

Carely

"A Clearer Choice for BelleDerm"

Transforming skincare retail through AI-powered personalization

The Challenge

At Farmacia BelleDerm, the shelves were always full, but the baskets rarely were. Customers entered eager to improve their skin, only to face a wall of dermocosmetic products, each promising miracles. Overwhelmed by choice and unsure who to trust, many left without buying anything.

The pharmacists, though friendly and professional, weren't skincare specialists. Their product knowledge came from brand brochures and quick online searches. Despite the pharmacy's investment in premium skincare lines, sales stagnated and customer confidence declined.

The turning point: BelleDerm needed a solution that could bridge the gap between their extensive product inventory and customers' specific skincare needs, while empowering their staff with expert-level guidance.

The Solution

That changed with Carely. Carely's AI-powered skin analysis tool transformed how BelleDerm interacted with its customers. Installed on a simple tablet at the dermocosmetic counter, it allowed clients to scan their faces, select their preferences, such as price range or brand, and receive instant, data-driven product recommendations from the pharmacy's actual inventory.

25%

Increase in
dermocosmetic sales
within one month

100%

Of recommendations
tailored to actual
inventory

∞

Improved customer
confidence and
satisfaction

The Transformation

The first week, something shifted. Customers began to trust the process. They explored products confidently, knowing they were tailored to their specific needs. Pharmacists, now equipped with a smart assistant, could guide conversations instead of guessing.

Within a month, dermocosmetic sales increased by 25%, and customer satisfaction visibly improved. Returning clients began asking for "the AI that analyzes my skin," and word of mouth drew new visitors curious to try the service.

"For BelleDerm, Carely became more than a tool, it became a bridge between expertise and accessibility, transforming hesitation into trust and browsers into loyal buyers."

Clear skin. Clear choices.

Discover how Carely can transform your pharmacy's skincare consultation experience.

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