



An innovator providing a revolutionary experience for beauty and skin care consultations with industry-leading technology and artificial intelligence skin analysis algorithms: **EveLab Insight**

Eagle Lee, General Manager

Anything made specifically for you with your needs and preferences in mind is sure to be a more unique than anything available on the shelf. Any item that is personalized makes a person feel cherished and special. There are various choices for customization on the market, ranging from monogramming to customized accessories. Without a professional to help you, creating your own skincare rituals may be a difficult and overwhelming task. Globally there are various companies delivering excellent personalized skincare solutions, but EveLab Insight stands out from the rest. EveLab Insight provides a revolutionary experience for beauty and skin care consultations with

industry-leading technology and artificial intelligence skin analysis algorithms.

When it comes to integrated online and offline skin analysis, EveLab Insight is the leading solution provider. With the use of its deep learning technology, EveLab Insight can offer more comprehensive and accurate insights into users' skincare needs, which can empower internal departments of brands.

### Interview Highlights

#### ***What was the motivation behind starting EveLab Insight?***

Beauty is in the eye of the beholder, but skin health is a measurable objective. Skin is actually the largest organ in our body, but it's often misunderstood and underrated. Unlike other parts of our body, we don't have a standardized way to

quantify skin health, which is a key component of a scientific approach to healthcare.

That's why there's a need for companies like EveLab Insight, which are taking the initiative to educate people on the importance of skin diagnosis and working towards standardizing the skin health industry.

#### ***What are the challenges you had to face while developing your solution for EveLab Insight? How did you overcome them?***

Consumer's recognition was not mature when we started. Consumers generally tend to observe product efficacy through naked eyes instead of learning in depth about the products. Instead of concentrating on consumer demands and industry standards, businesses are now setting their



own standards. Also, in the early stages of development, conversion seemed to be the only objective of skin diagnosis. Our current goal is to allow more businesses to embrace skin diagnosis solutions in order to empower various departments of enterprises. We actively engage with top scientists, dermatologists, and the Chinese Anti-Aging Promotion Association to build industry standardization and to educate businesses about the value of skin diagnosis in order to overcome these obstacles.

### ***Can you tell us about your skin analysis system?***

The skin analysis system from EveLab Insight was created in response to user demand. EveLab Insight created a handheld skin analyzer, an app-based skin analyzer, and AI skin analyzers based on years of dedication to deep learning, artificial intelligence technology, and skin-related technology to assist users in doing accurate skin analysis whenever and wherever they choose. The Eve M panoramic AI skin analyzer uses diagnostic modes for various skin tones and facial features to produce customized skin reports. Skin issues can be located and identified using EveLab Insight's precise and reliable algorithm. Ultimately, an intuitive user interface will automatically reveal the issue and its solution.

Customers may better understand their skin overall by using the system, which also provides information on their perceived age, skin type, and tone compared to the typical condition in EveLab Insight's data bank. Beyond

giving customers a more accurate approach to understanding their skin, EveLab Insight also seeks to assist cosmetics manufacturers in rebuilding consumer and brand loyalty. Consumers today have greater access to dermatological information and demand scientific verification of cosmetic products, as previously stated. An excellent tool for balancing this circumstance is the AI skin analyzer. Global companies, including Dior and Shiseido, among others, have partnered with EveLab Insight. We look forward to assisting more brands in the future in creating a symbiotic brand-consumer relationship.

### ***Where do you stand as a company in the current market landscape? And what are you doing to stay ahead of the curve?***

In the beauty industry, we market ourselves as an industry game changer, as we will reconsolidate trust between brands and consumers. And in the skin analysis industry, we reveal consumer skincare insights to consumers; we verify product efficacy to brands; we provide appropriate skincare treatment and solutions to consumers; and finally, we aim to standardize the segment with a scientific quantified approach to the industry.

### ***How do you market your services?***

We are the ultimate solution provider for integrated online and offline skin analysis. Our goal is to deliver comprehensive user

skincare insights by seamlessly tracking their skin performance across all channels and times. With customized systems and algorithms, we empower our clients' marketing and R&D departments to boost their businesses. Our detailed skincare reports provide personalized recommendations, elevating brand user experience and driving conversions.

### ***Do you have any new services ready to be launched?***

We provide omni-channel skin care solutions for various scenarios to boost conversions and reach. For consumers, we provide precise, science-based skin analysis services to facilitate accurate identification of skin problems and product and treatment recommendations. For brands, we help them obtain accurate and detailed consumer tags to facilitate our retargeting service and ultimately achieve precise advertising placement. Finally, for stores, we reveal consumers' skin care needs with in-depth customized reports to help them increase conversions and repeat purchases.

We're excited to announce our upcoming new feature - Glow Detection. With this feature, we'll cover a range of factors including oiliness condition, skin texture, and evenness of skin tone to provide a comprehensive assessment of glossiness. Additionally, we've upgraded our Skin Care Plan section to offer customized solutions and skincare recommendations based on each individual's unique skin concerns.

*"The value of skin detection technology rests not only in the technology but also in the customer insights acquired through this technology, which can offer powerful decision-making support for numerous business clients in the beauty industry."*