

L'Oréal's new skin diagnostic tool is powered by AI

French beauty giant L'Oréal has launched a digital skin diagnostic based on people's selfies. This new technology is based on an artificial intelligence-powered algorithm developed by ModiFace - the startup recently acquired by L'Oréal - and on 15 years of scientific research on skin ageing by L'Oréal research and innovation teams.



Using deep learning, the company says the algorithm has been trained on over 6,000 clinical images and on more than 4,500 smartphone selfies for three groups of women (of Asian, Caucasian and Afro-American ethnicity) in four different lighting conditions.

Additionally, L'Oréal says the results account for different facial expressions and photo conditions.

"The results, which were developed with dermatologists, achieved a high level of skin assessment precision," L'Oréal stated in a press release.

Vichy SkinConsultAI application

L'Oréal's new skin diagnostic technology serves as the foundation of its Vichy SkinConsultAI offering, which launched last month in Canada and will expand to other L'Oréal brand websites throughout the world later this year. The SkinConsultAI will provide consumers with a tailor-made diagnostic in 3 steps:

1. Take or upload a selfie on the brand's website.
2. The technology detects seven signs of ageing: under-eye wrinkles, lack of firmness, fine lines, lack of radiance, dark spots, deep wrinkles and pores. The ageing signs are analysed and a personalised skin aging matrix is created with individual skin strengths and priorities to act on.
3. Receive a tailor-made product routine to address specific skin priorities.

The company claims that its ageing atlases are the first exhaustive atlases of facial aging, addressing visual aging signs. Studies for the skin ageing atlases were carried out in France, China, Japan, India and United States on a total of 4,000 women and men aged from 20 to 80 years. L'Oréal says the skin atlases allow to evaluate or predict the general aging of the face and are used today for clinical evaluations of cosmetic or dermatological treatments.

Lubomira Rochet, chief digital officer of L'Oréal, said: "With the acquisition of ModiFace, we have started a second phase of L'Oréal's digital transformation, focused on reinventing the beauty experience through technologies such as voice, AR and AI. We believe that services will be the new gateways for discovering our brands and products. After virtual makeup try on, virtual hair colour try on, online beauty consultations powered by AR, L'Oréal and ModiFace are proud to unveil the first skin care diagnostic authentically powered by AI and science."

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