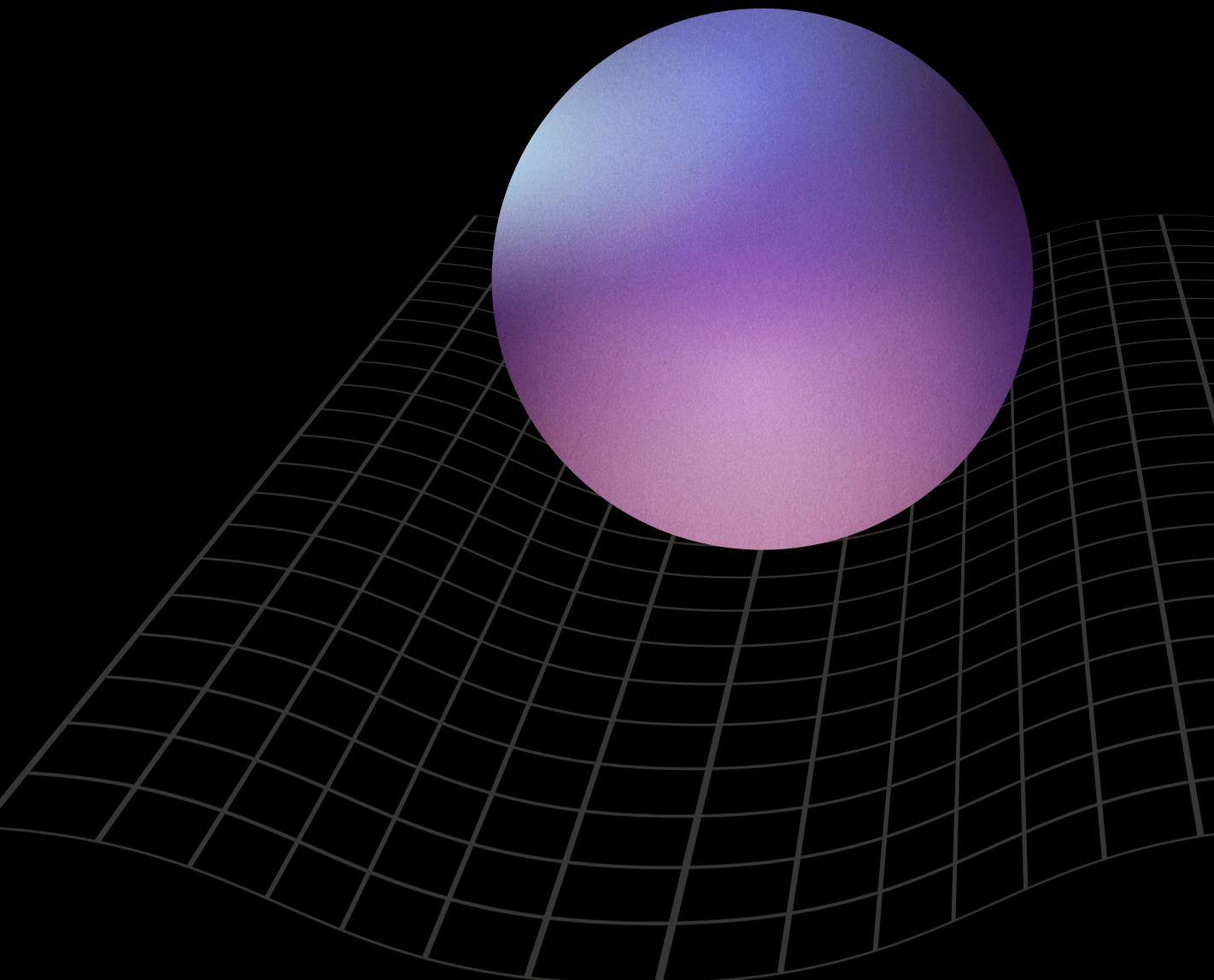


GlowGuide

Your Skin, Your Goals, Your Budget - All in One Place

Presented by Lilly
Nguyen



Problem Statement

Current Challenges

- Overwhelming number of skincare products available online
- Lack of personalized recommendations based on individual skin types, goals, and budgets
- Expensive to see dermatologists
- Limited knowledge of active ingredients and their uses

Opportunity

- Leverage data to create a personalized, data-driven skincare routine recommendation system

Solution Overview

GlowGuide: A personalized skincare recommender that

- Pulls from a database of skincare products from Sephora
- Analyzes user input (skin type, budget, skin goals) to provide tailored skincare routines
- Uses Python to score products based on a custom scoring algorithm
- Displays personalized product recommendations to build the user a skincare routine (cleanser, moisturizer, etc.)

