



“An inclusive skincare solution for all skin colors.”

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Sasha Ronaghi
BS, CS 24'



**Joshua
Leaston**
SMS, MD 25'



**Sarthak
Shah**
SMS, MD 25'



**Marshal
Pang**
GSB, MSx 22'

The Dangers of Ultraviolet (UV) exposure

- More people are diagnosed with skin cancer than all other cancers combined.
- 1 in 5 Americans will develop skin cancer by the age of 70.
- Melanoma deaths will increase by 4.8% in 2021.
- 90% of skin aging is caused by the sun.



Skin Cancer Facts & Statistics. (n.d.). *The Skin Cancer Foundation*. Retrieved January 19, 2022, from <https://www.skincancer.org/skin-cancer-information/skin-cancer-facts/>

Sunscreen

- Regular use of SPF 15 sunscreen reduces risk of developing squamous cell carcinoma by 40% and melanoma by 50%.
- Sunscreen reduces skin aging by 24%.



Skin Cancer Facts & Statistics. (n.d.). *The Skin Cancer Foundation*.
Retrieved January 19, 2022, from
<https://www.skincancer.org/skin-cancer-information/skin-cancer-facts/>

Yet,

Only 1 in 10 Americans wear sunscreen.

Problem

Sunscreen does not match skin tones, especially in people of color.

Problems with Sunscreen Today

Common complaints about sunscreens: “greasy”, “burns”, “stings”, “feels weird”



Images from this review



★★★★☆

4 Mar 2021

Tan

Not dark skin friendly! I bought this in tan in hopes that I could massage it in and it would blend in into my skin. (My mistake) I now know there's not many (if any) mineral sunscreen with zinc oxide that will not give you that terrible white cast no matter how much you massage it in. Honestly, the more it dries the more ghostly I look. The color doesn't last. I will try to mix it to make it more suitable for me and see how that works. It's dries down fine to me. It didn't get oily on me and I have combination skin. It does have a smell like most sunscreens. Other than that the specs are good. It's going to do what's it meant to.

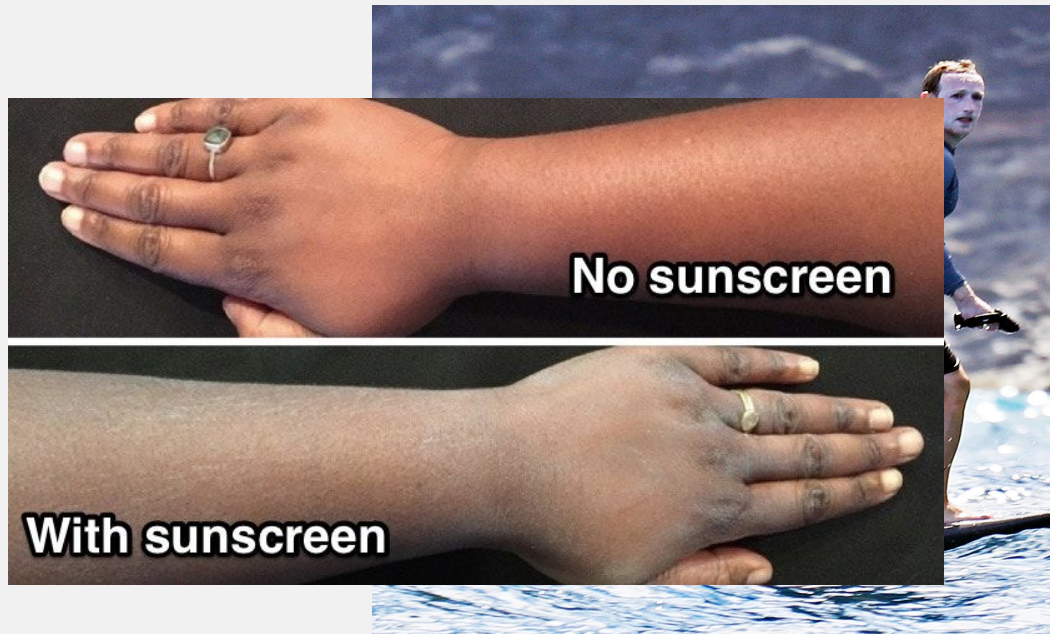
“Not dark skin friendly”

“Terrible white cast no matter how much you massage it in”

“The more it dries the more ghostly”

Few sunscreen products today cater to skin of color. They tend to be more expensive and have more limited options.

