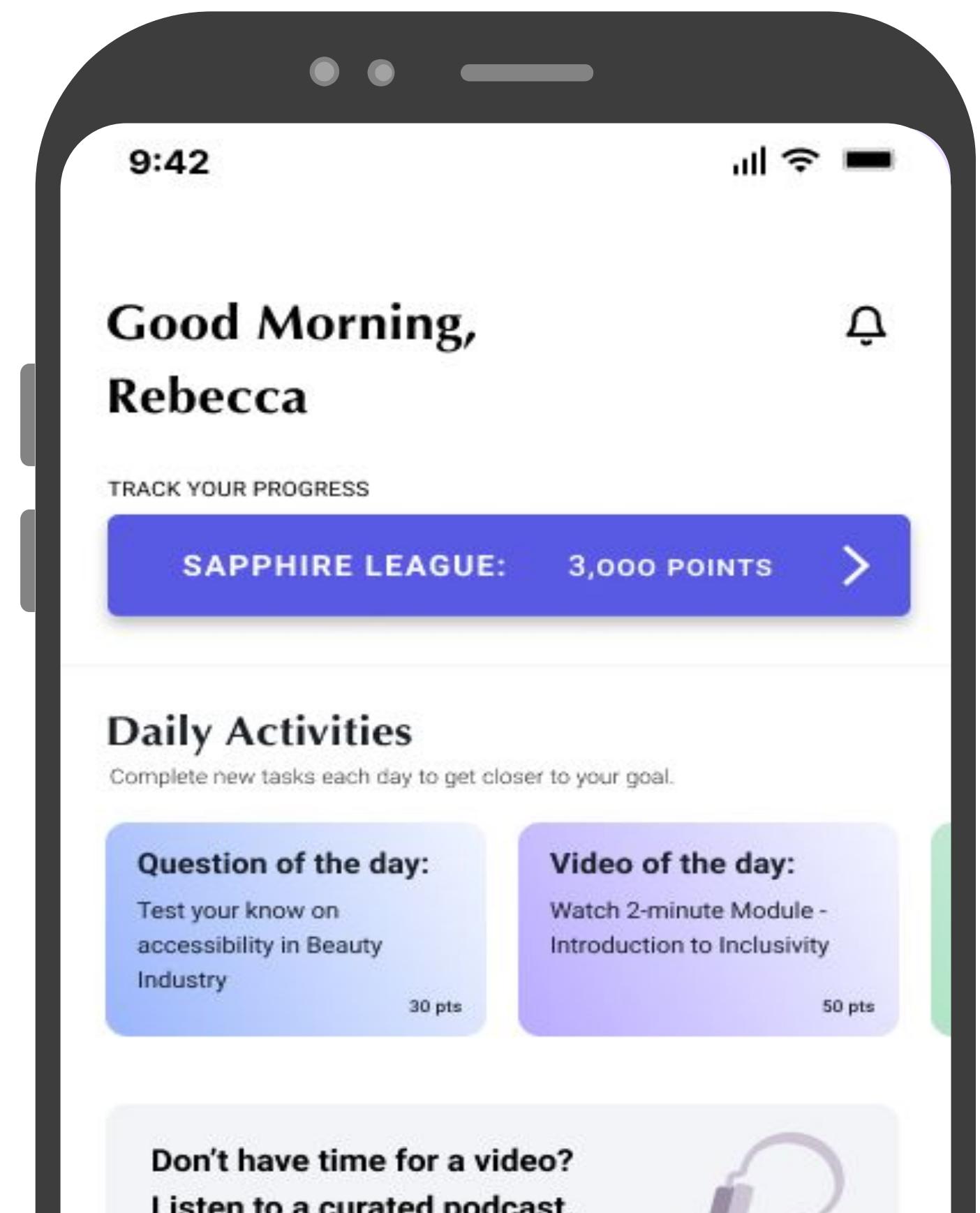
