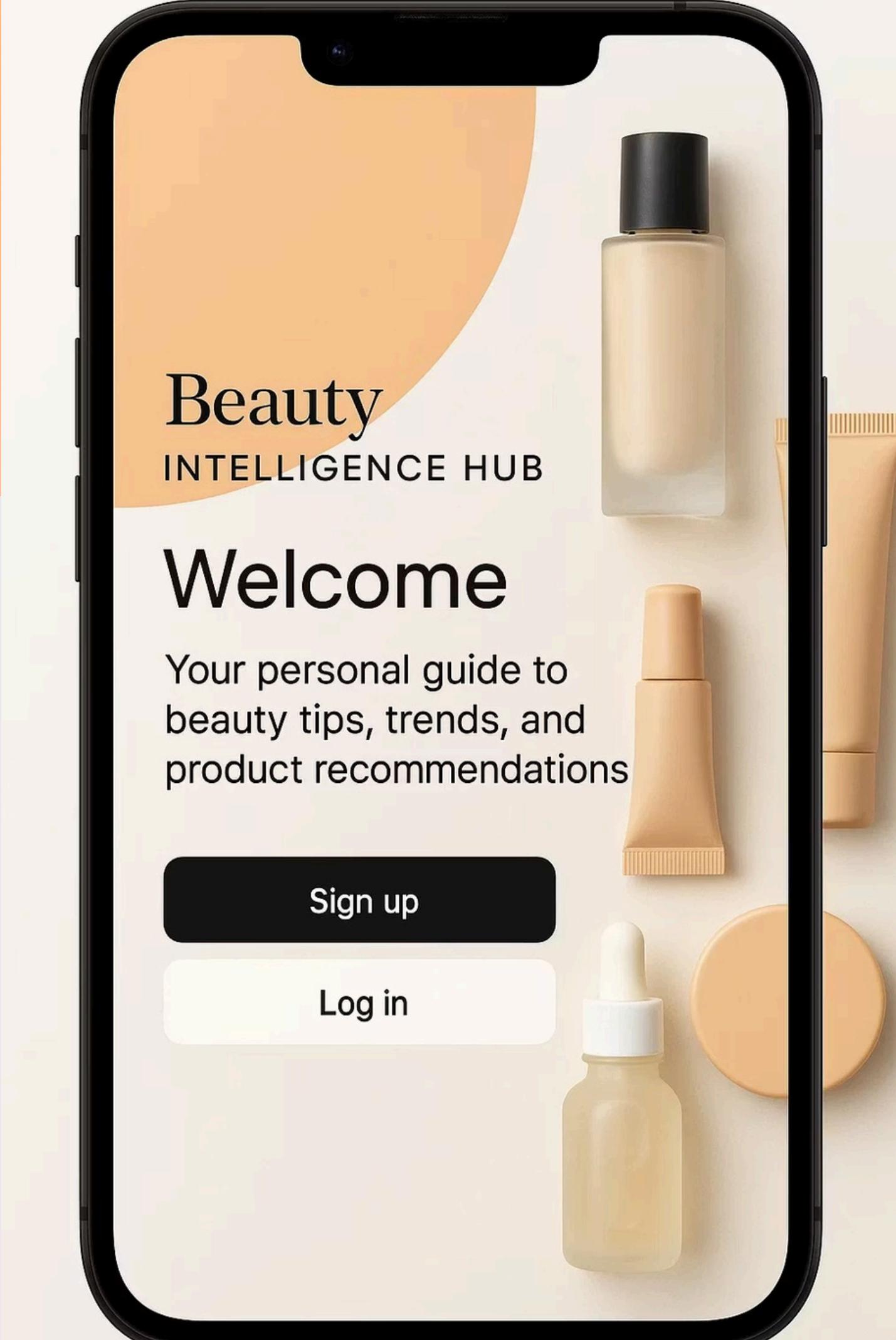


Pooja Dayanand Kabadi

BEAUTY INTELLIGENCE HUB

KNOW YOUR PRODUCT BEFORE YOU GLOW

Try Pitch



Agenda

01

PROBLEM

02

SOLUTION

03

PRODUCT DEMO

04

NEXT STEPS

Problem

TRANSPARANCY

Consumers today are overwhelmed with choices when purchasing beauty and personal care products. There is a growing concern regarding the safety and effectiveness of ingredients present in these products.

They often lack access to reliable information about ingredients, pricing, and authentic product reviews, leading to regretful purchases and uninformed decisions.