The reality - Visualized



A Common Myth

Myth: POC don't need sunscreen

Reality: Sunscreen is necessary to reduce...

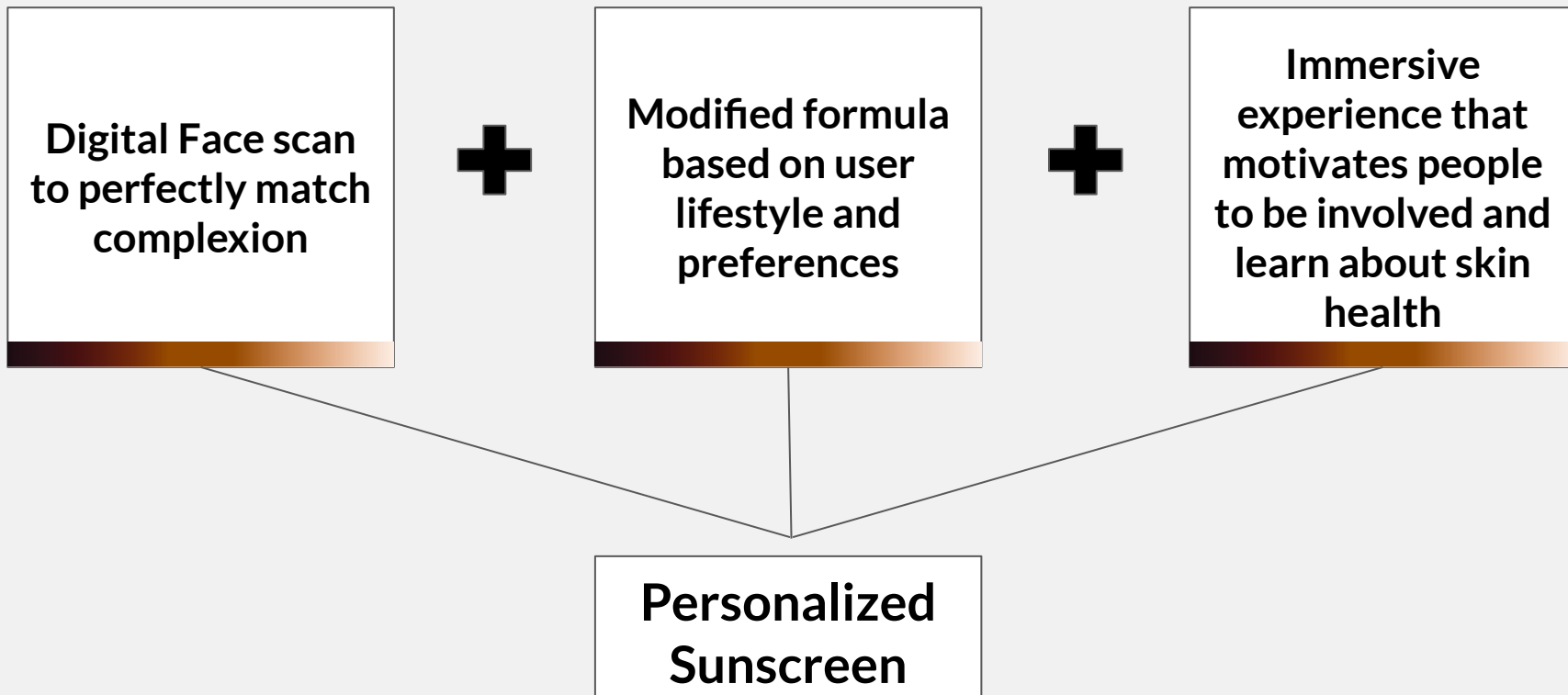
- Skin Cancer Rates
- Aging
- Dark Spots around acne
- Delayed healing of inflamed areas

Introducing...

