

January 2023

# RFID labels for Beauty and Personal Care



---

## Why RFID?

### **Seamless shopping**

- Increases inventory accuracy, exposing all merchandise for purchase through any retail channel
- Expands intelligence of in-store shrink and opportunities for preventive action
- Provides trigger for secure customer interaction with merchandise

### **Supply chain visibility**

- Agility and sustainability - aligns demand with manufacturing to produce an optimized assortment of products and in the right quantities
  - Security - item level digital identity identifies and authenticates merchandise anywhere in the supply chain
- 

## Why Avery Dennison?

### **Broadest product range for any RFID challenge**

- Global manufacturing footprint with one of the largest product ranges.
- Customized inlay and label products.
- Sustainable paper-based SmartFace®.

### **Most reliable and durable products ensuring consistent quality and performance**

- Proprietary chip strap attach for most durable RFID tags (chip protection through life cycle).
- 100% quality control ensures 99%+ functioning tags on roll to achieve maximum ROI.
- Minimal number of malfunctioning tags even after conversion.
- Less machine down time and wastage (label converting and application).



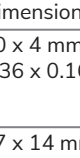



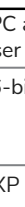

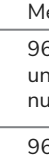
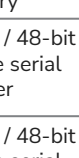
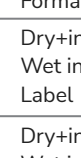
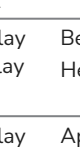
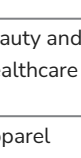
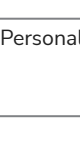
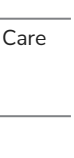

### **Valued services that help grow your business**

- Low MOQs (from 1 roll).
- Free sampling service.
- Shipping of stock items within 24 hours.
- Fast response from local RFID technology and sales team.
- Quick product qualification and POC support.



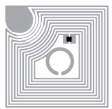


### **Global network to expand your knowledge and capability**

- New business opportunities from dedicated Business Development Managers and SMEs.
- RFID training academies and workshops at our I.Lab centers.
- Connect with local and/or global commercial partners.

## Our RFID product recommendations

Product Name	Design (not to scale)	Antenna Dimensions	Chip	EPC and User Memory	TID Memory	Delivery Format	Applications
AD-164		60 x 4 mm 2.36 x 0.16 in	NXP UCODE 9	96-bit EPC	96-bit / 48-bit unique serial number	Dry+inlay Wet inlay Label	Beauty and Personal Care Healthcare
AD-173		27 x 14 mm 1.06 x 0.55 in	NXP UCODE 8	NXP UCODE 8	96-bit / 48-bit unique serial number	Dry+inlay Wet inlay Label	Apparel Beauty and Personal Care Healthcare
AD-183		Ø 26 mm Ø 1.02 in	NXP UCODE 9	96-bit EPC	96-bit / 48-bit unique serial number	Dry+inlay Wet inlay Label	Apparel Beauty and Personal Care
AD-190		22 x 12.5 mm 0.86 x 0.49 in	NXP UCODE 8	128-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Beauty and Personal Care Fashion Jewelry and Sunglasses Healthcare
AD-192		22 x 12.5 mm 0.9 x 0.5 in	Impinj M730 Impinj M750	128-bit and n/a	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Apparel Beauty and Personal Care Healthcare
AD-324		41 x 16 mm 1.63 x 0.63 in	NXP UCODE 8	128-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Beauty and Personal Care Home Essentials Healthcare
AD-456		64 x 6 mm 2.52 x 0.24 in	NXP UCODE 8	128-bit EPC	96-bit / 48-bit unique serial number	Label	On-Metal Asset Tracking Brand Protection Food Item-Level Retail
AD-834		Ø 13 mm Ø .512 in	NXP UCODE 9	128-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Beauty and Personal Care Small Apparel
AD Bling		22 x 12 mm 0.9 x 0.5 in	Impinj M730 Impinj M750	128-bit and n/a	96-bit / 48-bit unique serial number	Dry inlay Wet inlay Label	Beauty and Personal Care Apparel Fashion Jewelry and Sunglasses Healthcare
AD Circus™		Ø 18 mm 0.71 in	NXP ICODE SLIX	896-bit	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC
AD Circus™		Ø 18 mm 0.71 in	NXP ICODE SLIX 2	2500-bit	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC
AD Circus™ NFC		Ø 20 mm 0.79 in	NXP NTAG213	144 bytes	N/A	Dry inlay Wet inlay	Beauty and Personal Care Apparel Electronics and Gaming
AD Circus™ NFC		Ø 20 mm 0.79 in	NXP NTAG216	888 bytes	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC Electronics and Gaming
AD Circus™ NFC		Ø 20 mm 0.79 in	ST25TN512	64 bytes user memory	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC Electronics and Gaming
AD Circus™ NFC		Ø 20 mm 0.79 in	ST25TN01K	160 bytes user memory	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC Electronics and Gaming
AD Circus Mini		Ø 16 mm 0.63 in	NTAG213	144 bytes	N/A	Wet inlay	Beauty and Personal Care Product Authentication NFC Electronics and Gaming

## Our RFID product recommendations

Product Name	Design (not to scale)	Antenna Dimensions	Chip	EPC and User Memory	TID Memory	Delivery Format	Applications
<b>AD Midas Flagtag®</b>		34.4 x 18 mm / 1.36 x 0.71 in	Impinj M730 Impinj M750	96-bit and 32-bit	96-bit / 48-bit unique serial number	Wet inlay Dry inlay	Beauty and Personal Care Logistics
<b>AD Minidose</b>		12 x 22 mm 0.47 x 0.87 in	NXP UCODE 9	96-bit EPC	96-bit / 48-bit unique serial number	Dry inlay Dry+ inlay Wet+ inlay	Beauty and Personal Care Fashion Jewelry and Sunglasses
<b>AD Miniblock</b>		14.5 x 14.5 mm 0.57 x 0.57 in	NXP ICODE SLIX	896-bit	N/A	Wet inlay	Beauty and Personal Care Industrial Applications
<b>AD Miniblock</b>		14.5 x 14.5 mm 0.57 x 0.57 in	NXP ICODE SLIX 2	2500-bit	N/A	Wet inlay	Beauty and Personal Care Industrial Applications
<b>AD Trap</b>		8 x 22 mm 0.32 x 0.87 in	Impinj M730 Impinj M750	128-bit and 0	96-bit / 48-bit unique serial number	Wet inlay Wet inlay+ Label	Beauty and Personal Care Healthcare

Contact information  
[rfid.averydennison.com/contact](https://rfid.averydennison.com/contact)  
+1-678-617-2359

© 2023 Avery Dennison Corp. All rights reserved. 170 Monarch Lane, Miamisburg, OH 45342, USA Third party trademarks and/or trade names used herein are the property of their respective owner(s). Some of the trademarks appear for identification purposes only.

**Warranty:** Please refer to Avery Dennison standard terms and conditions: [rfid.averydennison.com/termsandconditions](https://rfid.averydennison.com/termsandconditions)

**Care and handling:** RFID inlays are sensitive to ESD. Observe standard industry practices relating to electronics / RFID to keep environmental impact and static charge to a minimum.

**Applications:** This product should be tested by the customer / user thoroughly under end use conditions to ensure the product meets the particular requirements. Avery Dennison does not represent that this product is fit for any particular purpose or use. Avery Dennison reserves the right to modify, change, supplement or discontinue product offerings at any time without notice. The information contained herein is believed to be reliable but Avery Dennison makes no representation concerning the accuracy or correctness of the data.