>70%

>90%

2-3

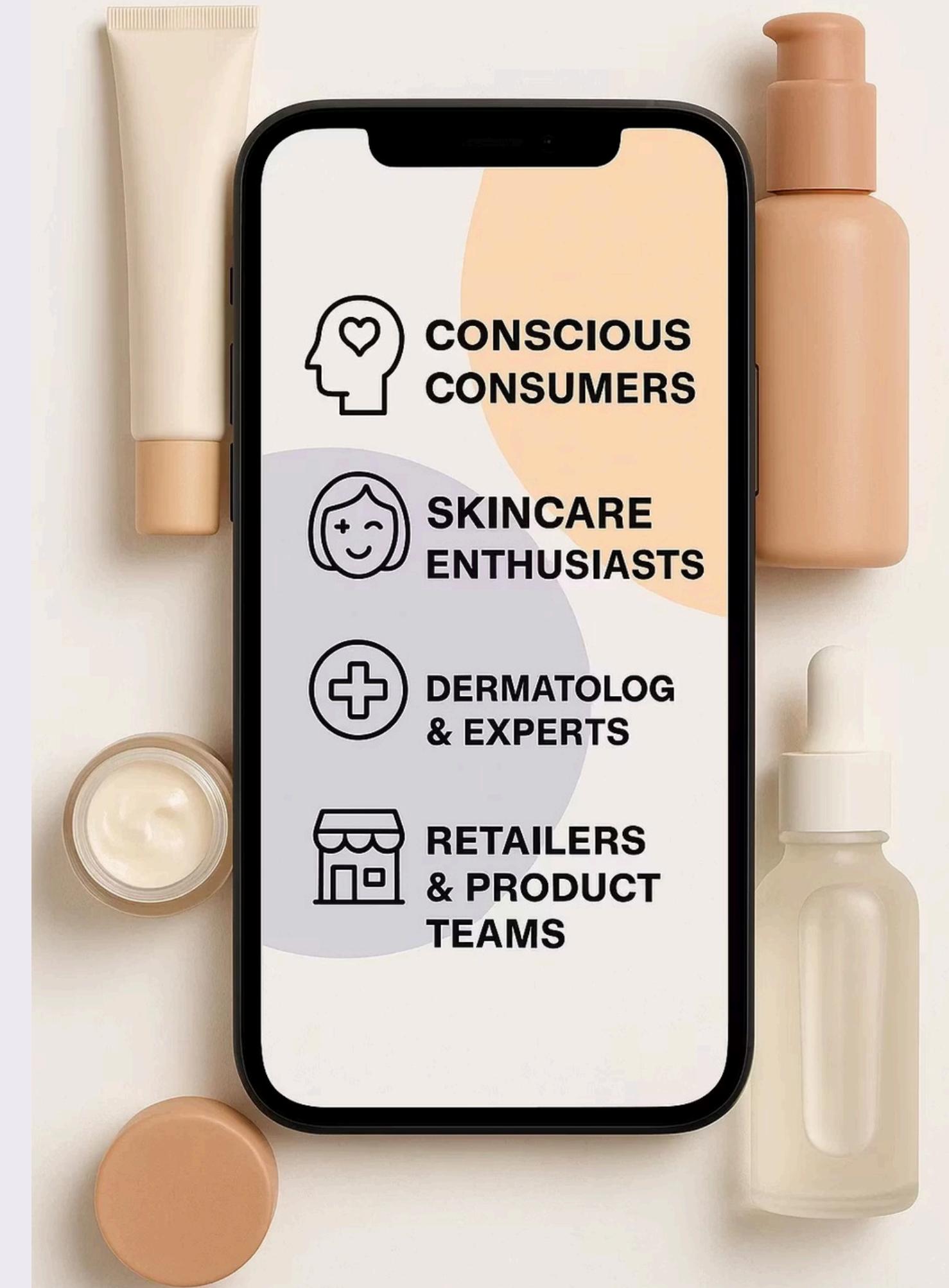
Consumers read product ingredient labels but **struggle to understand them**

Beauty product customers say **clean ingredients influence purchase decisions**

Hours of user saved in shopping experience

OUR COHORTS

- **Customers:** Make informed, personalised skincare decisions.
- **Brands:** Get feedback loops to enhance products.
- **Dermatologists:** Gain transparency into allergens and concerns.
- **Retailers:** Enhance product pages with dynamic visuals.



Solution

OUR PLATFORM EMPOWERS CONSUMERS
TO MAKE SAFER, SMARTER BEAUTY
PRODUCT CHOICES

SOLUTION

HOW ARE WE HELPING?