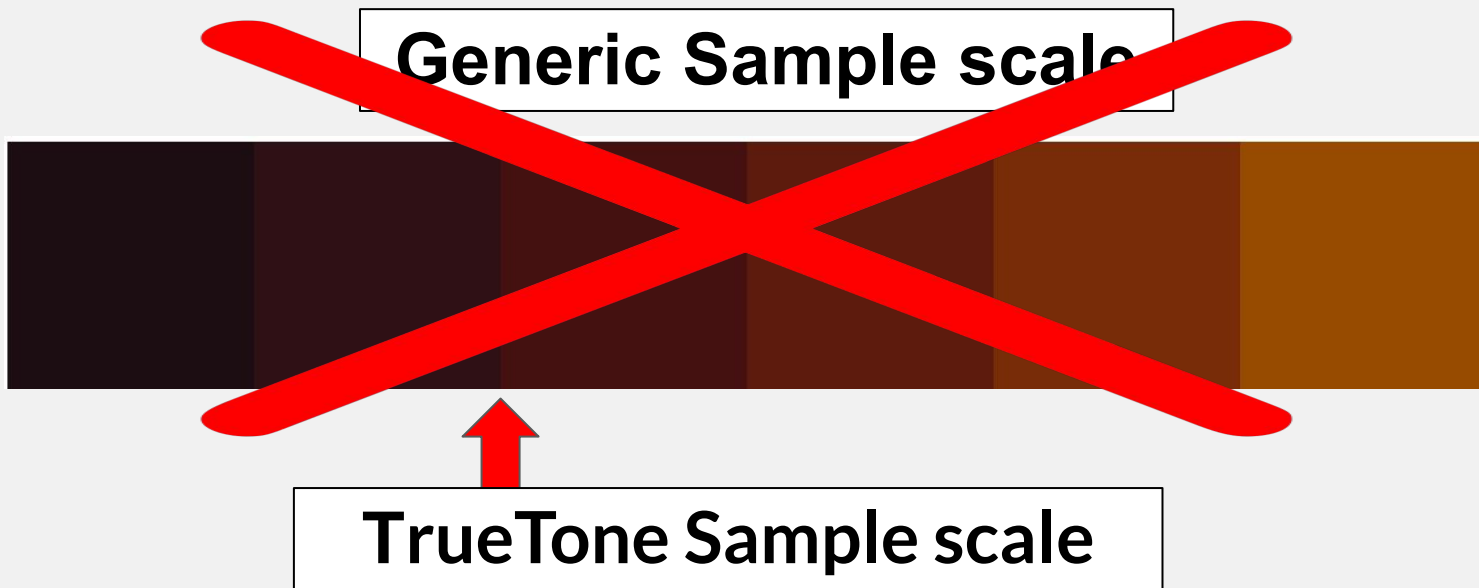


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Concept Solution

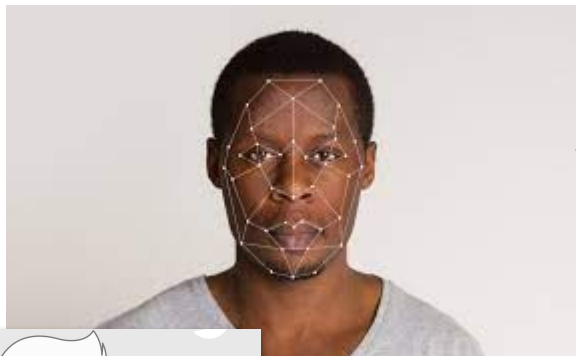


Complexion matching

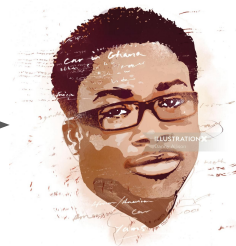


Concept Solution

Portrait Stylization



OpenAI



Customized Packaging



Complexion Extraction & Automatic
Sunscreen Matching

App Demo

Business Model - Direct to Consumer

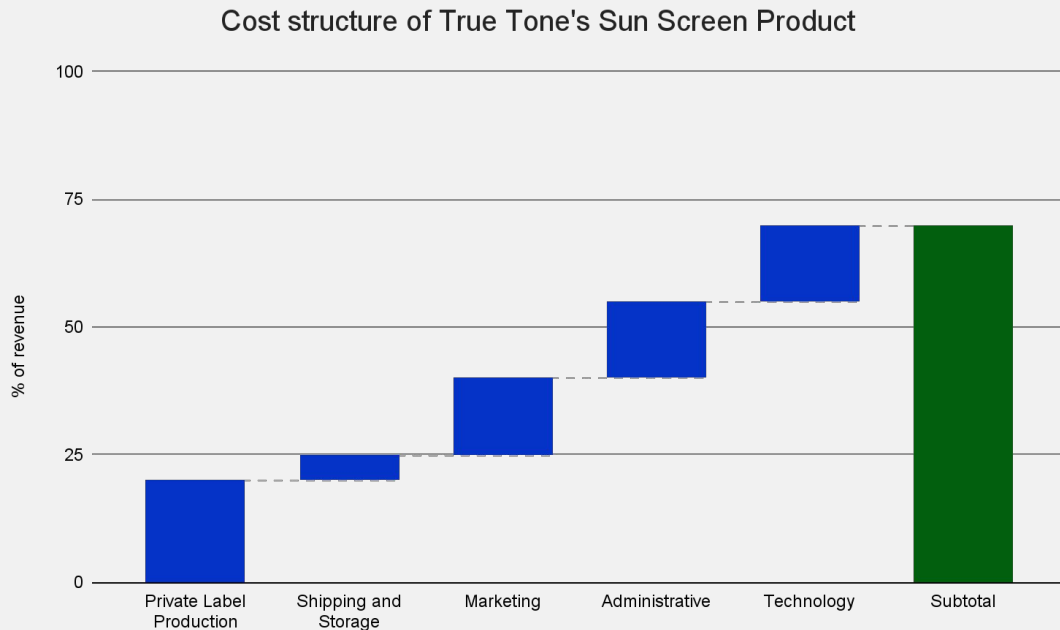
Distribution Channels



Past Examples



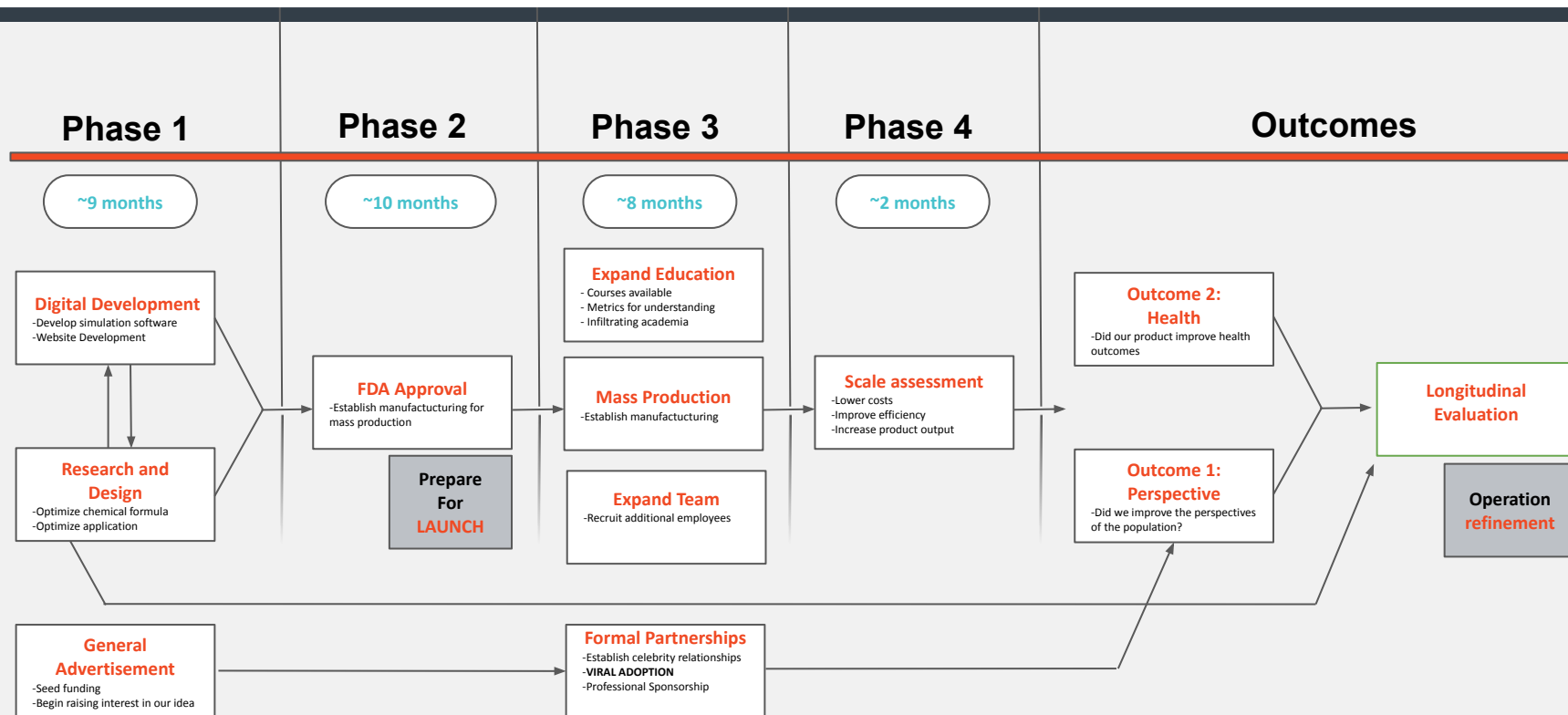
Cost Structure & Manufacturing



Potential Suppliers

