Compeitors	Import cosmetic data	User Experience	Product Scope	Check ingredients	Expiration/Purchase Reminder	Check expiration date	Recommendation	Reviews and ratings	General Tips	Aggregate, track, & organize products
Beauty Keeper	**HOW** Beauty Keeper asks users to put batch code printed or stamped on the product and gives users the production dates. **BENEFIT** Many manufacturers use batch codes instead of usual date format. Beauty keeper can do it for more than 740 beauty brands. **DISTINCTION** Batch codes are easy to access, so users can determine best before date right in the store. Also, before inputting batch code, users can identify the brand first which would be more accurate.	**HOW** Beauty Keeper has a pretty clear and simple interface which has four categories. **BENEFIT** The user experience of Beauty Keeper is pretty good. It's easy for user to use. **DISTINCTION** Unlike other applications, Beauty Keeper doesn't have too many complicated functions. Users would have a clear sense of what the app does right after they download it.	**HOW** Beauty Keeper has four types of cosmetics which are makeup&fragrance, skin&hair care, men, and mother&baby **BENEFIT** The product scope is pretty clear and full-scale. **DISTINCTION** Unlike other applications, Beauty Keeper has mother&baby which we think it really helpful for specific users.	Beauty Keeper doesn't allow users to check ingredients of the product.	**HOW** Sends push notification a month before a product expires and once it expires **BENEFIT** The user has time to replace their cosmetic product before it expires. This way they won't be stuck with an expired product and without a useable one. **DISTINCTION** The reminders are stored on the cloud so even if the user switches phones they will still get new reminders and have the old reminders	**HOW** Beauty Keeper keeps track of both production date and self life. It also gaves the recommendation of date to use before that. **BENEFIT** Able to have a better estimation of how long the cosmetics will last depend on two values. Although it doesn't keep track of the date when the products are actually opened. **DISTINCTION** One of the very few mobile apps that keeps track numbers to recommend the expiration date. Easy to use, easy to check and manage.	Beauty Keeper doesn't have any recommendation system.	**HOW** There is no rating system for this app. **BENEFIT** Get rid of some unnecessary space, make the UI look cleaner. It also might be unnecessary for the app to have because it user already is using the product. **DISTINCTION** No unnecessary information, it displays name of the product, the brand, the categories it belongs to as well as the expiration date. There might be no place for ratings.	**HOW** There is no tips for this app **BENEFIT** Keep the function clean and easy **DISTINCTION** It manages the beauty products you want to keep track of, check the expiration date and this is the major function it is trying to do.	**HOW** There is a list of cosmetic products that the user has uploaded and additionally there is a list of expired products that the user needs to replace. **BENEFIT** The user can easily see the list of products that are currently in their inventory and the products that have already expired. **DISTINCTION** The distinction for this app is that it has categories of products, so the user can very easily see they have 2 different foundations in their inventory which helps their organization process as well as when they go shopping.
