

THE BEAUTY OF QUANTIFIED SKIN

Analytics made simple

Where skin science and business intelligence meet



Multi-dimensional skin analysis

Skin conditions synced with treatment recommendations



Customer and product intelligence platform

Customer insights for a personalized experience from online to offline

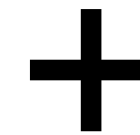


Rooting the O2O journey in science

We are emerging from
a solid foundation

**Evidence-
based Service
& Solutions**

identifying treatments
that work & keep
customers coming back



**Omnichannel
Customer
Engagement**

consistent engagement
with customers online
through offline

billions of
data points
collected per
month

respected
global
scientific
advisory board

strong
hardware/
software
development
network

*Bringing science
to your store*



OUR SCIENCE BASIS

Developing devices that offer quantifiable results

SUITE OF SOLUTIONS

Eve V & Key for scientific facial analysis

CONNECT & CONVERT

Using data for improve conversion and retargeting

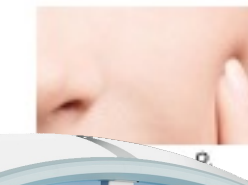
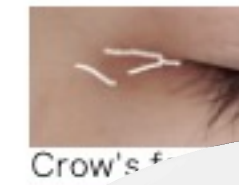
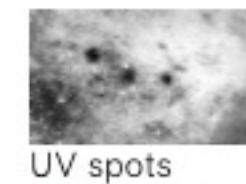
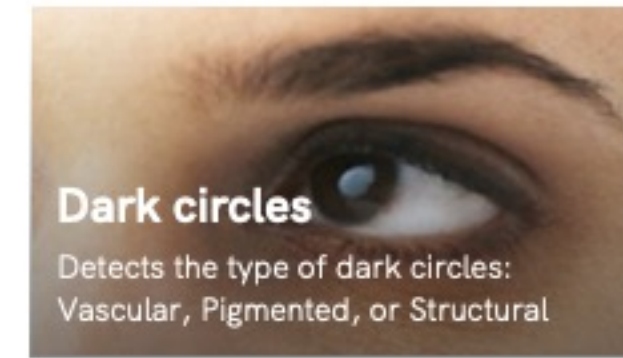
Science at the start

SETTING THE GROUND TRUTH

10M+ Dermatologist
labeled images

35+ Skin dimensions
analyzed on each
customer

20 AI skin-related
patents



Quantified skin solutions grounded in
tried-and-true science

Backed by science

Working with a
globally respected
scientific advisory
board



Dermatologist

Dr. Kejia Zhao

Eve Research &
Innovation Center

- PhD in Dermatology, Zhejiang University
- Postdoctoral Fellowship, University of Maryland, Parker, USA
- Postdoctoral Fellowship, University of South Carolina Medical School



Environmental Medicine Specialist

**Prof. Jean
Krutmann MD**

Leibniz Research Institute
for Environmental
Medicine

- Founding & Scientific Director of Leibniz Research Institute for Environmental Medicine
- Research focuses on dermatology, immunodermatology, and photodermatology
- Special emphasis on environmentally-induced skin diseases and skin aging



Geneticist

Dr. Sija Wang

Shanghai Institute of
Nutrition and Health,
CAS

- Researcher and Doctoral Advisor, Shanghai Institute of Nutrition and Health, CAS
- Research focuses on integrating computational approaches to quantify skin and appearance related phenotypes.

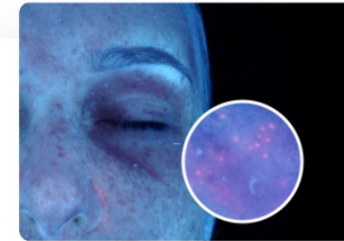
EveLab Scientific Skin Analyzers

Different spectrums to detect underlying skin issues



Daylight

Clearly observe the condition of the skin's outer layers including flatness, fine lines, wrinkles, and skin tone.



True UV

Checks for pore blockage, and propionibacterium acne, while assessing each user's risk for acne breakouts.



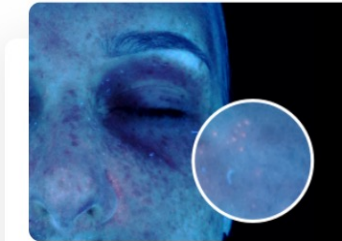
Cross-polarized light

Checks for spider veins (telangiectasia), hidden spots, and more, to notify users about skin problems in advance.



Parallel-polarized light

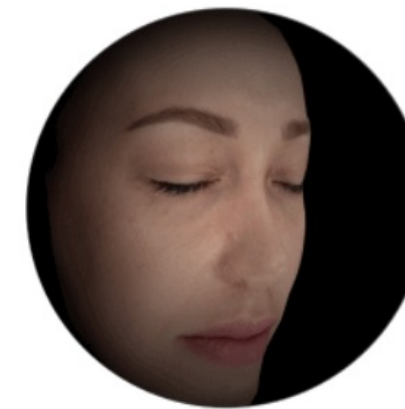
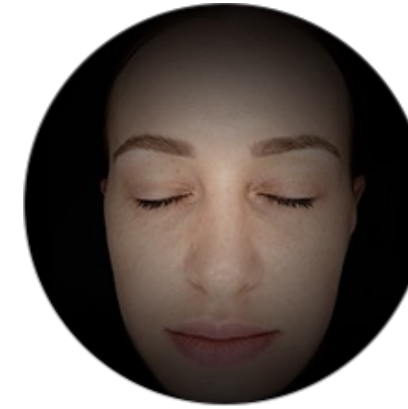
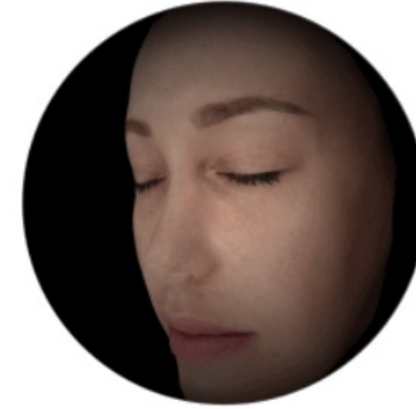
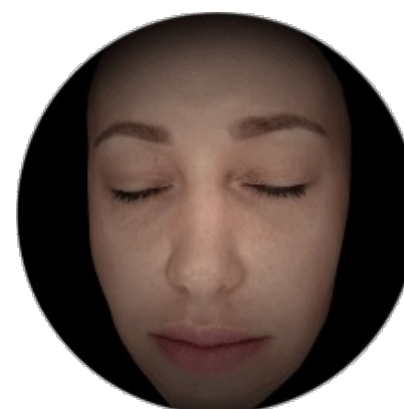
Clearly shows details of the skin's surface texture such as pore size, and the initial appearance of fine lines.



Wood's light

Captures high-definition contrast images and checks the depth, characteristics, and types of spots.

