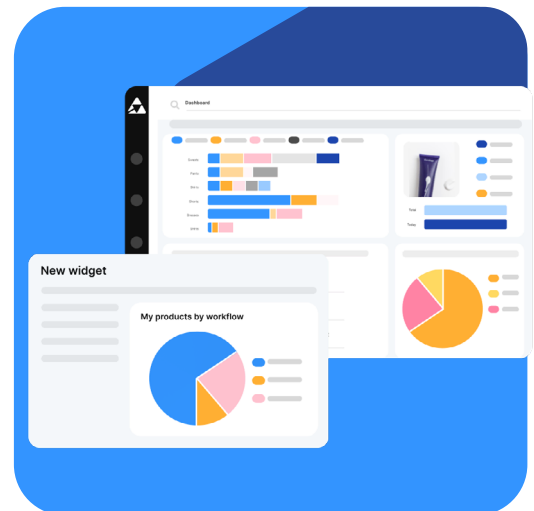
While this creative richness is essential for differentiation, it significantly increases the complexity of managing product data.

Added to this are local regulatory constraints:

- mandatory legal statements
- ingredient lists based on the **INCI nomenclature**
- authorized claims that vary from one market to another

A cream marketed in Europe, Asia, and the United States cannot be presented in the same way everywhere.

Finally, growing expectations around traceability and ESG compliance require absolute rigor in information management: batch tracking, origin of raw materials, certifications, and packaging recyclability, among others.

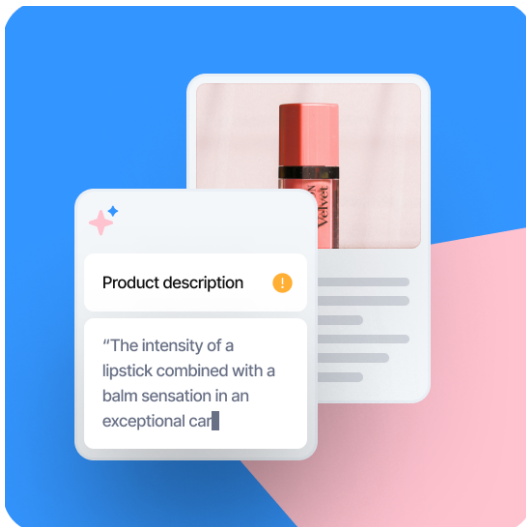


In this context, **PIM** becomes a strategic tool for structuring, centralizing, and securing product data, ensuring consistency and compliance across all channels.



MASS PERSONALIZATION: A DATA CHALLENGE

The shift toward mass personalization is profoundly transforming the product model. Online skin diagnostics, algorithm-driven recommendations, and tailor-made beauty routines have raised consumer expectations for unique and highly relevant experiences.



Behind this promise, however, lies a **major challenge**: managing an infinite number of product and data combinations while maintaining information that is reliable, consistent, and up to date.



Each customer profile generates specific data:

- test results
- purchase history
- preferences
- **AI recommendations**

information that must seamlessly integrate with product data to deliver a smooth and personalized experience.

PIM plays a central role here. It enables the orchestration of these data flows, ensuring consistency between catalogs, diagnostic tools, recommendation algorithms, and e-commerce platforms. By combining technical accuracy with marketing flexibility, PIM becomes the cornerstone of scalable and well-controlled personalization.



THE EXPLOSION OF DIGITAL AND PHYSICAL TOUCHPOINTS



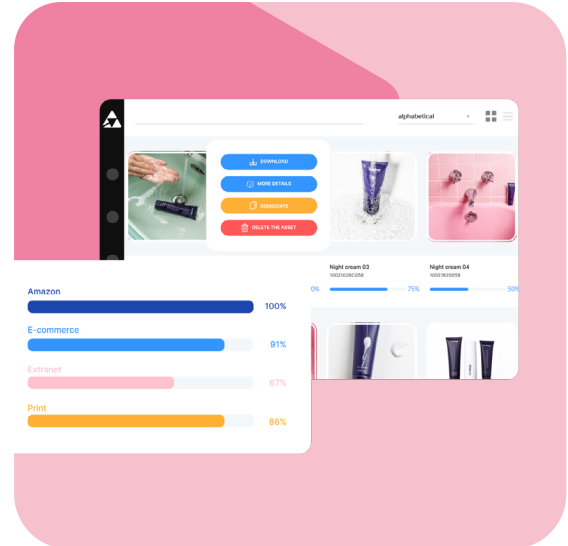
Brands now operate within a complex omnichannel ecosystem:

- social networks
- partner distributors
- e-commerce websites
- connected points of sale
- marketplaces

Each channel requires tailored formats, content, and messaging, while demanding perfect consistency in brand image and product information.