Sephora App	Sephora App allows user to find any cosmetic products they want, but don't provide any product import function.	**HOW** Sephora App has a nice user interface and it's pretty clear and simple for user to use. **BENEFIT** The app is easy to use and the navigation bar is really helpful. **DISTINCTION** Sephora app has the most cosmetic product information and users can directly purchase products from the app.	**HOW** Sephora App almost covers all cosmetic related products even products in this app. **BENEFIT** Users can easy to find any beauty related products in this app. **DISTINCTION** Sephora app has the more categories than other apps, like tools and brush.	**HOW** Sephora App lists all ingredients of the products for users. **BENEFIT** Users can easily access almost all information they want to know about the product. **DISTINCTION** Sephora app has how to use, ingredients, and so on, to give users all-sided information.	The Sephora app doesn't have an product expiration/purchase reminders	**HOW** This app doesn't provide expiration date check **BENEFIT** Consistent with the websites, didn't add other functions. **DISTINCTION** A famous place to shop, almost people do use cosmetics know about it.	**HOW** At the bottom of each product page there are sections for similar products and products "you may also like." **BENEFIT** This is beneficial to the user because they can easily take a look at like-products for comparison sake and also have personal recommendations through Sephora's recommender system that may match their preferences. **DISTINCTION** The Sephora mobile app not only shows similar products but also shows products the user may like. This is most likely done through a recommender system that takes into account what the user has viewed, bought, and several other factors. This sets Sephora apart from a lot of other applications because they made a more personalized recommendation system which users may like better and may increase sales.	**HOW** Sephora has product reviews and it is rated by the customers. **BENEFIT** People are able to determine whether to buy it or not by looking at the ratings. Helpful to do things on one site, no need to open other things to do researches. **DISTINCTION** Already a famous shop, so there are a lot of ratings for most products. Trustworthy ratings.	**HOW** Sephora app offers virtual try on and tutorials, but doesn't provide specific information about tips on cosmetics. **BENEFIT** People are interested about tutorials and virtual try on more when they are purchasing a product. **DISTINCTION** Trustworthy virtual try on, also the tutorials are easy to follow.	**HOW** The Sephora app has a section for items "loved" and items purchased which the user can easily access via the hamburger menu. **BENEFIT** The benefit of looking at loved or purchased items is that the user can see their previous purchases to easily repurchase or to look at what items they may have already bought. Additionally, they can look at the "loves" list to look at items they have interest in so they can go back to it later. **DISTINCTION** Although this app doesn't have the ability to keep track of already bought cosmetics, there are options to view purchase history and "loved" items which acts as a favorites page. This is different from other applications because users can easily see what they purchased and when, which will give them a good timeline of how long products last for them and also the option to repurchase said item.
Good Guide	**HOW** Good Guide allows user to scan UPC code and gives them the rating of the products. **BENEFIT** Users can easily find out the rating of the products by scanning. **DISTINCTION** UPC code scanning is pretty convenient for users to import the product data.	**HOW** The home interface is pretty simple, having four bars which are search, scan, browse, view bookmarks. **BENEFIT** It's easy for user to navigate and users can get the information they want directly. **DISTINCTION** One main function of the app is to give users the ranking, so they have filters for user to search.	**HOW** Good guide has 8 categories which include hair care, skin care, make up, and etc. **BENEFIT** The product scope is clear and all-sided. It even includes food. **DISTINCTION** One main difference is the app including food ranting as well.	**HOW** Good guide has a list of ingredient to show users the ingredients of the product. **BENEFIT** It's pretty easy to check what's in the product and the app use symbols to give users information about safety of the ingredients **DISTINCTION** Users can easily have a sense of the safety of the products by looking at the symbols the app gives.	GoodGuide doesn't have a reminder system.	**HOW** This app doesn't keep track of the expiration date of the products. **BENEFIT** Only does one function, easy for users to understand. **DISTINCTION** Rating for people to buy things.	**HOW** At the bottom of a product page there is an 'Alternative Products' section that shows related products the user might be interested in **BENEFIT** This is beneficial to the user because they may be interested in a product but for whatever reason may not want to buy it and the alternative products section allows them to easily look at other products that are similar to the thing they want **DISTINCTION** In the 'Alternative Products' section, there is usually a direct link to a store, such as Amazon, to the product. This quickens the process if the user really wants to buy that alternative product on the spot.	**HOW** This app uses scientific ratings for thousands of ood, personal care and cleanrers, including cosmetics. All the products are able to filter by the ratings and are sorted by the rating scores. **BENEFIT** Give a clear understanding for the user that which product is better among all those similar products. Easy for them to choose one if they are shopping for a specific product. **DISTINCTION** Labels the score in different colors to show how good or bad the score is.	No specific information about tips of cosmetics.	GoodGuide doesn't have a product tracker/organizer.
