

## **FAQs - Products and Services**

### **-- BeautyDNA --**

#### **Q: What is BeautyDNA?**

BeautyDNA is your personal beauty profile, created by listening to you. It's a beautifully useful blend of your skin type and concerns, sensitivity and stuff we know you'll just love. A completed BeautyDNA lets us fill your Super Match section with perfect product matches for each step of your skincare routine. Every product on the site will also show you a match score, helping you understanding whether a product is right for you.

#### **Q: What is a match score?**

A match score tells you how well we think a product will work for you and your skin's unique needs.

Here's how it works: we score each product against your skin concerns, skin sensitivity, skin type and personal preferences (like texture or scent). Each match score is personalised to you, helping you make a great choice. When your BeautyDNA profile is completed, you'll see the match score for each product, helping you make more informed decisions when shopping.

#### **Q: How do you calculate my match score?**

We use feedback from skincare enthusiasts, brilliant experts (like dermatologists) and science to train our matching algorithm, which offers 700k+ distinctive combinations. What we DON'T include is price, promotions or advertising claims.

#### **Q: How do I sign-up for BDNA?**

You can access BeautyDNA at any point by clicking the BeautyDNA button in the navigation bar. Do BeautyDNA and start getting to know what your skin really needs.

### **-- Products --**

#### **Q: Do you have any stores?**

At the moment we are a completely digital service. This allows us to create a really tailored customer experience.

#### **Q: How can we improve?**

If you have any tips on how we can be better, don't sit on them. Send an email to [help@support.noli.com](mailto:help@support.noli.com)