

《欧莱雅涉足可穿戴科技：贴片测紫外线！》



The latest L'Oréal makeover doesn't involve makeup at all. The cosmetics giant is taking its first step into wearable technology.

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L'Oréal's product isn't a bracelet, a watch or any kind of jewelry. Instead, the company worked with PCH, an Irish product engineering firm, to create "My UV Patch," which debuted at the International Consumer Electronics Show in Las Vegas this week.

??PCH??
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The patch is a small (one inch in diameter) stretchable sensor that can be worn anywhere on exposed skin for up to five days. By hooking up your phone to the sensor, you can find out how much UV exposure you're receiving at any time of the day.

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"Technology, connected objects, the internet of things — these are all going to affect the beauty industry, just in a

different way," said Guive Balooch, global vice president of L'Oréal's tech incubator. "We want to show the consumer electronics community that we are here, working on beautiful products."

??Guive Balooch??

Balooch stressed the main goal in producing this patch was not to make a wearable for the sake of making a wearable, or to push L'Oréal to become a tech company. Instead, the incubator was hoping to acknowledge and respond to the effects companies such as Fitbit and Apple have had — and will continue to have — on the fashion industry.

Balooch??Fitbit?Apple????????????????????

The patch is set to be available at the end of this year.

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