

Skincare Recommendations for Busy People

Jocelyn Lau



people have a lot to say about skincare



skincare routines



Home



Trending



Subscriptions

FILTER



updated skincare routine | maddie cidlik

Maddie Cidlik • 208K views • 5 months ago

hi loves!! finally, my long awaited skincare routine! hope you guy
skincare is my favorite thing ...



Donovan
@xclope

Nobody:

Absolutely no one:

Not a single soul on this Earth:

Not even their mom:

iNfLuEnCeR: "A lot of you have asked
about my skin care routine..."

Hi, Beautiful
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SHOPNEWBRANDSSALECOMMUNITYHAPPENING IN STORE

Skincare > Moisturizers > Moisturizers

DRUNK ELEPHANT
Protin™ Polypeptide Moisturizer
\$68.00
FREE SHIPPING

ADD TO BASKET

ADD TO LOVES

Find in store

Enter ZIP/Postal code

DetailsHow to UseIngredientsAbout the BrandShipping & Returns

Which skin type is it good for?
✓ Normal

23 May 2017

★★★★★

worth it.

Pricey? You betcha! Worth it? Yup!! My skin has never looked better. If you can, splurge this once and just pick up a jar of this creme. It's very thick, and a little goes a long, long way so it will last for awhile. I see some woman saying that this is hard to apply or spread. There is a simple solution and trick to applying this creme. First off, don't apply like you do with a regular moisturizer. Take a little less than a pea size amount and put it in the palm of your hand. Rub your palms together a bit just to warm it up. Don't worry, it won't absorb into your palms, so you will not lose any product. Using both palms, press the creme into your skin well. It will absorb beautifully this way. I have been using this creme regularly for about a year. I rarely use foundation anymore. My pores are minimal. My skin glows and my face is very smooth. I am not one of those women blessed with beautiful skin either. I also recently added the, Treatment Lotion and Foaming Face was to my routine and these are perfect as well. They are not a must though. You can use any good cleanser, exfoliant or toner with this creme and still get beautiful results. I honestly believe this creme is a game changer. It helps with redness also. Enjoy!

23 May 2017

★★★★★

gypsy magic

I am in my early 30s, I have battle with acne since my late teens, I go from severe acne to mild acne so my skin has gone thru a lot during all of this time. I popped those pimples and have cause my skin scars along with dark spots, the damage is real. I have gone thru many brands, prices low to high and have been unsuccessful at finding my match to help heal those scars. My skin is finally pimple free but the scaring and dark spots not so much. Well I read about la mer, the story behind the NASA chemist who got severe burns and it took him 12 years to create this miracle broth? He started using and his skin healed after using it. So Well why not try it? I got the smallest size during the sale event. You must use a small amount as it is very rich, you must warm it up in your hands before applying to your clean face. Proper use of this cream I read has a big impact on the results. Don't overlook these steps. I have been using it now for two weeks and oh my god! This stuff works. Is magic and a miracle! I wanted to fall in love and I did. My face is looking smoother, the scars are fading away and it hasn't made me break out as other users have experienced. I been using it for two weeks and even my husband has noticed how amazing my skin is looking. I have joined the la mer family and I can't wait to invest on more products from their line. The price is high but can you really put a price into your face? I want to age gracefully without any surgery and la mer might be the answer I have been looking for ...

8 May 2017

★★★★★

Magic in a jar

This boy is EXPENSIVE! That being said, it is worth EVERY DOLLAR! I've been using this for about 3 weeks now. I have combo dry/oily skin, and most moisturizers get absorbed immediately into my dry areas and my skin still feels dry while it lingers on my oily areas and I continue producing oil. This moisturizer, however, keeps my skin hydrated all day! I put it on twice a day, one pump when I wake up and one pump when I go to sleep around between 12 and 18 hours later. At the end of the day my face feels soft and velvety, which I love. I'm a girl cleanser, so I'm sure a lot of the product ends into my

13 Feb 2018

building a system to recommend skincare products

Amazon Product Reviews

2,241 facial skincare products

81,308 reviews

Topic Modeling

Preprocessing (Stop words, Stemming)