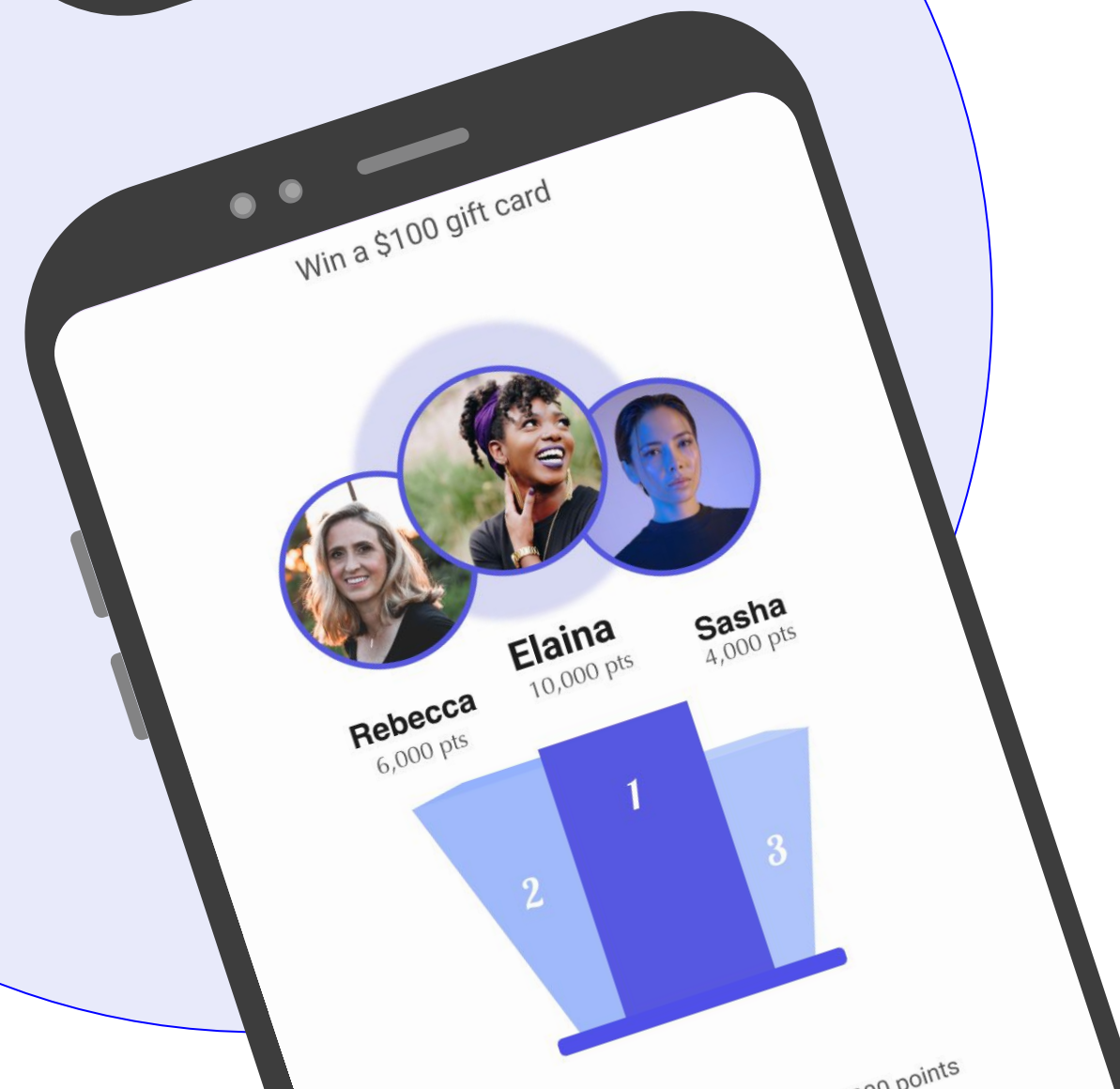
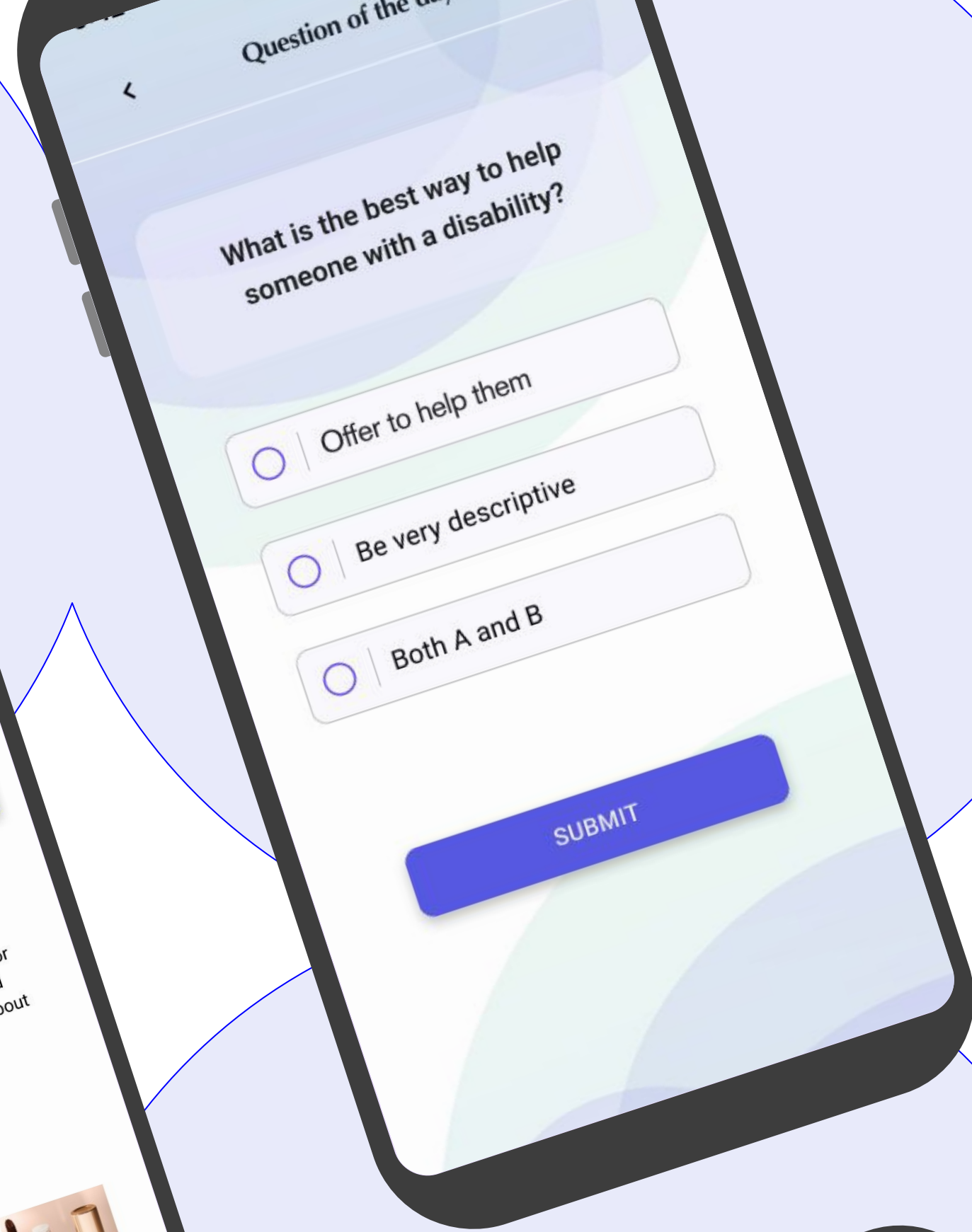
