



# Nontoxic beauty app

THE APP THAT HELPS YOU TO  
FIND HARMFUL INGREDIENTS IN  
YOUR COSMETICS/SKINCARE  
PRODUCTS BY SCANNING  
INGREDIENTS' LIST OR  
BARCODE

## Company Summary

Nontoxic beauty is an app that tells you about the protentional toxic ingredients in your cosmetics, skincare, hygiene and personal care products. Nontoxic beauty provides you the information on social, biological, and ecological effect of every product. Users should scan the barcode or take a photo of ingredients' list to know if the product is safety.

- Brand and ingredients search
- The list of all ingredients that can be find inside the cosmetics, skincare and personal care products
- Product compare
- Shop through the app from your favorite websites directly
- Special markers (vegan, no animal test, glass/plastic package, no dangerous ingredients, etc.)
- Calculate % of ingredients that can be define as natural
- Calculate % of allergic reactions (based on users' notes)
- Description of each ingredient and harmful dose for the body
- Barcode and ingredients scanning
- Users contribution (add notes about allergic reaction, price, etc.)
- App recommendations (more healthy alternatives for the same price)
- Provide the list of ingredients that are better not to mix with each other

## Mission

Nontoxic beauty is an app that focuses on women's needs, provide girls and women the information about the cosmetics, skincare, hygiene and personal care products ingredients so they can make a better choice that won't harm their body. Nontoxic beauty provides information about both cheap and expensive products and doesn't have a focus on luxury or vegan market only. It gives an opportunity to all women despite their income and preferences, stay healthy and take care about themselves.

## Objectives

- Full product launch
- Grow users base

- Make partnerships with e-shops
- Generate revenue

### Key Success

- High quality development & marketing skills
- Strategic planning and setting up the proper partnerships
- Few competitors
- Developing market

## PROBLEM NONTOXIC BEAUTY APP IS TRYING TO SOLVE

**The important problem** is that most of the skincare, cosmetics and hygiene **products consists of harmful ingredients that influence on hormonal system and can lead to a negative not only beauty effect, but health side issues such as cancer, thyroid problems, etc.** There are many skincare and cosmetics products on the market. And it's hard to choose the best that suits you, your skin type, and won't harm your body. Reading ingredients takes time and knowledge, so it's easy to take something that was recommended by your friend or influencer than to figure out about ingredients' list. Even the small amount of chemicals can influence on the body badly if you use it every day.

### Let's talk about numbers

American women use an average of 12 products a day – nearly 200 chemicals – according to a 2004 [study](#) by the Environmental Working Group (EWG), a non-profit environment and health advocacy group. Another survey, conducted by a beauty retailer in 2016, found women averaged 16 products a day on their face alone.

“Cancer is on the rise, infertility is on the rise, allergies in children are on the rise, and people can't figure out why,” said Nneka Leiba, the director of healthy living science at EWG, which has been monitoring chemicals in cosmetics for over a decade.

Leiba said known or suspected carcinogens like formaldehyde – found in some keratin hair treatments, body soap and nail polish – and coal tar – found in some hair dyes and shampoo – are of top concern in beauty products. So are heavy metals, like lead found in lipsticks and clay-based products, and endocrine-disrupting chemicals like parabens and

phthalates, among others. EWG has also found toxic PFAS chemicals – used in flame retardants and Teflon – in some cosmetics.

“But we are not using just one product,” Leiba said. “Your exposure in just one day can greatly outweigh what this one company said was the low dose you had in your product, which is why we are concerned.”

In the new research letter, study author Dr. Steve Xu, a resident physician in the department of dermatology at Northwestern University Feinberg School of Medicine, and his colleagues looked at the number of adverse events reported to the FDA and found that over a 12-year period, there were 5,144 health-related complaints submitted due to cosmetic products.

“If you think about the chronic conditions that the world is experiencing now – like fertility problems, thyroid conditions, diabetes, ADHD – these are all heavily impacted by hormones,” said Carol Kwiatkowski, the executive director of [The Endocrine Disruption Exchange](#) (TEDX), a not-for-profit research foundation focused on reducing harmful chemicals in the environment. “Prevalence rates are skyrocketing. We just don’t know what is causing it. It’s undeniable that environmental chemicals are part of the picture. And we just continue to ignore them.”

More than 200 possible endocrine-disrupting chemicals currently in use in cosmetics and personal care products have been identified by TEDX. A big unknown is how chemicals interact with each other in the body after they are absorbed through the skin, according to Leiba.

### **Problem solution with Nontoxic beauty app**

**Nontoxic beauty app** gives women an information about the exact cosmetics or skincare products, highlight the ingredients that can be define as harmful and can lead to some health issues in the future. In addition, it gives information about the ingredients which are better not to mix with each other. Also, it gives women a product compares and an opportunity to shop in-app. It also gives product suggestions and healthy versions, so women can find a better option even in the supermarket. Maybe, it won’t be 100% vegan or clean, but it still will be a better alternative for their health, even if they have a small budget. The main

thing is to worn women and provide them a better choice but don't decide for themselves and don't push on them, don't force them to buy only expensive organic products. Our goal is to make every day women's lives easier and healthier. Nontoxic beauty app is for every woman who cares about her beauty and health.

## TEAM

Viktoriia Petrova – Co-founder

At nontoxic beauty app Viktoriia manages all the marketing and operation processes.

