

## Cosmetic anti-counterfeiting traceability

Cosmetics are fast-moving consumer goods. With the improvement of people's living standards, there is an increasing demand for cosmetics, leading to a situation of supply shortage. Many unscrupulous merchants buy inferior cosmetics in order to seek huge profits. In order to solve this phenomenon, the long-standing anti-counterfeiting and traceability solution in the anti-counterfeiting cosmetics industry is to trace the production process of cosmetics and cut off the fraudulent thoughts of unscrupulous merchants. Cosmetic industry demand: 1. Provide effective anti-counterfeiting identification and internal anti-counterfeiting measures for consumer experience objects based on the types of cosmetics products in professional and daily chemical lines; 2. Provide different full traceability experience methods for professional and daily chemical lines. Professional line products reflect safety, high-end, customized service-oriented brand traceability and marketing positioning, while daily chemical lines reflect safe and cost-effective traceability information; 3. Resolve malicious counterfeit goods and sales conflicts among online and offline distributors, provide effective anti-counterfeit measures and O2O marketing solutions; 4. Effectively providing member points and promotion plans, implementing a member sharing and recommendation marketing model, improving member loyalty, exploring the sales radiation of point marketing, making every product and every member an entrance to mobile O2O, and creating a full network marketing system of "products and members are media"; Cosmetic QR code anti-counterfeiting and traceability solution: 1. For different products in the cosmetics professional line and daily chemical line, Longevity Anti Counterfeiting provides brand enterprises with technical solutions in the form of single or multiple mixed carriers such as labels, integrated packaging, online coding, RFID electronic labels, etc; 2. Small and medium-sized enterprises can achieve product anti-counterfeiting identification, logistics anti-counterfeiting, full traceability, member points, O2O mobile mall and other functions through the application of the long-standing anti-counterfeiting one-stop service cloud platform; 3. Consumers can scan the code on their mobile phones and automatically redirect to personalized WEB pages tailored for long-term anti-counterfeiting for enterprises to search for traceability information; We can provide personalized product traceability and O2O mobile mall independent system services for enterprises; By sharing recommendations and word-of-mouth marketing through social tools such as member Weibo, WeChat, and QQ, establish a cosmetics company's own traceability query system and O2O mall marketing system.

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