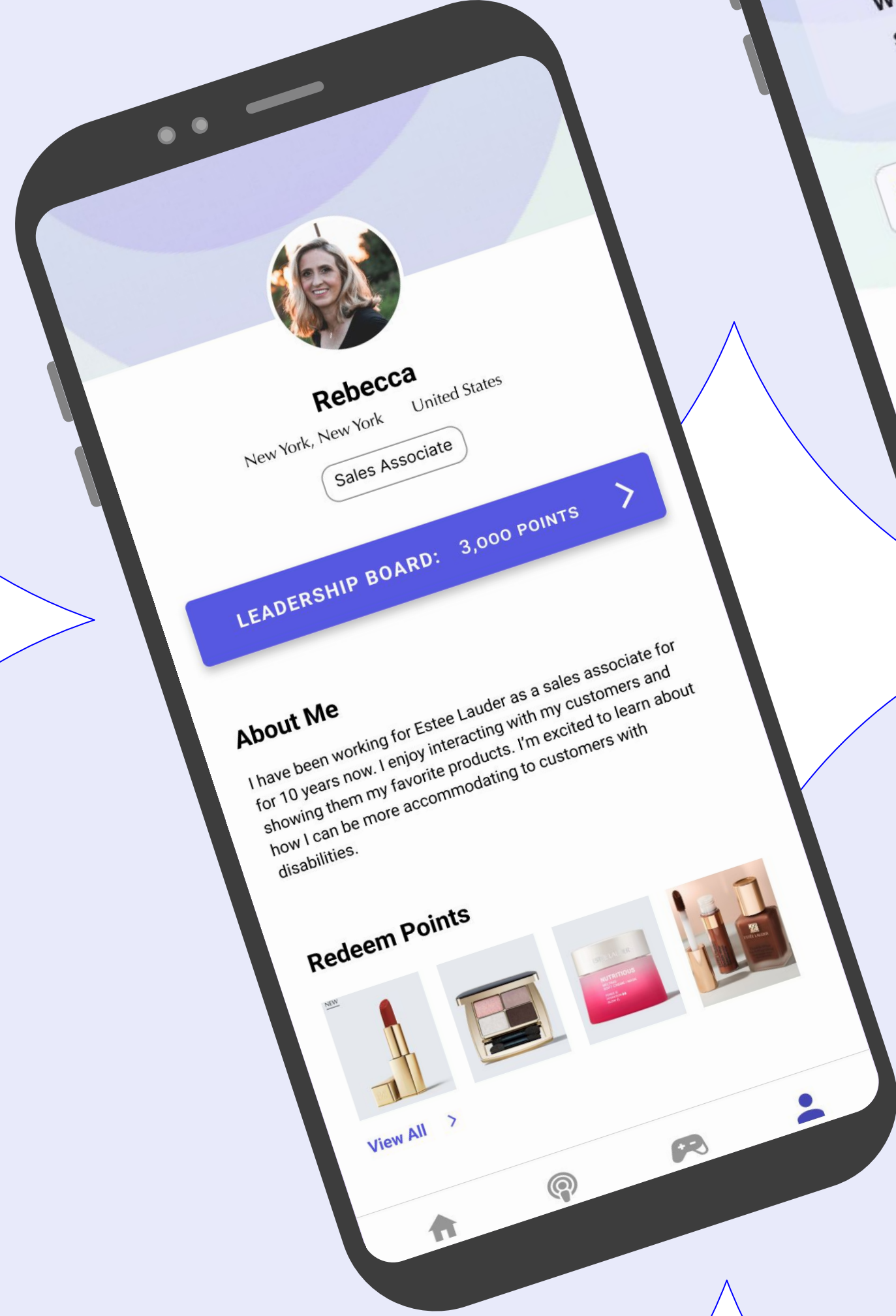