Rich content (tutorial videos, before-and-after demonstrations, sensory **storytelling**) has become a key driver of conversion and engagement. However, as channels multiply, synchronizing visuals, copy, and messaging becomes increasingly challenging.

A PIM enables brands to harmonize all touchpoints by centralizing product data and associated media assets (images, videos, technical sheets) and automatically distributing them in the appropriate format for each channel.



Result:

A consistent and reliable consumer experience, reinforcing trust and brand credibility.



TRANSPARENCY AND SUSTAINABILITY AS THE NEW STANDARDS



Today's consumers demand full transparency regarding:

- composition
- sourcing
- manufacturing processes
- the environmental impact of products

These evolving expectations are driving brands to adopt responsible and verifiable communication.

The introduction of the **Digital Product Passport (DPP)** and new European regulations further reinforce this trend:

brands must make regulatory, technical, and ethical data accessible, whether it's a complete list of ingredients, packaging lifecycle information, or ESG commitments.

In this context, PIM is no longer just a productivity tool; it becomes a cornerstone of transparency. By centralizing all information, ensuring traceability, and facilitating distribution across the right channels, it helps companies balance compliance, responsibility, and brand communication.

This is a decisive advantage for anticipating future obligations and establishing a lasting relationship of trust with consumers.

Why PIM Has Become Essential for Beauty and Cosmetics Brands



In a sector where precision, speed, and customer experience are critical, beauty brands must manage an ever-growing volume of information and content. PIM thus emerges as a strategic pillar, ensuring consistency, compliance, agility, and excellence across all channels.



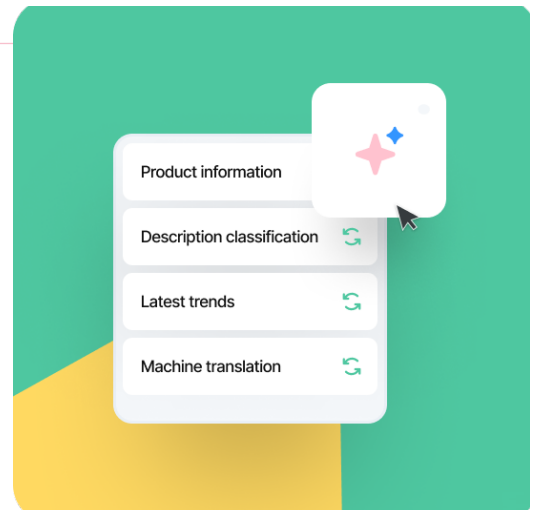
ENSURING ACCURACY AND COMPLIANCE OF INFORMATION

In an environment where every detail matters (formulations, active ingredients, claims, labels, and INCI compliance) information accuracy is non-negotiable. Companies must ensure their data is correct, complete, and aligned with constantly evolving regulations.



A PIM provides a solid structure for this information: it validates content, secures updates, and ensures that each channel delivers the most current and compliant version.

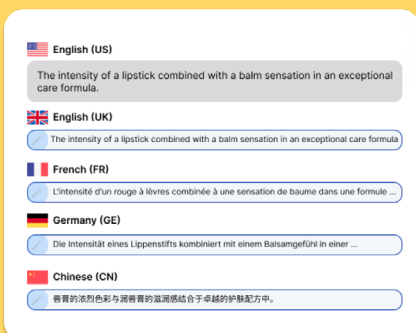
This consistency protects both the brand and the consumer, while simplifying the management of reformulations, certifications, and regulatory changes.





SYNCHRONIZING CONTENT ACROSS AN OMNICHANNEL AND MULTILINGUAL ECOSYSTEM

Brands today operate in a global landscape, where the same product must be showcased across a multitude of channels.