HD cameras to capture images for 3D display



Eve V

5 HD
cameras

35+
skin
dimensions

3D
display

3D
contour
dimensions

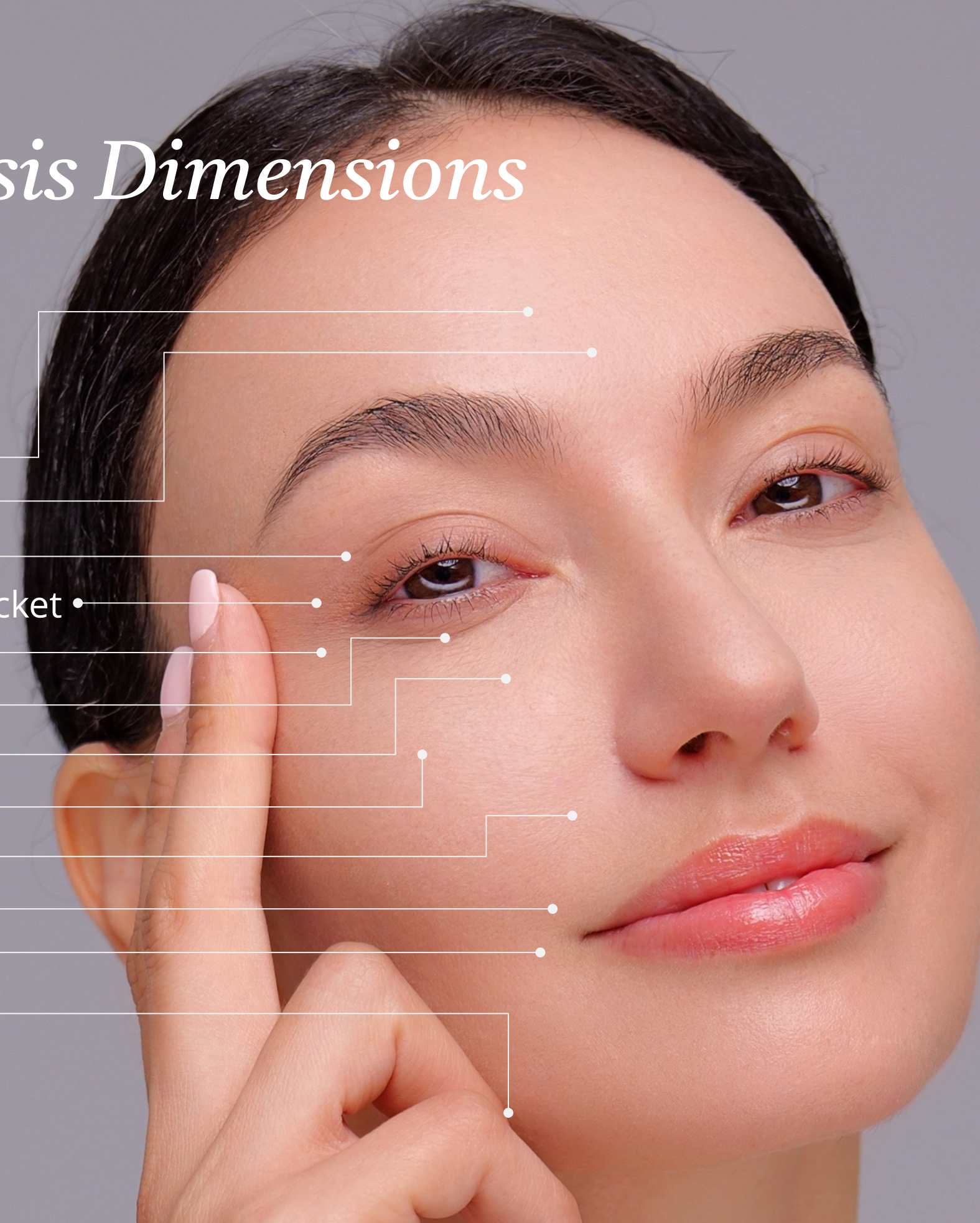


- Five 16MP cameras with structure light technology, capture high quality 3D face contour and high-resolution skin photographs in 25 seconds.
- Able to compare historical skin diagnosis report, including the skin conditions and 3D contour changing.
- The cameras produce a 3D panoramic skin image for a precise assessment.

Eve V Analysis Dimensions

AGING SIGN

- Forehead wrinkles
- Glabellar wrinkles
- Crow's feet
- Wrinkles around eye socket
- Drooping of eyelids
- Eye bags
- Tear troughs
- Medial malar
- Nasolabial folds
- Marionette lines
- Jowl
- Jawline
- Eve V exclusive



SKIN CONDITIONS

- Gloss
- Oil/ Skin texture/ Skin tone evenness
- Aging level
- Pore & Keratin Plugs
- Skin tone
- Black circle
- Pigmented/ Shadowed/ Vascular
- Spots
- Chloasma/ Freckles/ ADM/ SK/ Others
- Blackhead
- Sensitive area
- Acne & Porphyrin
- Acne marks/ Comedones/ Papules/ Nodules

Eve V Instore Example Customer Journey

Branded flow offers a premium experience for the consumer and requires around 20 minutes per customer.



BRANDED EXPERIENCE FLOW



Eve M

3 HD
cameras

20+
skin
dimensions

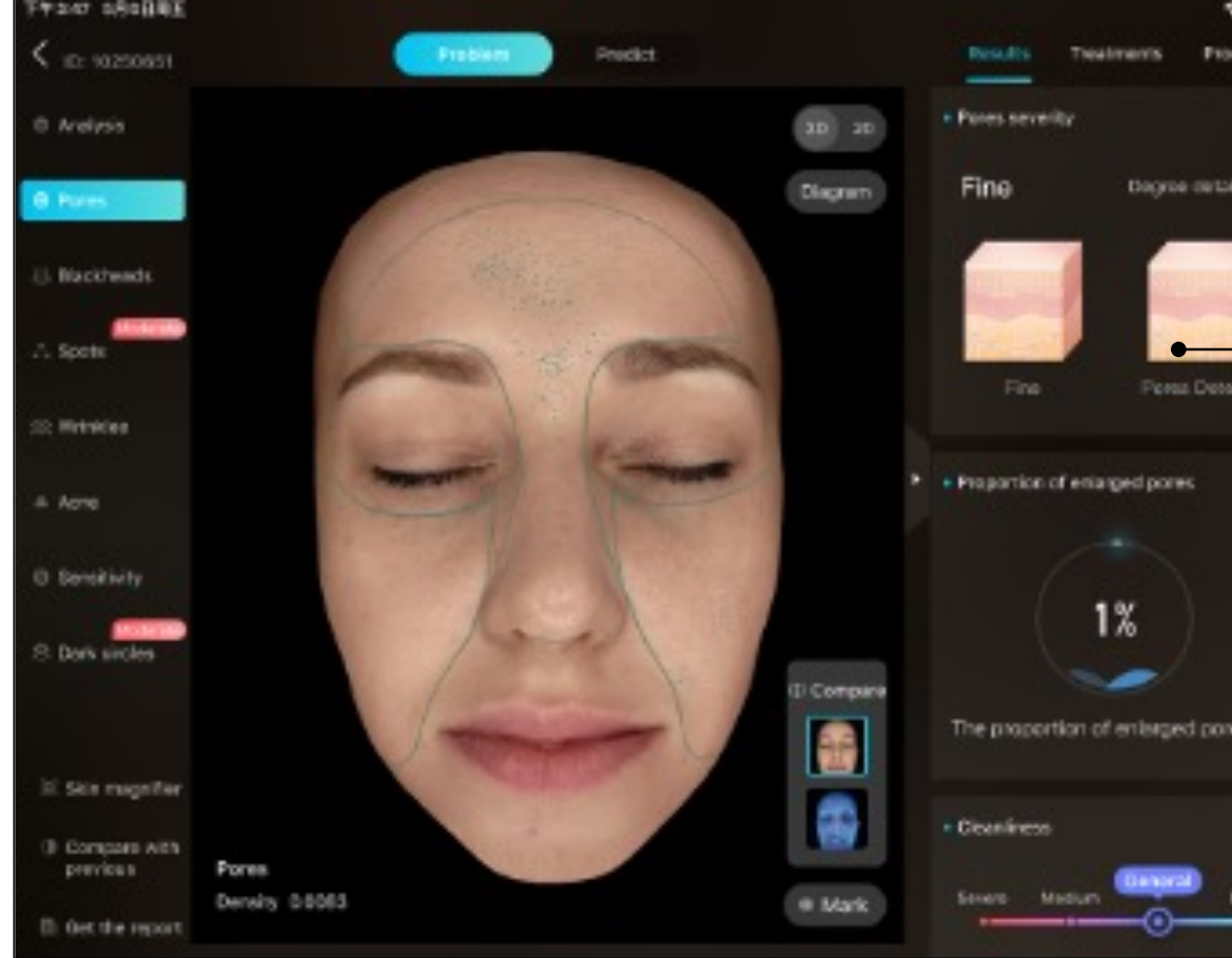
3D
display

8
seconds



- Three 12MP cameras are used to capture high-quality skin photographs in 8 seconds
- Multi-spectral are used to record and measure surface and subsurface skin conditions
- The cameras produce a 3D, panoramic skin image for a precise assessment