Beauty Bridge

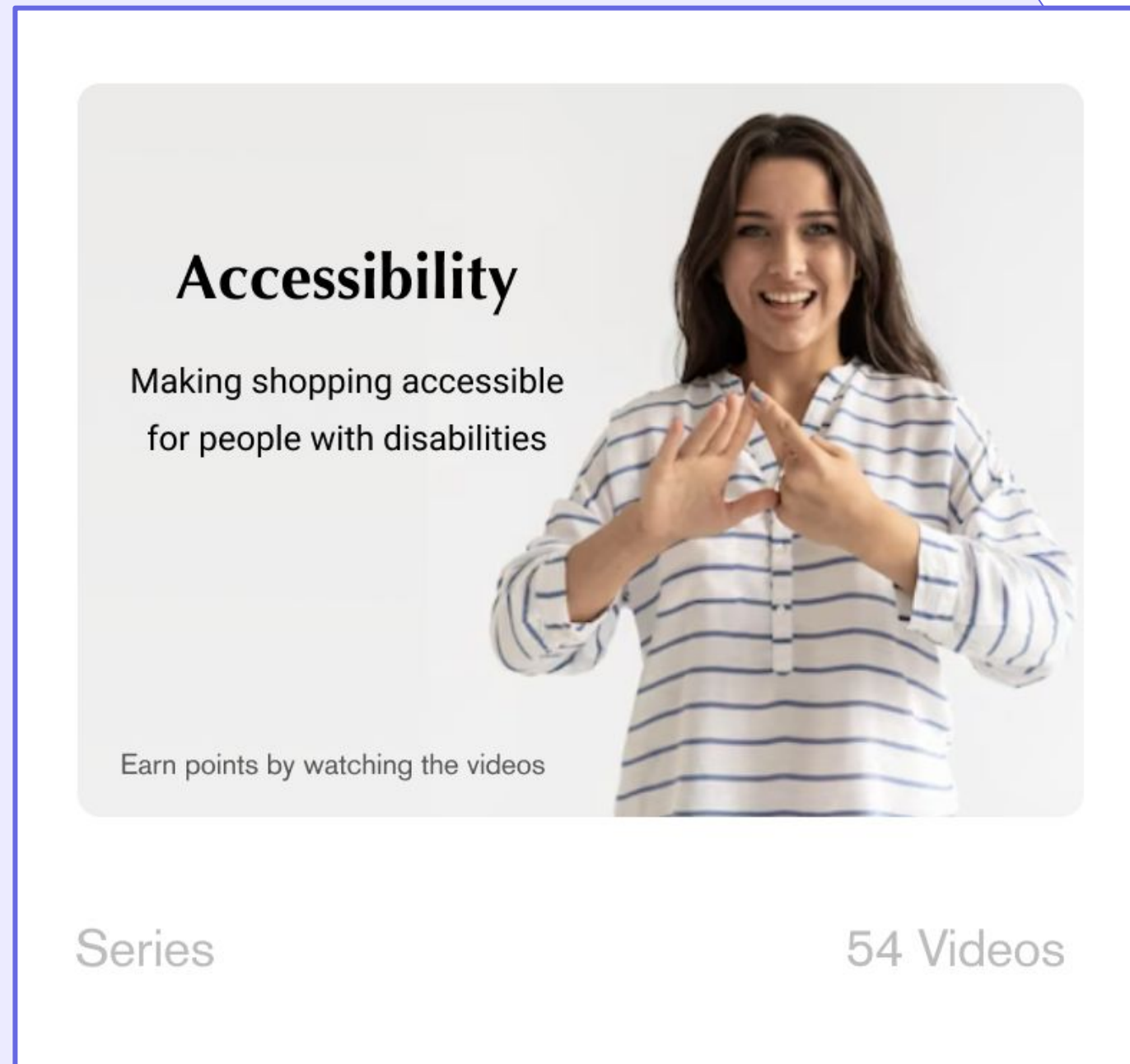
Bridging the gap between store employees and people with disabilities