TF-IDF

NMF

Sentiment Analysis for Topics

Review sentence tokenization

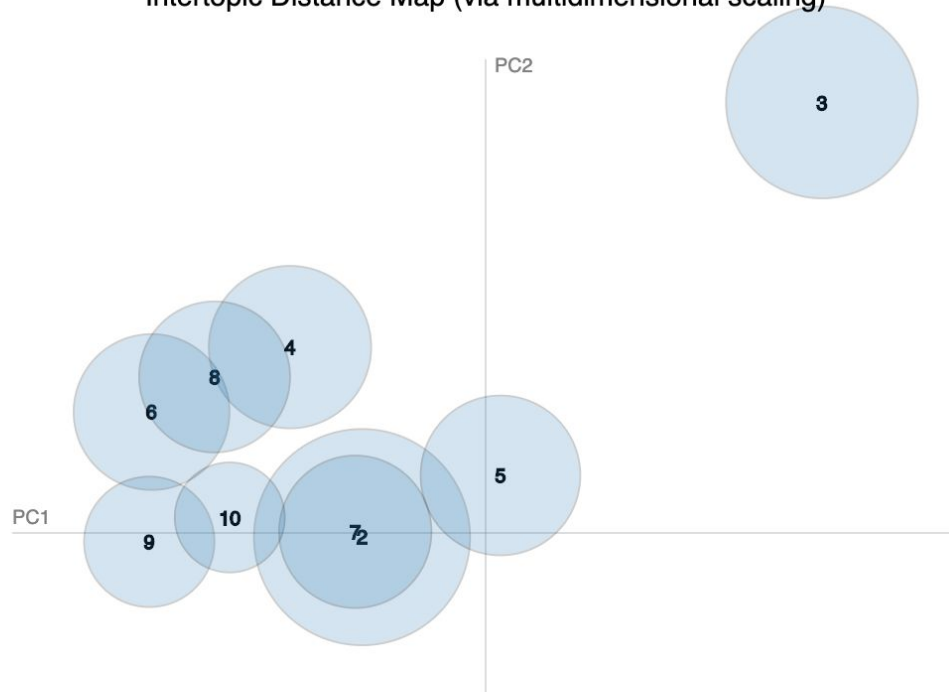
Vader sentiment analysis

Recommendation System

Cosine similarity and weighting by SA composite score for topics

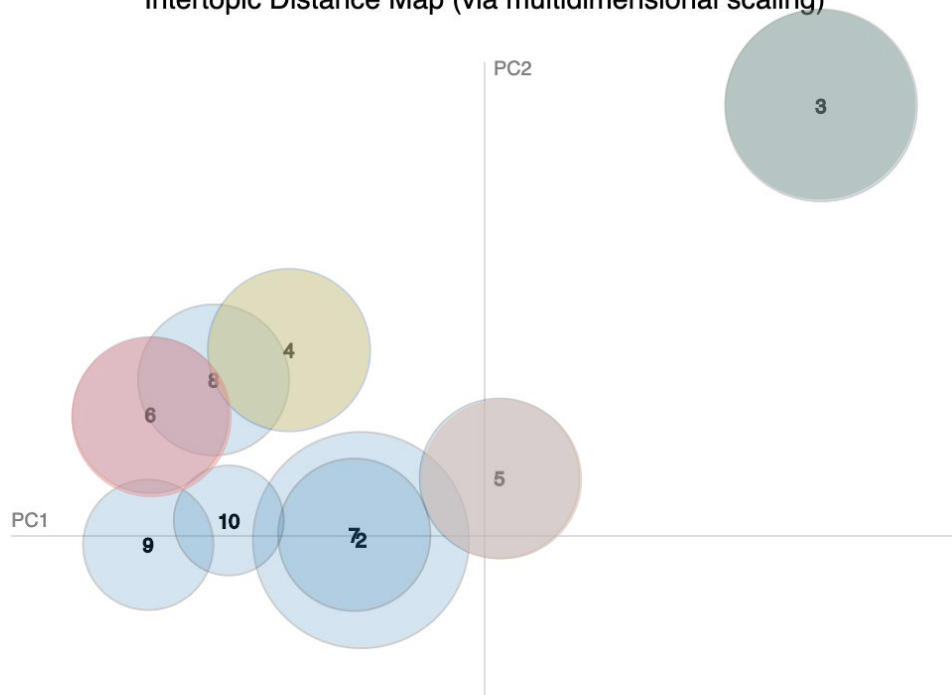
NMF elucidated common skincare concerns

Intertopic Distance Map (via multidimensional scaling)



NMF elucidated common skincare concerns

Intertopic Distance Map (via multidimensional scaling)



Topics

Sensitive skin	skin, sensit , feel, dry, hav, soft, aft, car, look, irrit
Acne control	acn, hav, thi, skin, clear, help, breakout , fac, blem , pimpl
Oil control	moist , thi, greasy , fac, light, oi, lot, spf, oil , feel
Anti-aging	ser, hav, ar, result, look, lin , wrinkl , skin, week, ey

sentiment analysis determines how people feel about a skincare concern

Topic key words

Sensitive skin	sensit irrit
Acne control	acn breakout blem pimpl
Oil control	moist greasy oil
Anti-aging	line wrinkl

Clearogen Acne Lotion
Benzoyl Peroxide



Sentence	Composite Score
'My son has tried multiple skin care lines for his acne , this was the first that REALLY cleared up his skin!!'	0.7359
'!This truly is a miracle for acne !'	0.8065
'It even helped with rosacea like breakouts I used to get on my cheeks and forehead during hormonal changes too.'	0.3612

recommended products differ by skincare concern

Epicuren
Discovery Gelle
Cleanser



Cleansers

Creams &
Moisturizers

Exfoliators,
Polishes, Scrubs

Toners &
Astringents

Treatments &
Masks

recommendations for sensitive skin

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recommendations for sensitive skin



IMAGE Skincare The Max
Stem Cell Facial Cleanser,
4 oz.