myBeautyCache	**HOW** For myBeautyCache, users need to put all information of the product by hand. **BENEFIT** Users can input well-rounded information of the products themselves. **DISTINCTION** It's a little inconvenient for users to use compare to other apps.	**HOW** For myBeautyCache, the interface is clear and detailed **BENEFIT** Users can have well-rounded information of the product and their shopping behavior. **DISTINCTION** Compare to other app, myBeautyCache has more functions like shopping list and coupons.	**HOW** MyBeautyCache almost covers all beauty products types. **BENEFIT** User can choose product category and type themselves, meanwhile they can choose their purchased location. **DISTINCTION** Compare to other app, myBeautyCache has more functions like shopping list and coupons.	MyBeautyCache doesn't list ingredients of the products for users.	MyBeautyCache doesn't have reminders.	**HOW** Keeps track of the open date of products users have. Probably also their self life, so they are able to calculate the expiration date of the products. **BENEFIT** It will show the open date of the products in the products list page, clear to keep track of. **DISTINCTION** Able to sort the products list in date opened, as well as by expiration date and unopened products. Easy to distinguish between the life of a certain product.	MyBeautyCache doesn't have a recommendation system.	MyBeautyCache doesn't have ratings or reviews.	**HOW** It keeps track of how much money users spend on products. Provide a statistics info for that. **BENEFIT** Help people to manage their spending on cosmetics, remind them not buy too much. **DISTINCTION** Only app that manages the money used on cosmetics.	**HOW** The user can import their cosmetics data by filling out information and adding photos. There are several lists such as favorites, routine list, and a don't buy list. **BENEFIT** The user has all the information they have inputted in this app so they don't buy duplicate products, they don't buy produts they didn't like, and overall have a good idea about what's their current cosmetic inventory. **DISTINCTION** This app offers a lot more list features than other apps such as a favorites app, do not buy list, and travel list. This app also features an expired product list and an archive of all previously inputted products for future reference. Additionally, this app offers a beauty routine list and many options to sort each list.
Check fresh (web)	**HOW** User can search for brands first and then put the batch code of the product to look for the production date of the products. **BENEFIT** After putting the batch code, it shows the basic information of production date pretty fast. **DISTINCTION** The data importing process is easy, however, it's not very convenient fro users since it's hard to find the brand among all those brands listed.	**HOW** As a website, check fresh doesn't have a navigation bar but only the search bar and some information and people comments posted at the main site. **BENEFIT** It's a little confusing for user just starting using the website. **DISTINCTION** Compare to other competitors, Check fresh's user experience is not very ggord. It's easy to get the information user wants but the interface is inaesthetical.	**HOW** Check fresh has a wide range of brands for user to search. **BENEFIT** Users can find almost all products they want by searching for the brand first. **DISTINCTION** Check fresh has a strong data set and cover most all beauty related products.	Check fresh doesn't list ingredients of the products for users.	CheckFresh doesn't have reminders.	**HOW** This website reads the date of production from the batch code and gives users information about the products. **BENEFIT** The date is accurate, it is calculated by period after opening and production date from different manufacturer to get the expiration date. **DISTINCTION** Informational website, although lost a lot of brands info, there are still a big list of brands it checks. Becasuse it reads the bar code, the information is accurate and trustworthy	CheckFresh doesn't have a recommendation system.	No info about reviews and ratings, but there are comments of people on facebook to say something about the websites	**HOW** This website gives good tips on how to purchase fresh cosmetics and how long does cosmetics stay fresh. **BENEFIT** Good for people want to know better about general information about cosmetics before purchasing. **DISTINCTION** This info is hard to see else where, it is more like a wikipedia information.	CheckFresh doesn't have a product tracker/organizer.
Cosmetic Calculator (web)	**HOW** User can search for brands first and then put the batch code of the product to look for the production date of the products. **BENEFIT** Users can search for the brand or just simply imput the brand name of the products. **DISTINCTION** The data importing process is easy, however the code inputing part is a bit confusing.	**HOW** The website has navigation bar at the top and have search function at the left side to allow users to input information. **BENEFIT** It's a little confusing for user just starting using the website and not very user-friendly due to the unorganized information. **DISTINCTION** Compare to other competitors, cosmetic calculator's user experience is not very good. It's easy to get the information user wants but the interface is inaesthetical.	**HOW** Cosmetic Calculator has a wide range of brands for user to search. If users can't find it on the list, they can input the brand name themselves. **BENEFIT** Users can find almost all products they want by searching or inputing the brand first. **DISTINCTION** Cosmetic Calculaor has a strong data set and cover most all beauty related products.	Cosmetic Calculator doesn't list ingredients of the products for users.	Cosmetic Calculator doesn't have product expiration/purchase reminders.	**HOW** This website reads the date of production from the batch code and gives users information about the products. **BENEFIT** The date is accurate, it is calculated by period after opening and production date from different manufacturer to get the expiration date. **DISTINCTION** Informational website, although lost a lot of brands info, there are still a big list of brands it checks. Becasuse it reads the bar code, the information is accurate and trustworthy	Cosmetic Calculator doesn't have a recommendation system.	Cosmetic Calculator doesn't have info about reviews and ratings.	**HOW** This website gives good tips on how to purchase fresh cosmetics and how long does cosmetics stay fresh. **BENEFIT** Good for people want to know better about general information about cosmetics before purchasing. **DISTINCTION** This info is hard to see else where, it is more like a wikipedia information.	Cosmetic Calculator doesn't have a product tracker/organizer.