She has more than 7-year experience in fashion/beauty industry. She worked both for beauty start-ups and big companies such as the global beauty company FOREO. Also, while getting experience in tech startups in Europe, she learned how to create a successful tech product. That's why she decided to connect her passion for fashion/beauty with tech and create a nontoxic beauty app. Viktoriia owns a bachelor's degree in international management from one of the top-10 universities in Russia, Ural Federal University. She took part in Ernst and Young business school, also in series of workshops organized by KPMG. Previously, her team took 3<sup>rd</sup> place on the regional European Business Engineering Competition organized by SunInBev. Her knowledge and experience allow her to understand the women's audience and their needs, and ability to create a product that will be popular.

<https://www.linkedin.com/in/vikapett/>

Otto Kafka – Co-founder

At nontoxic beauty app Otto is responsible for the tech side. Otto has more than 10-year experience in programming. Otto started programming at the of age 12 years old, when he created his first game. After getting his bachelor's degree in Communications from University of the Pacific in the USA and getting experience as a web developer in a San Francisco startup, he decided to get a master's degree in Computer Science from one of China's top-10 engineering universities, Beihang University. Also, Otto has a master's degree in software engineering from one of the leading universities in the world, Harvard University. Otto has been working as a blockchain developer in Beijing and Shenzhen for several years. He is experienced in JavaScript, Python, Go,

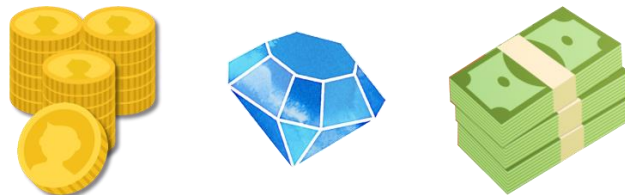
Redux, NodeJS, etc. His educational background and work experience allow him to know to create any app from scratch.

<https://www.linkedin.com/in/otto-kafka-50899b7a/>

## Business Model

Nontoxic beauty app uses **FREEMIUM** business model.

# The Freemium Model



IMG: sweetpricing.com

**Why:** While a paid app seems like a great way to make money, it's not the most popular business model for mobile apps. Not everyone wants to download a paid app. Google Play is home to over 3 million apps, while Apple's App Store boasts a figure of around 2.2 million, and **only 8% of those apps are paid. The freemium business model is currently dominating the entire app market.** It's a mix of free and premium. This means your app is free to download but offers some paid, value-add services too.

### How it works:

- In-app purchase
- Advertising
- Ad-free subscription
- Subscription unlocking new levels (multiple subscription plans)
- Free trial

### In-app purchase:



At nontoxic beauty app, we want to make a recommendations of safe cosmetics/ skincare/ hygiene products, and create a function that allows people to purchase inside the app. We would like to make partnerships not with brands (so we can have a freedom to recommend something that we truly believe is safe, maybe with some limited number of brands), but with e-shops retailers who sell cosmetics/skincare products. We can get % from every purchase, also when we have a base of users, we would like to negotiate payment for placement of the product as well.

#### **Advertising and ad-free subscription:**

Advertising is one of the fastest options to monetize the app, and we would like to use it as well. We would like to provide the users an option, if they don't want to see the ads, they can buy an ad-free subscription. This subscription also can unlock new levels for them. For example, at nontoxic beauty app, it can be the access to a greater number of products, more ingredients or their description.

#### **Subscription to unlock new levels:**

This subscription can be combined with ad-free subscription and allows users to get a full access to the list of safe and dangerous ingredients, products, description, and many more options. We would like to provide multiple subscription plans for 1,3,6 months, 1 year, and a life time. The most expensive if you pay monthly. If the user decides to get a lifetime subscription plan, they will get a discount.

#### **Free-trial:**

You never know before you try. That's why, at nontoxic beauty app everyone will get a 1-day full free trial without ads and get a full access to the ingredients, description, etc. It's enough to taste the product, but not enough to collect all the information for the future so you won't use this app again.

**The result:** This combination will let the app to earn money even from free users. Nontoxic beauty app is going to get money from 3 sides: from advertisers, users, e-shop and brands partners. That's why the app will always have money for operations and can invest in the product and team development.

SWOT and STEP analysis

## SWOT-analysis

	<b>Opportunities</b> <ol style="list-style-type: none"> <li>1. Partnership with e-shops, brands</li> <li>2. GEO expansion to the USA, Asia Pacific and Europe markets.</li> <li>3. The app features development and improvement</li> <li>4. Company's team extension</li> <li>5. Investors' support</li> </ol>	<b>Threats</b> <ol style="list-style-type: none"> <li>1. Threats from competitors</li> <li>2. Economics problems and decline in purchasing power</li> </ol>
<b>Strongness</b> <ol style="list-style-type: none"> <li>1. Deep understanding of the market</li> <li>2. Experienced and motivated team</li> <li>3. Only a few competitors</li> <li>4. Innovations and constant development of the product</li> <li>5. Big and growing market</li> </ol>	<ul style="list-style-type: none"> <li>• Use financial opportunities, high skilled team, innovations to create new features and develop the app and go worldwide.</li> <li>• Make a contract with brands and e-shops.</li> <li>• Create a strong and well-known brand</li> <li>• Use social media, influencer marketing to promote the brand</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Focusing on the product quality and put more money in product development and marketing</li> <li>• Competitors' monitoring</li> </ul>



<b>Weaknesses</b> 1. Unfinished prototype 2. No budget 3. Team is small and will need more people in the future 4. Have strong competitors	<ul style="list-style-type: none"> <li>• Expend the team</li> <li>• Find the investor / mentor</li> <li>• Make a deep competitors' analysis to understand what features we can add in the app</li> </ul>	<ul style="list-style-type: none"> <li>• Make a partnership with competitors in order to get their users</li> </ul>
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### STEP analysis

We use 1-3 points scale to evaluate the factors' influence on the company.

