Haut.AI

We know your skin

Introduction

Platform overview

Commercial proposal

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Haut.AI is a beauty intelligence SaaS

Haut.AI
We know your skin

E-commerce

Integrates as an e-commerce experience to provide hyper-personalized skin care product recommendations

Established

Haut.AI sits on years of longevity and clinical skin research

Digital ecosystem

Strategic Partner and part of ULTA Beauty digital ecosystem

Targeted skin care

HautAI utilizes computer vision technology to build a unique consumer skin profile based on 150 skin and face metrics in real-time to provide a specific and targeted skin care regimen for each user.

Backed by science

Founded by skin scientists recognized for research in clinical skin studies and AI applications for beauty

80+ clients

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Why AI skin analysis?

E-commerce platforms generally provide product recommendations based on:

Visitor interests

Web analytics

Questionnaires

Self-made skin assessments

AI analysis

Limited information

Google Analytics has limited access to data: gender, age and location

Inaccurate data

Google Analytics is not reflective of customers skin conditions

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Why AI skin analysis?

E-commerce platforms generally provide product recommendations based on:

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Self-made skin assessments

AI analysis

Biased information

Unreliable data

Customers cannot be relied upon to provide accurate and informed data

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Why AI skin analysis?

E-commerce platforms generally provide product recommendations based on:

Visitor interests

Web analytics

Questionnaires

Self-made skin assessments

AI skin analysis

More accurate results

An accurate analysis allows more suitable product recommendations

Greater customer satisfaction

Suitable products lead to healthier skin and greater customer satisfaction

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The dilemma

Lack of skincare personalisation

Consumers often misuse products, which can lead to disengagement from their treatment plan before seeing results.

Low engagement

Recommendations often ignore customer experience, resulting in low engagement and dissatisfaction.

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Solution

Computer vision and AI skincare technology

Educate customers by providing personalised recommendations using objective measurement with AI algorithms.

AI provides recommendations based on a scientifically-based skin analysis they can obtain directly from online shopping experience.

Leveraging Data to Uncover Consumer Desires

Haut.AI provides insights into consumer behavior and preferences, helping companies gain intuition for what customers want.

Businesses can create more effective marketing strategies, develop new products, and improve existing ones to boost satisfaction and loyalty.

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The dataflow

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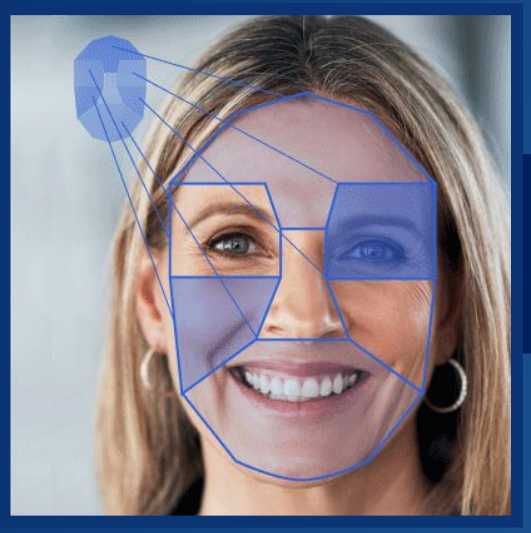
1 Identify input parameters
(with a selfie)

