

2. Appendices

2.1. Interviews

Violetta- VPro

2:33 Violetta: Hello, Gabriela, I'm doing great what about you???

2:40 Gabriela: I'm good thanks for asking, I want to thank you for taking the time to take my call, for giving me your point of view about the industry and for helping me in my research, you know I'm doing a master in luxury marketing and brand management and one of my passions is makeup so I really appreciate that to could make it, are you ready??

3:06 Violetta: Yes, sure!!

3:10 Gabriela: Super, let start with the questions, "do you think AI and digital processes impact the quality and innovation of the products development?"

3:20 Violetta: that's a really good question I believe that the processes of automatization and personalization has giving the most significant factors on innovation in the cosmetic industry, I believe that the main objective are the operations that allow us to reduce time in production and in delivery too, which directly impact on the efficiency of our teams, AI has help us to achieve our goals in a very short time, the personalization has help us to reach different clients and create new experiences for our students, also with the technology I can quick analyze what customers wants and market trends, its easier to respond to this in a quick way and also knowing what our students need in the academy, we can have a better connection with the brands and the students since we are always taking into account their opinions.

4:55 Gabriela: yes!! I have the opportunity to see how the academy has integrated the AI in the platform and I love it I would like to know more about it and how VPRO its getting the first place academy in Colombia, my next question would be "How does the use of AI in the cosmetics industry affect data privacy and consumer perceptions of data security?"

5:42 Violetta: the true its that its being a little bit complicated for us, since we are an academic fiscal service most of our students don't expect we teach with AI, we are trying to incorporate it in a 100% but its being really difficult, our clients don't have the confidence to give their personal data like the credit card information, address of living previously experiences We work with a lot of customer data preferences, skin types, purchase history and while it helps us innovate and offer personalized solutions, we also need to be hyper-aware of how we're handling that data. In Vpro resources are often limited, so building robust security measures can be more challenging than it is for large corporations. That said, if we fail to protect that data, it can seriously hurt customer trust, which is crucial for a business like ours where relationships are everything.

8:11 Gabriela: umm I understand but its getting better?

8:15 Violetta: yes thanks god they are understating it's a benefit for all.

8 :20 Gabriela: nice to hear that, let continues with the third question, "What is the financial impact of AI integration on small and medium-sized cosmetic businesses, particularly concerning initial investment and operational costs?"

8:31 Violetta: at the begging we don't want to make the investment since its high, costs are often high, as implementing AI involves purchasing specialized software, setting up necessary infrastructure, and hiring skilled professionals to manage these systems. For startups, these initial costs can range significantly, from 50.00.000 cop to 200.000.000 cop depending on the complexity of the AI tools. Collecting and cleaning data is another major expense, as AI requires large amounts of high-quality data to be effective—something smaller businesses may struggle with initially. However, despite these initial and operational challenges, the long-term financial benefits of AI integration can be significant. AI allows for more efficient product development and supply chain management, which reduces operational inefficiencies and waste. AI-driven demand forecasting, for instance, helps cut down on overproduction, reducing costs associated with raw materials and inventory holding

12:04 Gabriel: I understand that it's an important investment and can be a really good thing or bad depending on the processes and the team that its working with the technology.

12:21 Violetta: jaja Gabriela it was horrible to thing in everything and to ask to finance area if they can approve that, but now they thank me.

12:50 Gabriela: at lest they believe in you jeje you're the boss, let's continue "In your perspective, how the integration of AI in your Beauty Tech business influences the ability to compete in the market with innovation?"

13:43 Violetta: I thing that the integration of AI in the industry has strengthened our market position, we are creating deeper personalization with out students and we can faster innovation cycles, as I told you in class we are using AI with out virtual assistant, we use her to give a help during the virtual classes, the technology already know each student and it can give them specifically recommendations, it explain how to use some product what is better for them, also with that we can respond quickly to trends and give tips to our students in how they should work in the industry Consumers are becoming increasingly aware of how their data is being used, and they have high expectations when it comes to security. If they feel their personal information such as skin type, preferences, or even sensitive health-related data

17:25 Gabriela: wow that's very interesting and powerful what your saying its complicated to see it in that way if I tell you the truth but let continue....

18:00 Violetta: Why gaby?