Think Dirty	**HOW** User can just scan the bar code of the product in Think Dirty to get all the information of the products. Also, it allows user to search the products as well. **BENEFIT** It doesn't ask users to self input all the information but simply scan the code. **DISTINCTION** The data importing process in Think Dirty is really easy and fast.	**HOW** The interface of Think dirty is very user-friendly. There is a little tutorial for first-time users. It has search function, add function, personal account management, and also provide information of popular trends. There are filters functions for the rating system. **BENEFIT** It's very user-friendly and simple to use for new users. And the rating system is easy to access and view. **DISTINCTION** Compare to other apps, Think Dirty gives users popular trends of cosmetic products. Also, the rating system and overall rating are what other apps not have.	**HOW** Think dirty help users to analysis the "dirtiness" almost all the products in the bathroom and even the long-term effect. **BENEFIT** Besides listing all the ingredients, the app gives out a rating for all the ingredients and their advice of the products. **DISTINCTION** Think dirty has a strong data set and cover most all beauty related products.	**HOW** Think dirty gives user the ingredient information and even the long-term effect. **BENEFIT** Besides listing all the ingredients, the app gives out a rating for all the ingredients and their advice of the products. **DISTINCTION** The app has their own rating system and gives out their advices of the products.	ThinkDirty doesn't have a product expiration/purchase reminder.	**HOW** This app keep tracks of dirty ingredients and the ingredients will be rated as dirty, clean and half & half. **BENEFIT** Another way to determine whether the products are good or bad for people, same concept behinds the App. Easy for people to understand what it is doing and provides immediate solution for not safe products. **DISTINCTION** The only App tracks the dirtyness of a ingredient. It would suggest people to change to a cleaner option if one product is rated as dirty.	**HOW** On the home page of the mobile app there is a 'Trending Now' section that shows some products such as "2017 Must Have"s **BENEFIT** This is beneficial to users that are looking for more inspiration or are just open to seeing what products aren't harmful to their bodies in the long term. **DISTINCTION** The distinction of this recommendation is that the products are relatively harmless in the long term so the user knows that these products are safe to use which may increase the likeliness of them buying or trying out the product. But, this recommendation doesn't take into account the cosmetics the user may have uploaded or personal preference.	**HOW** This application uses a comprehensive rating, along with detailed information on ingredients, certifications, and health impacts. **BENEFIT** Users are able to tell the rating system is well-structured and explained. Trustworthy. **DISTINCTION** Only app that rates dirtiness of the ingredients.	Think Dirty doesn't have tips on how to keep your bathroom clean.	**HOW** Users can scan barcodes or search for the products they use at home and upload it to the app. The app then gives each item a rating of Dirty to Clean and creates lists. **BENEFIT** Users can easily see how harmful each product they use is through the Dirty List and Clean List. This together creates an aggregate place where all of their cosmetics will be. Additionally there is a 'Products I Like' list that users can add items to by searching items or adding items they may already have for future reference. **DISTINCTION** This app is distinct in how it organizes products because it categorizes them based on their "dirtiness" ranking. This app is more catered towards users who are very conscious about their health and how these products may affect their bodies in the long run.
