

# AI Personalization VS. Mass Production in Cosmetics



**Gal Saar**

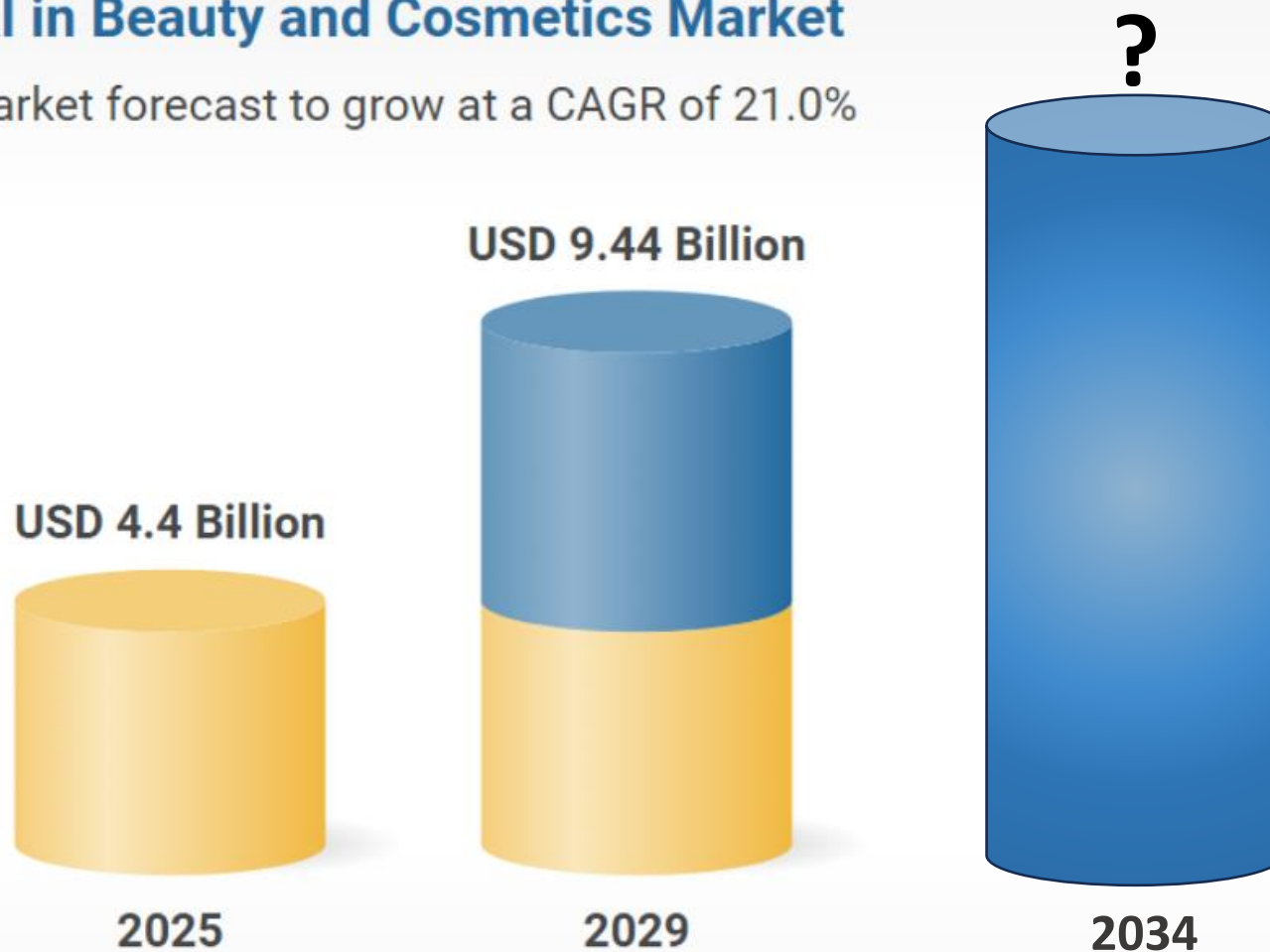
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## AI in Beauty and Cosmetics Market

