

The visual homepage of the internet

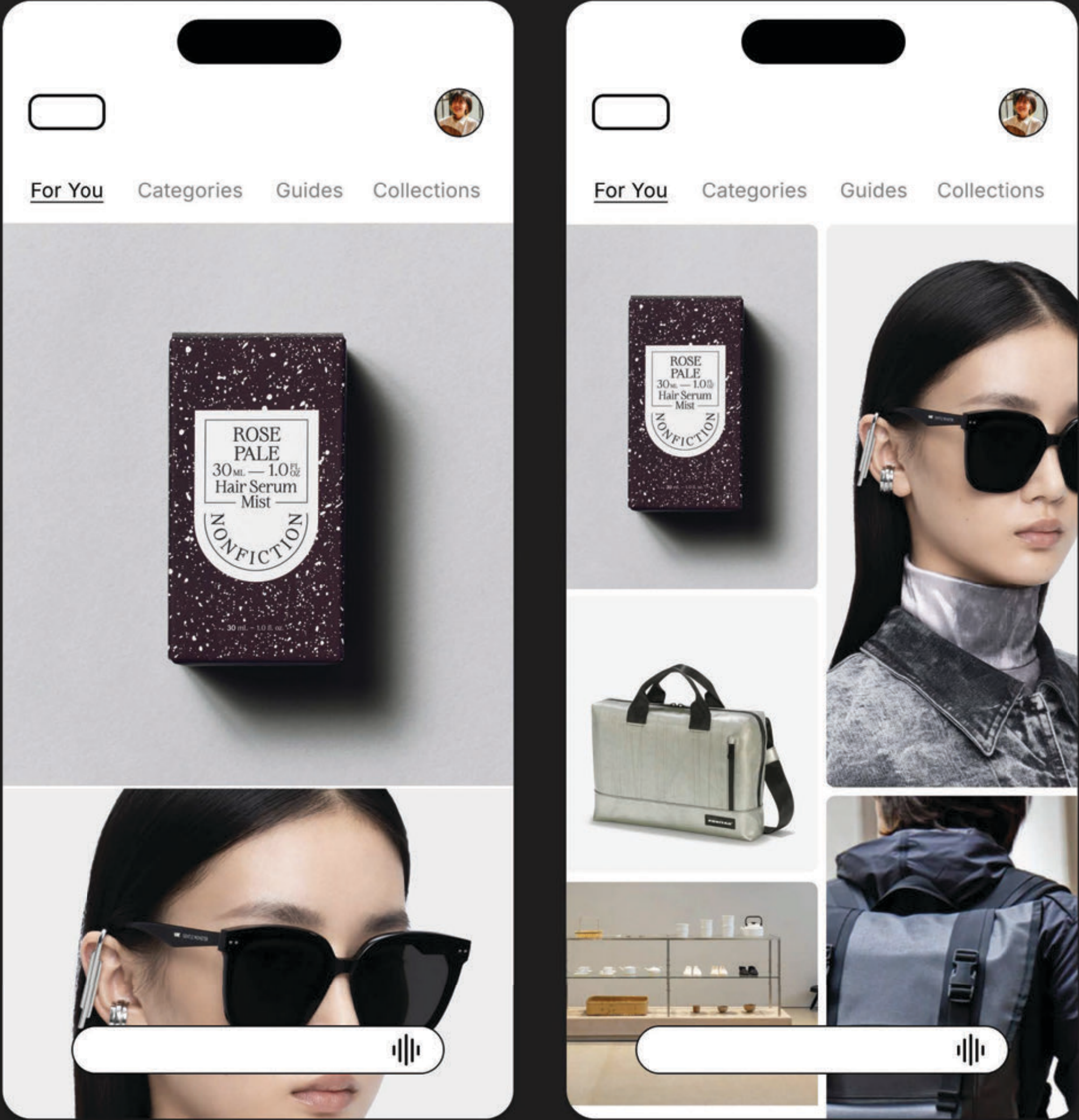
canopy

www.canopy.land →

Canopy is where people go to search for products
and discover products they love.