Lovelyloot	**HOW** For Lovelyloot, users can either search for the product or put all the information of the product by themselves. **BENEFIT** Users can mostly find the product they want to put into their collection in the app or input well-rounded information of the products themselves. **DISTINCTION** Users are allow to put their personal notes under the products.	**HOW** The interface of Lovelyloot is easy and clear. It has search function, add function, personal account management, and also provide information of popular trends. **BENEFIT** It's very user-friendly and simple to use for new users. **DISTINCTION** Compare to other apps, Lovelyloot gives users popular trends of cosmetic products.	**HOW** For Lovelyloot, it has very clear and specific categories. User each large section like skin, hair, makeup, it has more specific classifications. **BENEFIT** Users can easily find products they want based on all the specific classifications. **DISTINCTION** Lovelyloot has the most classification among all these 10 applications.	Lovelyloot doesn't have ingredient check function.	Lovelyloot doesn't have a product expiration/purchase reminder.	Lovelyloot doesn't keep track of expiration date.	**HOW** On the homepage of the app there is a popular products section in which the user can tap to see popular products other users viewed/added suggested by the app. **BENEFIT** This can be beneficial to the user because they can easily draw inspiration from the popular products list as well as see the new emerging trends in cosmetics. **DISTINCTION** This is distinct from what most other applications offer because the information is crowdsourced, in a sense. This popular products section is not heavily catered to the user's preference but rather what the majority of the app userbase seems to be liking.	Lovelyloot doesn't use reviews or ratings.	Lovelyloot doesn't have tips.	**HOW** The user can search a product, or add their own product to their collection and from their can create specific lists/collections with photos. **BENEFIT** The user can create multiple collections based on the products they do and do not have. This allows for a lot of customization and an easy place to store the cosmetics they have interest in as well as different make-up style sets they might have for easy reference. **DISTINCTION** This collection/list creating aspect of the app is distinct because there is a lot of customization for the user. The user can have a list of all products they own, a list of what they want, a list of what they want from a particular store, and a list for a specific cosmetic routine. The possibilities are endless with the collections the users can create.
Stash Beauty	**HOW** User don't import data themselves, instead everytime when they buy any products through the app, the app automatically synchronize their purchase through to their own cosmetics list. **BENEFIT** Users don't need to add items one by one, since the app links to their purchase order. **DISTINCTION** Different from other apps, where users enter the product name or scan the barcode to import the data, Stash Beauty stores all products automatically based on user's order. However, it might be hard to keep track of products that are not bought using this app.	**HOW** The intereface for Stash Beauty is pretty straightforward and involved a lot of pictures. **BENEFIT** With the use of the pictures, users are able to identify different products more easily instead of just different names of the products. **DISTINCTION** The ability to link information and pictures to social media, particular Instagram is definitely an unique design here. So users can explore and find more situable products through Instagram posts and pictures of different products	**HOW** The app contains 115,000 products that range from products that can be bought from drugstore shelf as well as beauty counter. **BENEFIT** Users can easily find the products they use in the app and be able to look up information about it. **DISTINCTION** The app covers a wide range of products, includes different price levels, and contains both makeup and skin care products, so people can find the one that fit their budget and interests.	Stash Beauty doesn't have ingredient check function.	**HOW** The user can set a time period for how long their product will last and the app will send a reminder. Also, the app sends favorited item reminders for when they go on sale. **BENEFIT** This reminder system can definitely benefit users who favorited items for later purchase because it will remind them when it goes on sale. Additionally, the app sends reminders before a product is used up so the user can purchase it before it's too late. **DISTINCTION** Being reminded to purchase items on sale is a great feature because often people forget about items they have favorited or might find it too inconvenient to keep checking if the price has changed. This automatic reminder is very convenient for users.	Stash Beauty doesn't keep track of expiration date.	**HOW** The user can browse several categories such as eyes, health, or instagram to look at products in those categories. **BENEFIT** The benefit of freely browsing categories is that the user may know what typeof product they want, but may be unsure of the exact product they want. This browsing feature gives them opportunities to look at different products and styles. **DISTINCTION** This feature is distinct because it takes advantage of social media platforms like instagram and tagging to get pictures of cosmetic products so users can see how items are used in real situations. Also, the user is not restricted by what the app wants to suggest to them, for the most part.	**HOW** Although the app doesn't use reviews or ratings, people can shop through instagram pictures. And in most of the description area of images, people put their comments there and others are able to view them. **BENEFIT** It makes easier for people to shop if they see something they really like in social medias, mainly instagrams. **DISTINCTION** The only App loads the instagram picture and make users able to purchase things shown on the pictures.	Stash Beauty doesn't have tips.	**HOW** The user can keep a "stash" of the cosmetic products they use at home. **BENEFIT** The user has a single place where all of their cosmetics are stored and the user also has the option to give each item a time period in how long it will last. **DISTINCTION** One great distinction is the ability to directly add items in the stash to your cart for purchase. This app supports over 115,000 cosmetic items which means the user may not have to switch apps to purchase what they find interesting.