A Learning App Designed To Improve Accessibility in Retail

Self-Guided App: Features



Accessibility

Making shopping accessible for people with disabilities

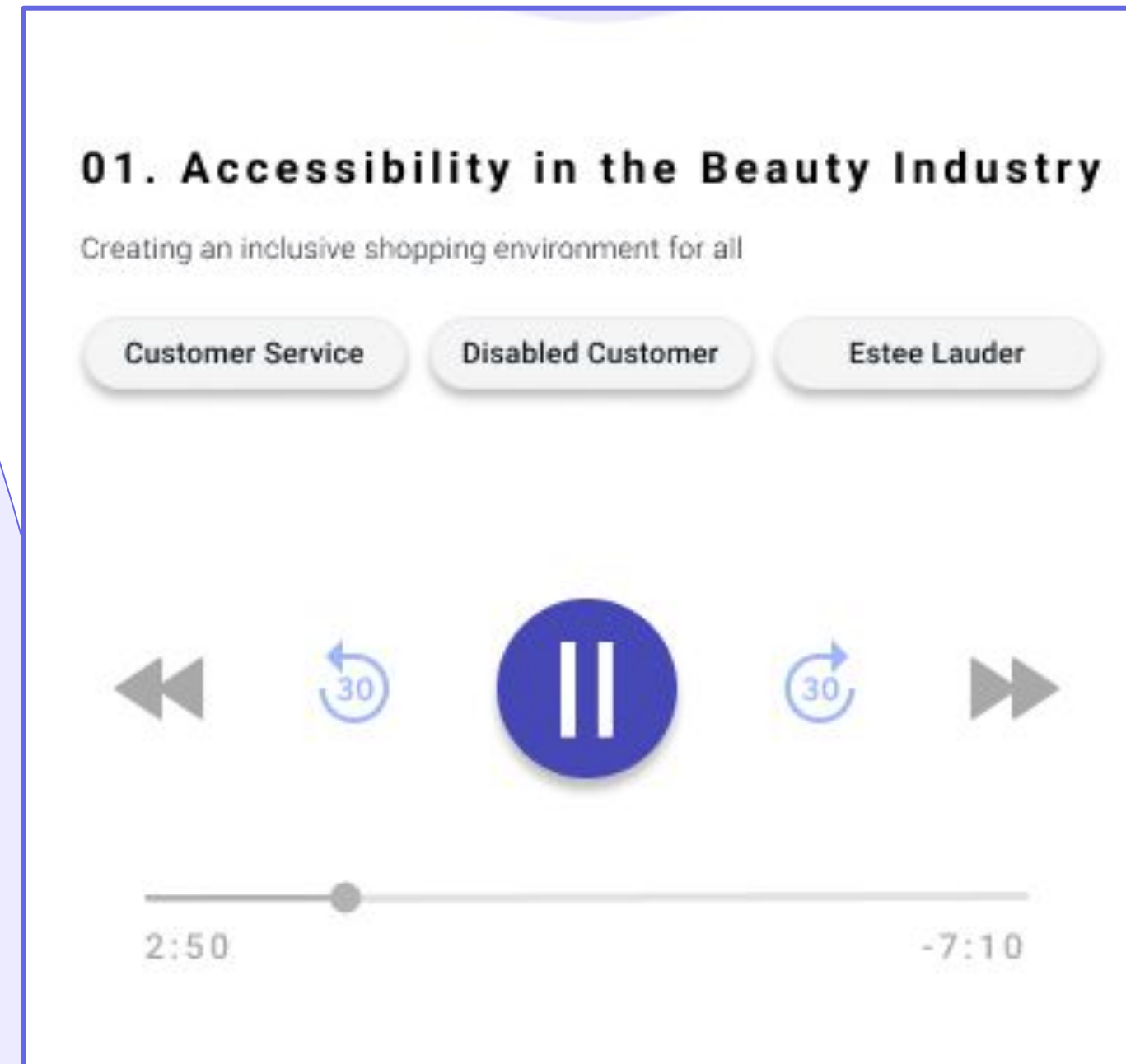
Earn points by watching the videos

Series 54 Videos

A video player interface showing a woman in a striped shirt signing. The title is 'Accessibility' and the subtitle is 'Making shopping accessible for people with disabilities'. Below the video, it says 'Earn points by watching the videos'. At the bottom, it indicates 'Series' and '54 Videos'.

1. Videos

For those who love Tik Tok and Ulta's beauty videos.



