

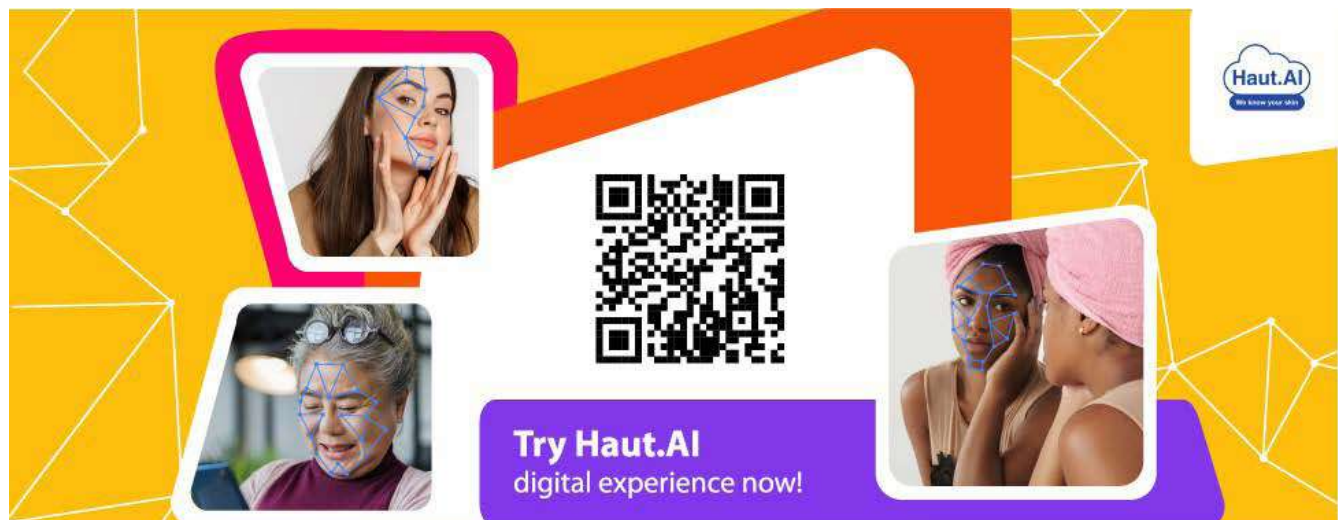


Haut.AI



Company Profile

Haut.AI is an industry-leading global artificial intelligence company that specialises in skincare and longevity. By combining advanced deep learning techniques for machine vision, deep generative models for synthetic data generation and reinforcement learning with expert human dermatologists, nutritionists and biogerontologists, the company develops advanced, hyper-personalised recommendation engines for the beauty, skincare and longevity markets.



Try Haut.AI
digital experience now!



Founded in 2018 and headquartered in Estonia – the digital hub of the European Union – Haut.AI prides itself on supporting diversity and inclusion by developing AI that is effective across a range of different skin types and skin tones, in addition to developing novel techniques for identifying bias. With 65 global partnerships, the company’s SaaS solution currently serves international skincare brands, retailers and contract research organisations in 28 different markets.

“Haut.AI is an end-to-end digital innovation platform for next-generation, AI-driven, hyper-personalised, science-backed skincare and beauty solutions. We are focused on bringing the highest quality experience to our customers and building an ongoing interaction with consumers. We want to be there for them when they need our expertise and unbiased skin evaluation.”

– Anastasia Georgievskaya (CEO)

The Haut.AI team was among the first to enter the AI-powered skincare market. By building a tech platform that analyses skin in real time (or within two seconds) with high accuracy at a dermatologist-level, Haut.AI’s goal is to give consumers much more – namely, digital skincare products, the tools to visibly transform their skin and feel better about its appearance, as well as access to a community and trusted environment where they can learn about products and skin tech innovations, share feedback, build routines and discover new brands and trends.



Flagship Product Deep Dive

Skin SaaS®

Haut.AI's Skin SaaS® software prompted a complete paradigm shift in skincare personalisation. Skin SaaS® is software for skincare hyper-personalisation using non-invasive skin aging biomarkers. Instead of relying on very basic analytics – such as age, gender and location – or endless surveys, Haut.AI offers skincare businesses a reliable and simple software tool for instant, quantifiable analysis of the skin's actual condition, and all from a single selfie. But not just any selfie. A “perfect” selfie captured with a mobile phone using Haut.AI's Live Image Quality Assurance®. Haut.AI replaced biased consumer self-assessment with an approach that says:

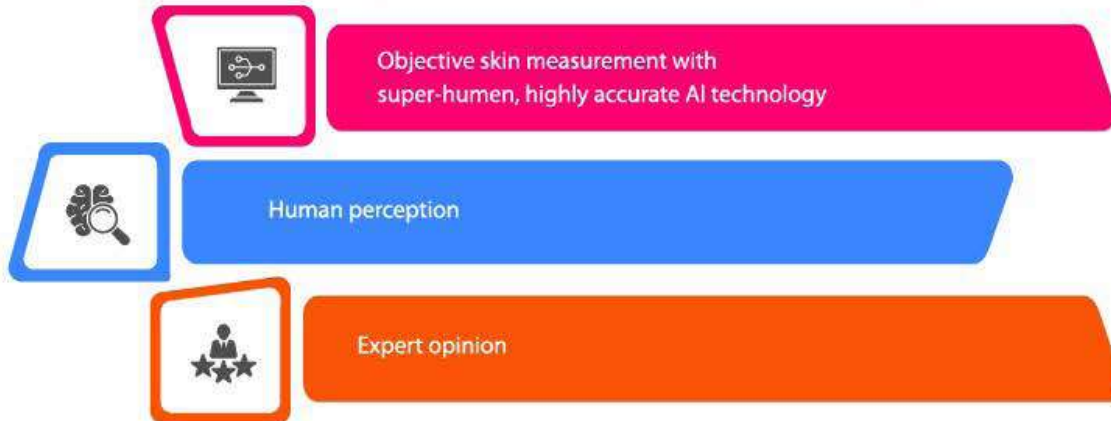
“Don't trust – measure!”