On Canopy, you'll find canonical guides and
product pages that do all the research for you, are
always up to date, and can be tailored to you.

www.canopy.land →

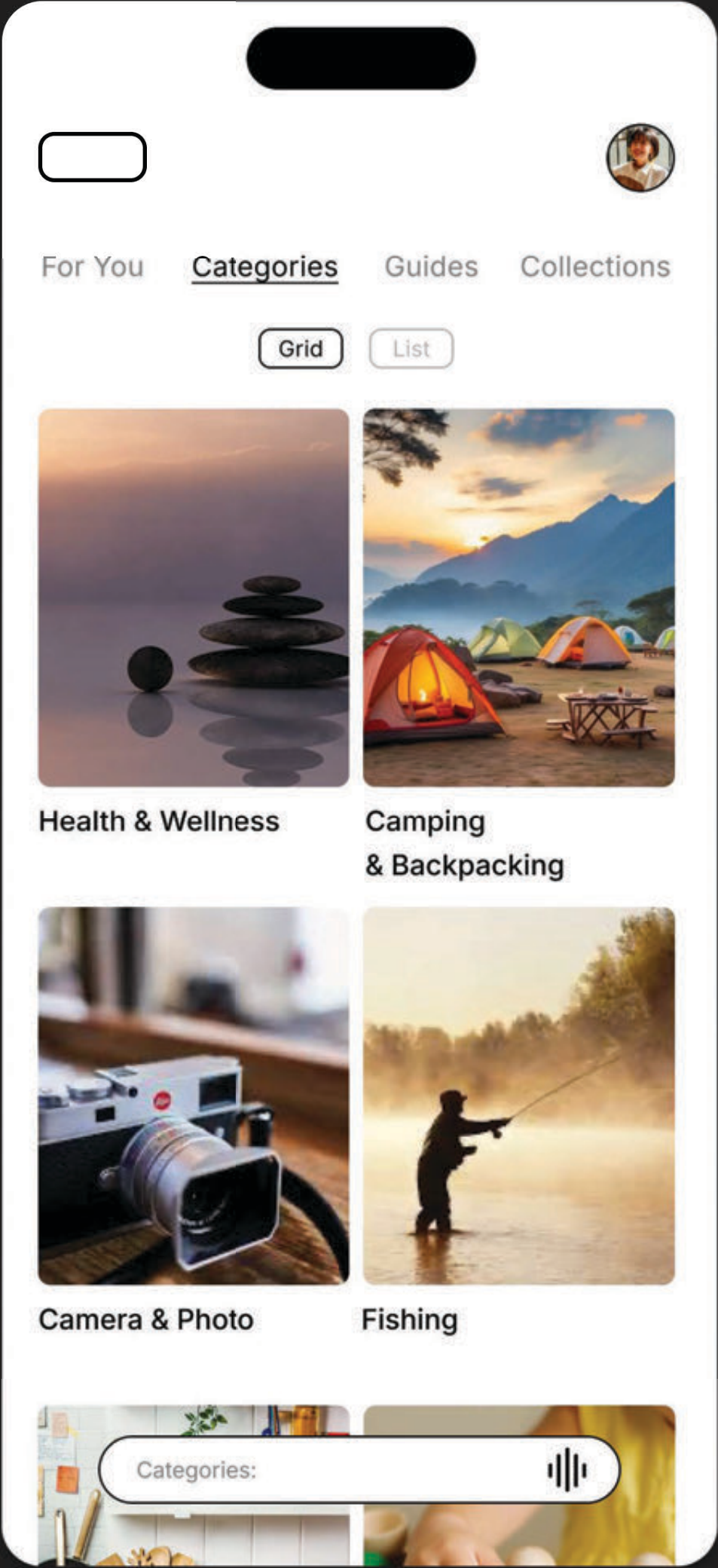


For you / “Home” Feed:

Beautiful, curated, visual home feed for the internet.