Use Cases

One

Personalized Skincare

- User inputs skin type, budget, and goals
- System recommends a curated routine

Two

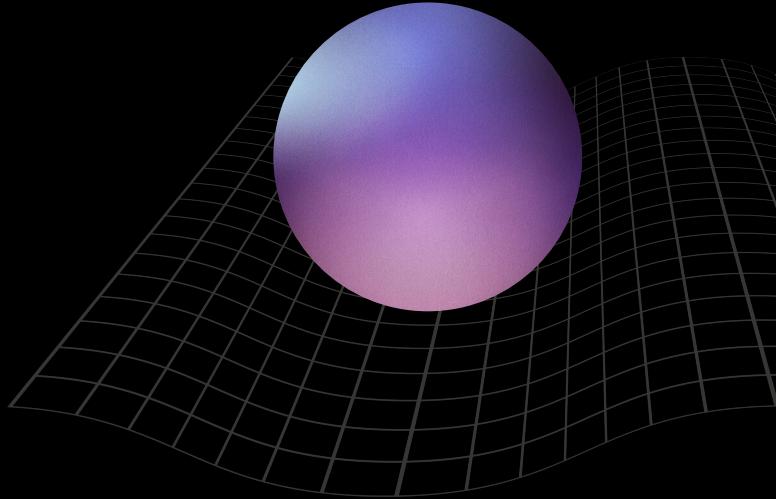
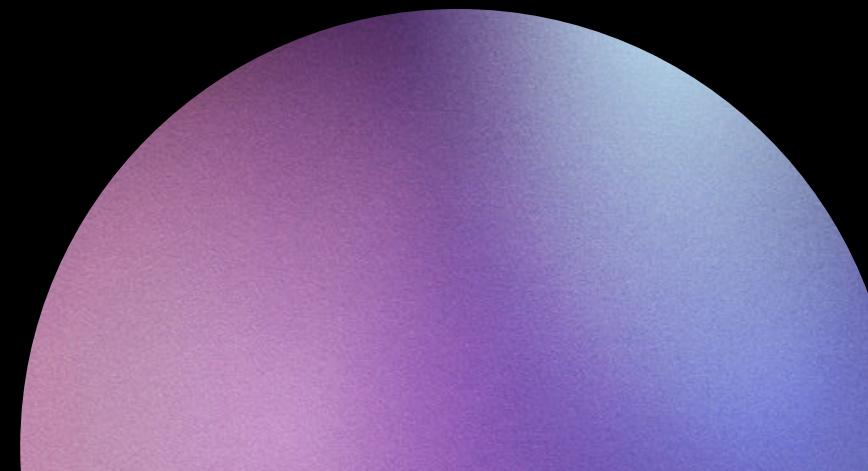
Ingredient Analysis

- System analyzes ingredients in products to match ones that suit the user's goals

Three

Budget Optimization

- Recommends products that are in the user's price range



How I Built It

- **Wireframing:** To lay out my initial lo-fi prototype for the web application
- **Streamlit:** For creating an interactive web application with a clean and user-friendly interface
- **Pandas:** Primary programming language for algorithm development
- **Custom Recommendation Algorithm:** Created my own scoring system that puts weights on each of the categories (skin type, ingredients, budget, rating)
- **Ingredient Analysis System:** Created a mapping system that analyzes key skincare ingredients and their benefits

Create an Account

Username



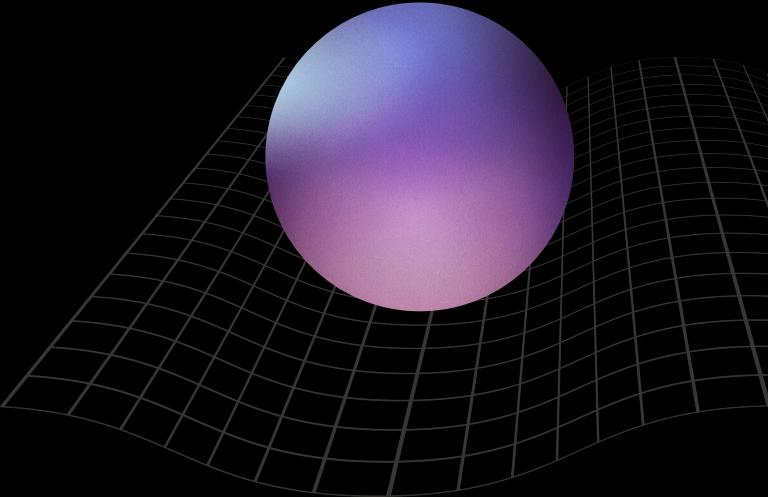
Email

Password

Confirm Password

Register

What's Next



- Create user profiles that save in a database; allow users to favorite products and store their skin profile
- Use more sophisticated machine learning algorithms like content-based and collaborative-based filtering to improve recommendations over time based on user feedback and trends
- Add product links and images to recommendations
- Flag and exclude skin allergies from user's skin profile