1. NF Skin, <https://www.nfskin.com/product-capabilities/sunscreen-suncare/>
2. Coral Safe, <https://coralsafe.com/pages/private-label>
3. Healthy Specialty, <http://healthspecialty.com/sun-care-private-label/>
4. Alibaba marketplace, <https://www.alibaba.com/showroom/sunscreen-private-label.html>

Next Steps Framework



Anticipated Hurdles

Seed Funding

- Per unit cost decreases with volume - funding needed to support first batches
- Money needed to support MVP development



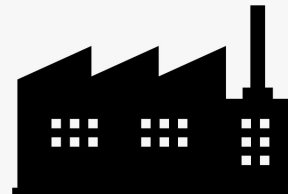
Credibility

- FDA Approval
- Dermatologist Endorsement

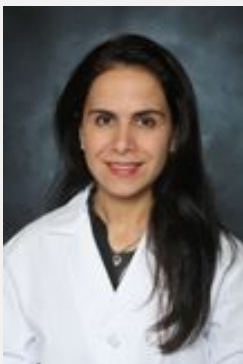


Manufacturing

- Secure manufacturing partners to create and package custom sunscreens per our specifications



Our Mentors



Dr. Samireh Said, MD
Dermatologist
Mohs Surgeon
Private Practice



Dr. Sumaira Aasi, MD
Dermatologist
Mohs Surgeon
Clinical Professor,
Stanford SOM



Dr. Aruna Venkatesan, MD
Dermatologist
Clinical Associate Professor
Santa Clara Valley Medical
Center
Stanford SOM



Dr. Oliver Aalami
Clinical Professor - Surgery,
Vascular Surgery
Director, Biodesign for Digital
Health, Stanford Byers
Center for Biodesign



Thank you.