1 – low influence factor, it doesn't influence on the company's activity

2 – middle influence factor, only significant factor change influence on the company's activity

3 – high influence factor, any changes of factor influence on the company.

Political factors	Factor's Impact	Manifestation of the factor	Influence on the company
Press and media independence	1	International agencies rank the United States behind most other Western nations for press freedom, but ahead of most Asian, African and South American countries.	Despite the fact that Asian countries government control the press and American government has some influence on the media, the nontoxic beauty app has nothing to do with politics, economics, etc. So the influence of the

			political factors are very low
Antimonopoly law (USA)	2	<p>In the United States, <b>antitrust law</b> is a collection of federal and state government laws that regulates the conduct and organization of business corporations, generally to promote fair <b>competition</b> for the benefit of <b>consumers</b>. (The concept is called <b>competition law</b> in other English-speaking countries.) The main statutes are the <b>Sherman Act of 1890</b>, the <b>Clayton Act of 1914</b> and the <b>Federal Trade Commission Act of 1914</b>. These Acts, first, restrict the formation of <b>cartels</b> and prohibit other collusive practices regarded as being in <b>restraint of trade</b>. Second, they restrict the <b>mergers</b></p>	<p>The antimonopoly law in the USA protects companies from the abuse of monopoly power, so every company has a chance for a fair competition.</p>

		and acquisitions of organizations that could substantially lessen competition. Third, they prohibit the creation of a monopoly and the abuse of monopoly power	
The protection level of intellectual property and authors' law	2	<b>Intellectual property laws</b> passed by Congress are administered by two government agencies, the <b>U.S.</b> Patent and Trademark Office, and the <b>U.S.</b> Copyright Office. Patents give inventors the right to use their product in the marketplace, or to profit by transferring that right to someone else.	The law protects companies from the intellectual property theft. But, in the meantime, any company can use the idea and by making a few changes, create a new product in the market.
Economics factors			
Economic growth rate (USA)	3	Gross domestic product grew at an annual <b>rate</b> of 3.2% in the first quarter, up from 2.2% at the end of last year. That's a significant turnaround from six weeks ago, when many analysts	American economics continue to grow, so it's a good chance for startups for development.

		expected a slump in <b>GDP growth</b> to just 2% or less	
Level of disposable income (USA)	3	<b>Disposable Personal Income in the United States</b> increased to 16028.80 USD Billion in May from 15956.30 USD Billion in April of 2019.	The disposable personal income continues to grow and increase. So, people will purchase more and more each year.
USD currency	3	Low volatility	USD is still one of the main and stable currencies in the world. Almost every payment in the world is made in the USD.
Availability of credit (USA)	3	How much are <b>credit card processing fees</b> ? Average <b>credit card processing fees</b> range from 1.5% to 2.9% for swiped <b>credit cards</b> . Keyed-in transactions have a higher average	The American system of credit is stable. The credit card fee is very low compare to other countries. So it allows people to purchase more using the credit cards.

		processing <b>fee</b> of 3.5% to account for the higher risk.	
Business climate	2	In general, USA business climate is very comfortable.	Very fast grow of new customers, new opportunities appears every day.
Social and cultural factors			
Lifestyle and consumers' habits	2	Improvement in the current lifestyles of the individuals is majorly affecting the cosmetics market. Consumers have now become more conscious regarding the usage of cosmetics in their daily life in an effort to step up their style quotient and overall personality. Cosmetics play an important role in enhancing one's inherent beauty and physical features. Men are also increasingly using cosmetics in their daily routine including various types of fragrances	Because consumers are becoming more focused on everything natural, nontoxic beauty app has all chances to get many users.

		and deodorants. This growing demand of cosmetic products has in turn led to the growth of cosmetics market across the world.	
Quantity of internet (app) users	2	As of the first quarter of 2019, these app users could choose to download between 2.6 million Android, and 2.2 million iOS apps	The potential growth of app users.
Technology factors			
The level of innovations and tech market development (mHealth)	2	the global <b>mHealth apps</b> market was valued at approximately USD 8.0 billion in 2018 and <b>is expected to generate around USD 111.1 billion by 2025</b> , at a CAGR of around 38.26% between 2019 and 2025.	Because Nontoxic beauty can be discovered as a MHealth app, that means that it has many chances to become popular on this growing market

Excess to the new tech	2	Technologies are developing fast. The USA market is the first who creates trends.	Obviously, tech development has a good influence of the company's growth.
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### Competitors

Name of the competitor	Main market (country)	iOS ranking
Yuka	Europe (Belgium, France, The UK)	4.7
Think dirty Detox Me	USA / Canada USA	4.8 4.3
Clean beauty	Europe	3.9
EGW: Healthy Living	USA	3.1
CosmEthics	Europe	4.1
Chemical Maze	USA	4.2
Good guide	USA only	2.4

We made a research and found 5 key competitors who provides the same service as Nontoxic beauty app. Let's consider each app and its advantages and drawbacks.

**Think Dirty (USA and Canada)** is one of the most well-known apps that allows you to check how safe ingredients' list is by scanning it or the product's barcode. It appeared in many major magazines such NY Times, Bloomberg, Glamour, etc. It has more than 12 000 positive reviews on AppStore. Their data base consists of more than 850 000



cosmetics / skincare barcodes.