Beauty Intelligence Hub: Know Your Product Before You Glow



Combines reviews, sentiments, and ingredients into one UI

Flags toxic or allergic ingredients
Visualizes trends, ratings, and buzzwords

Filters by skin type, product, and brand



FROM DATA TO CLEAN INSIGHT

DATA PROCESSING

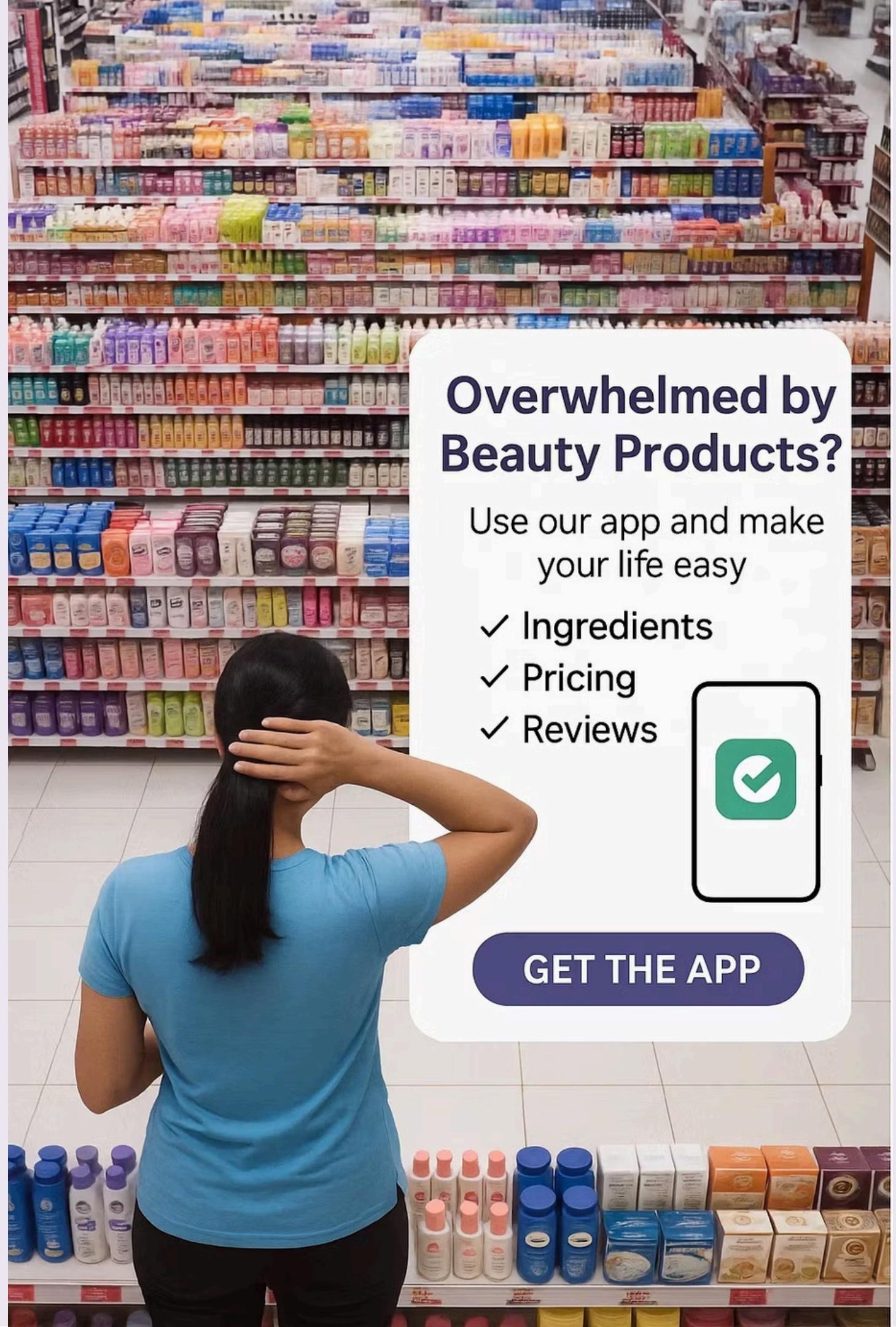
Ingredient Research and Classification, Rating system development based on FDA, EWG (Environmental Working Group), and EU regulatory databases

Kaggle Sephora Dataset (~1M reviews, 2K+ products)

Merged reviews + product metadata

Cleaned reviews with NLP, tokenization, and stopword removal

Parsed & normalized ingredients from messy strings



**Overwhelmed by
Beauty Products?**

Use our app and make
your life easy

- ✓ Ingredients
- ✓ Pricing
- ✓ Reviews



GET THE APP

SUMMARY

How Users Benefit

Users can:

- Spot which products have long-term traction.
- Identify products with highest average ratings.
- Understand seasonal trends (e.g., winter skincare popularity).
- Quickly gauge the scale of user interaction across brands.