18:03 I don't know, AI its very huge and being different to the competence its difficult but don't worry let finish this interview ejej "How do you see AI driving future growth in the cosmetics industry, and what areas should companies focus on to remain competitive?"

19:26 Violetta: the most Import thing its to hear your customers what they want, how they want it, but for me the best way to remain competitive is creating personalized experiences, that feel unique to each customer, AI in the beauty tech allow us to customized skincare routines, virtual try-on and personalized recommendations based on factors like skin type and lifestyle, 54% of our clients are more likely to repeat out courses since we offer what they want and need, that's everything know your audience and go for it!!!

24:53 Gabriela: Wow Viole, that's really inspired, well we are done!!! Sorry if it was to long but I need to understand in a deep way your point of view and your experiences, I really appreciate your time and also being my teacher during my makeup classes, I love Vpro and I really consider is the best school in Colombia to learn about makeup.

2:13 Violetta: Awww, thanks gaby it was a pleasure I hope you do it well in your master, god bless you.

Aron- Vloom

2.54 Gabriela. Hello Aron, thank you so much for having me for taking time out of your very tie agenda and of course for having this space where I know I'm going to learn a lot about you

3.13 Aron: of course, Gabriela it's always a pleasure. I'm really happy to know that you are moving to Paris and you are studying the master of your dreams so let's start an open book for you. You can ask me whatever you want.

4.25 Gabriela: I really appreciate what you're telling me because you know how hard I've been working for this so let's start with the first question "do you think AI and digital processes, impact quality, and innovation of product development?"

5.05 Aron: you know I have my own startup for almost 3 years and AI has a lot us to streamline research and development by using data driving insights to create products that meet specific consumer needs more accurately, for example, in vloom that's my startup. We can analyze consumer preferences and market trains in real time and we can adopt our products for Malaysian quickly leading to higher quality and more targeted offerings. Also

AI in innovation about enabled, rapid experimentation and we can simulate different products variation, and test them virtually

7.32 Gabriela: Wow, were you afraid of creating your own start up at the beginning how was the experience? Tell me about that

8.09 Aron: it was crazy. You know I've been working for other startups like bunnies studios, but I want to have my own things and creating vloom was everything to me, it is hard. I don't going to lie but it is worth it

9.32 Gabriela: I'm really happy to hear that I hope in some years become have a coffee and I'm telling you I'm opening my own beauty tech and let's continue" How does the use of AI in the cosmetic industry affect data privacy, and consumer perception of data security?

10.07 Aron:okey, I definitely think AI in the cosmetic industry brings both opportunities and challenges when it comes to data privacy and consumer perception of data security on one hand AI allow us volleyball consumer data to personalize products, more effectively giving consumers Taylor experience. They really want for a startup like mine. That's a huge competitive advantage however, I can ignore the fact that is heavily resilience and raises real concerns about privacy, Consumers today are not aware of how their data is use so if they feel like their personally information, is it being safeguard that could damage not just brand reputation but also as slow down adoption of AI driving solutions.

15: 01 Gabriela: and what kind of challenge do you think startups or small companies have if they want to implement AI in data?

15: 58 Aron: I like it to call it the fear of the unknown you know that Colombians are not prepare for this kind of technologies. We are not at the digitalize country and that's why it's so difficult to people and companies to start creating confidence in this technologies. All the news starts talking about the bad usage how they rubber people how they sell their personal data, so we need to be really careful with our relationships with the clients because once you lost their confidence it's really hard to get it back

16: 28 Gabriela: Yes, totally confidence. It's everything not only in relationship in jobs in your daily basics talking about impacts. Let's continue with the third question." What is the financial impact of AI integration on a small or medium size cosmetic businesses or startup particularly concerning initially investments and operation cost?

