

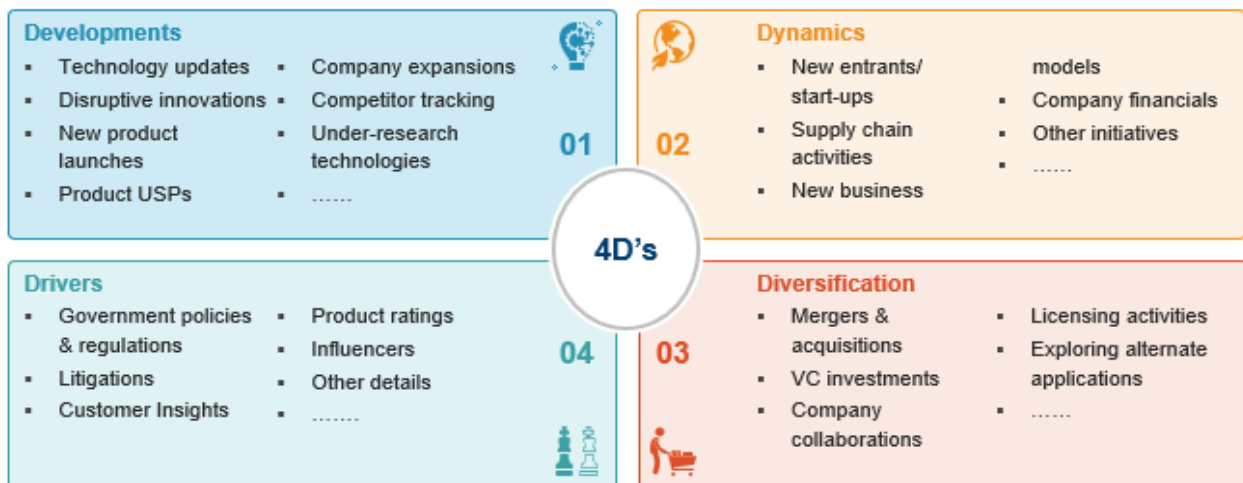
INTELLOTRACKER

AI - SKIN CARE & COSMETICS

JUNE 2023



ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





DEVELOPMENTS

New Product Launch		Cetaphil, the dermatologist recommended sensitive skincare brand, announced today the launch of its Cetaphil AI Skin Analysis: a comprehensive skin analyzer offering personalized skin assessment scores and skincare regimen recommendations in seconds. <i>Source: GaiDerma</i>
New Product Launch		Coptis has launched an artificial intelligence (AI) program to predict the stability of cosmetic formulations. Performing stability testing is a mandatory step in formula development. This multi-step process and repetitive task is arduous but can be improved with technology. <i>Source: Personal Care Magazine</i>
New Product Launch		The Estée Lauder Companies (ELC) has launched its Voice-Enabled Makeup Assistant (VMA), an AI-powered beauty app for visually impaired users which is driven by ELC's Augmented Reality and Artificial Intelligence capabilities. VMA uses voice instruction technologies to assist the user in makeup application. <i>Source: Global Cosmetics</i>
New Product Launch		Bulldog Skincare has unveiled a virtual skin analyzer tool to help men build an effective cosmetics routine. Developed in partnership with Revieve, a beauty & wellness technology provider, the new online tool uses AI to establish what products a user needs for his skin type. <i>Source: The Grocer</i>
New Product Launch		L'Oreal's new "HAPTA" device — which it describes as the world's first handheld computerized makeup applicator designed for an estimated 50 million consumers who have limited hand and arm mobility. <i>Source: Competition Policy International</i>
New Product Launch		Revela set out to find the skincare equivalent of a needle in a haystack—a molecule that lifts the skin in a few short weeks without the irritating side effects of skincare standards like retinol and glycolic acid. The molecule identified is Fibroquin, which is the centerpiece of \$138 Fibroquin Essence. <i>Source: Beauty Independent</i>
Technology/Innovations		Special me, a provider of personalized skincare solutions, has launched its upgraded AI-powered platform. The new platform offers enhanced features that provide personalized skincare solutions targeted to everyone's unique skin type and concerns. <i>Source: Yahoo</i>
Technology/Innovations		Advanced algorithm training and deep learning allow EveLab Insight's professional skin analysis machine to identify and analyze key dimensions contributing to glowing skin: oiliness condition, skin texture, and evenness of skin tone. <i>Source: Mirage News</i>



DYNAMICS




Other Initiatives		The firm behind the artificial intelligence (AI) and augmented reality (AR) features adopted by Japan's Shiseido and a raft of Indian retailers says personalised experiences are key to give brands and physical stores the edge in an ultra-competitive marketplace. <i>Source: Cosmetics Design</i>
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DIVERSIFICATION

VC Investment		Perfect has teamed with luxury cosmetics brand Valmont for its latest AI-focused beauty partnership. The collaboration combines Perfect's artificial intelligence (AI) solution with Valmont's background in skincare to help consumers in more than 50 countries get a detailed skin analysis and a personalized beauty routine in seconds. <i>Source: PYMNTS</i>
VC Investment		Perfect Corp, the artificial intelligence (AI) and augmented reality (AR) beauty and fashion tech solutions provider, has partnered with Precision Skin by DermConcept, launch SKIN ID. SKIN ID is an AI skin diagnostic solution that uses Perfect Corp's AI skin analysis technology to provide results for 14 types of skin concerns. <i>Source: MPost</i>
VC Investment		The skin care giant launched its collaboration with Nourished, a company that produces 3D-printed "super nutrient" gummies. The collaboration uses AI to give users personalized, 3D-printed skin supplements called SkinStacks. <i>Source: Mashable</i>

SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

		
IP Strategy	Technology Intelligence	Growth & Strategy
<p>How best can we proactively manage and monetise our technical knowhow / intellectual property?</p>	<p>How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?</p>	<p>Which technologies do we invest in? How do we ensure quick wins? Speed to market?</p>
<ul style="list-style-type: none"> IP Portfolio Analysis 	<ul style="list-style-type: none"> Competitor Benchmarking 	<ul style="list-style-type: none"> R&D Strategy Roadmaps
<ul style="list-style-type: none"> IP Monetisation 	<ul style="list-style-type: none"> Tech / IP Landscapes 	<ul style="list-style-type: none"> Technology Scouting
<ul style="list-style-type: none"> IP Valuation 	<ul style="list-style-type: none"> Technology Watch 	<ul style="list-style-type: none"> Open Innovation
<ul style="list-style-type: none"> Prior Art Searches 	<ul style="list-style-type: none"> Market Analysis / Trends 	<ul style="list-style-type: none"> Product Development



GROWTH
ADVISORY



INVESTMENT
RESEARCH
& ANALYTICS



VALUATION
& FINANCIAL
ADVISORY



TECHNOLOGY
RESEARCH
& ADVISORY



PROCUREMENT &
SUPPLY CHAIN
INTELLIGENCE

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