

FRAGRANCE AND PERSONAL CARE

Coty to launch innovative, contactless fragrance testing

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Coty is introducing a new fragrance testing tool that is less invasive and wasteful. Image credit: Coty

By LUXURY DAILY NEWS SERVICE

Beauty group Coty is announcing a hands-free fragrance testing device that will be available for retailer use in the next 12 months.

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After high tensions and increased demands for convenience during the COVID-19 pandemic, Coty is offering consumers a hygienic and innovative option for fragrance testing. Making the fragrance testing process less wasteful and overwhelming, the device will distribute a single droplet of liquid onto a consumer's arm or blotter.

"Coty's touchless fragrance tester is a breakthrough innovation developed in partnership with verie," said Claire Catherine-Mercier, vice president of retail experience at Coty, in a statement. "With the return of in-person shopping, the health and safety of our consumers are always at the forefront of our minds.

"Deploying a single drop of liquid to the skin with the same restitution as traditional testers, this new technology eliminates unnecessary waste and offers a safe, contact-free alternative for testing," she said.

Thoughtful testing

With this new device, Coty is aiming to give consumers more control over the fragrance discovery process in store. With measured droplets, customers can now avoid oversaturated air and overwhelming combinations of scents.

Fragrance finders can also opt to use a blotter with the device if they would prefer a less direct test experience.



Marc Jacobs' popular Daisy fragrance line is produced by Coty. Image credit: Marc Jacobs

Units will be tested at bricks-and-mortar stores beginning this month in key European markets, with a trial planned for Asia later this year.

In creating the device, Coty is working with French startup verie, which specializes in smart devices, micro-dosing and diffusion technologies. They have been collaborating on the device for the past year, and the tester is set to be able to operate for weeks without a battery recharge with less perfume loss compared to traditional testers.

The device will also use data, allowing Coty, in partnership with retailers, to plan tester placement so as to improve customer experience and access to assistance from employees.

In a similar effort enhancing the customer experience, Puig, parent company of British perfume house Penhaligon, introduced a virtual fragrance preview system in September 2020. AILICE enables fragrance customers to preview the scent of a perfume in real-time without actually testing or smelling it ([see story](#)).

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