



Problem

Skin problems

Dry skin



Oily skin



Aging



Wrong ingredients & concentrations

Skin condition changes

- Skin damage through over treatment (Perioral dermatitis)
- Skin damage through over hydration (Stratum corneum wells, loss of barrier function)
- No function

Value Proposition

Personalized skin care products

- ❖ Personalized formulation
 - ❖ High effectiveness
 - ❖ No skin damage
- ❖ On demand
 - ❖ 'Fresh made'
 - ❖ No preservatives, hormones...



Solution

Focused influencing of biomarkers



Biophysically
personalized



Solution

Focused influencing of biomarkers

State of the Art



Correlation between particular biomarkers and particular ingredients

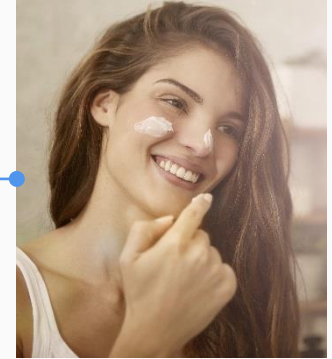
MyCream's tests with personalized formulations



Significant improvement of Sebumetry, Corneometry, Cutometry and TEWL after 4 weeks of application

Solution

Personalization process



Measurement of
Biomarker



AI chooses ingredients
& concentrations



On demand
production at the
POS



Application

Minifactory

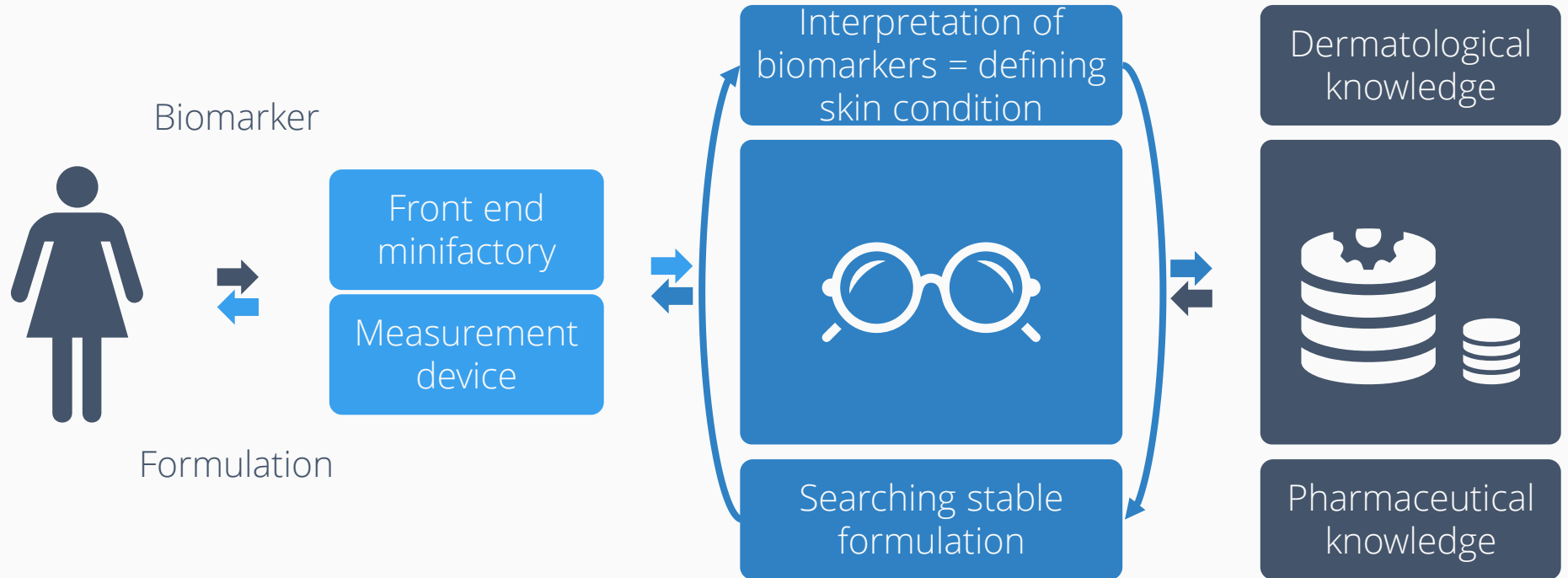
Production at the point of sale

- ❖ Patented technology enables set up free production
- ❖ Fast and non-invasive measurement of biomarkers
- ❖ Get your personalized product in 15 minutes



AI for formulation

Expert system



AI for formulation

Expert system or artificial neural network ?

- ❖ Expert System for the MVP
 - ❖ Manageable amount of biomarker and ingredients
 - ❖ Manageable functional relationships
- ❖ Artificial neural network for further development
 - ❖ Further biomarker, ingredients, lifestyle, individual effectiveness
 - ❖ Unknown / unmanageable functional relationships