1,094,411

Total reviews

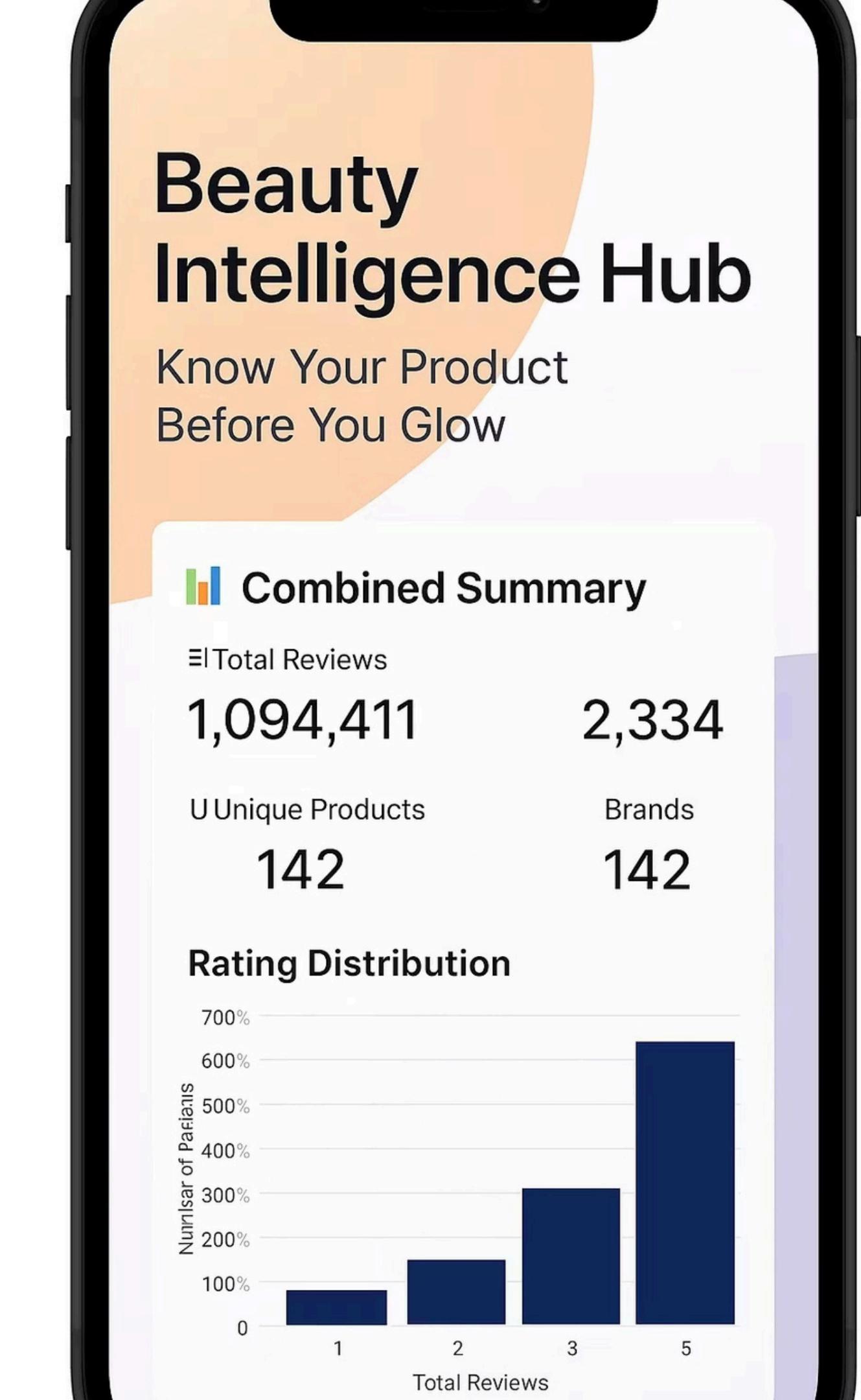
150K+

Processed

4X

Faster decision-making than traditional browsing

Reviews with Sentiment Labels

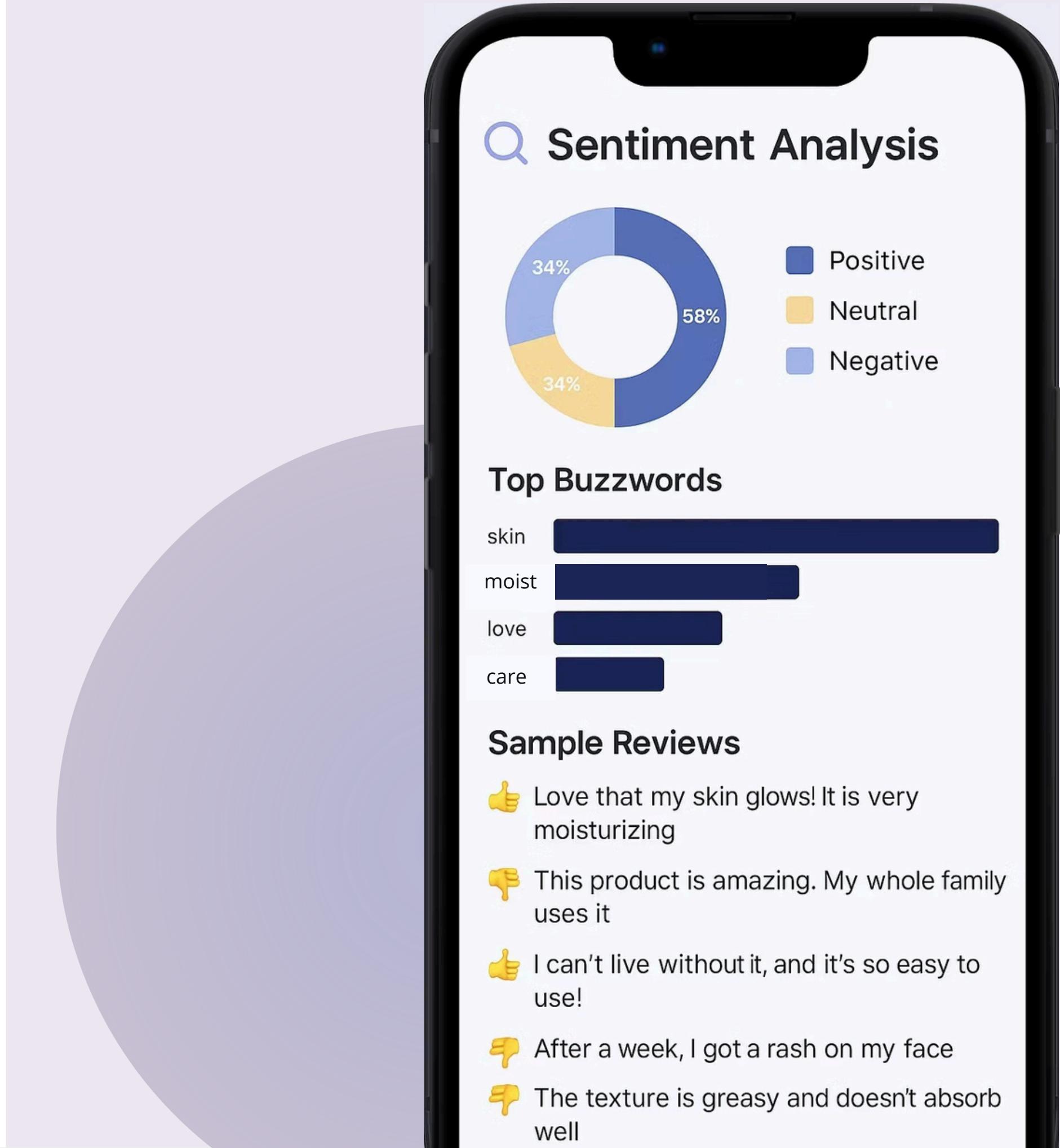


SENTIMENT

How Users Benefit

Users can:

- Instantly assess overall sentiment across thousands of product reviews.
- Identify top recurring themes and buzzwords like ***hydration, rash, moisturizing, or greasy.***
- Compare sentiment polarity across competing products and brands.
- Detect potential red flags from negative reviews before purchase.