**Think Dirty – Shop Clean** 4+

Learn Beauty Ingredients ^\_^

[Think Dirty Inc.](#)

#100 in Health & Fitness

★★★★★ 4.8, 12K Ratings

Free

App features	Drawbacks in the app (based on reviews)
<ul style="list-style-type: none"><li>• Barcode Scanning: Over 850,000 cosmetics and personal care products majority from Canada and the U.S. are currently in our database.</li><li>• Dirty Meter®: A comprehensive rating is given, along with detailed (but easy-to-understand) information on ingredients, certifications, and health impacts.</li><li>• My Bathroom Rating: Keep track of what's already in your bathroom. Learn your current bathroom rating, and track your progress on "cleaning" it up.</li><li>• Shopping Lists: Save products to make shopping faster and easier.</li><li>• Shop Now: Buy products directly from Amazon.com,</li></ul>	<ul style="list-style-type: none"><li>- Hard to find the product in the data base</li><li>- Horrendous data base</li><li>- Users complain that they have to upload the product to the data base</li><li>- Recommended products by users don't show up inside the app</li><li>- Push users to buy expensive product</li><li>- Barely have any products</li><li>- Multiples entries for the same product available</li><li>- Limited line up product available</li><li>- No product searches</li><li>- Fragrance rate</li><li>- Fear mongering among people</li><li>- Quite an alarmist app (some ingredients are rated bad for doing what they supposed to do)</li><li>- It designed to promote companies/brands</li></ul>

Amazon.ca, Well.ca,  
Sephora.com, Amazon.co.uk.

- UPC Submission: Are we missing a product? Use your device's camera to scan its barcode and capture the list of ingredients with OCR, then submit it to us. For registered users who submit products, we thank you and will notify you once they are in our database.

Jun 12, 2019

Version 4.1.3

- Submitting products is even easier: Use your device's camera to instantly capture the list of ingredients on product packaging with OCR

- Various bug fixes and improvements

- App doesn't disclose some ingredients

**Clean beauty (Europe, focused on French market)** is developed by a team of scientists led by a Doctor of Pharmacy cosmetologist. It allows you to identify controversial ingredients and allergens\* in ALL beauty and hygiene products (including make-up, nail polishes, hair dyes, etc.), thanks to a simple photo of the ingredient list.



**Clean Beauty** (4+)

Officinea

★★★★★ 3.9, 15 Ratings

Free

App features (according to the description)	Drawbacks (based on users' reviews)
<p>CLEAN BEAUTY provides you with scientifically documented results with confidence: controversial ingredients and allergens are established on the basis of the most recent international scientific bibliography.</p> <ul style="list-style-type: none"> <li>• CLEAN BEAUTY identifies nearly 130 controversial ingredients: <ul style="list-style-type: none"> <li>- Ingredients suspected of being endocrine disrupters</li> <li>- Conservative concerns</li> <li>- Irritating, allergenic or comedogenic agents</li> <li>- Nanomaterials</li> </ul> </li> <li>- CLEAN BEAUTY also automatically identifies the 26 labelable allergens of EC Regulation 1223/2009 Annex III (substances subject to restrictions)</li> <li>• CLEAN BEAUTY also offers a glossary of more than 1200 ingredients commonly used in cosmetics.</li> <li>• CLEAN BEAUTY's analyses are always up to date: CLEAN BEAUTY's analysis is independent of any barcode and</li> </ul>	<ul style="list-style-type: none"> <li>- Camera doesn't scan the product</li> <li>- Made by a big company and can be used for promotion</li> </ul>

focuses only on the list of ingredients, thus allowing a risk-free evaluation of the error linked to the updating of the barcode.

**Yuka (Europe: France, Belgium, UK)** – is an app that scans food & personal care products to decipher their ingredients and evaluate their impact on your health. It has more than 215 000 positive reviews. It's #1 in Health and Fitness AppStore ranking list. It has more than 10 million users.



**Yuka - Food and cosmetics scan** 4+  
 Product Analysis  
 Yuca  
 #1 in Health & Fitness  
 ★★★★★ 4.7, 215.6K Ratings  
 Free · Offers In-App Purchases

App features (according to the description)	Drawbacks (based on users' reviews)
<p>◆ THE 10 MILLION USERS APP IS COMING TO UK ◆</p> <p>Yuka is a free mobile app that allows you to scan the barcodes of food and personal care products and instantly see their impact on your health. A rating and detailed information help you understand the analysis of each product.</p> <p>When a product has a negative impact on your health, Yuka also recommends similar but healthier alternative products.</p>	<ul style="list-style-type: none"> <li>- Expensive subscription</li> <li>- Can't scan some products</li> <li>- Some bad alternatives</li> </ul>

After a huge success in France and Belgium, Yuka decided to launch the UK after receiving many requests across the Channel.

### ◆ A 100% INDEPENDENT PROJECT ◆

Yuka is a 100% independent project: product reviews and recommendations of healthier alternatives are done in an objective way. No brand or manufacturer can influence them in one way or another.

Furthermore, there is no in-app advertising. You can access detailed information on our business model on our website ([www.yuka.io](http://www.yuka.io)).

### ◆ 800,000 REFERENCED PRODUCTS ◆

Yuka established a database that contains 600,000 food products and 200,000 cosmetic products.

Each food product is evaluated according to 3 objective criteria: nutritional quality, presence of

<p>additives and organic aspect of the product.</p> <p>The method to analyze cosmetic products is based on the analysis of all the ingredients of the product. Each ingredient is assigned a risk level according to the latest scientific data.</p> <p>---</p> <p>You can choose a Yuka Premium subscription at \$13.99/year to access a search bar, an offline mode, and unlimited history.</p>	
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**Good Guide (USA only)** is an app that allows you to search, browse or scan safe and healthy consumer product goods based on scientific ratings.



