

PRESS RELEASE

DOUGLAS launches new AI tool for skin analysis

- In collaboration with PERFECT CORP, DOUGLAS is setting new standards in digital beauty product advice
- Digital tool analyses skin types and skin texture in a few seconds
- Individual product recommendations for customers based on the skin analysis

Düsseldorf, 13 July 2022. DOUGLAS, Europe's leading platform for premium beauty and health, has launched a digital skin type analysis tool in collaboration with PERFECT CORP, the internationally operating company for Artificial Intelligence (AI) and Augmented Reality (AR). Customers can use the digital skin analysis tool via the DOUGLAS app to determine their skin type and additional skin properties by simply scanning their face with the smartphone camera. Other product preferences with regard to allergies and ingredients can be entered manually. The skin type determined, in combination with the level of hydration, oiliness and facial wrinkles, form the basis for specific product suggestions, which are precisely tailored to the customer's skin type, individual preferences and needs.

The skin analysis is part of the likewise new DOUGLAS beauty profile, in which customers can save personal information and preferences. In the future, customers will be able to specify further preferences and use additional analysis tools. The benefit: even more individual product recommendations, care advice and inspiration.

"The digital skin analysis offers real added value for all DOUGLAS customers. Never before has it been so quick and easy to provide information about skin types and thus find the perfect individual facial care," says Ingo Mommertz, Chief Technology Officer E-Commerce at DOUGLAS. "This tool will help us to achieve an even higher conversion rate in our app and also improve the user experience. At the same time, we expect that this form of skin analysis may lead to fewer bad buys and hence fewer product returns. The digital advisory service thus strengthens sustainability and will further support our customers' purchasing decisions."

DOUGLAS

ABOUT DOUGLAS:

DOUGLAS is Europe's leading platform for premium beauty and health. Offering almost 200,000 beauty, health and lifestyle products in online shops, the partner program and around 2,000 stores, DOUGLAS inspires customers to live their own kind of beauty by offering a previously unparalleled assortment. The further development of our successful omnichannel positioning is at the heart of our #FORWARDBEAUTY.DigitalFirst strategy, under which we are consistently expanding both our strong e-commerce and store experience. In fiscal year 2020/21, DOUGLAS generated sales of 3.1 billion euros in the areas of perfumery, decorative cosmetics, skin and hair care as well as nutritional supplements, health and accessories.

ABOUT PERFECT CORP:

[Perfect Corp.](#) is the leading SaaS AI and AR beauty and fashion tech solutions provider, dedicated to transforming shopping experiences through empowering brands to embrace the digital-first world. By partnering with the largest names in the industry, Perfect Corp.'s suite of enterprise solutions deliver synergistic, technology-driven experiences that facilitate sustainable, ultra-personalized and engaging shopping journeys, as well as equipping brands with next generation of consumer goods. Perfect Corp. offers a complementary suite of mobile apps, including YouCam Makeup and YouCam Perfect, to provide a consumer platform to virtually try-on new products, perform skin diagnoses, edit photos, and share experiences with the YouCam Community. To learn more, please visit [PerfectCorp.com](#).

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