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For L'Oréal, Texen's teams rallied to use their expertise for this dual launch on both sides of the Atlantic

The star of the year, Maybelline's Curl Bounce mascara stands out for its punchy design and its textured décor evoking the mesh of a Bluetooth speaker. For this dual launch – with references for the US and for Europe – L'Oréal put its trust in Texen.

The technicality of the product and a strict timeframe meant a close collaboration between the brand's teams and those of Texen in the US and France.

An exemplary collaboration

For the validation of key stages: the harmonization of decoration processes, multiple trials, the manufacturing of the molds and the automation of industrial operations...this project owes its success to both human and industrial synergies. This is enhanced by multicultural communication and the complementarity of Texen's teams in a range of roles, used to working together regularly within the group. This strength is a major element of the "One Texen" culture.

The product development process was managed on a local basis then duplicated internationally under the watchful eye of a dedicated team.

This organization enabled the development to be achieved within a timeframe comparable to that of a local project, and even to bypass certain challenges. In the context of virtual collaboration, risk management and validation methods proved their viability.



Global objectives

Texen piloted this transatlantic project from France (developing the molds, putting in place the decoration processes, industrial automation, centralization of validation steps...). Production was then launched in tandem in France and the US, under the control of the brand's local teams.

The principal challenge was to create an identical finish between the product's two parts – bottle and cap – transformed using two different processes. A multitude of tests and adjustments were involved when it came to both the textured effect and the décor.

Last but not least, Texen produced the wiper and sourced the brush from its historic partner suppliers in the US and Europe.

Maybelline's Curl Bounce exists in two versions with two different décors, a cream version and a waterproof edition, in the US and throughout Europe.