App features (according to the description)	Drawbacks in the app (based on users' reviews)
<p>Outside the U.S.: Though our product ratings currently cover U.S. products, similar versions of the same product are available in many countries. If you live outside of the U.S., you can still use this app as thousands of consumers</p>	<ul style="list-style-type: none"> <li>- The app isn't easy to use</li> <li>- Unhelpful</li> <li>- Information provided is simplistic and general</li> <li>- The filters are unwieldly and basic</li> <li>- Difficult navigation</li> </ul>

<p>currently do. Just make sure to compare the ingredient lists for differences.</p> <p>About the GoodGuide App: This app includes scientific ratings for thousands of food, personal care and cleaners. Use this app to:</p> <ul style="list-style-type: none"> <li>•Scan, search or browse Products, Brands, and Companies</li> <li>•Identify the highest rated products on the market</li> <li>•Find out the Nutritional Value of Food products</li> <li>•Find out the Health Hazards of Personal Care and Household Cleaning products</li> <li>•Find out whether a product contains ingredients with health concerns</li> <li>•Get informed about the potential health effects of different chemicals</li> <li>•Discover better alternatives for your daily purchases</li> </ul>	<ul style="list-style-type: none"> <li>- Doesn't provide data on products brands</li> <li>- Every ingredient though was listed as "no know health concerns..."</li> </ul>
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**The Chemical Maze (USA)** – Shopping Companion App has been produced to make it simpler and easier to recognise food additives and cosmetic ingredients having the potential to cause discomfort and ill-health. With this recognition comes freedom of choice and for many a new lease on life.





## Chemical Maze - Shopping Companion 12+

The Chemical Maze Pty Ltd

#29 in Medical

★★★★★ 4.2, 13 Ratings

\$10.99

App features	Drawbacks (based on users' reviews)
<p>This App is based on the international best-selling book The Chemical Maze with more than 15 years of ongoing research.</p> <p>▼ Easy to Use:</p> <p>-----</p> <p>Easily browse through either Food Additives or Cosmetic Ingredients</p> <p>Search for Additives/Ingredients by name</p> <p>Search for Food Additives by INS number - Example 621 or E621 - MSG</p> <p>User friendly rating codes (smiley, neutral and sad faces) for each Additive/Ingredient</p> <p>Sort by name, number and risk level</p> <p>▼ Search results for Food Additives and Cosmetic Ingredients the way you want them:</p> <p>-----</p> <p>-----</p>	<ul style="list-style-type: none"><li>- Hasn't been updated since 2010</li><li>- Pricy (it costs 6.99 USD)</li><li>- Some ingredients are not mentioned</li></ul>

Identify the Risk Levels of each  
Discover those to avoid based on  
Dietary Restrictions  
Identify those that may cause  
various Symptoms or Ailments  
Discover which ones Effect  
different parts of your Body or  
Systems  
Find out what they are Derived  
from

▼ Filter by Symptoms and  
Ailments :

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▼ Filter by your Dietary  
Restriction :

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▼ Filter the Effects on your Body:

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▼ Filter by what they are Derived  
from:

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**EWG's Healthy Living (USA)** – is an app that allows you to scan the product and find the information about the ingredients.



**EWG's Healthy Living** 4+

Environmental Working Group

★★★★★ 3.1, 204 Ratings

Free

App advantages (according to the description)	Drawbacks (based on users' reviews)
<p data-bbox="240 259 798 344">**As seen on “Keeping Up with the Kardashians”**</p> <p data-bbox="240 454 622 591">Scan a product. Review its rating. Pick the better choice.</p> <p data-bbox="240 701 794 741">Healthy living just got that easy.</p> <p data-bbox="240 848 837 1473">From snacks to shampoos: We are exposed to chemicals every second, yet we know very little about them. To help you navigate this complicated world and make safer choices, EWG combined two of our most popular resources, our Skin Deep and Food Scores databases, to form our Healthy Living App. Now EWG’s trusted ratings for more than 120,000 food and cosmetics products are at your fingertips.</p> <p data-bbox="240 1581 833 1861">Just scan a barcode, search by name or browse by category, and EWG will give you an easy-to-understand 1-10 score (1 being the best!) backed by science you can trust.</p> <p data-bbox="240 1968 790 2054">Better beauty and healthy living has never been easier.</p>	<ul data-bbox="916 259 1433 891" style="list-style-type: none"> <li>- Scanner doesn’t work properly</li> <li>- Freeze after scanning</li> <li>- Search come up with nothing</li> <li>- Need to Expend the brands list</li> <li>- Difficult to understand chemicals explanations</li> <li>- Difficult navigation</li> <li>- Whole categories missing compare to their website</li> <li>- Scanning problems</li> </ul>

Get the app that Kourtney  
Kardashian trusts!

**CosmEthics App (Europe)** enables safe cosmetic choices by scanning product barcode, giving a hazard or allergy profile warning, and recommendation tailored to your needs.



**CosmEthics: Guide to cosmetics** 17+

CosmEthics

★★★★★ 4.0, 5 Ratings

Free · Offers In-App Purchases

**Advantages (according to the description)**

You will get helpful recommendations and alerts. Personal alerts can be customised according to preferences or lifestyle e.g. vegan or allergies.

We make the evaluation and recommendation process easy and smooth. Our application enables you to quickly assess the product's hazards, with a toxicity screening of ingredients in the INCI ingredient list.

**PREMIUM FEATURES**

CosmEthics is free to download and use. CosmEthics Premium includes the neat features above

**Drawbacks (based on users' reviews)**

- Small base data
- Not enough products from the UK
- Expensive subscription
- No toxic indicator
- Can't change the language inside the app
- Poor database

and is available by subscription.  
Get CosmEthics Premium and  
unlock even more exclusive  
features:

More Readymade lists:  
CosmEthics is regularly updating  
the readymade lists and continuing  
to do the research to bring you  
more complete alert-lists.