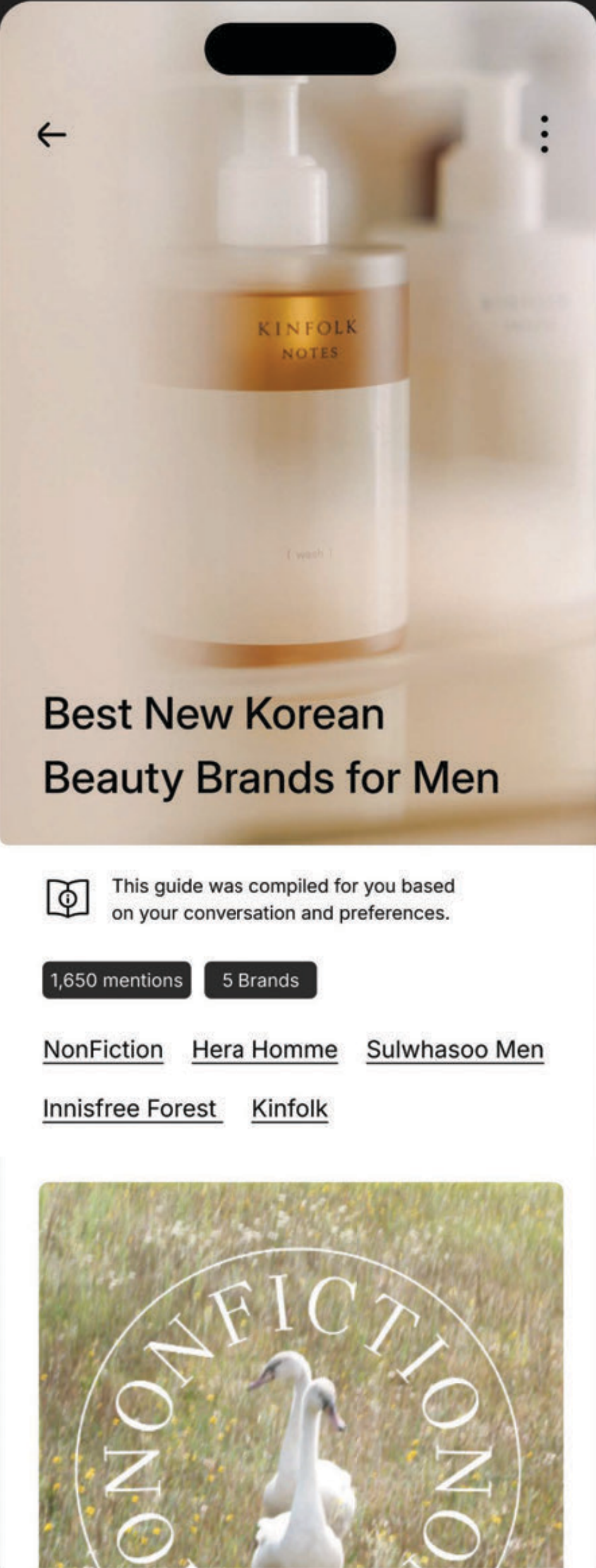
Pinch to adjust grid zoom level.

These are the “leaves” of the canopy -- individual products.



Categories:

Reinventing Consumer Reports. This is a simple visual index to help you find what you are looking for, visually. You can express interest in categories and talk with AI at this level of abstraction.



Best New Korean Beauty Brands for Men

This guide was compiled for you based on your conversation and preferences.

1,650 mentions 5 Brands

[NonFiction](#) [Hera Homme](#) [Sulwhasoo Men](#)

[Innisfree Forest](#) [Kinfolk](#)



NonFiction



Nonfiction is a lifestyle beauty brand created for and inspired by your most honest self. Based on the finest raw materials and delicate perfumery, we present a fragrance line that creates a mysterious and unique mood, and a body care product line that completes the beginning to end of the day cycles.

