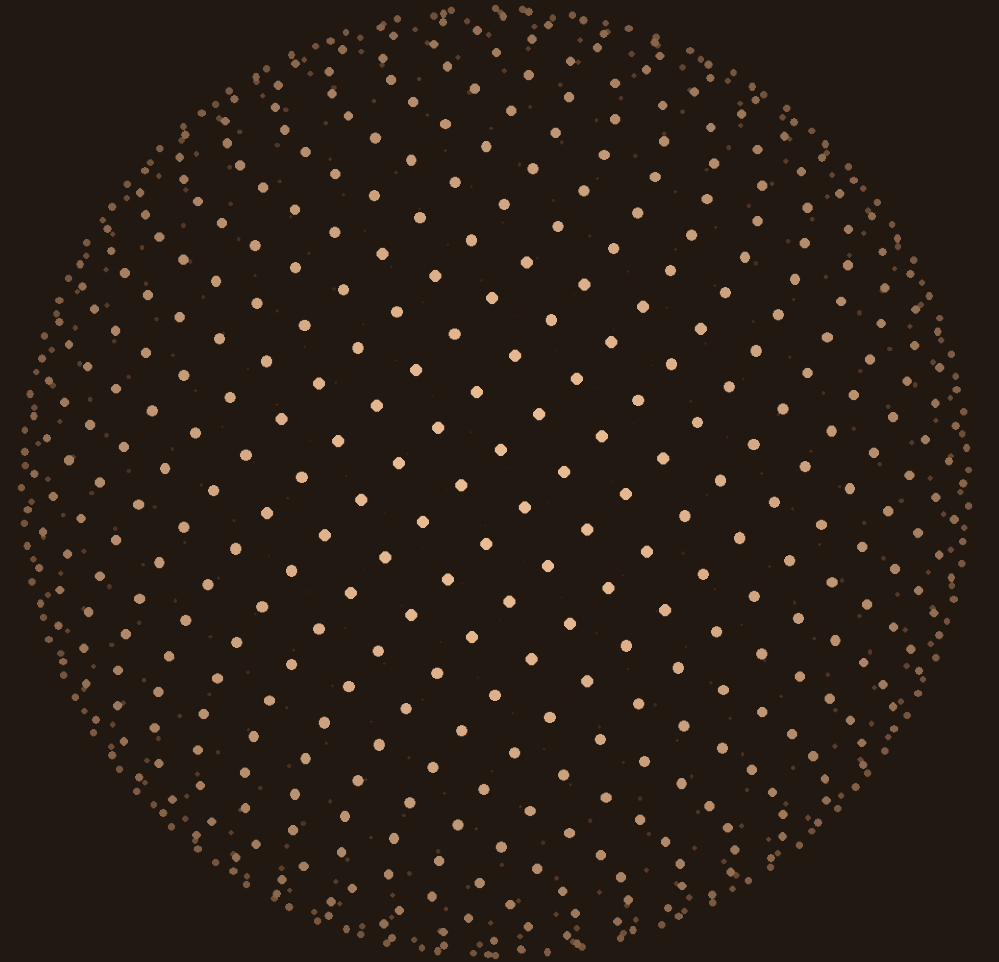


skinbot

AI assistant for personal skincare selection

A neutral decision layer for beauty retail

July 2026



Skincare selection is moving to AI

In beauty, every purchase starts with one question: what actually fits me.

Whoever answers that question in the store leads the customer to the purchase



20% of global online sales

were influenced by AI last holiday season, totaling \$262B (Salesforce)



First in the category

the first retailer with AI selection earns the media story, the second gets compared to the first



A 12-month window

AI selection will become a beauty routine default: today an advantage, later table stakes

What SKINBOT is

SKINBOT runs a live AI dialog, performs a skin analysis, and builds a personal routine from the store catalog. Not a quiz and not a script: the system understands a free-form request and explains every step of the selection



AI dialog instead of a form free-form questions, follow-ups, explained choices



30 seconds to a recommendation faster than a quiz, deeper than a consultation



Neutrality selection from the full catalog, no sponsored priorities



Any language interface and results in the customer's language



Intent data the store sees real customer requests for the first time

What the customer experiences

1

The customer scans a QR code in the store or opens the widget on the site

2

Dialog and skin analysis, with optional photo analysis

3

A personal routine from your catalog with every step explained

4

Cart and checkout

Numbers that decide

x8

AI-referred traffic conversion vs
social traffic

Salesforce · Holiday 2025 · 1.5B shoppers

+10–15%

revenue lift from personalization

McKinsey · Next in Personalization

x3.7

average order value in sessions
with recommendations vs
without

Barilliance

71%

of consumers expect
personalization

McKinsey

Industry benchmarks for AI and personalization in retail, not SKINBOT data

SKINBOT is already live

Live deployments, real sessions, full self-service with no staff involved



SKINSTUDIO

Tallinn, Estonia · skinstudio.ee

- **Full self-service** customers complete the journey on their own, via widget and QR
- **45% of recommendation sessions** end with items added to the cart
- **Carts of 5-14 items** the engine builds a full routine, not a single product
- **Repeat users** come back without any remarketing