Support CosmEthics research:  
With subscription you will get  
exclusive access to the research  
content from lab tests that  
CosmEthics will provide.

Fast track:  
Skip the line when you scan a  
product that CosmEthics doesn't  
recognize. We'll prioritize your  
scan and analyse the product to  
you.

Premium options:  
CosmEthics Premium monthly for  
€4,99  
CosmEthics Premium yearly for  
€19,99

Payment will be charged to iTunes  
Account at confirmation of  
purchase.

Subscription will automatically renew unless auto-renew is turned off at least 24-hours before the end of the current period.

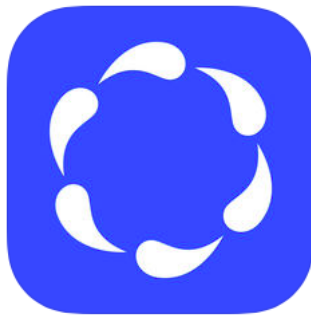
Account will be charged for renewal within 24-hours prior to the end of the current period, and identify the cost of the renewal.

Subscriptions may be managed by the user and auto-renewal may be turned off by going to the user's Account Settings after purchase.

The default settings for subscriptions are that they are automatically renewed each term.

Any unused portion of a free trial period, if offered, will be forfeited when the user purchases a subscription to that publication, where applicable.

**Detox Me** - is the most reliable healthy lifestyle guide that empowers you to eliminate toxic chemicals from your daily life with simple, research-based tips on reducing your exposures.



**Detox Me** 4+  
Reduce your exposure to toxics  
[Silent Spring Institute](#)  
★★★★★ 4.3, 88 Ratings  
Free

App features (according to the description)	Drawbacks (based on users' reviews)
<p>Created by leading scientific experts at Silent Spring Institute, we believe knowledge is not just power, but a prescription for prevention.</p> <ul style="list-style-type: none"><li>• Over 270 tips in 6 categories: Home, Food and Drink, Clothing, Personal Care, Cleaning, and Children, with Smart Guides for the Top 10 tips in each category. Learn about chemicals in your products and explore ways to avoid them.</li><li>• DIY recipes to replace commercial products that contain endocrine disruptors and other toxics with simple, non-toxic ingredients</li><li>• Search for products or scan product barcodes at stores or in your home to see relevant tips</li></ul>	<ul style="list-style-type: none"><li>- No list of actual items</li><li>- No “safe to use” list of products</li><li>- Scanning problems</li></ul>



- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Track your progress by marking which tips you are doing and which ones you are working on and earn badges by taking action</li> <li>• Get reminders about tips</li> <li>• Share tips with your family and friends</li> </ul> |  |
|---|--|

**Conclusion:** All of the apps despite their size and growth have the same problems. Such as scanning issues, incomplete data base, expensive subscription, bad navigation, etc. Taking these facts into consideration, at Nontoxic beauty app, we would like to work on these drawbacks, so they won't become ours.

### Market Opportunities/ Size

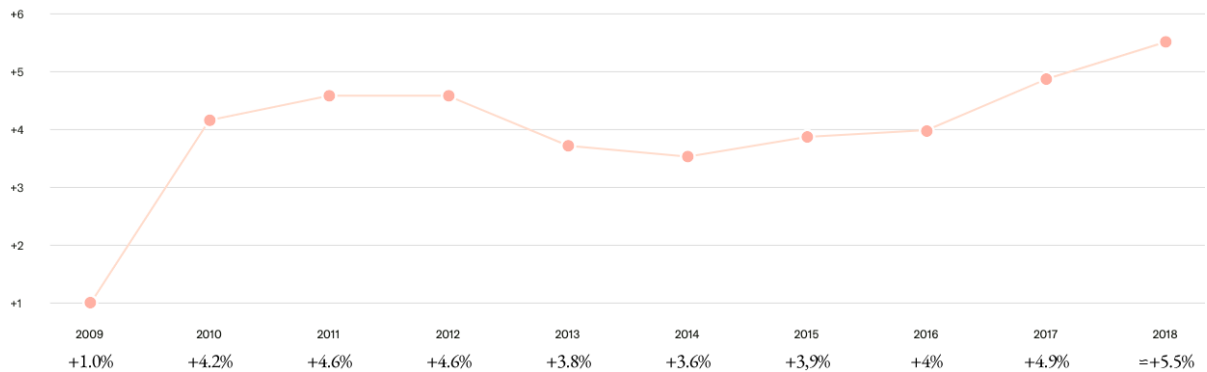
Nontoxic beauty app is a beauty/health app. So that's why let's consider the cosmetics/skincare market first, and then the mhealth app market to understand why Nontoxic beauty can become the popular app being a tech product with a beauty industry focus.

### Cosmetics Market

According to the [Loreal annual report 2018](#), the global cosmetics market continued to grow steadily, spurred on by the limitless diversity of consumer aspirations and by innovation. This constant growth can be explained by the very nature of the cosmetics sector, which addresses a need that has been around since the beginning of human history: the

quest for beauty.