2 Analyze results with AI



3 Customized recommendations

Products

cleansers, lotion, serum, devices, supplements, routines, services

Additional care

Signs of ageing, eye care, prevention

Basic care

For normal, mature, dry, and oily skin

Hair & body care

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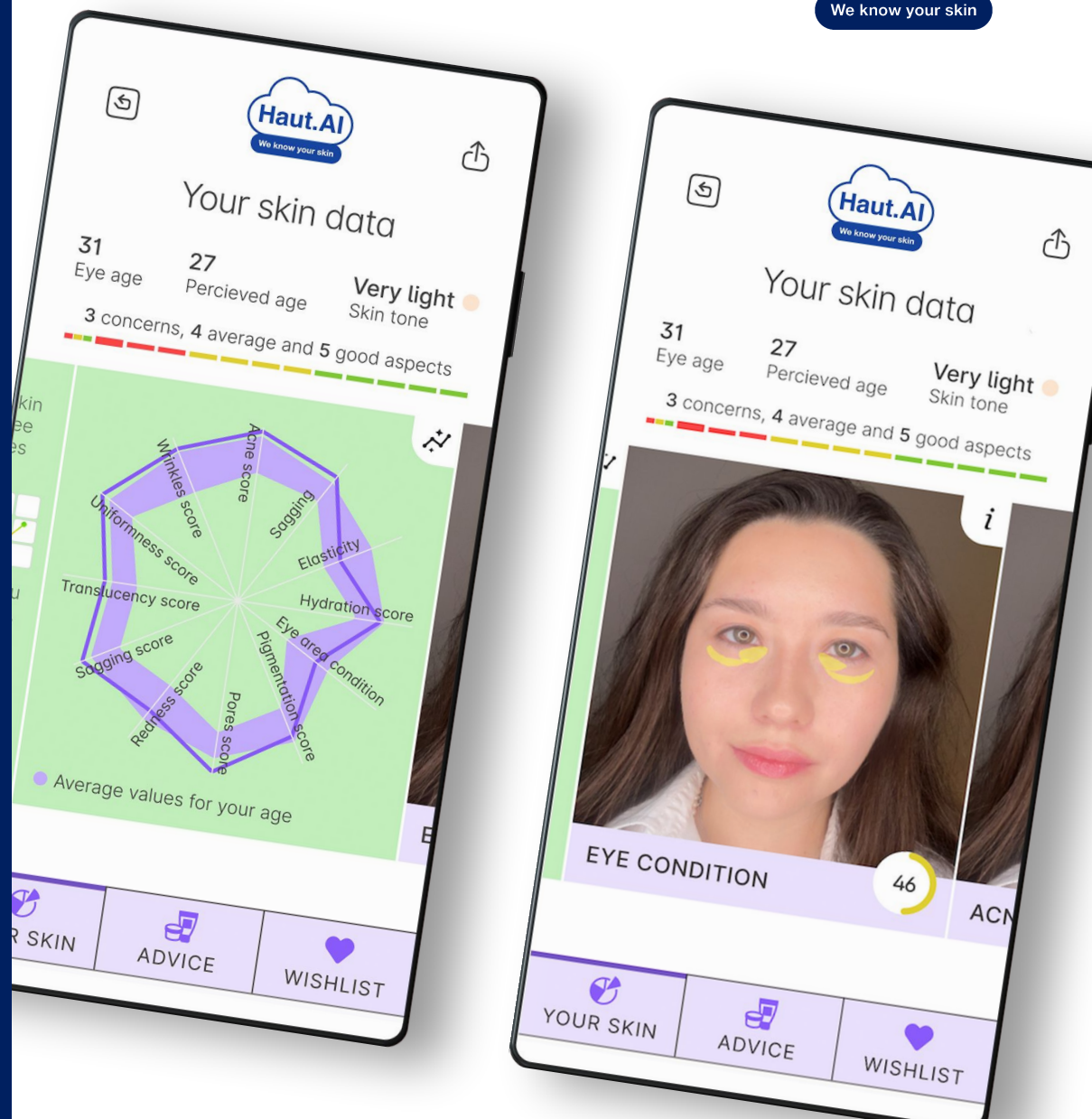
Option 1

eCommerce: SaaS Platform

- **Web-based platform** for brands to build the SkinApp experience and make it their own
- **Intuitive UX customisation**
- **15 Skin Analysis algorithms** – same as used by ULTA, Beiersdorf and Unilever
- **Easy product mapping** to Best-in-Class AI-powered recommendation engine
- **LIQA technology** to guide selfie-taking for best quality image
- **Product recommendations using AI** with up to 12 products per skin concern
- **Easy integration** using no-code tools
- **No upfront set-up costs**



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Option 2

The API

1

Exclusive UI/UX

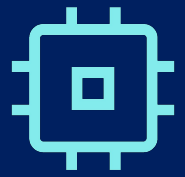
Allow brands to build exclusive UX/ UI

2

Documentation

Complete and thorough technical documentation

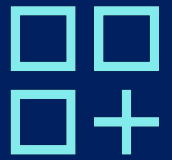
3



AI Technology

Access the same state of the art AI Technology to power brand or online retail experience

4



No product limits

No limit to number of products

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The science

Unbiased and precise data relating to 15 skin concerns:

30M images training data points

Algorithms are trained on over 30 million highly standardized lab images and consumer data