01. Accessibility in the Beauty Industry

Creating an inclusive shopping environment for all

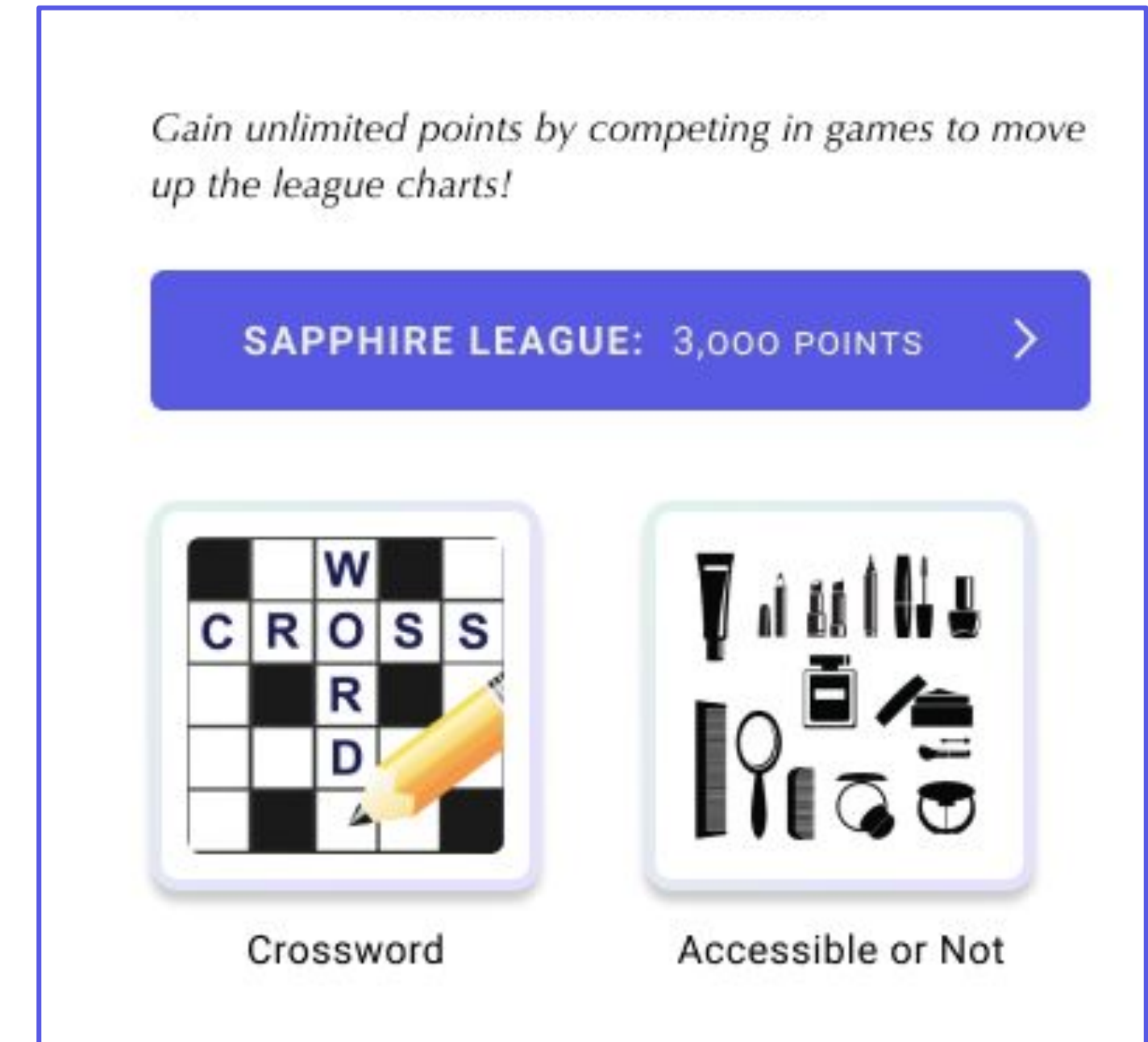
Customer Service Disabled Customer Estee Lauder

2:50 -7:10

A podcast player interface. The title is '01. Accessibility in the Beauty Industry' with the subtitle 'Creating an inclusive shopping environment for all'. Below are three category buttons: 'Customer Service', 'Disabled Customer', and 'Estee Lauder'. The player shows a play/pause button, 30-second skip buttons, and a progress bar from 2:50 to -7:10.

2. Podcasts

For the employee who is always on the go.



Gain unlimited points by competing in games to move up the league charts!

SAPPHIRE LEAGUE: 3,000 POINTS

Crossword Accessible or Not

A game interface. At the top, it says 'Gain unlimited points by competing in games to move up the league charts!'. Below is a blue button that says 'SAPPHIRE LEAGUE: 3,000 POINTS' with a right arrow. At the bottom are two game icons: 'Crossword' (a crossword puzzle) and 'Accessible or Not' (beauty products).

3. Games

For employees who love to win.

Beauty Bridge Values

01

Empathetic Learning

Fostering compassion for customers with disabilities.

Gamified Training

Incorporating a more engaging learning experience.