17: 57 Aron: I can tell you that the financial impact of AI on this kind of companies is a double edge sword, especially when it comes to initial investment and operational cost of them the initial cost are very high. An implement in EI involves purchasing special software is getting up necessary in Tour hiring professional to manage these systems. It can be really expensive in our country because we need technologies from other countries, so all those things could be really really difficult for a company if I'm telling you the truth bad ones systems are up and running there ongoing operational cost, but the long-term financial benefits are everything

21:03 Gabriela: yes totally the long-term financial benefits are really good if they know how to like to take advantage of that in your perspective, how the integration of AI in the beauty tech businesses influence the ability to compete in the market with innovation

23:00 Aron: AI give you all the tools to be the best, but you need to know how to make it work it for being competitive in the market you need to know your audience. You need to know what they want they believe the way they shop everything and everything with that start creating unique services and products believe me cosmetic industry it's a very aggressive one because wants to be the first one. Everyone sells mostly the same things the same products the same color of your eyeshadow, lipstick or mascara so that way you need to think what is going to make you different from the competition I believe the areas that they are going to be more important in the future are the sustainability. the new generation like Gen Z millennials those kind of people are looking for more echoes sustainable products. They are taking into account environment and if you are not working towards, save the word they gonna finish with your brand you need to understand that you have the responsibility to create change the word but also helping the planet. Everybody knows that the cosmetic industry. It's a very contaminated industry. Yes, all the formations packaging supply chains. It's very complicated. You have a purpose very clear values and you worked towards that believe me, you're gonna nailed it

28:32 Gabriela: yes Aron, you are totally right I wanted to thank you for making space for me your agenda. I really love your work. I've been working for you in the university and I know how patient you are and I know with bloom you're going to start creating a lot of things.

29: 15 Aron: it was my pleasure you know you can count on me whatever you want. I hope you get an A your thesis and hope to see you soon back in Colombia

Camilo- L'oreal Colombia

0:46 Gabriela: hi Camilo, how are you first I wanted to thank you to giving me this space for asking everything about Loreal and of your experience on your career path.

1:04 Camilo: i'm good thanks God and I'm really happy. You are good also and of course you know your aunt is one of my best friends and she told me about your studying about your master and I'm really happy for you that you're following your dreams and you are working towards creating new opportunities for next generation

2:36 Gabriela: Camilo you are so sweet. Thank you so much so let's start. I know you have a meeting so I want to be concise. Do you think AI and digital processes impact equality and innovation of the products development?

2:58 Camilo: i've been working for Loreal almost 15 years and I've seen AI and digital processes elevate the quality and innovation in our products development help us to create products that are really specific to the consumer needs analyze the data of all our brands and

all the competitors and things that we know, we can be one step ahead and know what consumers want. Accelerating the innovation cycle we can experiment with new ideas and prototypes which is speed up development and allowed us to bring cutting edge products to market faster. Ability to maintain competitive edge as we can continually introduce unique offerings that resonate with consumers and adapt to market trends with agility.

5:23 Gabriela: interesting you repeat several times been one step ahead of the competitors why you have that mindset?

6:04 Camilo: ha ha ha, this word is for sharks and you need to know that always you know why L'Oréal is the top one cosmetic company in the whole world? It's because we are always one step ahead. We do plenty of research. We work with our word teams 24 seven to develop unique experience and products we own the best friends in the market, we have products for every type of skin here make up everything you want. We have it because we know how to diversify and how to create what consumers want.

8:37 Gabriela: wow I love the way you see the word and how beauty can transform it. Also continue with the questions I want you to ask how does the use of AI in the cosmetic industry affect data privacy and consumer perception of data security?

9:03 Camilo: if consumer feel their data is insecure, it could lead to a loss of trust in different people are more aware than ever that they get up transparency is key by being cheer about how we use the eye uninsurance, strong privacy protection we can contain consumer confidence however any missed step like a security, brush or unclear data practices can quickly damage perception leading consumers to feel their privacy is compromising essentially while AI allow us to innovate, it's also demand that we prioritize data security to protect consumer trust in companies this big we have millions of users and of course we have the data. We know what they want. We know what they need. We know where they live how they consume we know everything and you know that right so that information is crucial to us because we are giving them, but even though they don't know, we are creating those necessities.

14.02 Gabriela: wow it's mind blow it, you are creating necessities. We don't have but at the end you also are giving us a solution well that it's crazy.

14:34 Camilo: that's how the word works

14: 55 Gabriela: what is the financial impact of AI integration on a small medium size cosmetic businesses particularly concerning initial investment and operation cost? I know L'Oréal it's not a medium size company that I want to know your perspective in a point of view of the market.