Guinot Microbiotic
Cleansing Foam, 5.07 Fl oz



Julep Korean Skincare
Exfoliating, Hydrating Face
Wash Set for Normal to Dry
Sensitive Skin



Pevonia Spateen
Blemished Skin Toner, 4 Fl
Oz



Red Flower Lymphatic
Phytopower Sea Cleanser
and Masque, 8.8 Fl oz

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recommendations for sensitive skin



IMAGE Skincare The Max
Stem Cell Facial Cleanser,
4 oz.



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Pevonia Spateen
Blemished Skin Toner, 4 Fl
Oz



Red Flower Lymphatic
Phytopower Sea Cleanser
and Masque, 8.8 Fl oz

recommendations for no concerns



June Jacobs Creamy
Cranberry Cleanser, 6.7 Fl
Oz



Guinot Hydra Beaute
Cleansing Milk, 5.9 ounce



DDF Advanced
Micro-Exfoliation Cleanser,
6 fl. oz.



Pevonia Combination Skin
Cleanser, 6.8 Fl Oz



Erno Laszlo Transphuse
Age Defying Mask, 3.3 fl.
oz.

sensitive skin recommendation reviews have positive sentiment

Epicuren Discovery Gelle Cleanser



Cleansers



IMAGE Skincare The Max Stem Cell Facial Cleanser, 4 oz.


"Thank you!Fantastic - thank you!Love the way this smells, and it's great for my overly **sensitive** skin."

Exfoliator, Polishes, & Scrubs



Julep Korean Skincare Exfoliating, Hydrating Face Wash Set for Normal to Dry Sensitive Skin

'Juelp provides the best skin care regimen for my **sensitive** skin.', 'I love it, I love the Kojac sponge effective exfoliating without damaging my skin!The Konjac sponge is gentle enough to use everyday (I have **sensitive** and acne prone skin).'



Find products of interest without
reading all the reviews or being
influenced by marketing

Find products that round out your
skincare routine and address your
specific concerns

**recommendations
that cut through
the noise**

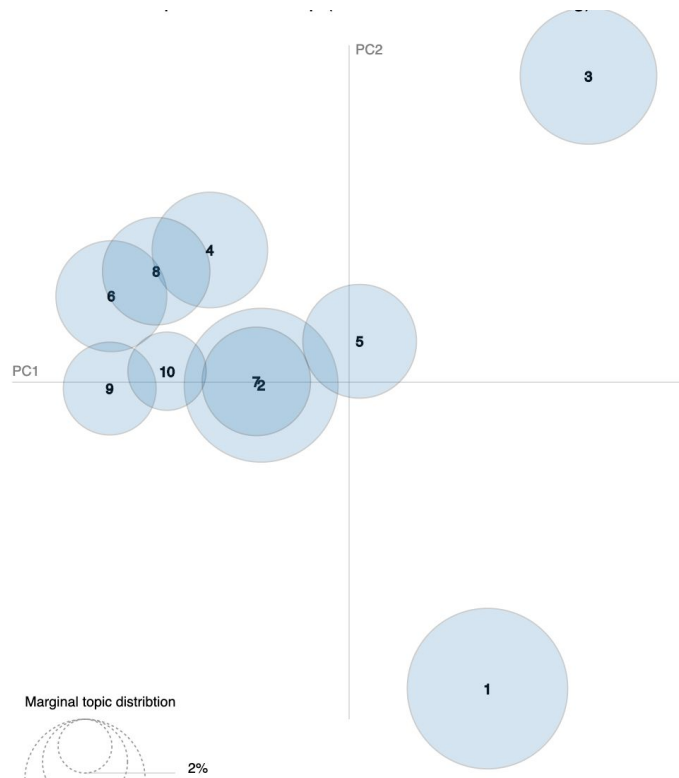
Thank You



Appendix



Full Topic List



Topic 0	thi, year, hav, ord, purchas, recommend, ve, tim, amazon, pric
Topic 1	cleans, cle, fac, remov, wash, makeup, gentl, foam, dry, thi
Topic 2	mask, thi, fac, clay, minut, aft, mud, sheet, thes, felt
Topic 3	skin, sensit , feel, dry, hav, soft, aft, car, look, irrit
Topic 4	acn , hav, thi, skin, clear, help, breakout , fac, blem , pimpl
Topic 5	moist , thi, greasy , fac, light, oi, lot, spf, oil , feel
Topic 6	ser, hav, ar, result, look, lin , wrinkl , skin, week, ey
Topic 7	cream, night, jar, neck, hav, fac, day, smel, rich, nic
Topic 8	fac, smel, scrub, feel, exfo, wash, cle, yo, aft, leav
Topic 9	ton, spray, mist, refresh, thi, wat, makeup, fac, pad, set

Next steps/improvements

- word2vec to improve named entity recognition of products and brands and phrase meanings (e.g. not oily vs. dry)
- clustering methods to further condense categories
- improve sentence-topic matching beyond simply containing the word
- weight positive sentiment by proportion of positive review sentences out of all sentences
- include negative scores in weighting (balance positive and negative reviews)

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