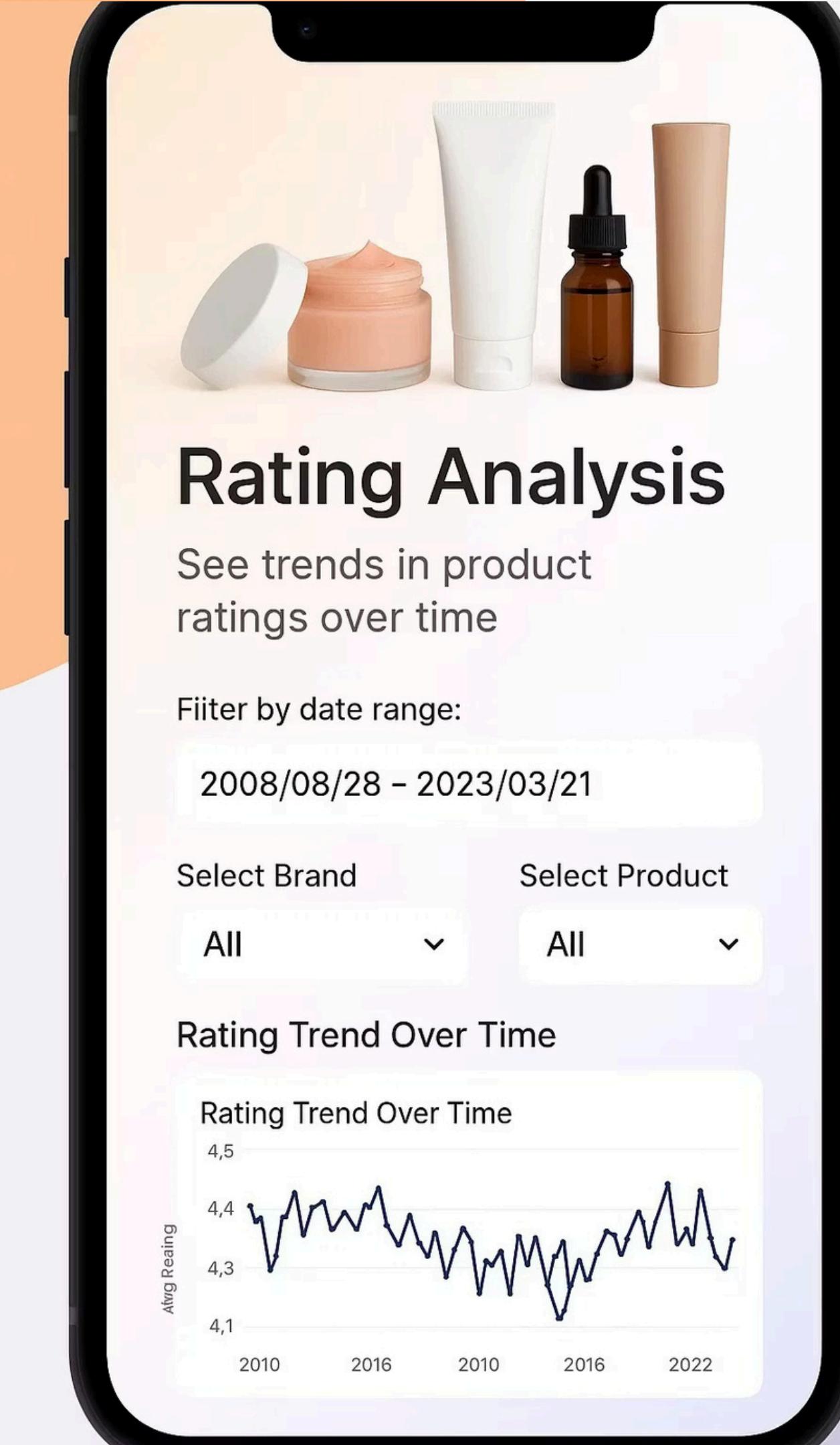


RATING

How Users Benefit

Users can:

- Track **product rating trends over time** to detect shifts in consumer perception.
- Filter reviews by **brand, product, and date range** for targeted insights.
- Identify consistent high-performers or detect declining products.
- Uncover seasonal or event-driven rating changes (e.g., reformulations or launches).



INGREDIENT ANALYSIS

WHAT WENT BEHIND?

We identified harmful cosmetic and skincare ingredients by cross-referencing authoritative external regulatory databases, including the **FDA**, **Environmental