PIM enables brands to manage this diversity by automatically adapting content to the specific requirements of each platform and in all necessary languages.

Teams gain agility, **international launches** become smoother, and the brand maintains a consistent tone, message, and presentation across all markets.



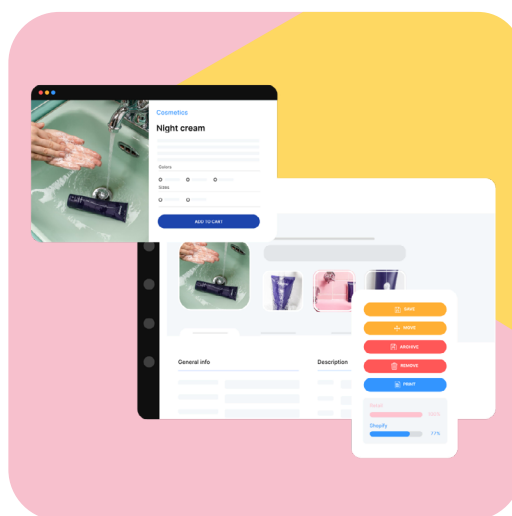
CREATING RICH, EMOTIONAL, AND DIFFERENTIATING EXPERIENCES

Digital channels require beauty brands to convey (without physical contact) the very essence of a product: its texture, scent, effect, and aesthetic universe.

With a PIM, teams have a structured framework to enrich product pages with highly evocative elements:

- ✓ **application videos**
- ✓ **before-and-after**
- ✓ **clinical proof**
- ✓ **immersive visuals**
- ✓ **ingredient presentations**
- ✓ **ersonalized routines**

Visuals play a central role in this sector, enabling online consumers to enjoy an experience close to what they would have in-store, seeing textures, colors, and product details as if handling them physically.





~ MEDIA

- Ambiance
- Press room
- Product assets
- Archives
- Merch

Thumbnail	Name	Size
	dress_1	93.36 KB
	dress_2	92.03 KB
	dress_3	74.08 KB
	dress_4	43.24 KB

An effective DAM, integrated with the PIM, ensures that these high-quality visuals and media assets are centralized, organized, and distributed consistently across all channels.

It guarantees content availability and reliability, simplifies updates, and allows marketing and digital teams to showcase each product optimally.

This ability to orchestrate sensory and narrative content at scale becomes a **true driver of conversion**, particularly in a sector where purchase decisions rely as much on emotion as on performance.



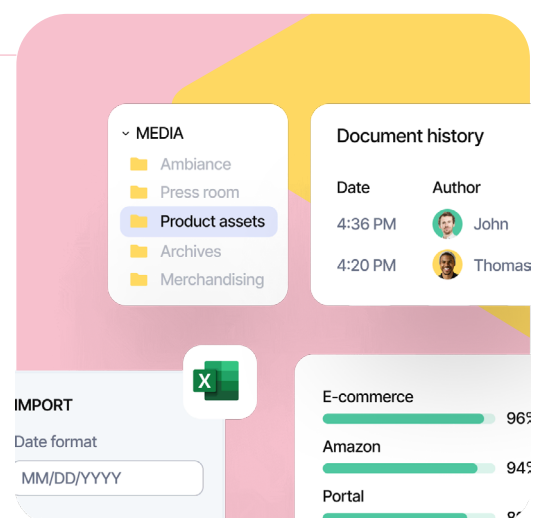
STREAMLINING COLLABORATION AND ACCELERATING PRODUCT INNOVATION

The development of a cosmetic product involves multiple functions: R&D, regulatory, marketing, packaging, digital, and more. Each contributes at different stages, with data that is constantly evolving.



PIM serves as a backbone: it synchronizes contributions, formalizes approvals, and provides visibility into content progress.

Teams reduce manual tasks, save time on product launches, and can focus on innovation and continuous improvement. In a market driven by short cycles and fast-moving trends, this operational fluidity becomes a true competitive advantage.