Scientific Skin Analyzer



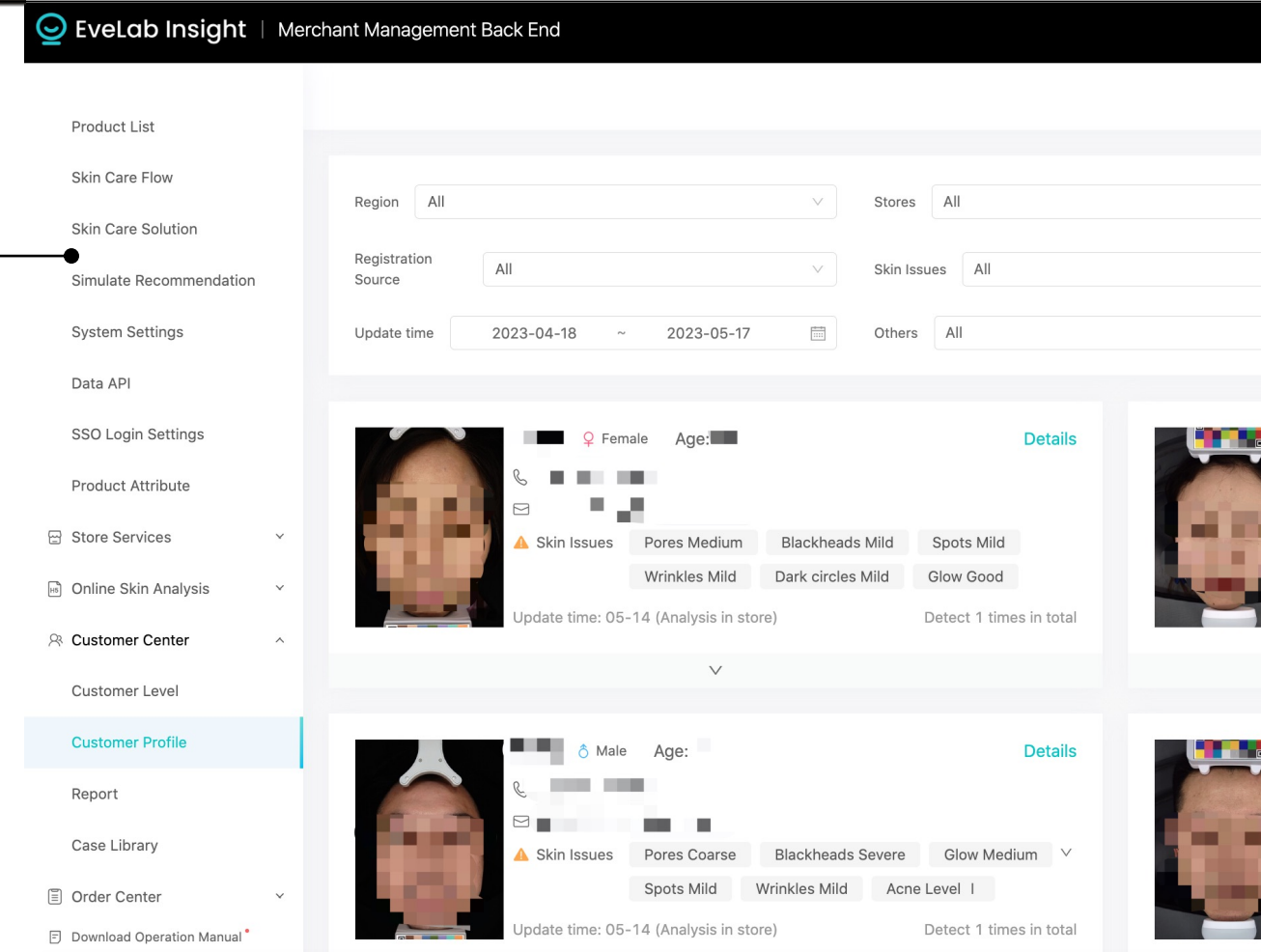
SOFTWARE: SKIN REPORT

Customized Report/
Treatment Database/
Brand Identify Built-in

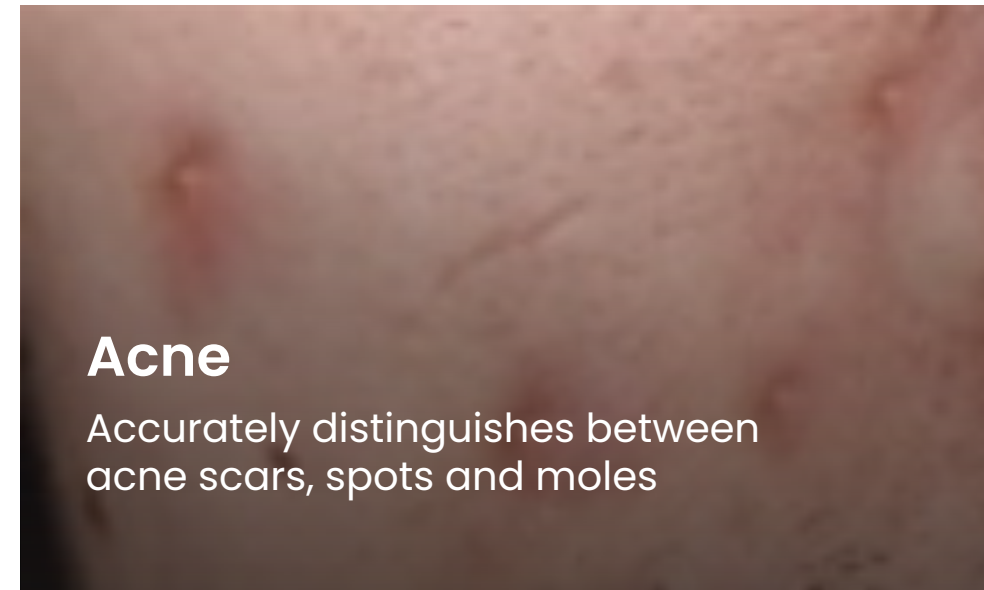
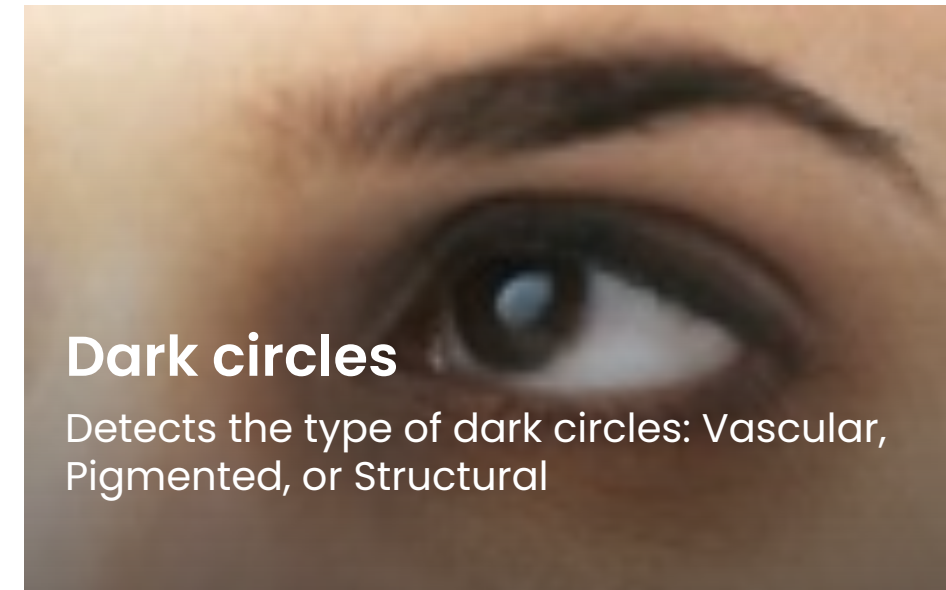


CLOUD-BASED SAAS SYSTEM

Client record database/
Clinic-wide analytics/
Upsell and cross-sell
options



Eve M Analysis Dimensions



Large pores



Keratin plugs



UV spots



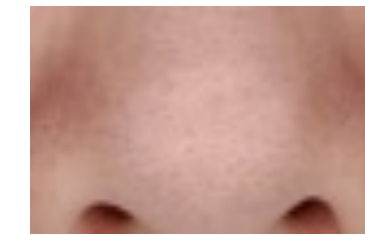
Brown spots



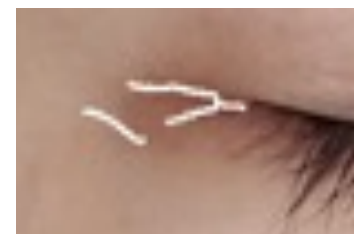
Regular spots



Porphyrins



Blackheads



Crow's feet



Skin type & Skin Age



Glabellar wrinkles



Smile lines & Marionette lines



Wrinkles Around Eye Socket



Tear Troughs



Skin tone

Eve Key

- 3 light spectrums (daylight, Cross-polarized light, True UV) and 100x high-precision optical system
- Able to analyze and track in-depth skin changes / problems
- Optional add-on to EveLab skin analysis solutions
- Great addition for research studies that require gathering a large number of data points

COMPATIBLE PRODUCTS



Panoramic
AI Skin
Analyzer



Eve Smart
Instore App



Eve Online
Web / App



Eve Key Measurement

WITH 100x HD IMAGING



Pores and blemishes



Find rosacea hidden under seemingly healthy skin

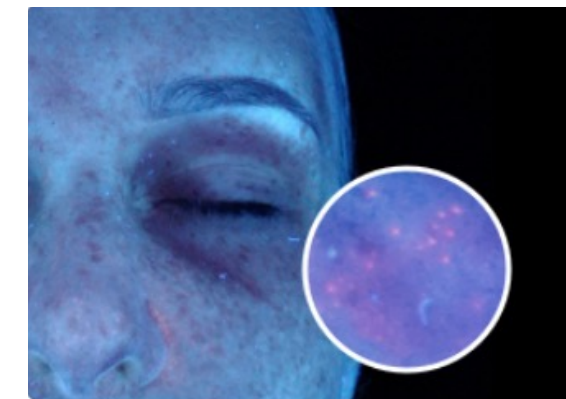


- Red marks: Propionibacterium acne metabolin: porphyrins
- White marks: Sebaceous keratinate in pores
- Blue strips: Textile fibers

WITH THREE SPECTRUMS



Day light clearly observes the condition of the skin outer layers including flatness, fine lines, wrinkles and skin tone.