Market forecast to grow at a CAGR of 21.0%



# AI in Cosmetics and Beauty



1

Personalized Beauty  
Recommendations  
(ingredients)



2

Skin Analysis and  
Diagnostics



3

Virtual Makeup  
Artists



4

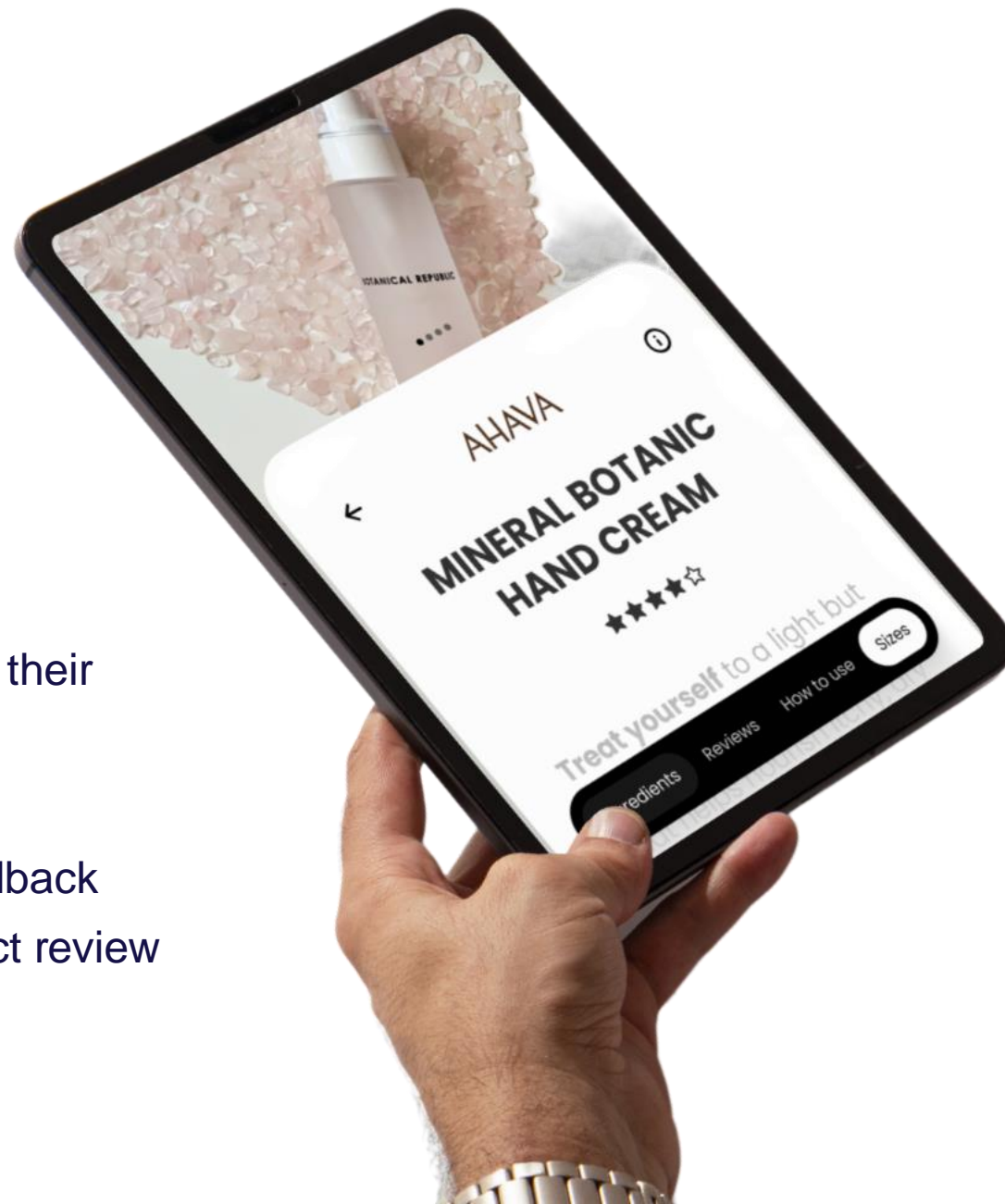
Personalized  
Beauty  
Products

# AI Influence on the Future Customer-Brand Relationship

The customer-brand relationship goes through multiple intermediaries.