Use Cases in Beauty & Cosmetics



GOUIRAN BEAUTÉ: OPTIMIZING AND SECURING PRODUCT DATA TO SUPPORT OMNICHANNEL

Gouiran Beauté, a well-known family-run distributor of beauty and haircare products for both professionals and consumers, operates 22 stores across France and launched its e-commerce site in 2009. In 2023, the brand undertook a complete e-commerce overhaul, migrating from Magento to Shopify, and aimed to modernize its product data management across a catalog of 45,000 SKUs.

Challenges:

- ❌ **Siloed and non-collaborative management:** Product data was handled solely by the web team, leading to frequent requests to purchasing and marketing departments.
- ❌ **Fragile and non-reusable repository:** Enriched information in Magento was difficult to leverage across other channels.
- ❌ **Complex and time-consuming exports:** The catalog structure made it difficult to manipulate data or create new fields tailored to business needs.

Solutions:

- ✅ **Structured and scalable data model:** Quable PIM centralized and reorganized product information, enriching 15,000 SKUs during migration.
- ✅ **Brand portal for stores:** All 22 stores access real-time data via tablets connected to the portal.
- ✅ **Automations with scripts and Make:** Nearly 50% of product fields are automatically enriched, reducing manual work and accelerating online deployment.

Results:



Centralized management of 45,000 products with automated enrichment.



30–50% increase in team productivity.



Smooth distribution across three main channels (B2B, e-commerce, marketplaces).



Increased traffic on the Shopify site and improved conversion rates.



NAOS: CENTRALIZING AND UNIFYING DATA ACROSS THREE BRANDS TO ACCELERATE INTERNATIONAL GROWTH

NAOS, a leading French skincare group, encompasses three brands: Bioderma, Institut Esthederm, and Etat Pur. Operating in over 130 countries, the group produces nearly 600,000 products daily and employs 3,100 people. The key challenge was to centralize product data to efficiently deploy its brands internationally.

Challenges:

- ❌ **Lack of reliability and traceability:** Multiple XLS files, versioning issues, and no centralized repository.
- ❌ **Loss of productivity:** Long and inefficient searches and data extraction for teams.
- ❌ **Heterogeneous content:** Brand websites were not consistently updated, leading to an inconsistent customer experience.

Solutions:

- ✅ **Centralization and data security:** Quable PIM unified product information across the three brands, creating a single, reliable repository.
- ✅ **Streamlined enrichment processes:** Marketing, R&D, and digital teams collaborate on the same platform, accessing real-time data.
- ✅ **Acceleration of digital development:** Centralized data is connected to more than 43 websites and 10,000 points of sale worldwide, with multilingual support for 30 languages.

Results:



Improved efficiency for 100 users through optimized workflows.



Multilingual translation and management ensured in over 30 languages.



Deployment of 4 brand websites across 40 countries for omnichannel growth.



Harmonized product experience internationally and strengthened brand consistency.

**LÉA NATURE: CENTRALIZING AND HARMONIZING DATA TO BOOST OMNICHANNEL PERFORMANCE**

Léa Nature, a committed player in organic and natural cosmetics and food, operates a «village of SMEs» with 20 brands and over 2,000 employees across 18 sites. With a catalog of more than 5,000 products, the company aimed to centralize and structure its data to simplify omnichannel management and support international growth.

Challenges:

- ❌ **Fragmented data:** The use of multiple tools and in-house solutions made centralization and updating of product information difficult.
- ❌ **Complex omnichannel management:** The variety of channels (e-commerce, marketplaces, drive-through, physical distribution) complicated content harmonization.
- ❌ **Insufficient quality and governance:** The lack of structured processes resulted in gaps in data quality and compliance with product standards and certifications.

Solutions:

- ✅ **Data centralization and consistency:** Seamless integration with the Copilote ERP and DAM system to feed product sheets and manage visuals.
- ✅ **Process and productivity optimization:** Implementation of collaborative workflows and support from a dedicated Product Owner to facilitate adoption and maintain content quality.
- ✅ **Support for omnichannel:** Harmonization of data between Magento and brand websites, easing distribution to marketplaces and pure players (e.g., Veepee).

Results:

Improved data governance with dedicated coordinators per brand and business unit.



