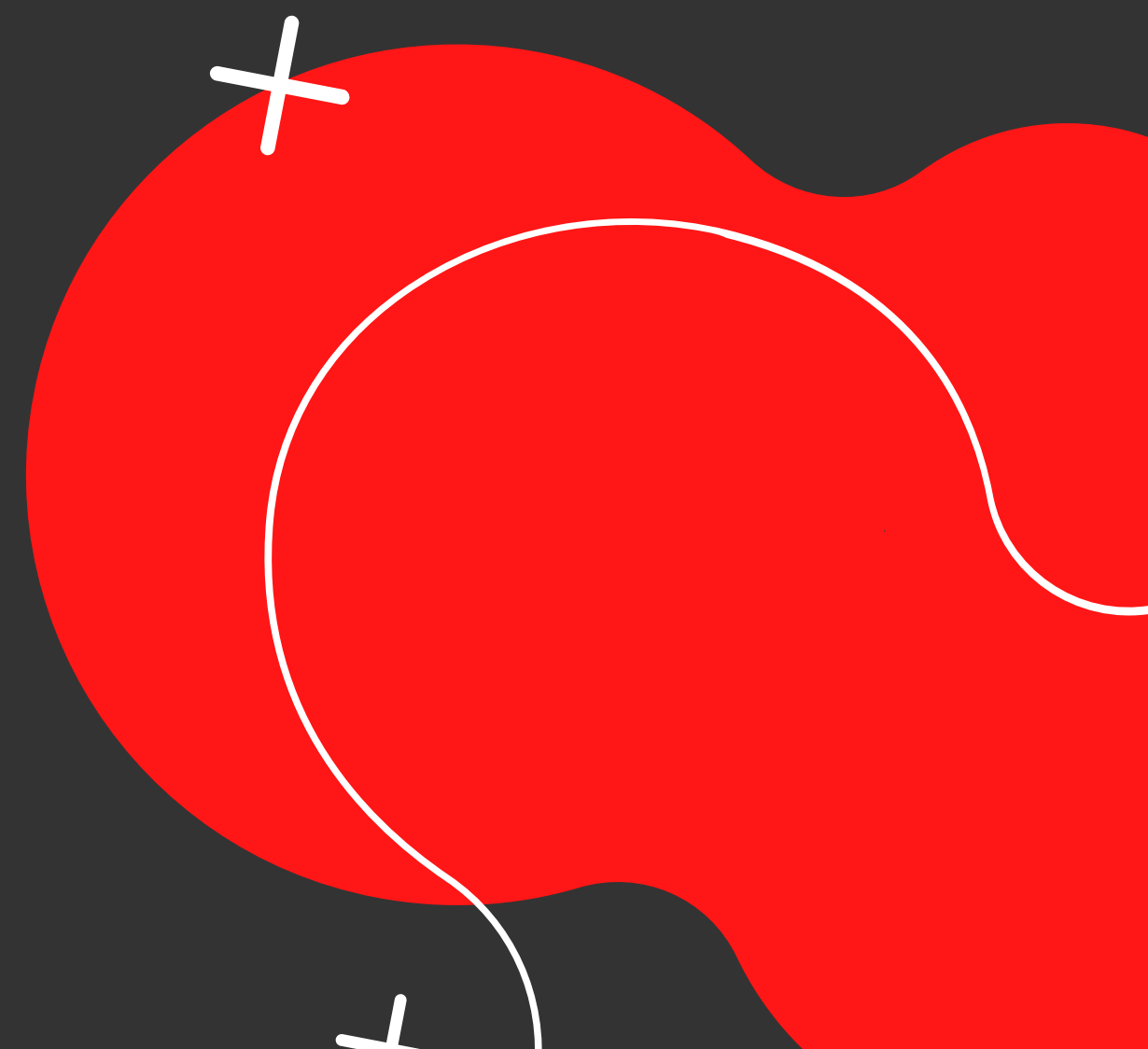




Computer Vision in Beauty

Contact-less Skincare

- | Increase Customer Engagement **37%**.
- | Increase Product Up-sells **43%**.
- | Precise skin-care recommendations (**In-Store & Online**)





The Intro

Post COVID cosmetics retail demand took a hit and sales were down on an average by 38% compared from pre-COVID levels. Our Client in South Korea took notice of customer shift in preferences. Customers demanded higher quality natural beauty products over the counter.

The demand uptick for Natural beauty products surged on an average from 12% CAGR sales in 2018 to 120% increase in sales by 4th Qtr of 2020.