02

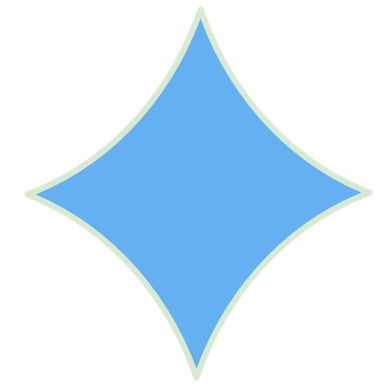
03

Real-World Scenarios

Practicing through encouraged store implementation

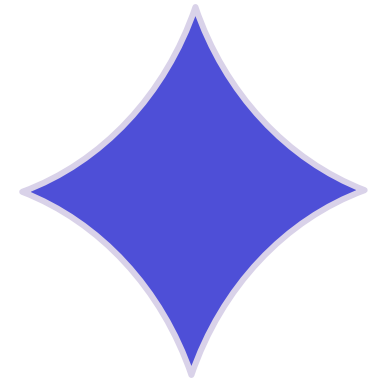
The Beauty Bridge App (Demonstration)

How Beauty Bridge will Impact Estee Lauder



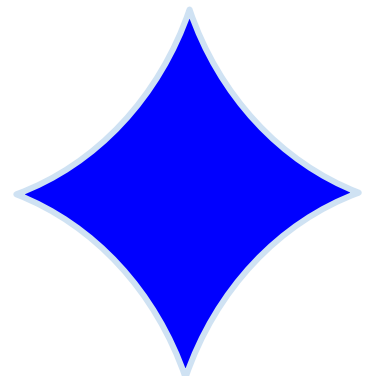
Improve Customer Satisfaction

with an inclusive customer experience, increasing sales.