True UV checks for pore blockage and propionbacterium acne while assessing each user's risk for future breakouts



Cross-polarized light checks for spider veins (telangiectasia), hidden spots, and more, to notify users about skin problems in advance

Eve Key *in store*

Scientific & Speedy Flow offer consumers a quick analysis and helps build rapport with instore staff.

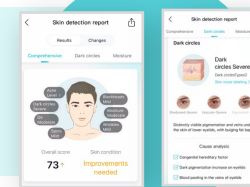
EXAMPLE CUSTOMER JOURNEY



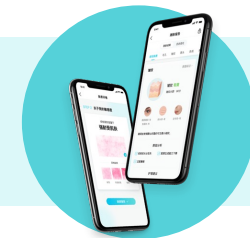
Customer enters store



SA conducts skin analysis with Eve Key and a tablet



SA explains report results

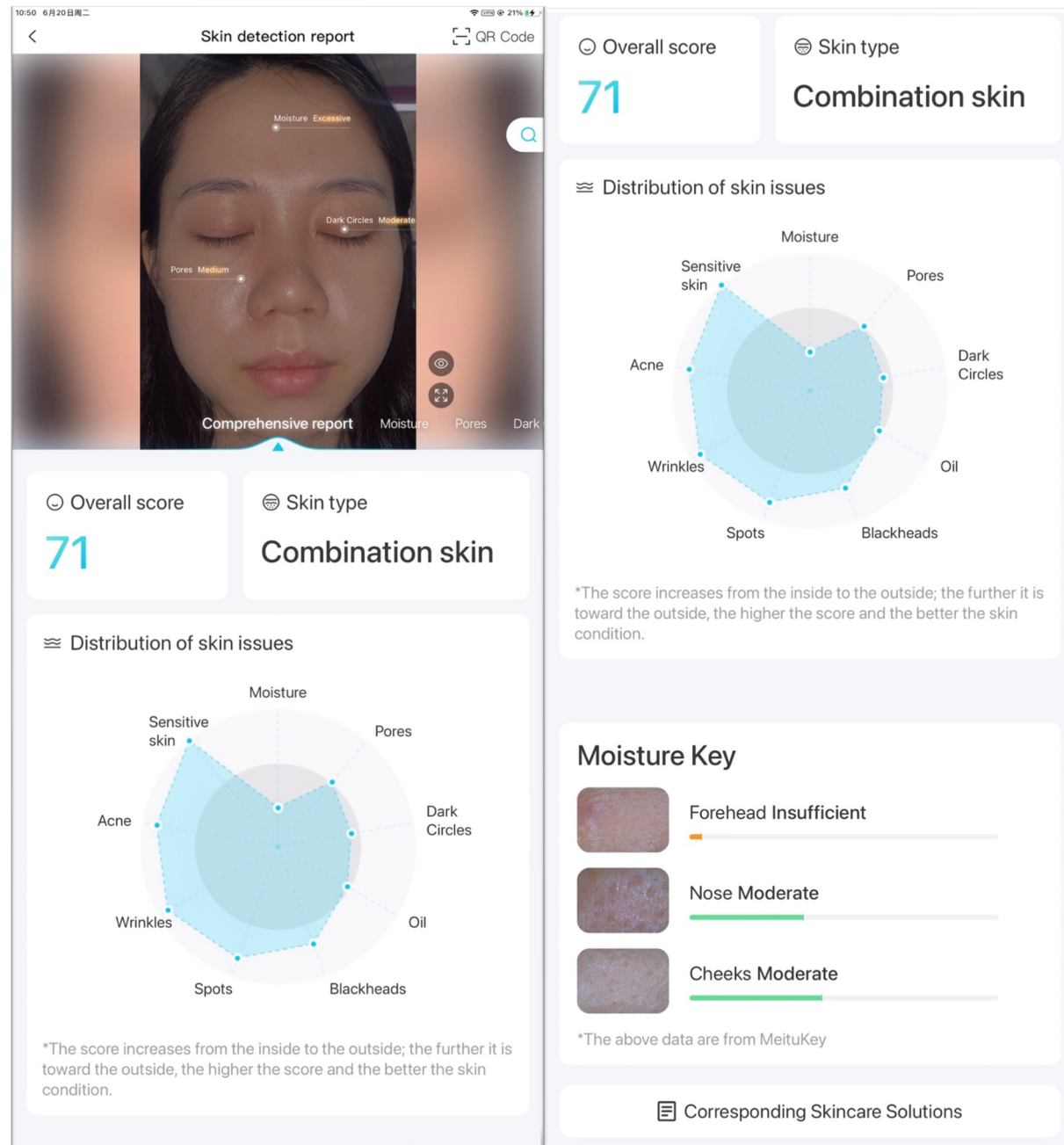


Report shared to customer's phone via QR code

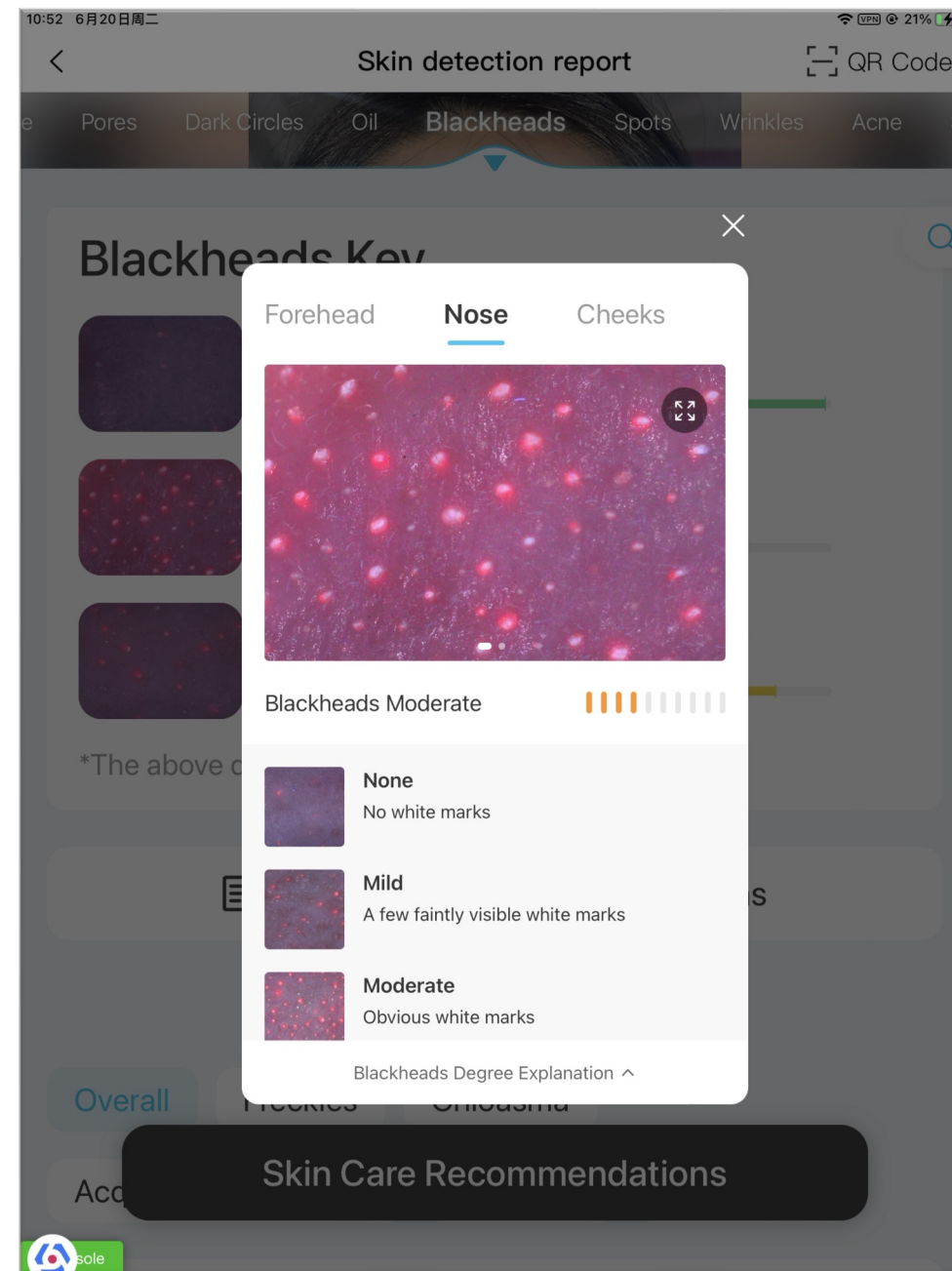
YOUR BRAND

Customer shops in store using using report as guide

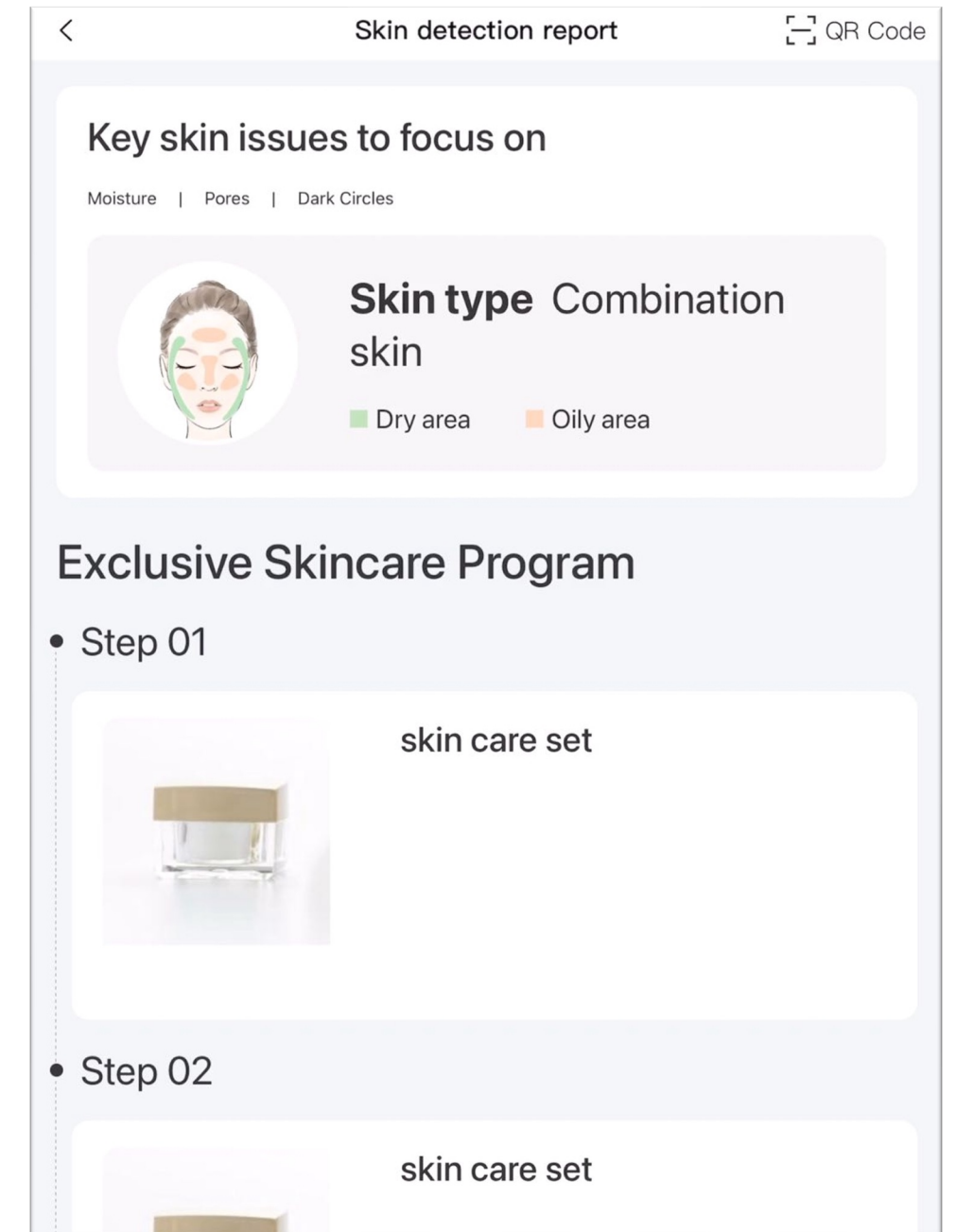
Eve Key Standard UI



Analysis results



View dimensions

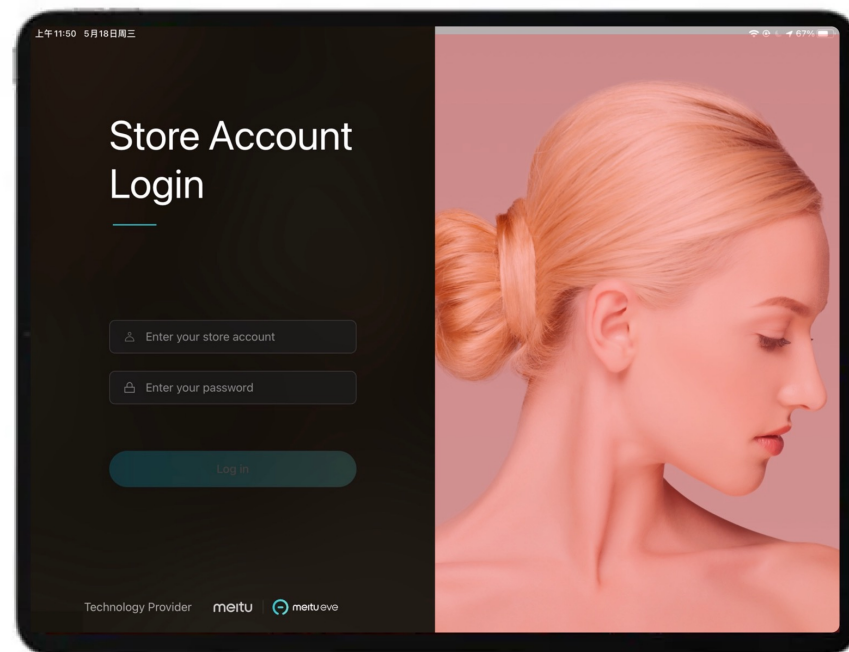


Skincare recommendations

Customized for you

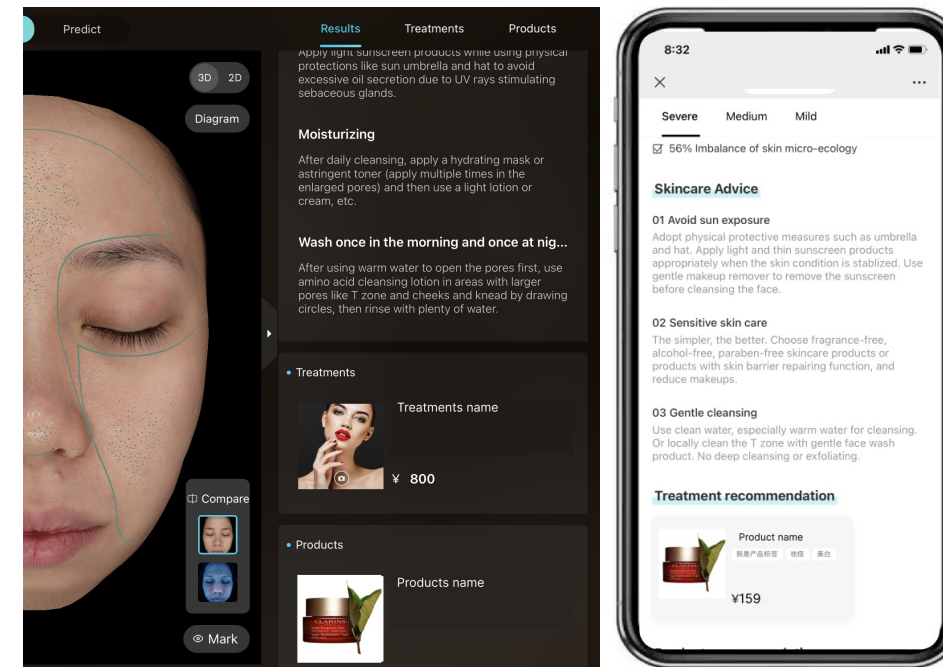
Co-developing the features that boost your brand