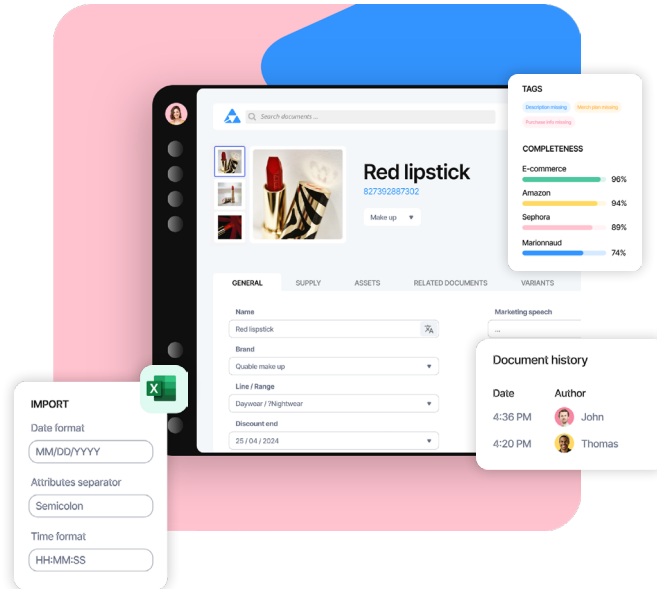
Increased productivity thanks to intuitive tools and streamlined processes, reducing manual errors.



Simplified omnichannel management, covering all digital and physical channels.



Smooth and consistent distribution of over 5,000 products internationally.



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GROUPE ROCHER

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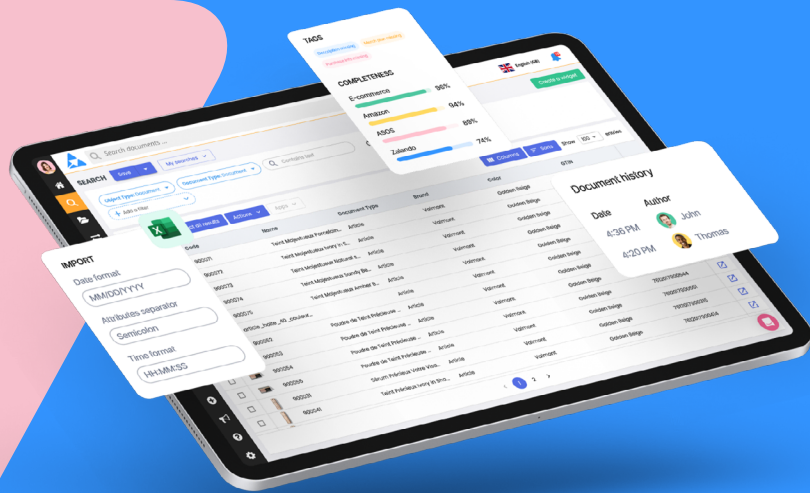
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 N A O S



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Today, product information goes far beyond merely describing a product: it has become a true driver of trust, differentiation, and customer experience. Brands must navigate diversified ranges, multiple variants, strict regulatory requirements, and increasingly connected and demanding consumers. In this context, PIM has become an essential strategic lever.

Quable PIM provides teams with a structured framework to centralize, enrich, and distribute product data consistently across all channels. It ensures information coherence, content reliability, and adaptation to both local and international specifications, while facilitating collaboration between marketing, digital, R&D, and supply chain teams. Through automation and process optimization, brands increase productivity, reduce errors, and accelerate time-to-market, enabling them to stay responsive to trends and consumer expectations.

Beyond operational performance, PIM serves as a tool for differentiation: it enhances sensory and narrative content, supports mass personalization, and ensures transparency and compliance to meet emerging **ethical and environmental standards**. By transforming data complexity into growth opportunities, PIM empowers beauty brands to strengthen their image, improve the customer experience, and enhance competitiveness on a global scale, all while building a lasting relationship of trust with their consumers.

Quable is the No-Code Product Information Management solution for bold brands and manufacturers. Rocher Group, Mitsubishi, Devialet, Club Med, Advini, Berluti, Delsey, Lalique and more than 300 big brands across 85 countries have chosen Quable to accelerate in all markets. Quable was founded in 2013 and today has a staff of 40 experts managing more than 40 million products in the fashion, luxury, food and industrial sectors.