The primary objective was to supplement their Organic beauty products shelf line with a precise Skin care recommendation engine across their 40+ beauty stores to full-fill beauty recommendations for different skin - types and also enable safer, more accurate and quicker in store shopping.



The Challenge

A pure Ai based SKIN Recommendation Engine with Contact-less, precise and with-out human intervention a wholesome beauty experience in stores.

Every Day Our Client had on an average in-store footfall of 800+ retail customers. In order to make them feel safe post COVID and provide Dermatology grade SKIN Analysis the in-store sales rep was to be replaced by Ai SKIN Engine. **Primary idea was to map their 48+ Organic SKU's to 6 different SKIN types.**

Based on the SKIN scan the SKIN report would need to be generated for SKIN uneven tone, Texture, Wrinkles, Puffy eyes, Dark circles, Acne, Red sports, Scars and Dark spots.

The scan was required to accordingly generate a SKIN regimen and recommend Natural Product which user can scan ans buy instantly.

SEEKS

**ACCURATE
SKIN ANALYSIS**

REDUCE

**REDUCE CONTACT
STAFF & SHOPPING TIME**



Solution: **SKIN Ai for diff Skin Types & SKIN issues**

DETECT OTC SKIN CONCERNS

- Data annotation for various skin types & skin concerns.
- Train Ensemble Models for SKIN Scan to run with Mobile and Android Tablet camera.
- Engineered real-time skin analysis pipeline for Skin report.
- Detect Skin un-even tone, Texture, Wrinkles, Puffy eyes, Dark circles, Acne, Red sports, Scars and Dark-spots.
- Match Beauty Regimen recommendation based on SKIN Analysis.
- Store & Track SKIN health over time.
- Optimize Models to run for 6 different SKIN types .
- Micro-services Architecture for Scale with PII treatment.

IMPACT

Increase in Customer Engagement & Sales by 37%

Tech Stack

BUILT FOR SCALE

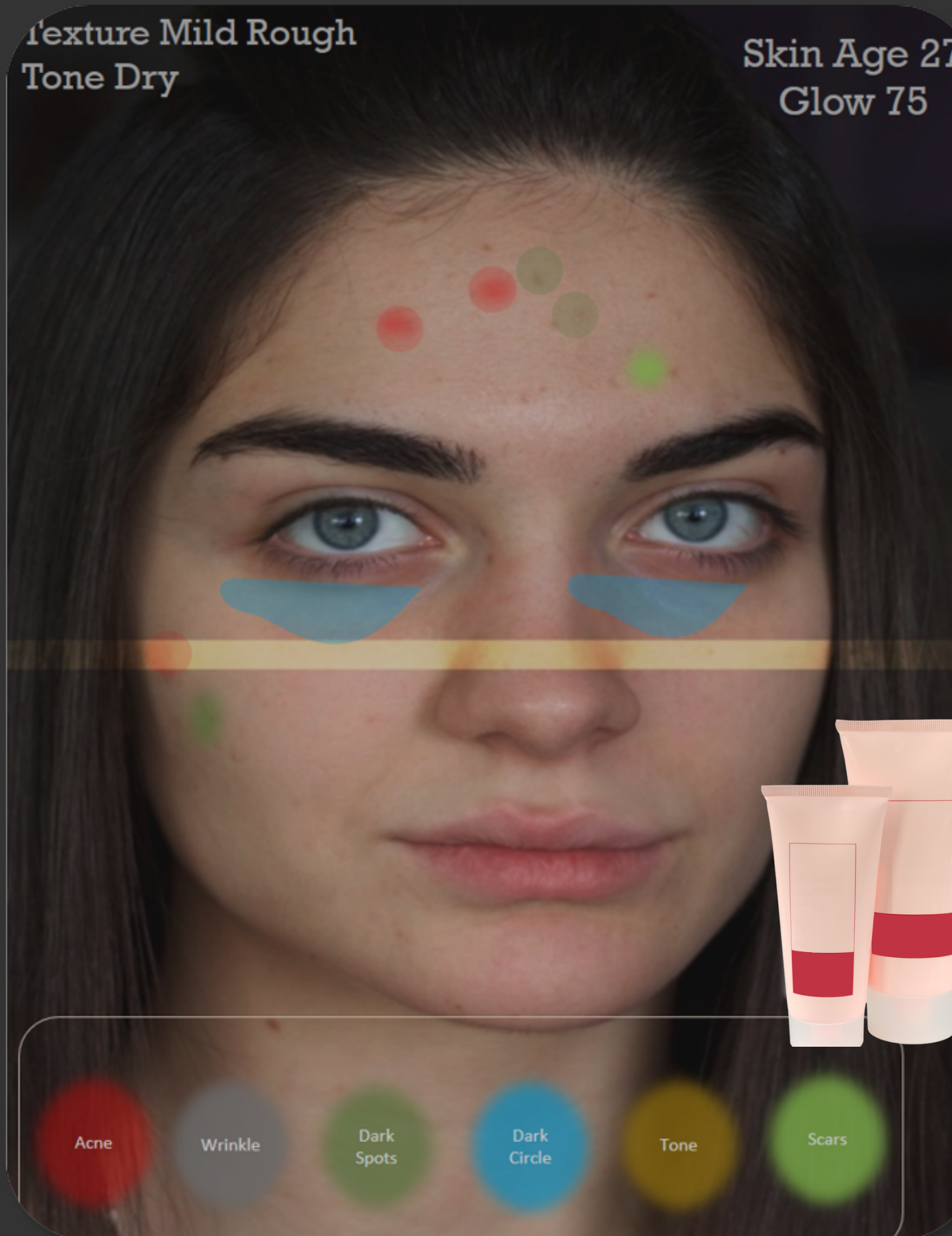
- Deep Neural Network - based SKIN SCAN
- Tensor FLOW, Keras
- AI Pipeline
- Amazon S3
- Mongo DB
- Firebase
- Android App

