



## One Mobile Device Many Solutions



MySkinMirror



Next Generation & Open Platforms

Making dermatology personal in digital age

A virtual skin analysis and treatment recommendation app.  
Now your clients can try on treatments while in your waiting room.

### • Skin Care Features •



### • Age Predictor •



### • Live Mirror Features •



### • Beauty Tools •



## How it works



Auto Photo



Deep Tag



Understand Your Skin



Discover the Skin You Deserve



Get Products, Treatments Recommendations & Tips

## Feature Highlights



### Skin Analysis & Virtual Treatment Tools

BTBP's facial detection and skin map technology tracks the face to allow for detailed skin feature detection & measurement.



### Automated Color Calibration

Calibrate colors using color chart for accurately matching skin color to PANTONE™ shade.



### Customizable Business Manager

Integrate your own treatments, products and services for recommendation within the app.

Link virtual skin effects to your library of offerings. Decide which questions to include in the app for analytics.



### Analytics

Track customer recommendations and purchases with tools to encourage consumer conversion and retention by providing historical information and results.



### 24 / 7 Service & Support

Access to on-line resources, tutorials and frequently asked questions. Visit our site for more on the science behind the app.

In a user satisfaction survey about our digital skin analysis apps we found the following:

**99%** of consumers stated that a technology based skin analysis solution was useful in understanding their skin's condition.

**81%** specifically liked having an app to help them understand their skin problems.

Not only did the consumers find it incredibly useful, but the app also **Boosted credibility and expertise levels** of the company offering the app. Ranking 3<sup>rd</sup> most credible source of information (after dermatologist & professional skin diagnostic service).

Source: Consumer study conducted on a launched application