CUSTOM UI



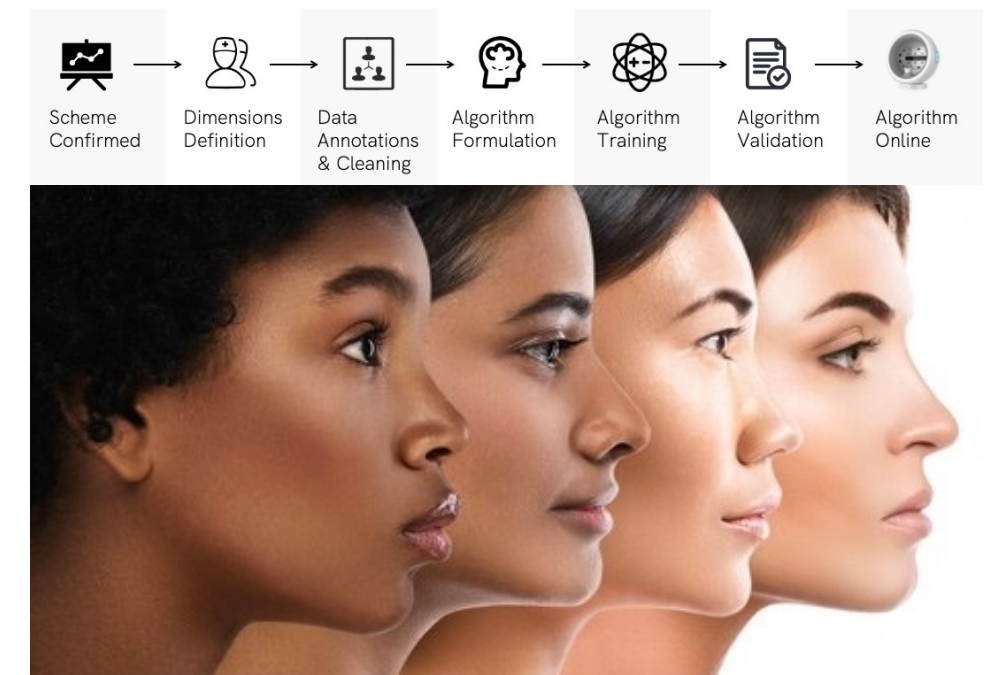
Maintain brand image while leverage powerful AI analysis tools

AI-DRIVEN RECOMMENDATIONS



AI-generated personalized reports for consumer

SPECIALIZED ALGORITHMS

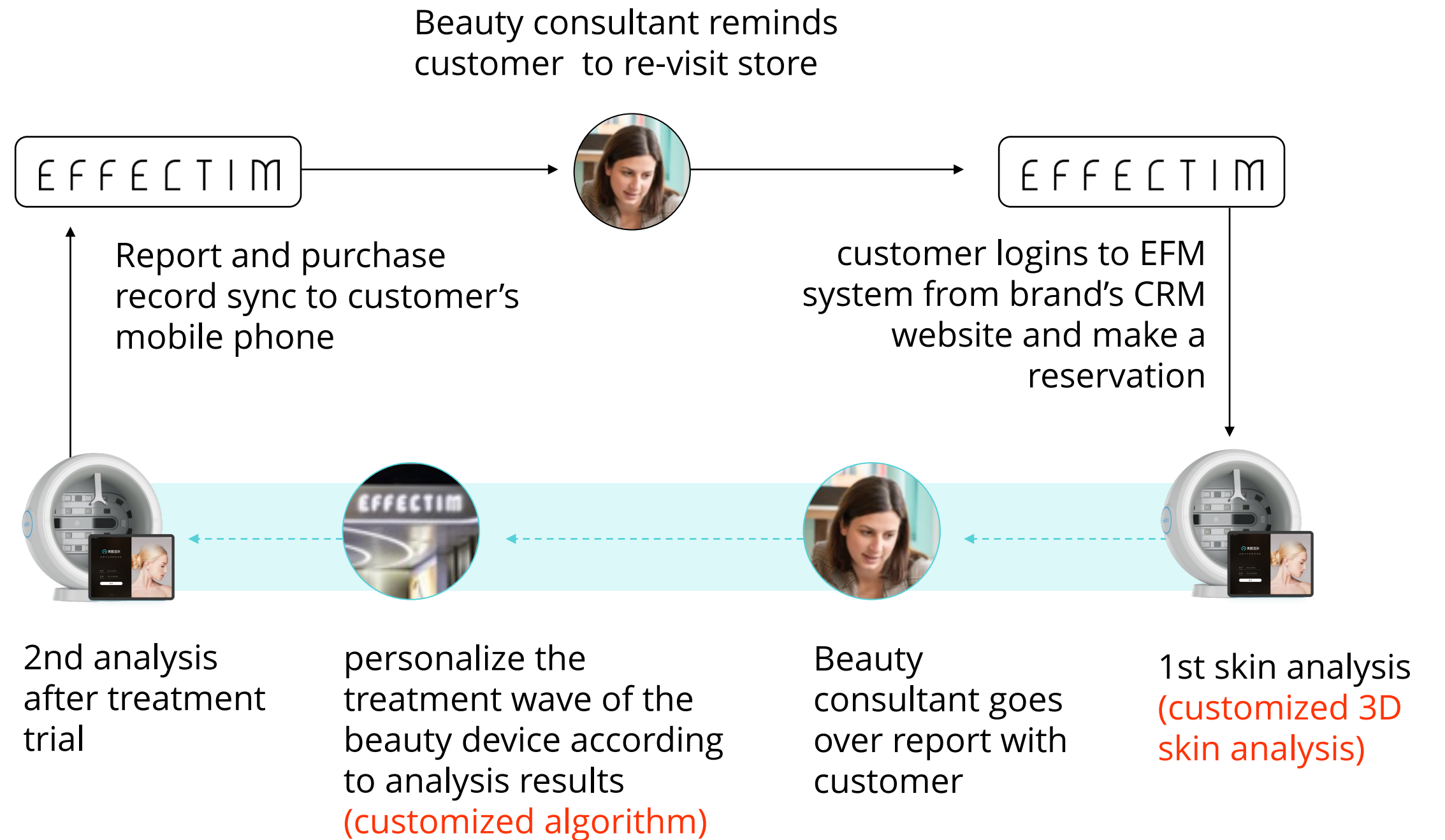


Co-development of skin tone algorithms for new markets and regions

Shiseido's Effectim (Use Case)

Bringing customers in
for personalized
service

PERSONALIZED CUSTOMER JOURNEY



Chanel (Use Case)

Strong improvement
in conversion and
basket size

Image source:
https://more.hpplus.jp/influencers/blg/yuka314/bt-news/82921/3/?utm_source=antenna



Data that converts

Strong improvement in conversion and basket size

One of luxury skincare brands install Eve into the store and get outstanding result on conversion rate and average spending.