#### GROWTH OF THE WORLDWIDE COSMETICS MARKET OVER 10 YEARS (in %)



IMG(here and later): L'Oréal annual report 2018

#### MAIN FACTORS THAT CONTRIBUTE TO THE SUCCESS OF THE COSMETICS MARKET

1

The continuous increase in online beauty spending

2

The expansion of social networks

3

Consumer interest in new, different and premium products

4

The acceleration of urbanisation worldwide

5

The increase in the number of senior citizens worldwide

6

The growth of the upper middle classes



## BREAKDOWN OF THE MARKET BY GEOGRAPHIC ZONE ●

(in %)

North America 25%	Western Europe 18%
Latin America 9%	Eastern Europe 6%
Africa, Middle East 3%	Asia Pacific 39%



## MAIN WORLDWIDE PLAYERS IN SALES (IN BILLIONS OF USD) ●

L'ORÉAL	29.4
Unilever ●	21.5
Estée Lauder ●	12.8
Procter & Gamble ●	12.4
Coty ●	9.2
Shiseido ●	8.8

,

## ONLINE SALES

≈ +25%

growth in worldwide online cosmetics sales ●

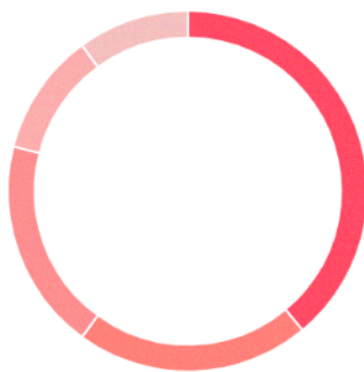
12.5%

share of e-commerce in the beauty market ●

## BREAKDOWN OF THE MARKET BY PRODUCT CATEGORY

(in %)

Skincare 39 %	Hair care 21 %	Makeup 19 %
Fragrances 11 %	Hygiene products 10 %	



### Focus on the skincare market

The skincare market accelerated sharply in 2018, boosted by the expansion of the upper middle classes all over the world and especially in Asia, where consumers are both knowledgeable and enthusiastic about this category.

≈40%

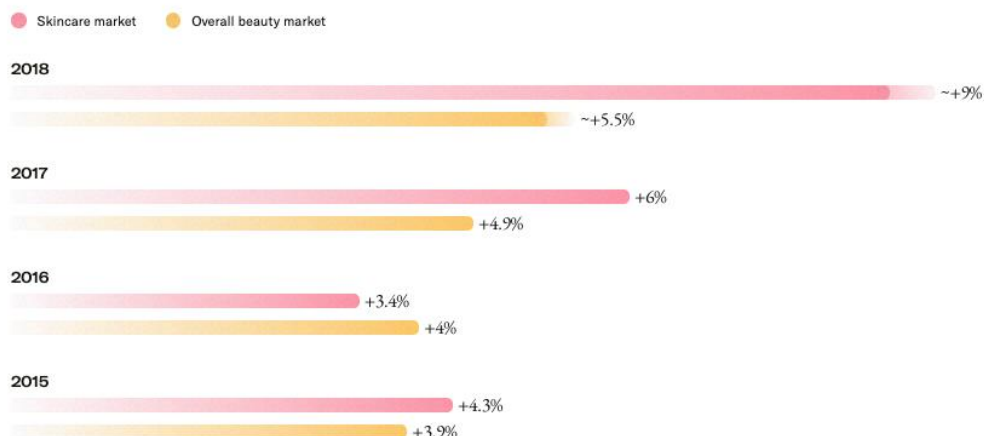
Nearly 40% of the beauty market

≈60%

Nearly 60% of worldwide cosmetics market growth

## GROWTH OF THE SKINCARE MARKET COMPARED TO THE OVERALL BEAUTY MARKET GROWTH

(in %)



The Asia Pacific, North America and Latin America Zones are particularly dynamic in the skincare market.



## THE SKINCARE MARKET BY GEOGRAPHIC ZONE

(in %)

North America  
20%

Western Europe  
15%

Latin America  
4%

Eastern Europe  
4%

Africa, Middle East  
2%

Asia Pacific  
55%



## ASIA PACIFIC

Asia Pacific features the highest demand for skincare, and particularly luxury products. The Zone accounted for over half of the skincare market in 2018.

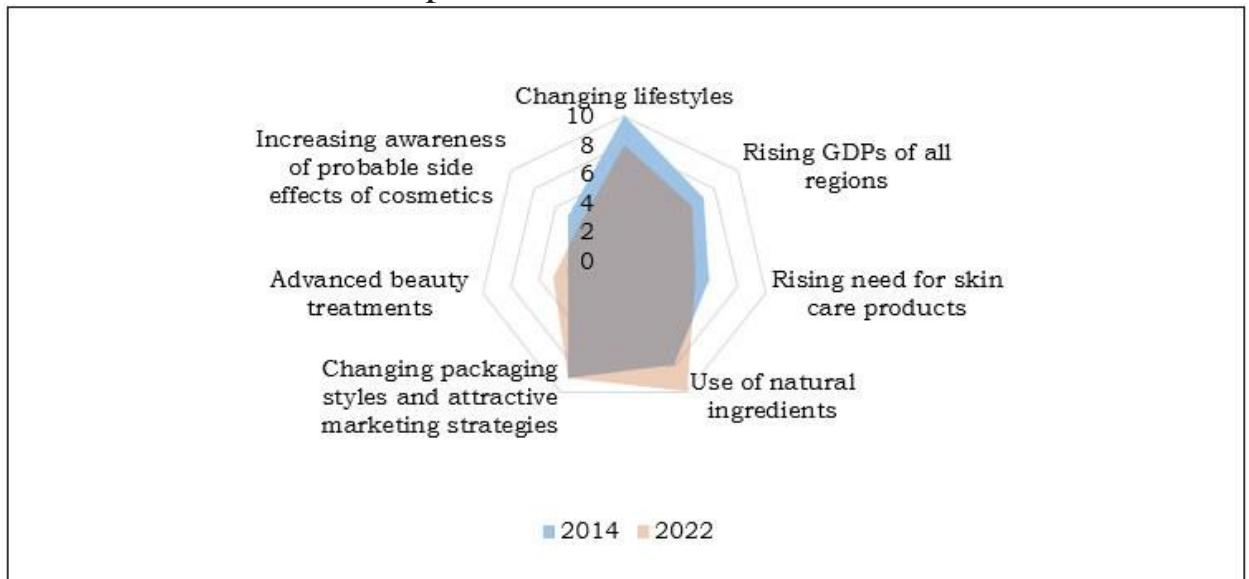
## NORTH AMERICA

North America is also an important market for skincare, particularly in the United States, which contributes significantly to growth in skincare in luxury, dermocosmetics and consumer products markets.