15:19 Aron: yes sure don't worry, I emphasize both the strategic value and the financial impact. I know the initial investment of using this kind of technologies is substantial, especially for small or me like medium size companies lamenting advance AI assistance require initial investment and resources. They need to upgrade the infrastructure hiring a special talent know how it's going to work bad I think it's necessary no matter what even

though it's not a small company your e-commerce website needs the technologies. Virtual assistant is a huge step for your company in the supply chain in everything you need I know the cost are big but I believe in the future you going to see like the impact the AI brings to the company and it's going to make your life easier

19:00 Gabriela: I'm totally with you I know it's a very risky and high cost, but I think it brings a lot of benefits in med and long-term to the companies, Your perspective, how integration of AI in the beauty tech business influence the ability to compete in the market with innovation?

20:14 Camilo: Ai allows us to refine our marketing strategies by harnessing predictive analysis, we cannot identify Persian partners for custom and create hybrid targeted marketing campaigns that reach their right audience at the right time with this tools like machine learning, we can analyze what consumers think about a new product or trend and allow us to develop more product align to their needs also understanding the market because you know each country have their specific use and their specific brand for example in Loreal Colombia, Cerave it's one of the most important ones because people wants to take care of their skin with high-quality products, but with low prices, people are not willing to spend a lot of money in those products and the other hand if we check the US market the main brand is La Roche Posay, high-quality Skinker products, technological advance formations it's catalog as one of the premium brands, and the people are willing to pay for those kind of products because they know they are really good with AI. We can discriminate people that are willing to pay for our products.

25:32 Gabriela: it's really interesting where you're saying because in these big companies, the research is a lot and I know AI helps all the teams to perform in a better way in a efficient way

26:06 Camilo: yes totally!!

26:10 Gabriela: we are about to finish. I'm sorry I know it's long, but I want to cover everything.

26:19 Camilo: don't worry

26:21 Gabriela: how do you see AI driving future growth in the cosmetic industry and what areas should companies focus on the remain competitive?

27:02 Camilo: It's easy if you are not in the way of the AI you're going to die why because if you don't here where you consumers wants they going to go with your competence I think try and be reality and spaces like Metaverse are the future of this industry, that's why we created Loreal Brandstorm the competition for future generations where they can understand the market the perspective they can work towards the growth and creating good solutions so personalize products, experience, spiritual Tryon, any e-commerce platforms the processors are gonna be smoother and those kind of things.

30:19 Gabriela: OK Camilo we are done. I wanted to thank you for having me for taking a lot of time and for having patience. I really love you work. I love the company. One of my dreams is to work at Loreal and I know Loreal Columbia. It's a hoop in Latin America and I'm really happy to hear you and learn from your experience

31:57 Camilo: you know Loreal is waiting for you and I'm really happy. I can help you. I hope you continue working on your dreams and say hi to your auntie

Angela- Rappi

1:32 Gabriela: hello Angela, I was expecting this call for a long time you know I really respect you and respect your work because I know you been working for many years even though you're 26 and you have a lot of experience

2:04 Angela: aww thank you you are really kind and it's my pleasure to help you with your thesis. I hope you're doing well. Sorry if I give very short answers, I have a call in 20 minutes so it needs to be quick

2:34 Gabriela: don't worry I totally understand let's start. Do you think AI and digital processes impact the quality and innovation of the product development?

3:00 Angela: analyst weird experience in startup as Rappi I can confidently say that AI and digital process have a significant impact on both the quality and innovation of product development at the start up AI place a crucial role in optimizing the entire life cycle from doing a market research and having consumer feedback analysis on real time Ai help us to be more quick and maintain highest standards processes

5:32 Gabriela: things up for your answer now going with the consumers perception. I wanna know how the use of AI in the cosmetic industry affects data privacy and consumer perception of data security?

6:24 Angela: data privacy has a very important role and it's a critical factor in sheep in consumer perception. AIL gather value inside but analyzing consumer behavior and preferences, which innovation and personalization is ever however with the power comes the responsibility to handle data securely consumers are informed and cautious about how their data is used so if they perceive any abilities, it can directly affect their trust in the company for insurance data data security is not a issues but also a growth if a consumer feel confident that they are safe. They are more likely to engage with personalized services and product leading to higher consumer retention and loyalty.

9:12 Gabriela: wow you're the first one that gave really good feedback about this one. Everyone thought about the negative challenges, but I like your point of you.