Working Group (EWG)**, and the **EU Cosmetic Ingredient Database**. Each ingredient was then categorized into one of three critical risk groups:

- **Carcinogens** – Linked to cancer risk based on toxicological studies and regulatory warnings.
- **Allergens** – Known to trigger skin, eye, or respiratory allergic reactions.
- **Endocrine Disruptors** – Chemicals shown to interfere with hormonal function and long-term health.

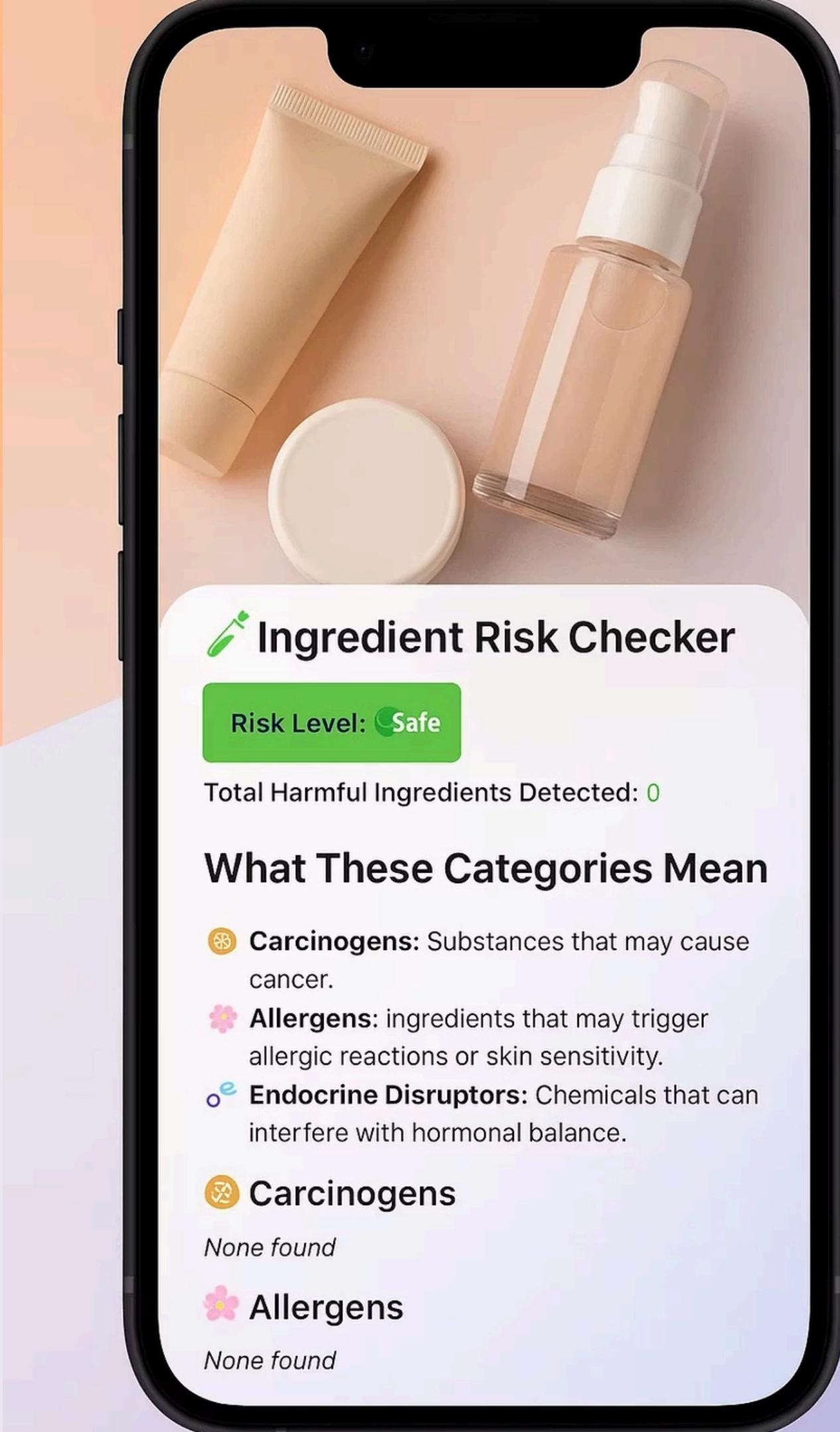
This classification forms the core of our AI-powered Ingredient Risk Checker, helping users make safer, better-informed choices.