According to the [Allied market research](#), the **global cosmetics market is expected to garner \$429.8 billion by 2022**, registering a CAGR of 4.3% during the forecast period 2016-2022. Cosmetics Market (makeup or beauty products) are mixture of chemical generally used to enhance the appearance or odor of the human body. Sun care, skin care, hair care, deodorants, makeup and color cosmetics, and fragrances are some of the cosmetics products that are predominantly available and used by

individuals. Retail stores including supermarkets, exclusive brand outlets, and specialty stores amongst others are the major distribution channels, with online channels gaining popularity among consumers.

There is a considerable rise in disposable incomes over the past decade. The growth in global economies, changing lifestyles, rising demands of skin and sun care products due to varying climatic conditions encourages the growth of the market for cosmetics. A shift of preference towards natural and organic beauty products, particularly in U.S. and European countries, fosters the growth of the cosmetics market. Rising demand for natural, herbal and organic beauty products creates potential opportunities for manufacturers to innovate and develop new products in accordance to consumer preferences.



IMG: Allied market research report

As you can see, natural ingredients and cosmetics packaging will become more important factors in the future.

- Changing lifestyles

Improvement in the current lifestyles of the individuals is majorly affecting the cosmetics market. Consumers have now become more conscious regarding the usage of cosmetics in their daily life in an effort to step up their style quotient and overall personality. Cosmetics play an important role in enhancing one's inherent beauty and physical features. Men are also increasingly using cosmetics in their daily routine including various types of fragrances and deodorants. This growing

demand of cosmetic products has in turn led to the growth of cosmetics market across the world.

- Rising GDPs of all the regions

During recession 2007-2009, there was an overall global rise in GDP and economies across various regions. Presently, increasing GDPs of various countries is positively affecting the global cosmetics market. Continuous rise in GDP has improved the economies of various countries and has raised the spending capabilities of individuals. Rising disposable income levels of the individuals across various regions is driving them to buy personal luxury goods, which, in turn, is positively influencing the global market growth.

- Use of natural ingredients

Rising trend of the use of natural ingredients in cosmetic products is observed among various manufacturers. This trend caters to the ever-increasing demand for natural or organic cosmetic products among customers. Use of herbal cosmetic products minimizes the chances of any possible side effects of the product. This ultimately increases the usage of cosmetics among individuals.

## **MHEALTH APP Market**

According to the [Zion Market Research](#), the global **mHealth apps** market was valued at approximately USD 8.0 billion in 2018 and **is expected to generate around USD 111.1 billion by 2025**, at a CAGR of around 38.26% between 2019 and 2025.

mHealth or mobile health refers to the use of mobile devices for healthcare services. mHealth broadly comprises multimedia technologies and mobile telecommunication within wireless and mobile



healthcare delivery systems. mHealth apps are programs installed on mobile devices, such as smartphones, tablets etc. mHealth apps can be used for general health and fitness tracking, remote patient monitoring, consultations, disease management etc.

**North America** accounted for about 40% share of the global mHealth apps market in 2017 and was the largest market in terms of revenue share. This can be due to the increasing adoption of mHealth apps for tracking health parameters and government focus to cut healthcare costs. The presence of advanced healthcare systems in Canada and the U.S., an increasing number of chronic disorders, such diabetes, cardiovascular disorders, cancer, respiratory diseases, etc., and growing health awareness among the population are major factors likely to drive this regional market in the years ahead. North America is estimated to maintain its leading position in the future. At the country level, the U.S. held the leading share in the North American mHealth apps market apart from being the largest market in the global mHealth Apps market. This can be attributed to the presence of advanced healthcare infrastructure in the U.S. and growing adoption of mHealth apps.

**Europe** is the second largest regional mHealth apps market, owing to the Increasing penetration of mobile devices, growing adoption of mHealth apps for tracking vital signs, developed healthcare infrastructure, and high focus on precision/personalized medicine production. At the country level, Germany dominated the European mHealth apps market in 2017 and held the largest revenue share, i.e., about 30%. UK is expected to register the highest CAGR over the forecast time period.

**The Asia Pacific** mHealth apps market is likely to register the highest CAGR over the forecast period, owing to a high prevalence of chronic diseases and a large population base. Additionally, the need to reduce healthcare costs, increased healthcare expenditure and disposable income, rising lifestyle-related disorders, such as diabetes, cardiovascular diseases, arthritis, etc., and growing awareness about health disorders are projected to fuel the region's mHealth apps market in the future.

**Conclusion:** According to the information above, Nontoxic beauty app is a great option for both markets: mHealth and cosmetics. And these markets are developing nowadays. That means that Nontoxic beauty app will be popular and useful app for a long time.

## Achievements

Nontoxic beauty app is a very new startup. For now, we are developing our product, and still working on bugs and app features. We created a team with highly motivated professional who are interested to make an impact. Hope we will go further with She loves tech competition.

## Nontoxic beauty asks for ...

For now, we would like to present our product first. Get some advice from the experts, expand our team and if some angel investor will be interested in our app, we are ready to talk about funding.