

**At the Brand's Inaugural CES, Olay Presents the Future of Personalized Beauty**

*Olay showcases technological advancements to Olay Skin Advisor and Olay Labs, taking personalized skincare to the next level*

**News**

In a market saturated with options, consumers are increasingly seeking deeply personalized experiences and products. Participating in CES for the very first time, Olay will preview new enhancements to two original innovation platforms that are offering hyper-personalization to consumers – [Olay Skin Advisor](#) and [Olay Labs](#).

At its core, Olay has always been committed to delivering superior and transformative skincare to women, understanding that some level of personalization is key to achieving this aim. With recent advances in the use of big data, AI, and connected devices, Olay Skin Advisor and Olay Labs deliver meaningful customization that seamlessly fits into people's lifestyles.

Olay uses deep consumer understanding, innovative technologies and artificial intelligence to develop smart and connected beauty products, services and diagnostic tools that help women better understand their own skin and its needs, and provide personalized solutions that work for them, where and when they want.

**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 – when it launched in 2016.

The web-based platform utilizes a suite of artificial intelligence technologies to provide women with a smart skin analysis and personalized Olay product recommendations based on just a selfie and a short questionnaire.

Proof of its personalization is in the numbers: Olay Skin Advisor has seen more than five million visits to the platform, yet of its 15,000+ unique regimen recommendations to date, two-thirds of them have been recommended five times or less.

At CES, Olay is announcing three new features to Skin Advisor to the U.S. market, all of which are planned to be live sometime in 2019.

- **Olay Future You Simulation:** With a basic version currently live in Asia, the Olay Future You Simulation uses a proprietary visual simulation algorithm to allow users to visualize what their skin and face will look like in the future, with different scenarios (fast v slow aging, daily SPF use vs no SPF 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.
- **Olay Whips Simulator:** The Olay Whips Simulator will allow users to virtually try on the products and show what their skin looks like if they used Olay's successful line of [Olay Whips](#) products,. This simulator is primarily focused on the immediate finish, look and shine of your skin and how Olay Whips can help enhance it.

- **Skin Decoder:** In February in the China market, where Olay is sold at Department Store counters, Olay is launching the Skin Decoder, a camera attachment for your mobile device that delivers improved high-resolution image accuracy (close to clinical image quality), allowing a more detailed skin diagnosis which can ultimately enable tracking of results over time.

### **Olay Labs**

In Spring of 2018, Olay launched Olay Labs Hyper-Personalized Skincare (olaylabs.co), a unique blend of innovative software, AI solutions and human expertise that offers users an exceptionally personable and personalized experience, as well as a tailored four-week product regimen that can be adjusted to the user's needs over time. For this, Olay uses a synaptic intelligence algorithm that can learn and adapt an individual's skincare routine by tracking progress and gathering feedback.

In the next few years, Olay plans to take personalized skincare to the next level with the most involved skincare consumer in mind. Olay Labs Moments will offer skincare personalization in real-time through groundbreaking technology.

Imagine watching products unique to you and your skincare needs being created daily in your bathroom, right before your eyes. Olay Labs Moments is designed to monitor and sense a consumer's daily circumstances and react in real-time with specifically crafted skin care solutions, seamlessly integrating the right skincare solutions into the consumer's home.

### **Olay FaceNavi Smart Wand**

The skin care regimens of some consumers include seven to ten steps to address different skin issues, with the hope that some of them will work. But each consumer has slightly different skin concerns, and most of them can't or don't want to invest in solutions specifically designed for their individual needs. This is where the Olay Smart Wand comes in.

Introduced at CES in 2019, the Olay Smart Wand, connected with the Olay Skin Advisor mobile app, is the first consumer electronic device leveraging electromagnetic technology to offer the consumer the ability to personalize and optimize skincare product benefits toward their specific skin problems on a digital platform. The Wand receives information and instructions from Olay Skin Advisor in its mobile app, then creates temporary, dynamically programmable fields that drive individual ingredients into the skin, targeting the consumer's specific skin issues.

### **P&G Beauty's Setlist: Your Personal Tracking and Motivational Beauty Coach**

The ability to track your behaviors and routines against certain goals has revolutionized the health and wellness industry in recent years. P&G is bringing this kind of smart customization to beauty through this latest innovation.

At CES in 2019, P&G Beauty is presenting Setlist, a personal Tracking and Motivational Beauty Coach and AI-driven beauty transformation platform that helps consumers quantify, track and optimize their skincare routine and meet their smart beauty goals.

It's designed to help consumers stay on track towards their goals and nudge them when life gets in the way – when she's busy or tired and falls off of her routines. Setlist eliminates the anxiety and confusion by encouraging, engaging and empowering consumers to make fact-based skin care decisions while having fun.

## **P&G Panel Series at CES**

P&G and Olay will host a series of TED-style talks and expert panel discussions on Tuesday January 8<sup>th</sup> from 9:30am to 5pm at the P&G Booth (The Sands Hotel, Smart Homes Show Floor, Booth - 42131).

- **9:30AM:** Join Olay for a discussion on the challenge of making technology simple for everyday people in the health, beauty and wellness industries with moderator Dr. Frauke Neuser, Principal Scientist, Olay and guest Dr. Mehmet Oz, Host, Dr. Oz Show.
- **10:30-11:30AM:** Join Olay for their panel on how hyper-personalization will disrupt the beauty business with moderator Emily Dougherty, Editor-in-Chief, *NEWBEAUTY* and participants Jana Eggers, CEO, Nara Logics; Santosh Kuruvilla, Corporate Development, 23andMe; Dr. Frauke Neuser, Principal Scientist, Olay; and Dr. Rolanda Wilkerson, Principal Scientist, Head & Shoulders.
- **11:30AM-12:30PM:** Join Olay for a talk on the science of skin imaging with Dr. Paul Matts, Victor Mills Research Fellow, P&G Beauty and Dr. Ankur Purwar, Principal Scientist, P&G Beauty.
- **1:30-2:30PM:** Join Olay for a panel discussion on 5 reasons why 5 million women visit Olay Skin Advisor, an AI- powered Global Skin Diagnostic Platform, with Jana Eggers, CEO, Nara Logics; Christi Putman, Associate Director R&D, P&G Beauty; and Damon Frost, CIO, P&G Beauty.
- **2:30-3:30PM:** Join Olay for a discussion with the Olay Labs founders about what women really want with moderator Anitra Marsh, Associate Director Communications, P&G Beauty and participants Cat Pitcairn, Co-Founder, Olay Labs and Kristin Waldo, Co-Founder, Olay Labs.

## **About Olay**

Olay is a worldwide leader in skin care and has been trusted by women for over 60 years. Olay continues to hold to the philosophy it was founded on: to maintain a deep understanding of women's changing needs and to combine products that fit their needs with the latest advances in skin care technology. The end result—superior product performance women have come to expect from Olay. It brings healthy, beautiful skin to more than 80 million women on five continents.

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