EWG Skin Deep database(web)	**HOW** This website is more for information lookup. Users are able to type in product name or brand name in the search box and get detail information about the product. **BENEFIT** Users just need to enter the name of the product they are looking for, and get a quick response with the information related to that specific product. **DISTINCTION** EWG Skin Deep database focuses more on the ingredients of each product, so different from other website service, it helps people to identify the dangerous components in each product.	**HOW** A typical search service design, with a search bar at the top, and each product has its own page of information. **BENEFIT** Information is specific for each product, so it is really clear and a lot easier for users to search and understand. **DISTINCTION** Compare to other apps or website, EWG database focuses more on the ingredients concerns, which are marked with low, moderate and high for users to compare.	**HOW** EWG Skin Deep database covers a wide range of products, including makeup, skin care, fragrance, babies, oral, nails, sun, hair, etc.. **BENEFIT** Users are able to search under different categories and see what's the ingredient concerns for each product. The users group is broader since it covers all kinds of product. **DISTINCTION** EWG database contains the most amount of products compare to all other services. This is a strong distinction, since users can literally search different products on here and get the result they want. This service covers a broader range, which lead to a bigger user groups.	**HOW** For each product, there will be a overall score indicating the safety level of the ingredients. Then there is ingredient concerns section, which shows the possibilities of cancer, overall Hazard, toxicity. The last section covers any ingredient that might be more dangerous and explain the concern relate to it. **BENEFIT** Users can easily see the score and understand which ingredient might be more harmful and get a chance to learn more about the negative effects of the ingredients. **DISTINCTION** Not all apps include this ingredient check, and with the amount of data this site has, the data is pretty trustworthy and contains a lot of details.	**HOW** Although a little bit different, the user can sign up for email notifications regarding promotions and other information. **BENEFIT** This is beneficial for users that are interested in what EWG has to offer but wouldn't go out of their way to access the site or information. **DISTINCTION** This email sign up is unique because it notifies people in a place where they most likely check at least a few times a day and also takes into account their location via zip code so they get more personalized information. This information may help increase user loyalty to the site.	EWG Skin Deep database doesn't keep track of expiration date.	**HOW** There is an EWG Verified section of the website that shows products that follow certain criteria set by EWG. **BENEFIT** This is an easy place for users to go to for users to browse relatively healthy products, fully disclosed ingredient lists, and products from companies that follow good and proper manufacturing practices. **DISTINCTION** The EWG Verified section shows cosmetics that concerned individuals may be interested and a side of cosmetics many people may not know about. The section also informs users of what they claim to be EWG Verified and may bring to attention products they should avoid.	**HOW** This webstie have ratings for each product. Depend on that, they also have a general overal ratings for certain product. **BENEFIT** If people just want to check some product on one glance, they are able to see that by looking at the ratings. Also, if they want to carefully examine a certain product, they are able to check each ingredients. **DISTINCTION** One of the few apps that listed all the ingredients and concerns that it may bring. Focus on the safest products side.	**HOW** This website gives good essential tips and facts about cosmetics, people would browse the information depend on their needs. **BENEFIT** Good for people want to know better about general information about cosmetics before purchasing. **DISTINCTION** This info is hard to see else where, and they are pretty detailed information.	EWG Skin Deep database does not offer a section for an aggregate cosmetic tracker.