THE FACE ONLY

Moscow · 6 locations

- **Two formats** consultant on the floor and self-service via QR
- **~80% completion** of sessions that reach a recommendation
- **Recommendations drive purchases** top cart items match the engine's top recommendations



The engine is additionally verified with a 1,000-scenario selection stress test

Early operational pilot data: engagement and add-to-cart conversion, not revenue attribution

Why SKINBOT

	Quiz	Chatbot	Consultant	SKINBOT
Dialog	No	Scripted	Yes	AI dialog
Personalization	Template	Template	Subjective	Deep
Speed	2–3 min	1–2 min	10+ min	30 sec
Scale	∞	∞	1 person	∞
Neutrality	No	No	No	Yes
Compliance	No	No	Not controlled	Built in
Languages	1	1–2	1–2	Any
Intent data	No	No	Lost	Captured

One engine, any channel

SKINBOT is a callable selection layer, not an app



Site and store

Widget, QR on the floor, iframe in e-commerce. Launch with no development on your side



Your systems

API calls from a mobile app, a loyalty program, or a booking system. SKINBOT answers with a recommendation inside your interface



AI channels

Your future AI agent or a marketplace agent calls SKINBOT over API as a skin analysis and selection module. You are ready for agentic commerce with no new development



Integration in days, not months: the same engine behind API, QR, or iframe

Compliance and privacy

Safety first



Zero personal data

Stateless: the session closes, the data is gone. Nothing to breach



Zero biometrics by default

AI skin analysis is optional. The camera activates only with explicit consent, no facial recognition



No medical claims

A firewall blocks medical language automatically

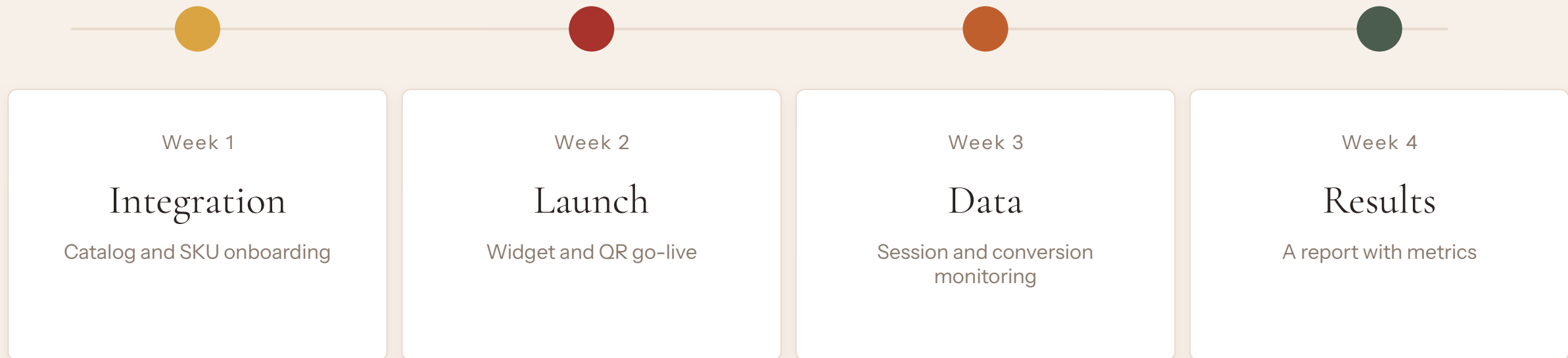


GDPR and EU AI Act by design

Privacy by default, explainable selection logic, per-session output audit

A 4-week pilot

From start to metrics, fast and risk-free



✓ The pilot is free, you can exit at any moment, we handle integration and training

Our team

SKINBOT is built by an international team with beauty tech and deep learning experience. Operating entities comply with local regulations in every market of presence



AI engineers

a team of 5+ developers with deep learning experience



Beauty experts

marketers and consultants from international premium retail



Cosmetologist consultants

collaboration with leading skincare specialists for professional-grade recommendations

«Our team combines science and beauty for a revolution in retail» · SKINBOT founders

s k i n b o t

Ready to show you
how it works

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