Time to Rollout - 114 Days



Texture Mild Rough
Tone Dry

Skin Age 27
Glow 75



Feature **Delight**

Enhance In-Store Beauty experience with derma grade accuracy and low cost.



01

Accurate Scan

Detect Skin un-even tone, Texture, Wrinkles, Puffy eyes, Dark circles, Acne, Red spots, Scars and Dark-spots and provide precise recommendations.



02

Auto Regimens

Prepare Skin regimens for different SKIN concerns, conditions and SKIN types.

Skincare Menu

AGING SKIN

CLIENT IMPACT

A.M.

- Cleansing Lotion
- Alcohol-Free Toner
- Antioxidant Serum
- Moisturizer With SPF

43% Sales Uptick

In Store Sales saw an uptick of 40% across all stores in South Korea.

P.M.

- Cleansing Lotion
- Physical Exfoliator
- Toner
- Hydrating Moisturizer
- Eye Cream
- Retinol Serum

WEEKLY

- At-Home Peel
- Brightening Serum
- Face Oil

SKIN-CARE Innovation

Ground Impact

Accurate and WOW factor was key for Automated SKIN Experience. Customers were curious and delighted to personalize and track their SKIN Health.

114 Days

With 1st Pilot roll-out in 114 days and across 40+ locations.

37% Engagement Increase

Regular SKIN Tracking and SKIN health increased brand affinity and engagement.

5 Seconds scan

Derma grade Skin care regimens provided for 6 different SKIN types for 8 different SKIN concerns across skin types and matched it to 48+ SKUs . Instantly providing accurate regimen from 1000s of possible combinations.



Awesome CSAT Score

Score Range - A+ to D

The client was provided with 24*7 ongoing support and knowledge transfer. From the date of project kick-off to Final deployment and Maintenance the customer satisfaction has improved across Solutioning, Delivery and Service.

Expedited Go to Deployment and saved the client millions of dollars.

CUSTOMER Featured Point

Accurate and Perosnlized SKIN Health report with Auto-regimens were key for Brand Visibility.

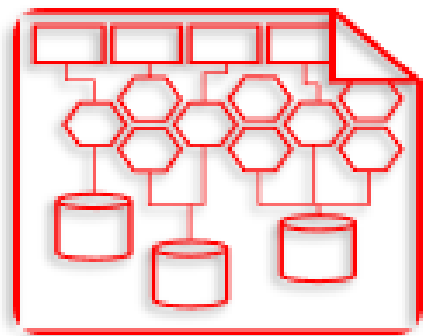
A+
SKIN Analysis and Concern Tracking

A+
Recomended SKIN Regimens.

A+
User Experience

A
Overall Impact

SERVICES STACK



ENTERPRISE SaaS DEVELOPMENT

Enterprise SaaS Dev
Web & Mobile Apps
Agile & DevOps
Microservices
Edge, Cloud & On-Prem
Secure Dev (SDLC)

AI-ML, COMPUTER VISION

Customized Models
Edge or Cloud
Scaled Solution
Real Time Compute
Small Data ML

NLP & VOICE AS A SERVICE

Customized Bots
Text, Voice Bots
Knowledge Streams
FAQ & Query Engines
Ontology & Graphs
OCR & Summarization

More Customer Stories !

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