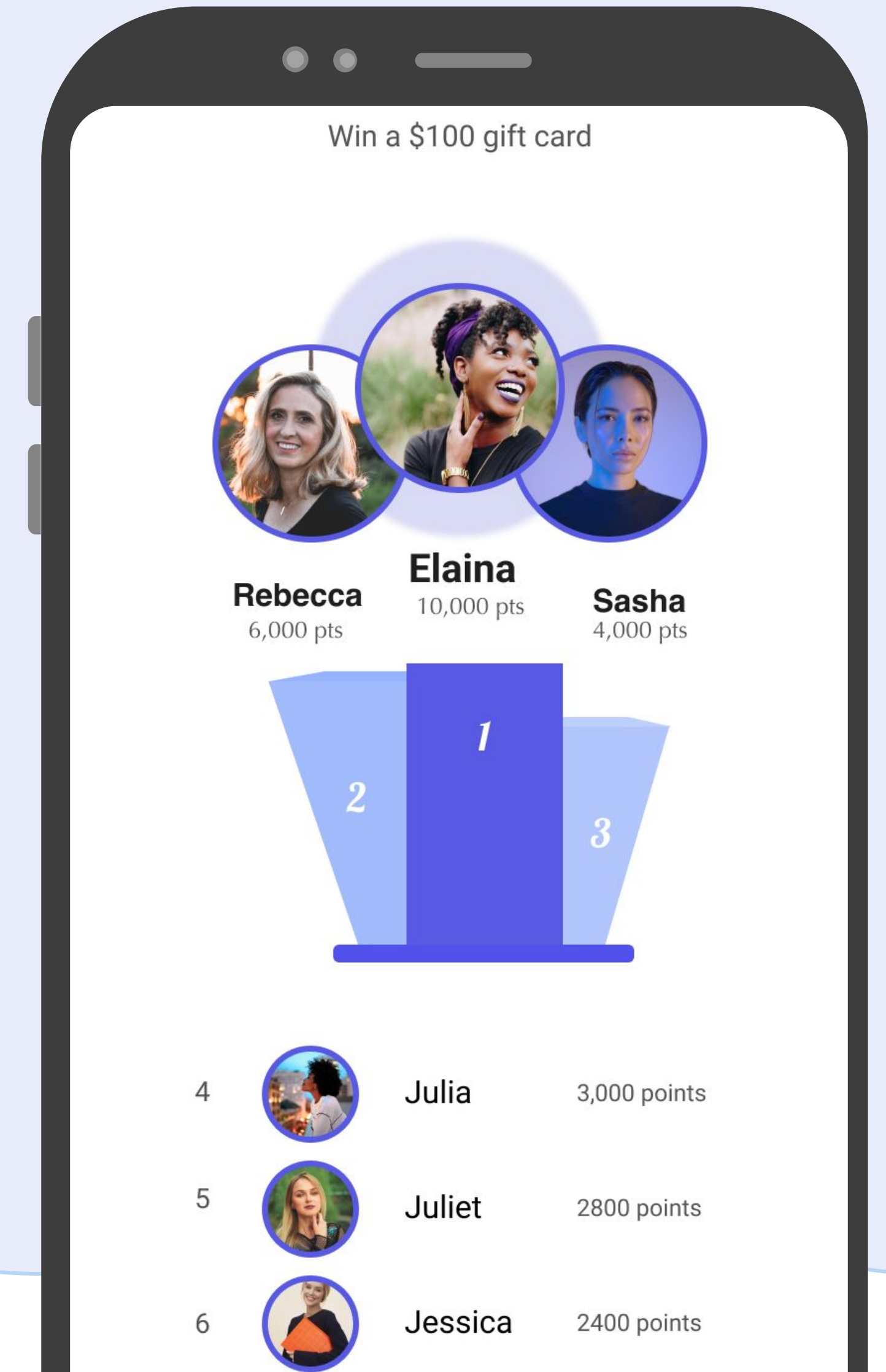
Empower Your Team

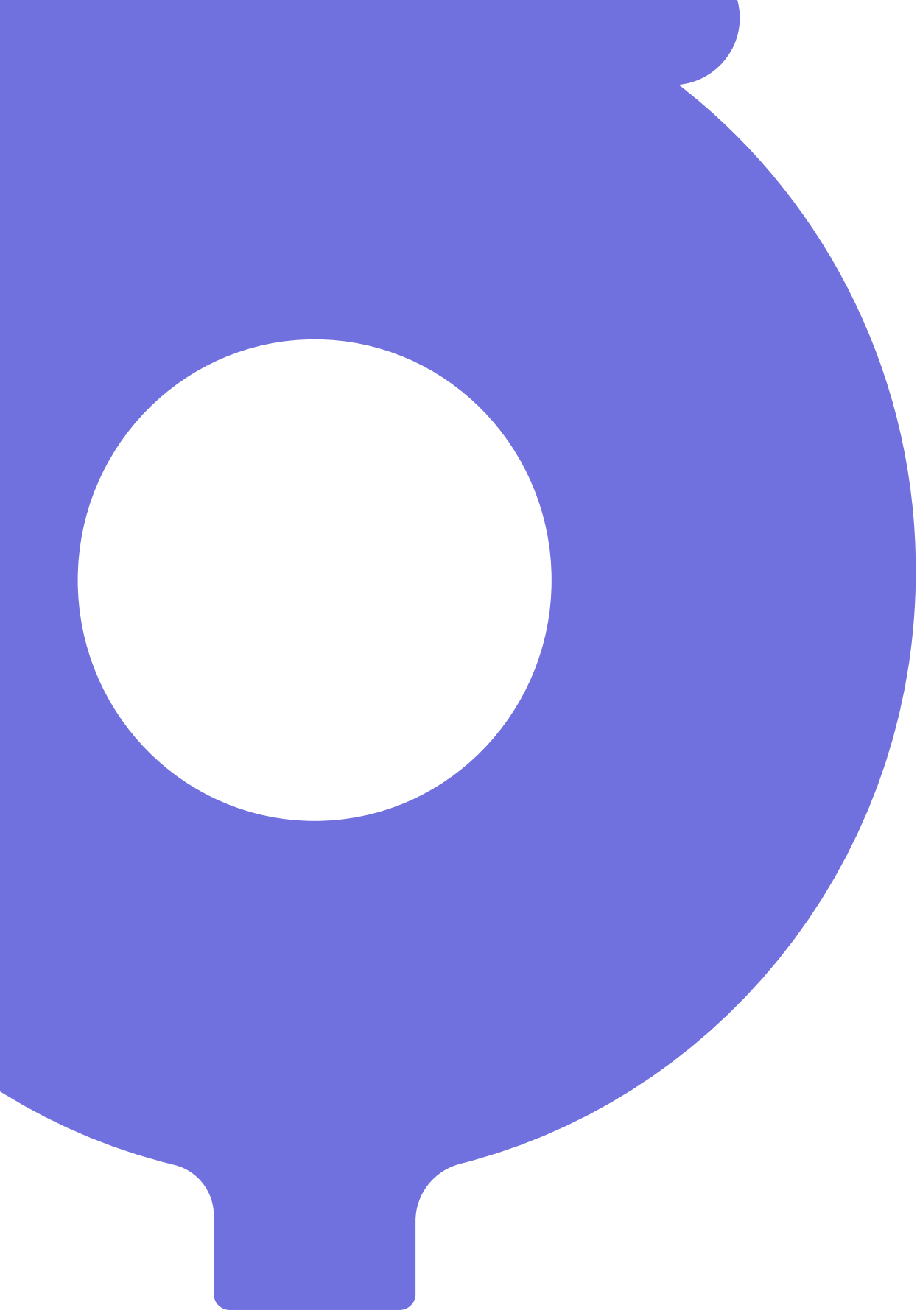
Boost job satisfaction with rewarding, well-informed work.



Lead the Industry

by setting the standard for excellent, inclusive customer service.





◆ Are you ready to empower
your team while leading
the beauty industry in
◆ inclusivity? ◆