Brands do not have information about the actual use of their products by the consumer.

AI based IoT platforms will enable to close a direct feedback loop on usage, trends predictive, and immediate product review to better understand what their consumers need.



How Much is:  
 $2 \times 50 \times 100 \times 100 \times 100 \times 100 ?$   
10,000,000,000

## Perfumes



Night Spice



Sunny Citrus



Mango Radiance



Petale De Soie



Show More



## Active Ingredients



Hyaluronic Acid



Retinol (Vitamin A)



Vitamin C



Glycolic Acid



Show More



## Skin Care



Avocado  
Cream



Olive Oil  
Cream



Pomegranate  
Cream



Shampoo



Conditioner



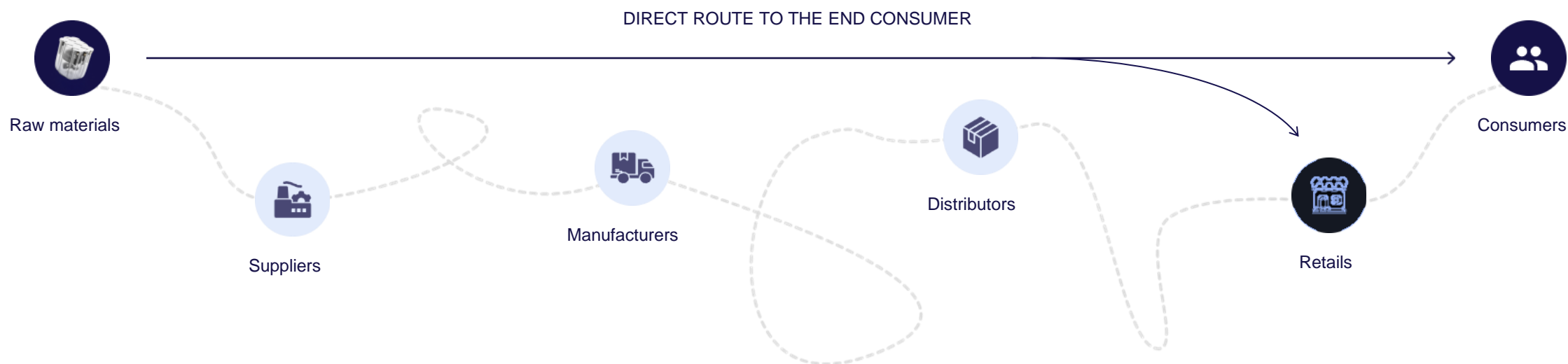
Hair Mask

## Hair Care

# AI and IoT Influence on the Supply Chain

IoT tech will connect every party in the supply chain to their end-consumers.

AI tools will be able to provide usage behavior data and analyze market trends for otherwise «blind» CPG players





# Factory in Each Capsule



Ampules support any ingredients combinations

Integrated mixer

Up to 150 ml of final product

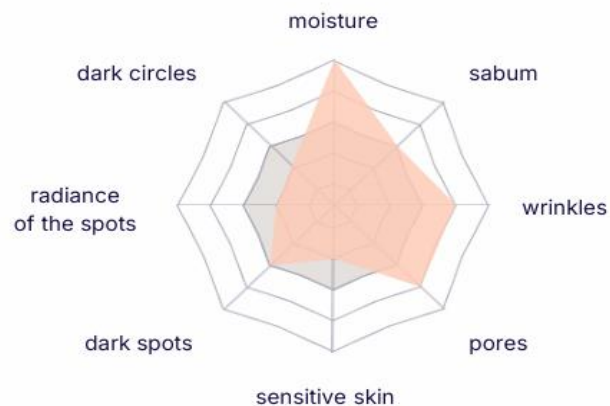
Designed for Personalization

Fresh and high potency

Sustainable & Reusable

## Diagnosis

AI app analyzes individual  
skincare needs



## Formula Selection

AI designs FDA-  
approved custom  
formula



## Capsule Preparation

Insert active ingredients  
into capsule base



## Micro Manufacturing

Machine creates product  
in 60-90 seconds







# Thank You



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