9:59 Angela: thank you Gabriela

10:02 Gabriela: What is the financial impact of the integration on a small medium size business particularly concerning initial investments and operational cost?

10: 11 Angela: for the startups, these initial costs can vary, we use our own technology I can't tell you how much it cost, but it was a huge investment, and with that the operational cost increase because we need to do constant update, maintenance, continuous data input to stay effective to take care of the data, but I can ensure the midterm financial benefits are really good if you know how to use the technology on your favor, like on your side, you can accomplish really good processes really good process in sustainability you can achieve like to reduce the supply chain cycle we are working to achieve by the end of the year 30% of an investment we do at the beginning of the year and things to AI who are really near to shift it

13:37 Gabriela: wow, that sounds nice. Congrats.

13: 43 Gabriela: How do you see AI driving in future growth in the cosmetic industry and what areas should companies focus on their remain competitive?

13:56 Angela: I believe Cosmetics industry has a lot of areas not only Make Up. They have Perfumes skin care, personalize products, but given the chance to the consumers to create formulations that cover their needs, I believe is the future. We are working on generating unique formulas for unique types of skins on terms of remaining competitive. I think you have to go and band with marketing with product development with consumers relationships nowadays, consumers are really aware of the types of products are using so it's important to ensure them they're having the best product they can purchase

17: 23 Gabriela: yes I understand you repeat a lot of time that word unique it's important to create unique products in the market?

18: 03Angela: launching a new product it's very difficult and mainly in this industry that everything is invented you can said, but if you know how to change the game, how to offer new things even though it's foundation and eyeshadow a mascara, but if you give an added value, believe me, the consumer is going to increase when you have the loyalty of a client in one specific product. You will have it for if you continue taking care of them.

19:34 Gabriela: thank you that's everything for me. Sorry if this mistakes too long I'm going to text you if I need something else, but I'm really appreciate your help.

Angela: yes sure sorry I can't stay too long. I hope I can help in anything. Good luck with your thesis.

Mariana- Atenea Makeup

2.04 Gabriela. Hello Mariana , thank you so much for having me, for give me time of your holidays and especially for being so patience with all my questions.

2.35 Mariana: of course, Gabriela it's always a pleasure. I'm really happy to know that you are studying the master you tell me about some years ago let's start if its good for you, please ask me whatever you want.

3:25 Gabriela: I really appreciate that you remember everything I told you, so let's start with the first question "do you think AI and digital processes, impact quality, and innovation of product development?"

4:15 Mariana: As the Head of Product Innovation at Atena, one of Colombia's leading makeup brands, I see AI and digital processes as essential to enhancing product quality and driving innovation. AI allows us to analyze consumer preferences in real-time, giving us deep insights into what our customers want. This data helps us develop products that are highly personalized and responsive to evolving trends, ensuring that our offerings remain relevant and desirable. Furthermore, digital processes streamline our R&D cycles by automating testing and quality assurance, which allows us to quickly iterate on new products. We can experiment with formulations and adjust them based on AI-driven feedback loops, ensuring that we consistently deliver high-quality products that meet market standards. By leveraging these technologies, we're able to maintain Atena's competitive edge and continue innovating in ways that resonate with our consumers.

8: 32 Gabriela: Wow, what a dream working in Atena it would be really fun, let's continue" How does the use of AI in the cosmetic industry affect data privacy, and consumer perception of data security?

10.07 Mariana : I can tell you that the use of AI in the cosmetics industry brings both exciting opportunities and real challenges, particularly around data privacy and security. On the one hand, AI allows us to create highly personalized experiences for our customers, whether it's recommending the perfect foundation shade or creating tailored skincare regimens based on individual needs. To do this effectively, though, we rely on a lot of personal data, and that's where privacy concerns start to come into play. Consumers are becoming increasingly aware of how their data is being used, and they have high expectations when it comes to security. If they feel their personal information such as skin type, preferences, or even sensitive health-related data is at risk, it can quickly erode trust. That's a huge deal for any brand, especially in an industry like cosmetics where the relationship between brand and customer is built on trust and loyalty.

16: 28 Gabriela: Yes, totally confidence. It's everything, Let's continue with the third question." What is the financial impact of AI integration on a small or medium size cosmetic businesses or startup particularly concerning initially investments and operation cost?

