

Centric AI Studio for Beauty & Personal Care

AI embedded into the product lifecycle to accelerate product decisions

Centric AI Studio™ is an AI platform embedded natively within the product lifecycle, connecting AI directly to product data, workflows and decisions. Fully integrated with Centric PLM™, teams can generate, refine and commercialize visuals in context — linked to live materials and color libraries, packaging formats and product assortment range.



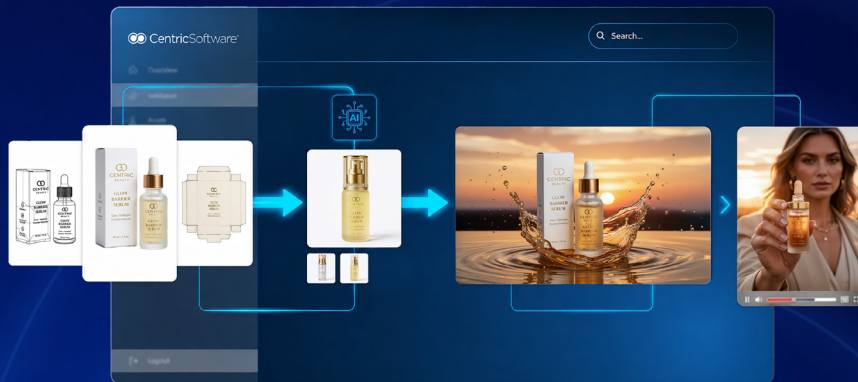
Faster concept exploration: move from trend/ingredient brief to visualization in seconds



Connected product workflows: visuals created in same system where formulas, packaging formats and SKUs are stored



Faster product decisions: align teams earlier and accelerate time to market



90%

faster concept visualization

3-5

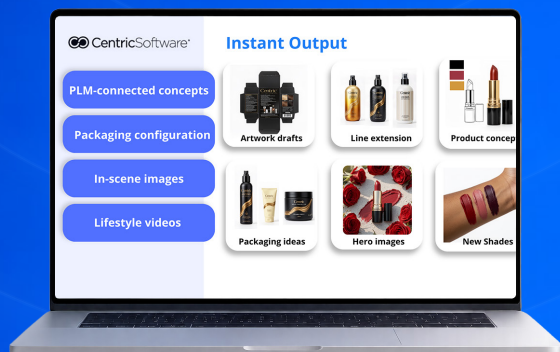
hours saved per concept

2-4x

faster time to market

The industry challenge

Beauty & personal care teams are creating more content than ever, but disconnected tools and late-stage visuals slow product decisions, extend prototyping cycles, and delay speed to market.



**This isn't just AI for content.
It's AI for product creation and
commercialization.**

How Centric AI Studio works

Create



Generate beauty and personal care concepts at speed:

- Trend, ingredient and texture-inspired packaging directions
- Color systems and branded variant exploration
- Format and packaging structure visualization (jar, tube, pump, airless bottle)
- Photorealistic product and on-model/on-skin imagery
- Campaign-ready visuals and short product videos

Impact:

Concept exploration moves from weeks of agency briefing to a single creative session.

Connect



All outputs are created in the same system where PLM data is stored:

- Formulations, SKUs and product records
- Brand colors, materials and packaging specifications
- Portfolio and assortment range

Impact:

Visuals are no longer disconnected files — they become part of the product record, accessible and accurate across teams and stages.

Commercialize



Reuse and adapt visuals across the lifecycle:

- Range planning and assortment visualization
- Supplier and packaging development briefings
- Retailer sell-in, e-commerce and marketing content

Impact:

Teams move from first concept to commercial-ready content without rebuilding assets at every stage.

Built for Beauty & Personal Care Workflows

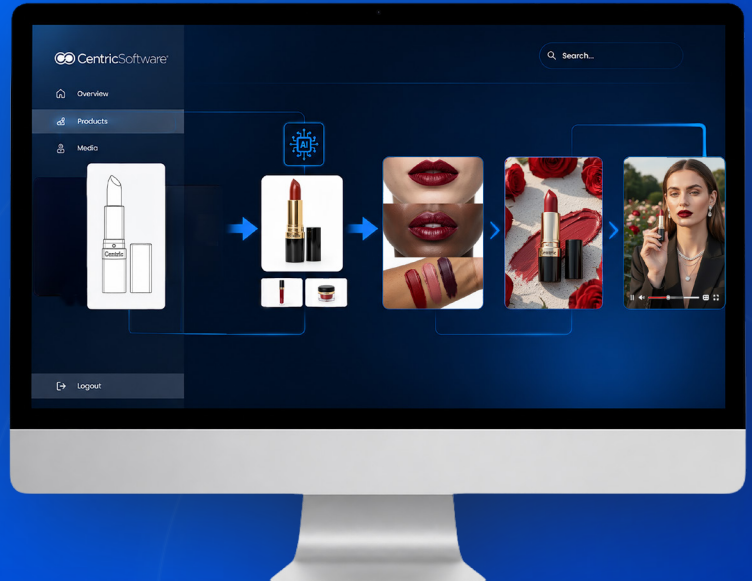
Centric AI Studio supports the full beauty product lifecycle:



What Makes Centric AI Studio Different?

Business impact across the product lifecycle

Centric AI Studio accelerates how products are created, evaluated and commercialized.



PLM-native AI
connected to live product data



Enterprise-ready
scalable, secure and role-based



Workflow-driven
drives approvals, collaboration and governance



Unlimited exploration
no credit-based generation limits

Accelerate product decisions



- Reduce concept-to-visual time from days to minutes
- Align teams earlier with connected visuals
- Evaluate more formats and positioning options before production

Scale commercialization efficiently



- Generate PDP, campaign and on-model content at scale
- Reuse connected product assets across channels
- Reduce dependency on traditional photoshoots

Reduce development & sampling cycles



- Generate realistic product visuals and test multiple visual scenarios
- Reduce iterative revisions and rework
- Improve cross-functional and supplier alignment



Explore the future of AI-enabled product creation.

SCAN ME

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