INGREDIENT

How Users Benefit

Users can:

- Instantly assess product safety by scanning for harmful ingredients like **carcinogens, allergens, and endocrine disruptors.**
- Gain quick clarity on ingredient risks through **color-coded safety levels.**
- Make informed purchase decisions **without needing deep chemistry knowledge.**
- Avoid products that could trigger skin sensitivity, hormonal disruption, or long-term harm.



WORD CLOUD

How Users Benefit

Users can:

- Instantly identify **most frequently used terms** in customer reviews.
 - Detect emerging product themes or "*received*" like "*dry*," "*sensitive*," *late*."
 - Compare buzzword prominence across **brands or products**.
 - Spot common issues or strengths without manually reading thousands of reviews.



LIVE DEMO

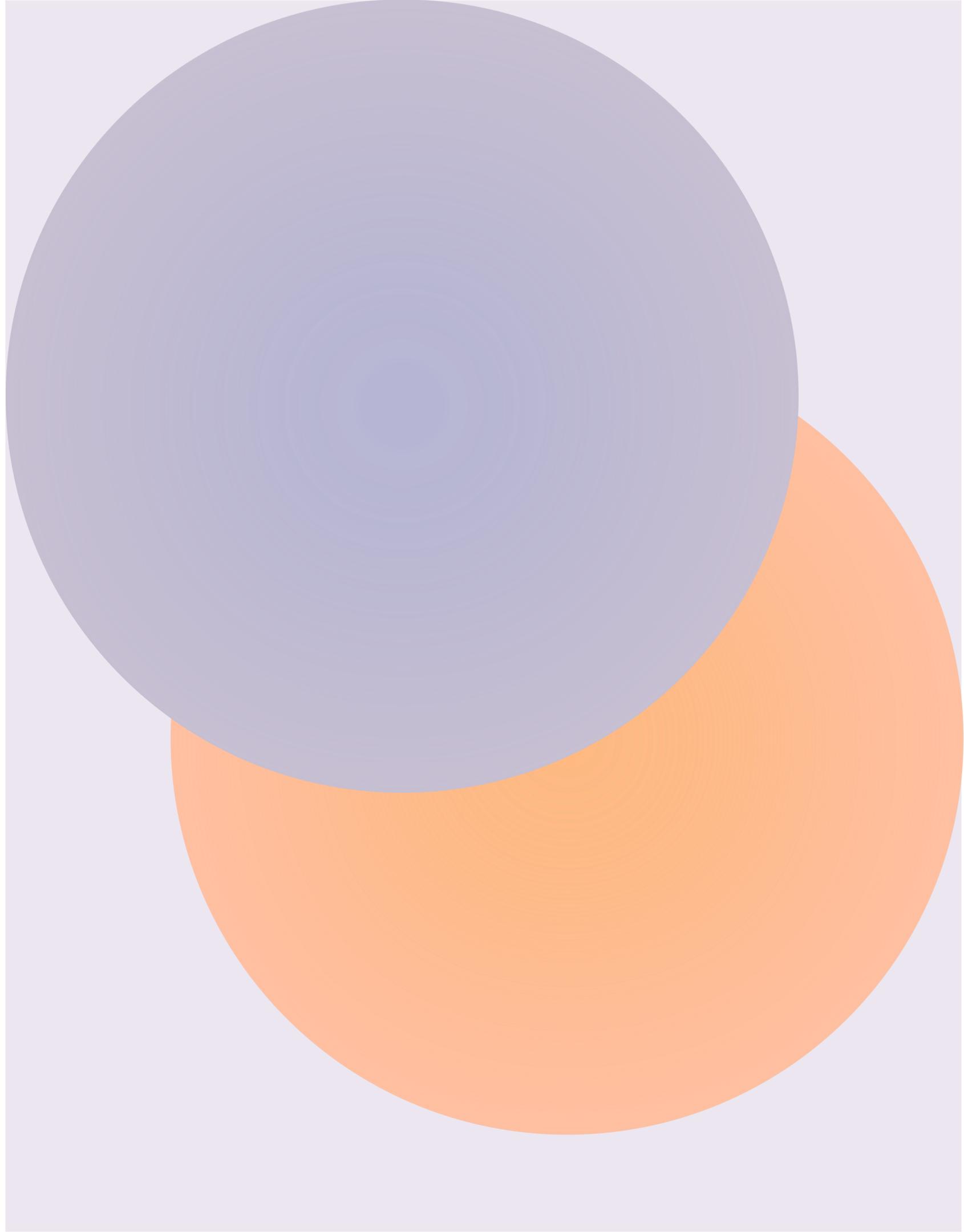
WHY DO WE MATTER

Increase consumer trust

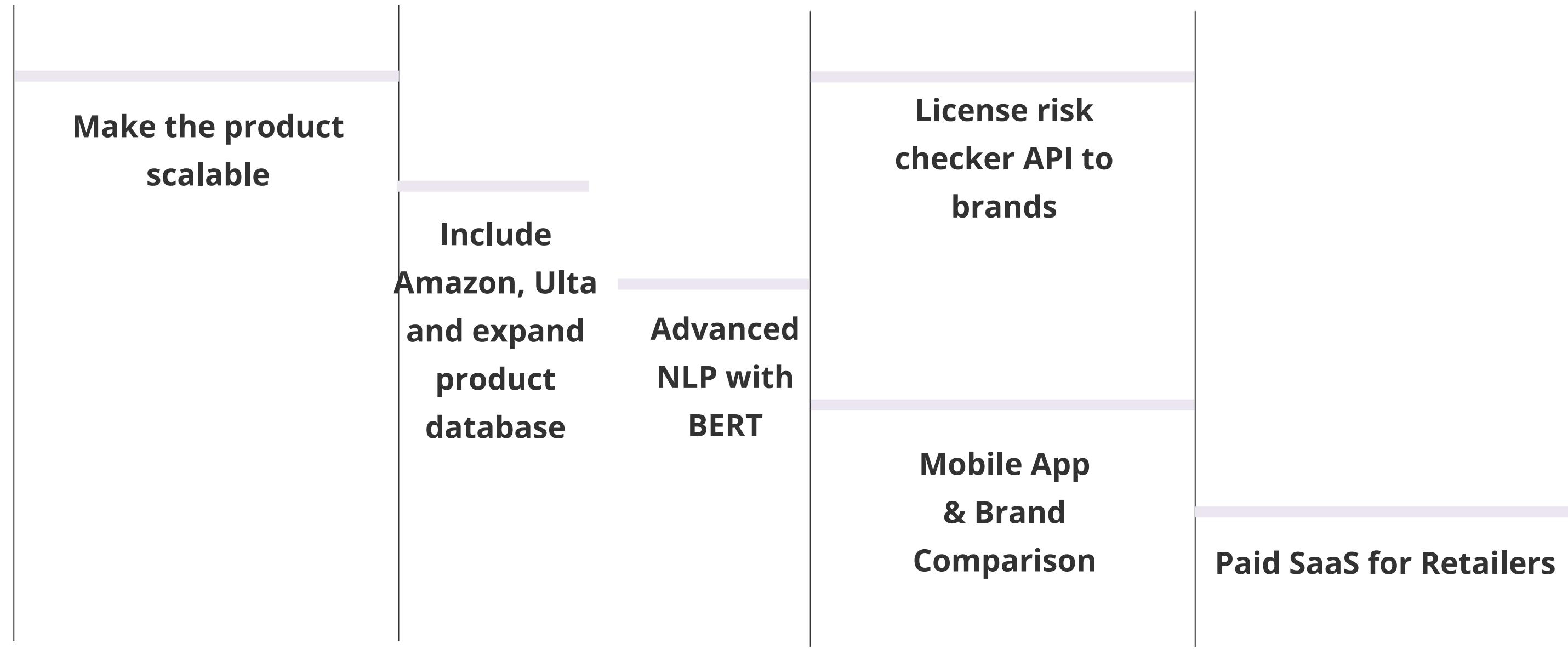
Help brands improve product lines

Identify top emotional & safety concerns

Enable ingredient transparency at scale



TIMELINE



PRODUCT MAP

THANK YOU



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