17: 37 Mariana: AI requires large amounts of high-quality data to be effective, sometimes smaller businesses may struggle with initially. Once AI systems are up and running, there are ongoing operational costs that need to be managed. AI tools require constant updates, maintenance, and continuous data inputs to stay effective, which adds to operational expenses. If the startup lacks in-house expertise, outsourcing talent or hiring new staff skilled in AI management becomes a recurring cost. Cloud services for AI data processing and storage further increase operational costs, sometimes by up to 20%, according to reports. This makes it essential for smaller businesses to carefully monitor these costs as AI becomes embedded in their operations.

21:33Gabriela: yes totally the long-term financial benefits are really good if they know how to like to take advantage of that in your perspective, how the integration of AI in the beauty tech businesses influence the ability to compete in the market with innovation??

23:00Mariana: digital processes having a significant impact on product development and quality, especially in managing customer expectations and tailoring offerings to meet specific needs. AI helps us analyze client data and market trends, which enables us to propose more personalized product solutions. This not only strengthens our relationship with key clients but also ensures that the products we offer align with the latest market demands. AI-driven insights allow us to improve the decision-making process by providing precise data about customer preferences, which in turn helps us deliver innovative solutions that are both timely and relevant. This level of customization and precision would be hard to achieve without leveraging advanced digital tools, making AI critical in maintaining high-quality standards while enhancing the customer experience.

27:32 Gabriela: yes Mari , you are totally right I wanted to thank you for your time. I really love your work

28:06 Mariana : It was my pleasure you know you can count on me whatever you want. Good luck in your job!!

Diego- Latope

3: 12 Gabriela: hi Diego I'm really happy to have you today. You know I admire you and all the experience I have is thanks to you and having you in my research it's a huge privilege.

3: 45 Diego: Gabriela, you don't have to thank me you know I will always going to help you achieve your goals I'm really happy you want me to interview

4:03 Gabriela: I know you have a lot of things to do so let's start

4:10 Diego: yes, I'm ready

4:14 Gabriela : Do you think AI and digital processes impact the quality and innovation of the product development?

4:23 Diego: you know I have more than 20 years of experience and I want to give you a point of view of a person that has worked all his life in the tech industry. AI a really huge impact in the quality of the products on why the quality because the processes are more precise and that's what everybody wants also the automatization number personalization. It's a AI gift you know I work in marketing also and the technologies had help us to create campaign that go ahead, hand hand with the products with one we want to achieve we know which target we need to look for him environment AI help us to analyze the market entrance the conference prep preferences I believe there is a very like common responses but yes innovation in the industry. It's the most important thing.

8:45 Gabriela: yeah, I know barrier what are you talking about? I know your experience. I've been working with you for like three years now the strategies and I know how important this

technology is for us for our clients for the agency. I wanted to ask how does the use of AI in the cosmetic industry affect data privacy and consumer perception of data as security?

9:32 Diego: insurance data security has to be the main point and the main goal for all the companies as a owner of a digital marketing agency having all those data give us their responsibility to take care of our clients. You know we use that information to create unique experience to know what to sell to our clients and our brands and if we have a little mistake with data, the brown loyalty can go down, you know that in our country people are afraid of getting a scam or like fake information so you need to take care of your data never sell it never shared with anyone because that's their personal life and also you need to see the advantage having those that give it to you

13:23 Gabriela: Yes, you know you know my interviews they always talk about loyalty and I, Believe and marketing loyalty is everything, we need to take care of our consumers because they are the ones that keep it alive our company

14: 25 Diego: totally Gabriela they are our top priority!!

14: 38 Gabriela: to continue with the questions how do you see AI driving future growth in the cosmetic industry and what areas should companies focus on their remain competitive?

14:54 Diego: driving future growth needs to go by hand with sustainability. We need to create more sustainable products by analyzing data on ingredients and environmental impact consumers preferences you know in the agency we don't create like a product. We are more like in service and experience that I know ability it's all the companies looking for, the planet earth is the only thing we have and we need to take care of that like you know article that 65% of the global consumers say they prefer to buy products from brands that are committed to sustainability. They are Ecco conscious and now the Gen Z millennials are looking for product that has quality but at the same times take care of the planet. They don't want animal testing. They don't want that sourcing. They don't want use of necessary plastic.