The platform's technological capabilities are not limited to facial skin analysis. It allows data on hair, hands, fingernails, toenails, teeth and skin elsewhere on the body to be easily collected and analysed. Early detection of aging biomarkers gives the customer a holistic understanding of the concern and helps identify early signs of impacts on their skin and hair. The earlier issues are detected, the easier it is to decelerate aging.

Aging is a disease that affects every single person. Haut.AI's technology will help to slow this down – and, ideally, revert it. Currently, the main goal is to learn how to maintain the skin's condition. Because the origin of all skin conditions, like spots or irritation, is complicated, the Haut.AI team understands that neither a single product nor targeting one skin concern at a time could reasonably address the underlying reasons for skin aging. With this knowledge, Haut.AI crafted a different approach to the recommendation engine: the SkinArt routine. This novel approach allows consumers to select products that will improve their skin's condition in the short and long term.



HAUT.AI COMBINES THREE IMPORTANT aspects of consumer-centred beauty tech:



Tested on three million images, the Haut.AI algorithm, which can be seamlessly integrated into e-commerce platforms and social media – provides highly effective, AI-based, data-driven, science-backed recommendations that have increased conversion, consumer engagement and retention to a degree that brands never expected. Haut.AI also offers API and SDK solutions for clients who want to build a fully customised experience. For SMEs, Haut.AI offers a simple web-app constructor that allows accurate skin analysis and recommendation apps to be built in under two hours. Furthermore, Haut.AI has proprietary technology for face image anonymisation, the algorithms can efficiently process anonymised data, and the platform is secured with end-to-end encryption.

Future development

Haut.AI recently announced a strategic partnership with Ulta Beauty. Following its collaboration with Johnson & Johnson's Innovation JLABs in Shanghai, it has also declared its goals for expansion into the Asian market. Looking ahead, the company plans to invest more resources into promoting its product in new international markets, expanding its partnership network and tripling its number of clients globally.

Haut.AI is currently working on a product that will disrupt the digital skincare and beauty tech market by making it possible to scan not only the face but also the whole body (hair, hands, arms, teeth, neck and décolleté), positioning Haut.AI as the number one platform for omnichannel sales and the leading provider of skin and longevity assessment technology.



Target market

Every population group can benefit from different aspects of Haut.AI's Skin SaaS®.

Haut.AI's algorithms perform equally well on any skin type and condition, and there is no dependency on gender or age group either.

Typically, the skin is viewed either from an aesthetic or a functional perspective. Attractive and healthy skin is the most common desire, but Haut.AI cares about all aspects of the skin, including its visual attractiveness and its ability to perform its key physiological functions.

With Haut.AI, it takes just a couple of seconds for a customer to get a comprehensive analysis of their skin. For groups with pronounced skin concerns, the system will support the trajectory for short- and long-term improvements. For consumers who don't have alarming skin concerns, the system suggests a strategy to preserve its condition and slow down any deterioration.

Channels to market

Haut.AI recently declared its strategic goals for 2022. In particular, the company aims to expand its presence in Asia, Latin America and the US.

Four of the five top countries in the sale of skincare products are based in Asia (Japan, China, South Korea and India). While the US is the global skincare market leader right now, Japan is not far behind and is expected to outperform it in 2024. To successfully compete on the global market, Asian cosmetics companies must gain an advantage by staying ahead of emerging trends, such as by offering hyper-personalised and highly effective products. Thus, the demand for Haut.AI's technology in Asia will certainly continue to grow.



Success Factors

Team and Reputation

Haut.AI's team includes 25 dedicated deep learning engineers, software engineers and biologists on a mission to bring AI-assisted skincare to every household.

Founders:

Haut.AI's two founders, Anastasia Georgievskaya (CEO and co-founder), Konstantin Kiselev (CTO and co-founder) and Alex Zhavoronkov (Founder and CEO at Insilico Medicine) first met at hackathons in 2015. In 2016, a Kickstarter campaign was launched for their latest project – a solution for tracking aging biomarkers from photographs with the help of AI algorithms, which caught the attention of R&D representatives from some of the largest global beauty and personal care companies on the market. Anastasia and Konstantin have backgrounds in biophysics and science and are dedicated to frontend innovation. Alexis also the founder and CEO of Insilico Medicine, holding several degrees in business and a PhD in physics. Haut.AI as we know it today was officially founded in 2018.

Unique Approach

Haut.AI's scientists appreciate an evidence-based approach, as well as tech innovation, digitalisation and the benefits of skincare hyper-personalisation. With a team of developers with a track record of successfully launched partnerships, Haut.AI has always felt uniquely positioned to take a radically different approach to skincare and break the established opinion that skincare traditionally uses for marketing.

Haut.AI's main competitive advantage is the scientific accuracy of its technology. The product leverages super-accurate skin analysis and allows simple integration into any web platform via API and SDK with a high level of customisation or a no-code builder for companies that want to instantly enable AI skin analysis. Haut.AI advocates the idea of processing primarily anonymised data.

Haut.AI's digital innovation platform allows beauty and wellness brands to remotely conduct various types of consumer studies without any significant loss of efficiency or accuracy. It also integrates the gathered insights into their marketing and consumer communication strategies, bringing data to a new level of medical-level accuracy in the skincare industry.

Funding

At present, funding information remains undisclosed. However, Haut.AI declares that it is revenue-generating and profitable.