

## **ABOUT OLAY SKIN ADVISOR**

Olay Skin Advisor marked the first application of deep learning in the beauty industry — all in the name of helping women find the right products for their skin. Launched in 2016, Olay Skin Advisor with VizID™ Technology is a web-based skin analytics platform that allows women to take beauty into their own hands. Based on just one selfie and a short questionnaire, Olay Skin Advisor delivers a highly precise skin analysis and personalized product regimen recommendation, enabling skin transformation that will help women achieve their personal skin goals.

## **HOW IT WORKS**

Olay Skin Advisor is rooted in a suite of Artificial Intelligence tools. Based on a database of over fifty thousand images, the Deep Learning algorithm behind the VizID™ Technology has been taught what a woman's face and skin look like at any age. When a new selfie is uploaded, it analyzes different facial zones to detect what drives the user's visible "skin age," and determines what is holding her back from looking more youthful.

In the second phase of the Olay Skin Advisor experience, a synaptic intelligence algorithm developed by Nara Logics pinpoints the skin care regimen that fits each woman's specific combination of needs. It combines the expertise of Olay scientists and skin care experts with real-time consumer behavior insights. It not only pinpoints the right products, but also explains why they are right for her.



## **PROOF OF PERSONALIZATION IN THE NUMBERS**

- Available in more than 11 countries
- More than 5 million visits to the platform
- More than 15,000 unique recommendations to date, two-thirds of those recommended 5 times or less
- High user engagement: women are viewing 5x the amount of pages and spending nearly 4x the amount of time on Skin Advisor (compared to typical beauty websites like Olay.com) – on average over 5 minutes
- Conversion rates are 2x compared Olay.com, with a 25% bigger basket size

## What's New in 2019

At CES 2019, Olay previewed innovations in the mobile skin diagnostics space, which are ultimately designed to complement Olay Skin Advisor and provide the user with even more personalized experiences and recommendations.

With 1.0 versions currently live in the US and Asia, the Olay Future You Simulation is a proprietary visual simulation algorithm co-developed with Canfield Scientific. Inspired by one of the largest multi-decade, multi-ethnicity skin studies ever conducted (as just shared at the World Congress of Dermatology in Milan, Italy), rooted in over 25 years of imaging expertise, and drawing on a database of tens of thousands clinical images, the Olay Future You Simulation will allow users to visualize what their skin and face will look like in the future, with different scenarios (fast vs. slow aging, daily SPF use vs. no SPF use, etc.) demonstrating the impact of certain skincare routines. With this knowledge, users will be able to personalize their skincare regimen even further to help prevent potential long-term skin concerns specifically highlighted in their individual results.



**NEW!**

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of your skin.



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