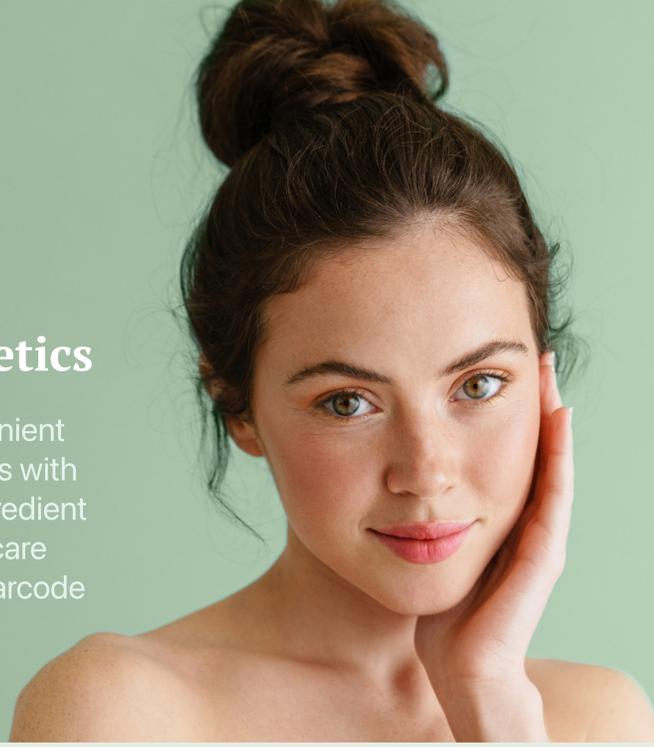




Clearing up your cosmetics

A science-backed quick and convenient cosmetics consultant providing users with safety evaluation and a complete ingredient analysis of makeup, skin and hair care products, fragrances, and more via barcode scanning or name searching.



Enables a trusted safety evaluation of cosmetic products

Decodes the components and their impact on people's skin and overall health

Suggests healthier alternatives to products that people think of adding to their beauty routine

Key Features

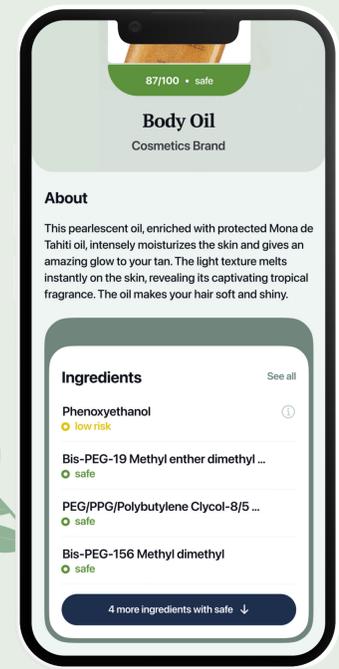
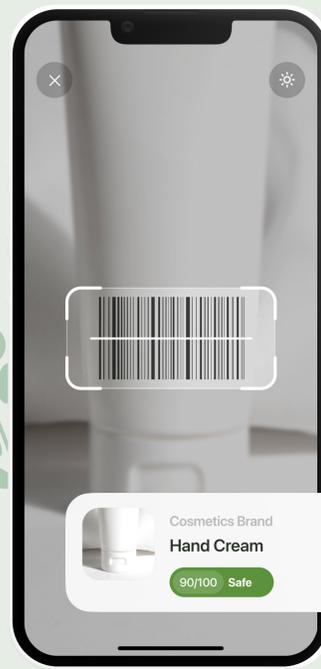
Barcode scanner and manual product search

Product scores based on ingredient safety by unique SafetyScore method

Verified descriptions of ingredients and their health effects

On-demand analysis of beauty products

A handy list of favorite products



SafetyScore

A unique in-house-created combination of human-curated analysis and the power of AI.

Based on the latest studies, the science team manually evaluates cosmetic ingredients, scoring each of them according to four criteria:

endocrine disruption risk / reproductive toxicity

carcinogenicity

allergy risk

high concentration alert

AI algorithms integrate the scores into a special formula that calculates each product's precise safety level.



Science analysis is curated by **Valerie Aparovich**, BS in Applied Biochemistry, certified cosmetologist.

Mission

Help people realize the intertwined connection between what they apply to their skin and their health and longevity.

Promote the "less is more" approach to skincare and warn people against mindless consumption of cosmetic products.

Enable people to rise over informational noise and marketing tricks and ensure the choice of efficient and toxic-free cosmetic options.



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[Brand visuals](#)