Validated by dermatologists and plastic surgeons

Proprietary neural network architecture designed to process skin data

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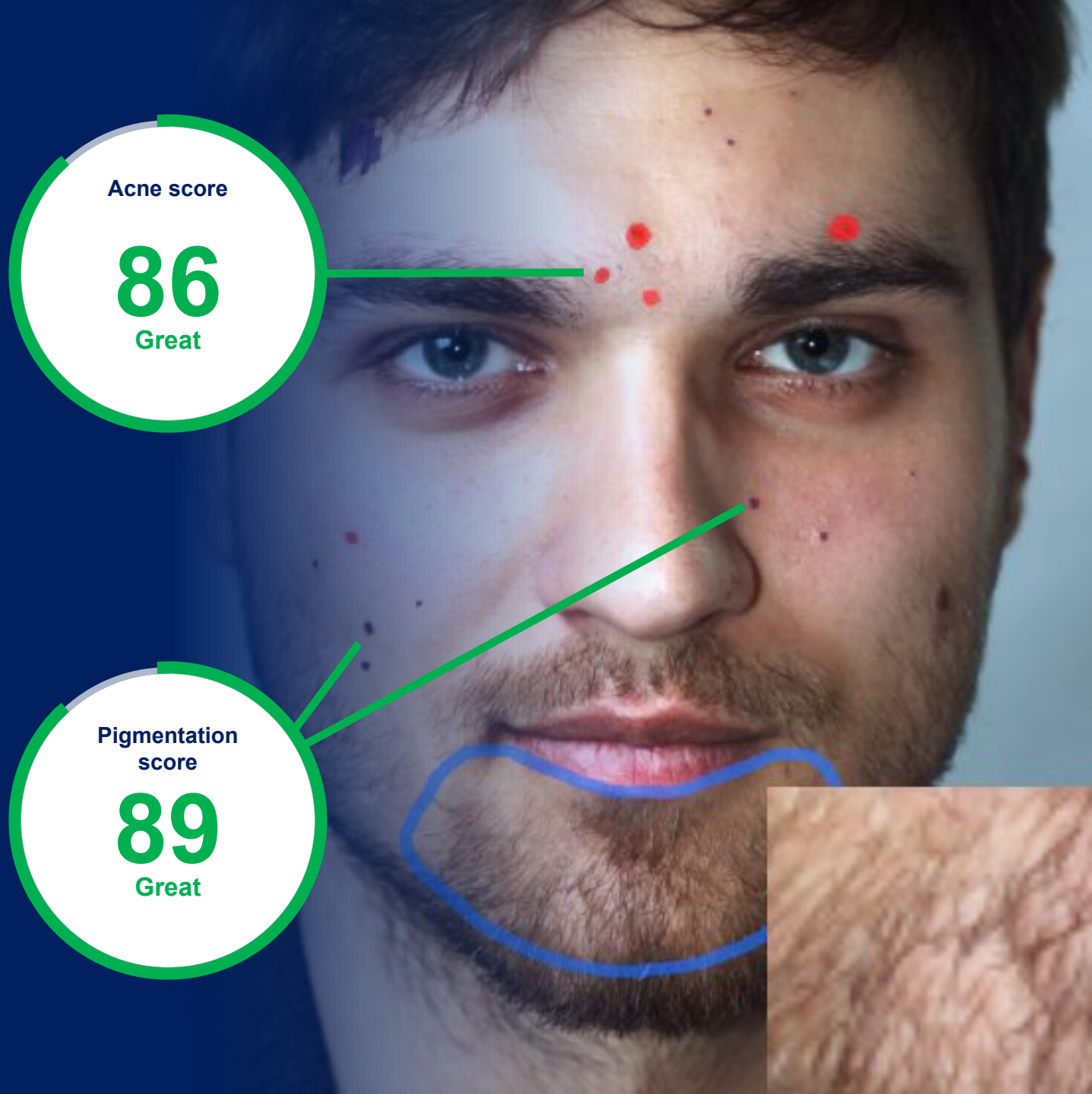
Haut.AI supports Skin AI for Men

Before this update, algorithms for acne and pigmentation could be affected by the presence of facial hair.

The area with facial hair is now excluded from the analysis and doesn’t affect the results of image processing.
This feature utilizes HautAI proprietary technology.



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Learn more

Forbes

https://www.forbes.com/sites/alexzhavoronkov/2022/11/14/this-female-ai-scientist-quietly-built-a-profitable-longevity-startup-in-estonia-that-is-dominating-the-global-skincare-ai-market/?sh=1ab3ed6832d5

BreezoMeter

https://blog.breezometer.com/haut-ai-skincare-analysis-environment/

ULTA BEAUTY

https://haut.ai/tpost/7uzgf0o3e1-ulta-beauty-and-hautai-strategic-partner

Cosmetics &Toiletries

https://www.cosmeticsandtoiletries.com/magazine/article/22249940/cosmetics-toiletries-magazine-industry-insight-how-digital-tech-is-iterating-beauty

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Learn more

For those who want to understand our technology in more detail

https://doi.org/10.1016/j.jaad.2020.06.158

https://doi.org/10.1117/12.2511572

https://doi.org/10.18632/aging.101629

https://doi.org/10.18632/aging.202454

https://doi.org/10.18632/aging.102487

https://doi.org/10.18632/aging.101646

https://doi.org/10.1097/PRS.0000000000009671

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Contact us for more

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