19:05 Gabriela: yes I think the beauty tech has a huge opportunity to be one step ahead if they know how to do it well, what is the financial impact of AI integration on a small medium size business, particularly concerning the initial investment and operational cost?

19:54 Diego: at the beginning, it can be quite high. It's visually considering because of acquiring advance AI they need they need to build a model hiring talent group that can process everything also in an operational cost it can be really high, but I think it's an investment more than an spent with the time is going to bring a lot of benefits to the company according to Mackenzie 5 to 15% increasing revenue companies has when they have these kind of technologies

22:03 Gabriela: good data, What do you think of the future of AI and beauty tech?

22:15 Diego: unique experience with that I repair to take into account. What consumers wants you know there is a lot of makeup brands. There's a lot of companies that sells the same with different prices and difference formulas but what clients wants it's a complete 360 experience

and you know in the marketing it's everything to understand and to have like a view of all the areas so I believe the future of this industry and mostly all the industry is there experience and virtual opportunities

25.45 Gabriela: It was really nice to hear you talking. You know you are a mentor for me. I'm really happy to learn about you about your experience to have the opportunity to work with you and thank you again for participate in my thesis.

26:34 Diego: it was my pleasure you know you can count on me for everything you're going to do amazing things because this is something that passion and when you do things with love everybody knows it

Pilar- The Estee lauder companies

2.43 Gabriela: hello Pilar, how are you? You know I'm really really grateful with my mum and review you know it's very difficult to have a meeting with the vice president of the Estée Lauder companies in Colombia? I am really grateful that you can be part of my research. Thank you again for your time. I promise I'm going to try to be really really quick because I know you have lot of things to do.

3.12 Pilar: i'm really good and I'm happy to be here. You know I love your mom and I would do everything for her and I know you since you were a little kid and I know this is a dream and you've been working on for a lot of time, and if I can help you achieving your goals, you just need to ask for help

4.00 Gabriela: oh, I love you. Thank you so much for those kind words. Let's start do you think, and Digital processes impact the quality and innovation of the product development?

4.25 Pilar: my experience asked by president has given me the point of view of how AI can help us in everything. You know what she means sustainability it's hard and mainly in this industry, but digital processes are transforming the way we approach product development, particularly in terms of sustainability and innovation it help us to optimize sources, but analyzing the supply chains that helps reducing ways and ensure that our sorting process are sustainable and transparent to help us refine our operations that we are aligned with our sustainability goals while maintaining highest standers of quality

7.54 Gabriela: yes totally I know how important his sustainability and I know these things industry. It's hard to achieve but companies as one you work on to have a big responsibility also.

8.15 Pilar: yes totally Gabriela

8.19 Gabriela: what is the financial impact of AI integration on a small and medium size cosmetic businesses, particularly concerning initial investments and operational cost ?I know you work in a huge company is one of the most important company in the industry, but I want to know more like you person your perspective during your career.

9.16Pilar: Ai is essential for creating good processes for optimizing the plan chain and also forgiving good quality products with everything you need

10.11 Gabriela: yes I see your point of view. I don't understand a lot of sustainability that I trust you,

10.30Pilar: yes Gabriela you know that we have the responsibility of achieving sustainability it give us benefits to environmental sustainable highlight AI reduce also AI has given us the opportunity to integrate sustainable practices, more efficiently into our manufacturing processes and that's really important for us because we have Ecco conscious consumers that need to be here always because they would go with Hindi brands and we don't want that

12.32Gabriela: of course it is dangerous to start losing that niche, you consider is the future of the industry and how companies gone been in the top of mines?

13.56Pilar: the future of the industry is sustainability. I know it's funny that I say that, but I believe all the forest all day advances we were doing is to go in for that. We want to focus in Ecco conscious consumers because they are loyal, they know and they will to pay more for sustainable products because they know the process they know the high-quality formulas they know the products we use they know the supply chain meets with all our core values in the company and that's the consumers we want target

16.54Gabriela: OK Pilar I'm really happy and everything's really clear. Thanks. I want to talk more about this thing that we but sadly you are the only one that knows like a deep way, but I'm really happy to have you, you know and I want to achieve a lot of things at you did