

The neutral AI decision layer for beauty retail

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The last 30 seconds of choice are broken

- Beauty retail optimized access, assortment and checkout, and left the decision unresolved
- Every recommendation a shopper meets is monetized by someone: brands, marketplaces, retail media
- Hyper personalization guesses from stale data while trust in sponsored ranking keeps falling
- The shopper stands in front of 300 products with no neutral point of reference

Guidance already exists in beauty retail. It is just unscalable, biased, or both

SKINBOT: a callable verdict engine

Skin-analysis based recommendations from the retailer's live catalog, delivered where the decision happens

API

Embeds into the retailer's own app, site or agentic flow

QR

In-store journey: scan, answer, receive a routine in 60 seconds

iframe

Drop-in web module with zero engineering on the retailer side

Stateless by design · No shopper accounts · Compliant across GDPR, 152-FZ and PDPL

Neutrality is an architecture, not a claim

No brand weighting

The ranking basis is published in the API response itself

No sponsored slots

Revenue is never coupled to which product wins

The Indifference Test

The layer must be indifferent to the outcome to be trusted with it

Not replicable by incumbents

Brand-partnered engines cannot pass the test without breaking their business model

As commerce turns agentic, universal assistants need exactly one thing they cannot build: a neutral verdict

Live in the market, measured in sessions

7

pilot locations live

2

countries: Russia and Estonia


85%+

sessions end with delivered recommendations

THE FACE ONLY · 6 locations, Moscow

SKINSTUDIO · Estonia, EU deployment

Enterprise integrations in progress with premium beauty retail chains



Choice is not a product feature
It is an architecture we design

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