1.1k

Sessions
12 sessions / week

+50%

Conversion rate
Increased from 20% to 30%

+70%

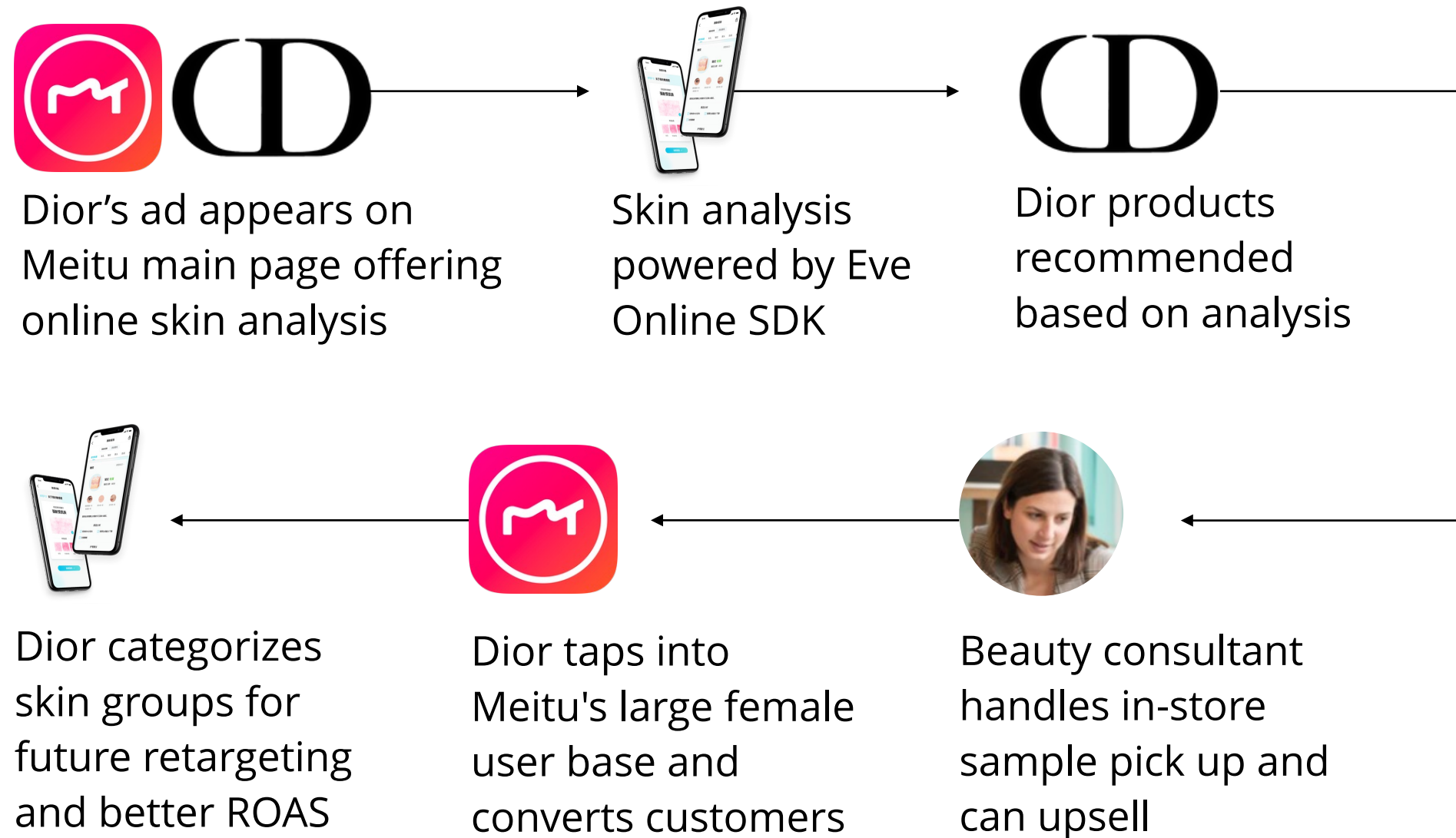
Basket
Higher average basket than usual

A consistent tool to support BAs expertise



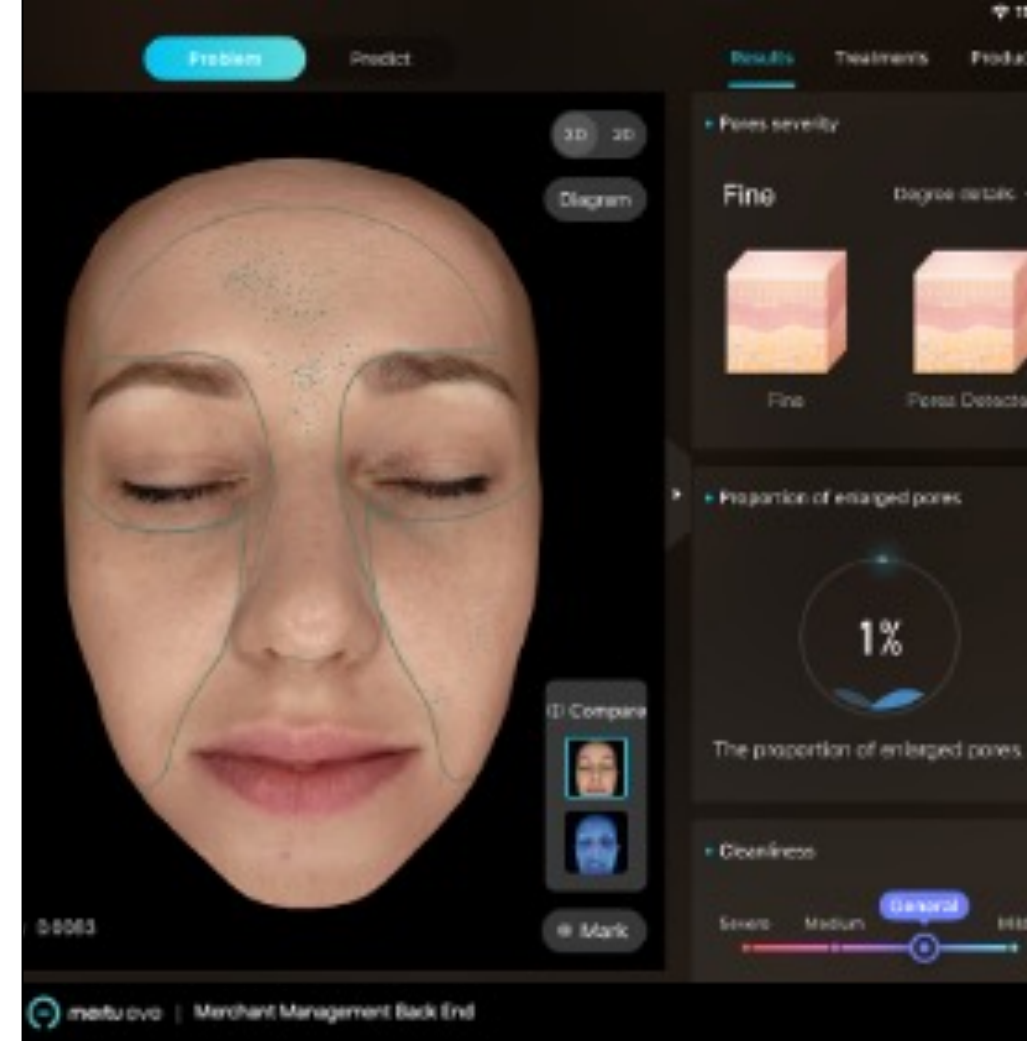
Dior (Use Case) online diagnosis to offline success

Using customized Algorithm & ADX



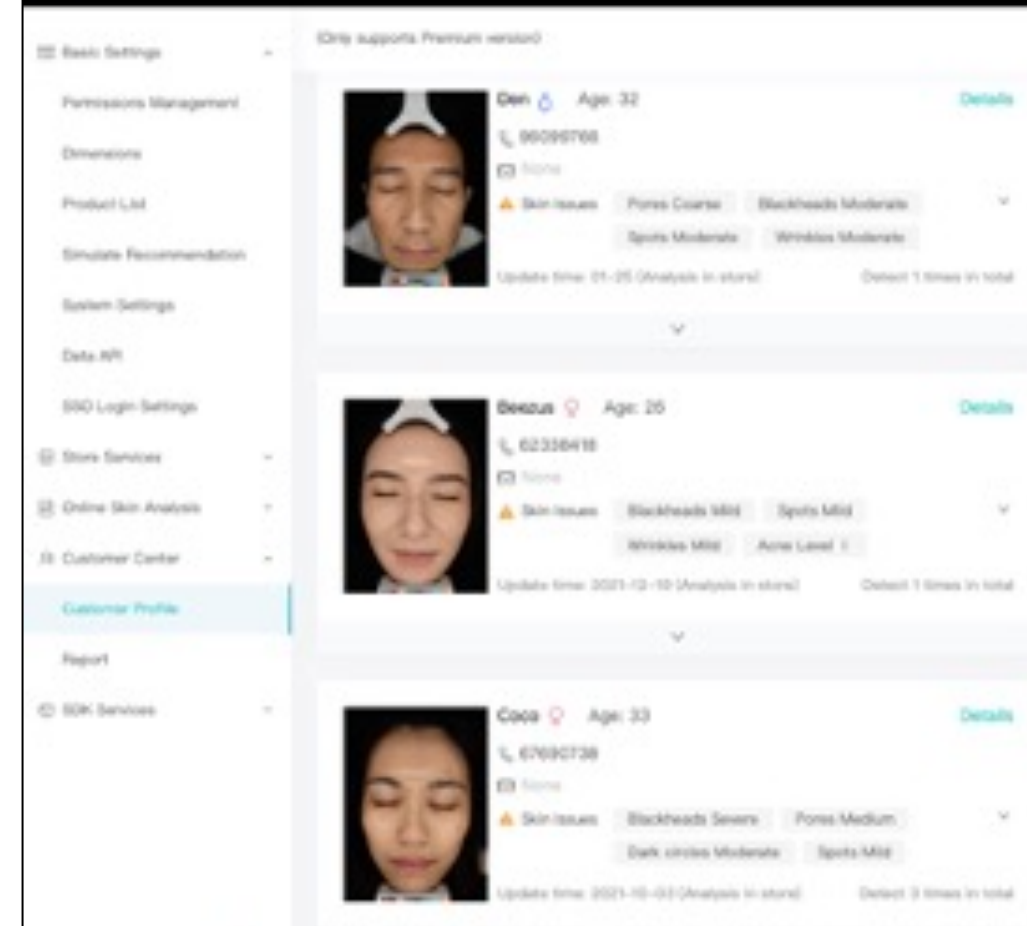
EveLab Insight *The ultimate* *result*

**Loyalty &
long-lasting
relationships**



What **consumers** sees:

- Unique profile
- Scientific skin analysis
- Personalized reports
- Quantified & standardized skin scores
- Tracked skin results

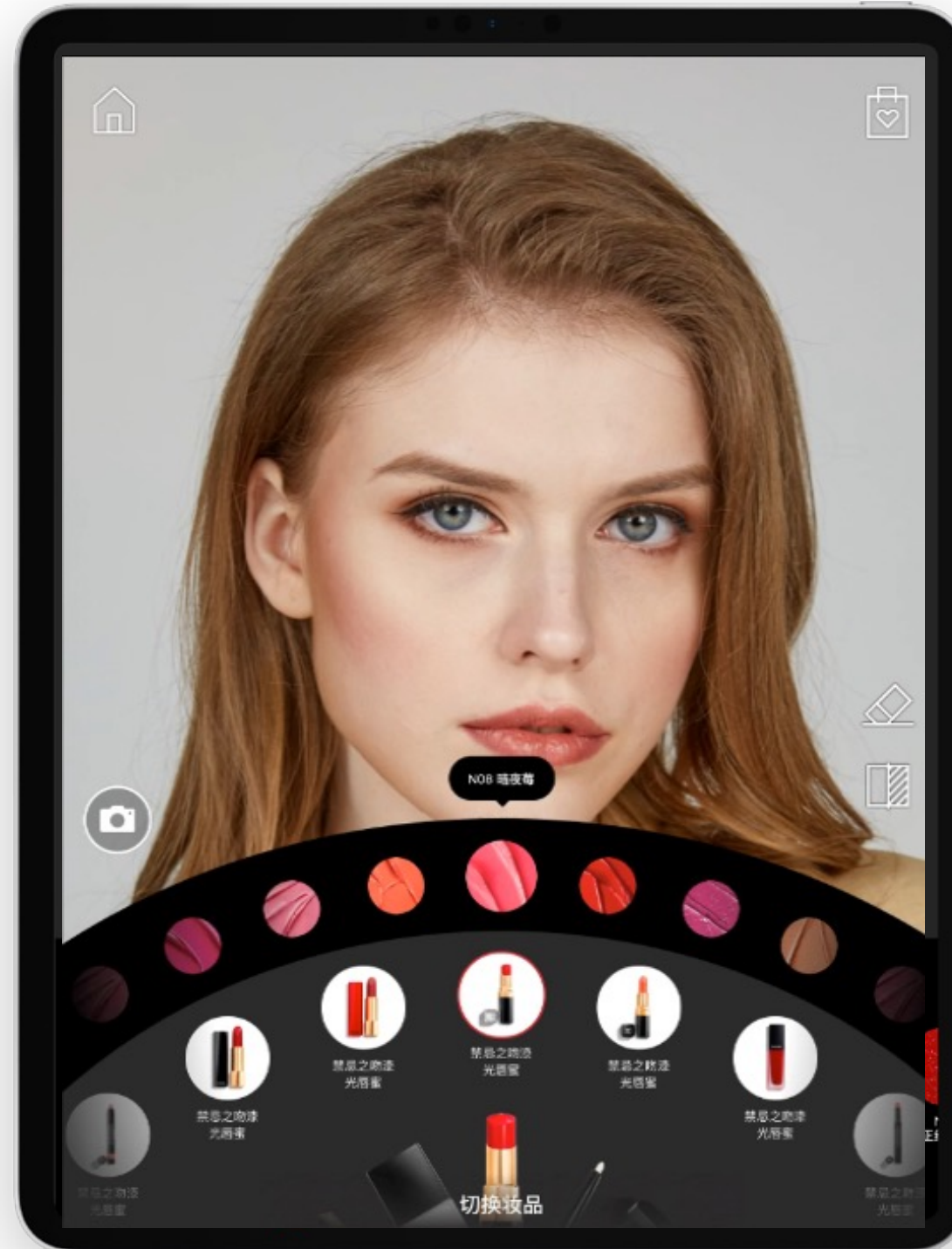


What **merchant** sees:

- Consumers' skin conditions
- Upselling opportunities
- Conversation starters
- Cloud-based CRM platform

Genius (AR Styling)

Genius is an all-inclusive AR trial system that offers virtual makeup and other AR styling trials for brands' physical stores, pop-up events, and expos, greatly enhancing sales efficiency and elevating the overall customer experience.



ESTÉE LAUDER

Watsons

GIVENCHY

MAKE UP
FOR EVER
PROFESSIONAL - PARIS

EUROPEAN BEAUTY
MYGLAMM
LIVE GLAMOROUS

CLARINS

SEPHORA

AMOREPACIFIC

TOM FORD

DFS

SHISEIDO
GINZA TOKYO

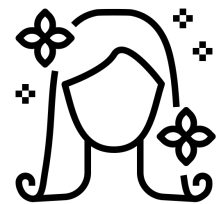
LANCÔME
PARIS

Feature-rich and technologically advanced

WE PROVIDE



AR Makeup



AR Hair Dye



AR Accessories
hats, glasses, contact
lenses, earrings etc.

WE CREATE



High-fidelity AR
styling effects

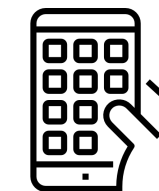


Stable user
experience



Fashionable and
diverse style choices

WE SUPPORT



APP



Web



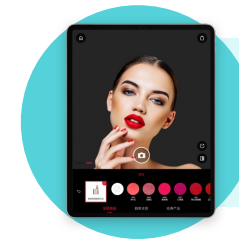
Mini-program

Genius in store

Example Customer
Journey



Customer
enters store



Uses Genius
self-service
AR makeup
trials



Creates a
wishlist



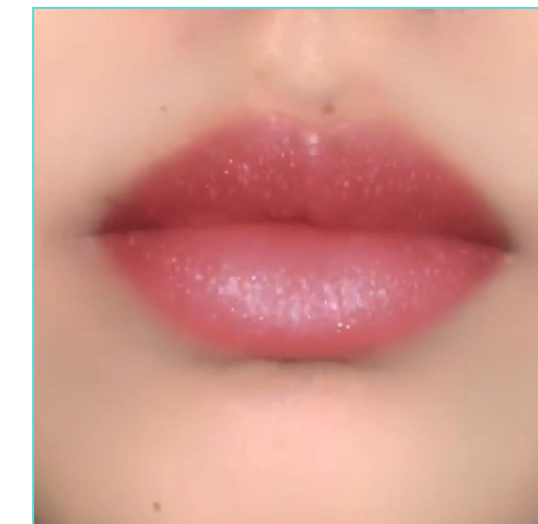
Shops in store
using wishlist
as guide

AR Makeup Demo

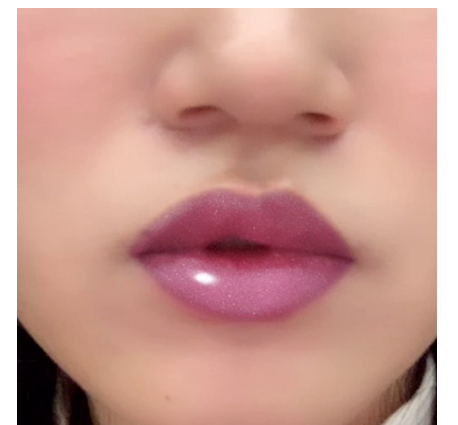


PEARLESCENT LIP GLOSS

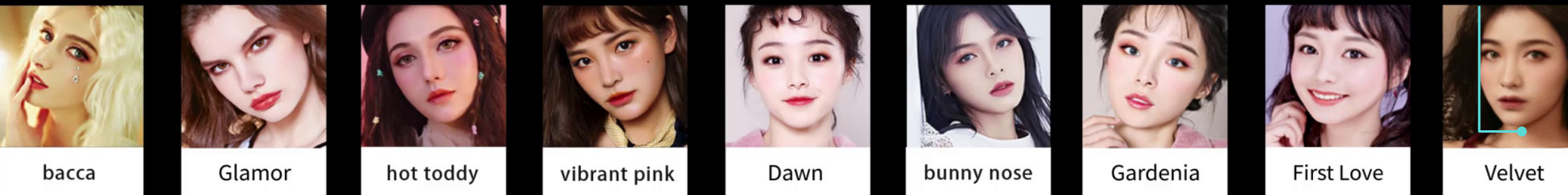
Genius



Competitor



Genius utilizes AI algorithms to create more realistic textures and highlights.



Create Your Look

Trending Looks

Classical Products

THANK YOU