



HEALTHY VENUS.AI

Instantly identify harmful chemicals in beauty and cosmetic products with AI-powered analysis



Made with **GAMMA**

EMPOWERING SAFER BEAUTY CHOICES

HOW IT WORKS

Users simply paste ingredient lists or enter product names into Healthy VENUS.AI. Claude AI instantly analyzes the toxicity level and returns a color-coded safety score—Red, Yellow, or Green—along with specific harmful ingredients identified with clear, plain-English explanations.

This empowers health-conscious consumers to make safer purchasing decisions in real-time, eliminating confusion and building trust in their beauty product choices.



WHO BENEFITS FROM THIS FEATURE



PARENTS

Checking cosmetic product safety for children's sensitive skin



SENSITIVE SKIN USERS

People with allergies to specific ingredients seeking safe alternatives



CLEAN BEAUTY ENTHUSIASTS

Health-conscious consumers avoiding toxic chemicals in daily routines



CONSCIOUS SHOPPERS

Millennials prioritizing transparency and clean beauty products



INFORMED CONSUMERS

Anyone wanting clarity and transparency in personal care products

THE CURRENT PAIN POINT



USERS ARE CONFUSED

Think Dirty has 7 million users who scan beauty products daily, but they face a critical limitation: users receive a numerical score (1-10) without understanding **why** a product is unsafe.

"I scan my skincare products but I don't know which ingredients are actually bad for me. The app just gives me a number. I have to Google every ingredient manually. Takes so much time and I'm still confused."

THE REAL IMPACT OF CONFUSION

1

INGREDIENT OVERWHELM

Users feel confused and intimidated by long, scientific ingredient lists they can't decode

2

TRUST ISSUES

Don't trust the scoring system when there's no explanation behind the numbers

3

TIME WASTE

Spend 10+ minutes manually Googling each ingredient, often finding conflicting information

4

DECISION PARALYSIS

Abandon purchase decisions entirely due to uncertainty and information overload

✨ YOUR DELIGHTFUL EXPERIENCE



5-STEP JOURNEY TO CLARITY

θ1

USER ENTERS "MAC RED LIPSTICK"

θ2

AI ANALYZES INSTANTLY

θ3

SEE: ● RED - HIGH RISK

θ4

READ: "CONTAINS LEAD (NEUROTOXIN), CADMIUM (CARCINOGEN)"

θ5

SEE: "TRY NYX LIPSTICK (● GREEN)"

WHY USERS WILL LOVE THIS



INSTANT RESULTS

No waiting, no loading screens. Get your toxicity analysis in seconds, not minutes. Make confident decisions right at the store shelf.



CRYSTAL CLEAR EXPLANATIONS

Understand exactly why each ingredient is flagged. No more confusing chemical names—just plain English that anyone can understand.



ACTIONABLE RECOMMENDATIONS

Don't just learn what's bad—discover safer alternatives. Get specific product suggestions in the same category that meet your safety standards.



EDUCATIONAL JOURNEY

Learn about toxic ingredients and their health impacts. Become an informed consumer who can make smart choices independently.

HOW IT WORKS: 5-STEP USER JOURNEY



INPUT

User enters product name or pastes ingredients from label



ANALYZE

Claude AI analyzes ingredients for toxicity



SCORE

Color-coded result: Red/Yellow/Green toxicity level



EXPLAIN

AI explains each toxic ingredient and why it's harmful



ALTERNATIVES

Recommend healthier alternatives in same category



BEFORE & AFTER COMPARISON

✗ CURRENT EXPERIENCE

- Generic numerical score with no context
- Users left to research ingredients alone
- Confusion leads to decision fatigue
- No guidance on safer alternatives
- 10+ minutes per product analysis

✦ HEALTHY VENUS.AI

- Clear color-coded safety indicators
- AI-powered instant ingredient analysis
- Plain-English toxicity explanations
- Personalized safer product suggestions
- Complete analysis in seconds

MAKE BEAUTY SAFER

Healthy VENUS.AI transforms how consumers interact with beauty products—from confusion to confidence, from uncertainty to empowerment. By combining AI intelligence with human-centered design, we're making toxic ingredient detection accessible, understandable, and actionable for everyone.

Ready to revolutionize beauty product transparency?



Made with **GAMMA**