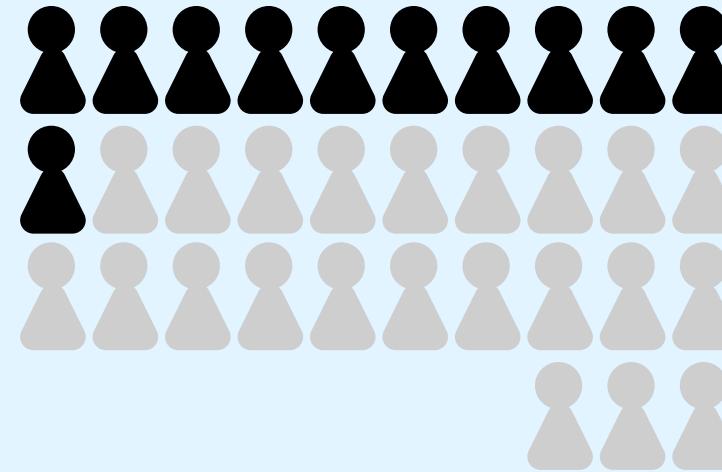
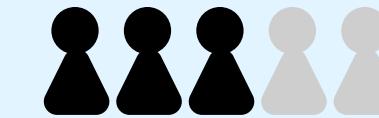


## Millions of men show interest in skincare and cosmetics

54.5 million men in the US (33% of total)



14.1 million men in Korea (55% of total)



11.5 million men in UK (34% of total)



# A growing number of men are interested in beauty products but don't purchase because of overwhelming information.

What we've heard from men in our lives:

“I don’t know how to start a routine (there’s so many options), and even if I did start a routine and it didn’t work, I don’t know how to improve it.”

“What does toner do?”

“Should I just follow what TikTok says?”

“Everything is so high rated... what actually works?”

“What do AHA/BHA/etc. mean?”

“Regardless of skincare price, reviews, or the marketing words on products, I don’t know if this product will work for me”

“What do I need for my acne/rosacea? Let me follow what TikTok said...”

Only 27% show intent to purchase

# No existing solution provides a trustworthy and individual evaluation of a product to a buyer.

		Existing Solution	Challenges
Trustworthiness	Personalization		
	1.	1. Family “Sister”	Limited product knowledge history.
	2.	2. Beauty Influencers	Lack of personalization and trust in promotional content.
	3.	3. Skincare Quizzes	Limited personalization and trust in brand-specific routines.
	4.	4. Reddit Skincare Routine Threads	Moderate personalization and doubts about routine efficacy.
	5.	5. Online Product Reviews	Limited personalization and moderate trust due to variability in experiences.

*Build. Iterate. Maintain.*

# LuminAl: A personalized skincare routine builder powered by AI for L'Oréal Groupe

LuminAl is a **personalized skincare routine builder** powered by AI. Whenever the user tries a new product, it links product information (such as ingredients) with user recorded feedback. It will find commonalities and personalize the routine to help the user work towards their skincare goal. The routine builder focuses on giving the users a simple view of what they are currently using, with options to modify. The **AI Chat - Lumi**, gives recommendations by recalling what the user has tried in the past, and remind them what has worked. Lumi can also analyze photos to track if certain skin concerns have improved or worsened. To engage the user, LuminAl keeps streaks and give rewards and other fun skincare facts, incentivizing daily usage.

*Sustainable*

*Inclusive*

*Scalable*

*Feasible*

## *Key Performance Indicators*

User Retention Rate  
(new and returning)

Daily Active Users

Chat Utilization Rate

## Routine Builder and Tracker

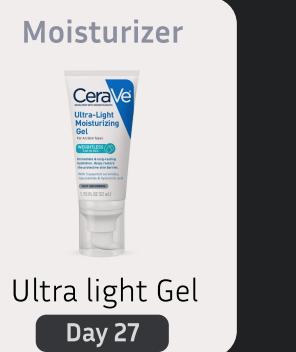
- Cards keep a record of product usage
- Categories help users identify areas to add and avoid repetitive products
- Date tracking to easily see when the routine has last changed

## AI Chat - Lumi

- Lumi keeps a record of all the dates and products used by the user
- Users can upload photos of their skin to be analyzed
- Word prompts to follow up last expressed skin concern
- Lumi does not recommend specific products, it acts as an educational platform that gives suggestions for users to make an informed decision

Welcome back!

Day 362 of your skincare routine



I don't think the serum is working, I'm considering switching to another.

You have used these products in the past:

- Olay Vitamin C Serum
- Innisfree Green Tea Enzyme Brightening Vit. C Brightening Serum

It looks like vitamin C might not be a good fit for your skin. There are serums that treat other concerns, would you like to see the categories?

Yes No

What's new about your skin?

Recommend me something new I am breaking out

I feel great I want to try a different sunscreen