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Innovation > Retail > German company uses AI to produce custom face cream on demand

GERMAN COMPANY USES AI TO PRODUCE CUSTOM FACE CREAM ON DEMAND



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Skinmade uses machine learning and artificial intelligence to create bespoke face creams at retail kiosks

Spotted: German startup [Skinmade](#) promises bespoke face cream in just seven minutes. The entire operation is handled by a computer and mini-production unit, housed in a kiosk at the store. The machine takes readings from the customer's forehead, cheek and below the corner of the mouth. It also measures the skin's hydration and elasticity.

This is collected on site to personalise the product to the customer's skin type. The computer uses self-learning algorithms and neural networks to analyse the data. It adds specific amounts of ingredients to the face cream based on the client's individual needs.

The kiosks were announced in December and are currently available at [Douglas cosmetics stores](#) in Frankfurt, Hamburg and Sindelfingen. Skinmade is planning to expand to shops across the country by [the end of the year](#). There are also plans to offer home-based consultations and launch an app that would allow customers to collect their own data and use it to order personalised face cream.

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Takeaway:

Skinmade is seeking to disrupt the **\$140 billion-dollar global skin care market** by offering personalised products at retail-market prices, according to the company. "We're basically talking here about 'batch-size-one' production, i.e., about being able to produce customized products on a profitable basis," Skinmade co-founder Viktor Balzer **said in a press release**. Technology is revolutionising the beauty industry. Digital technology and artificial intelligence are making it easier for companies to offer customers personalised products. Springwise has spotted other innovations in the industry, including **patches to match skin type to products** and a **plug-in that uses selfies to recommend products**.