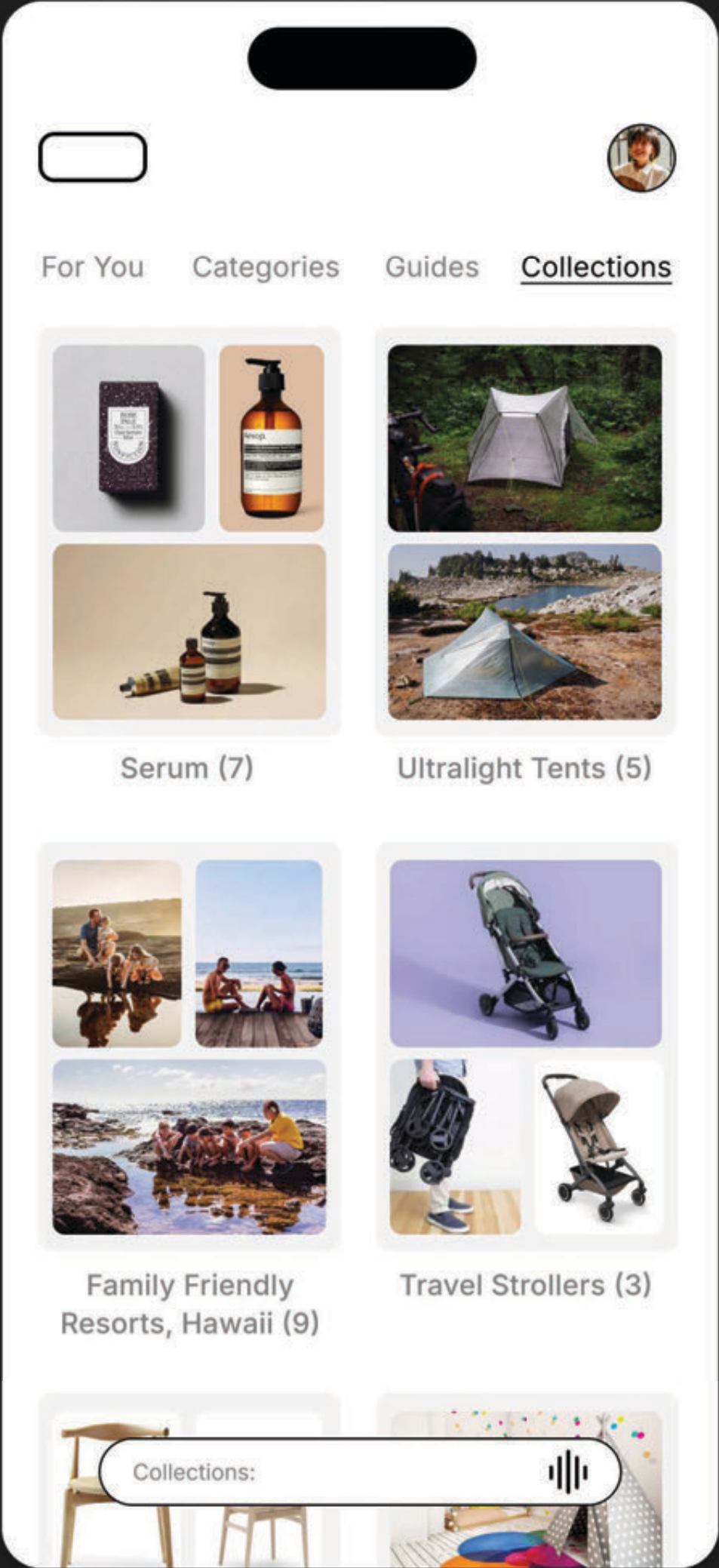
Design Philosophy: Nonfiction plays with details that address light and transparency as

Guides:

The “branches” of Canopy -- an important are core primitive and organizing format.

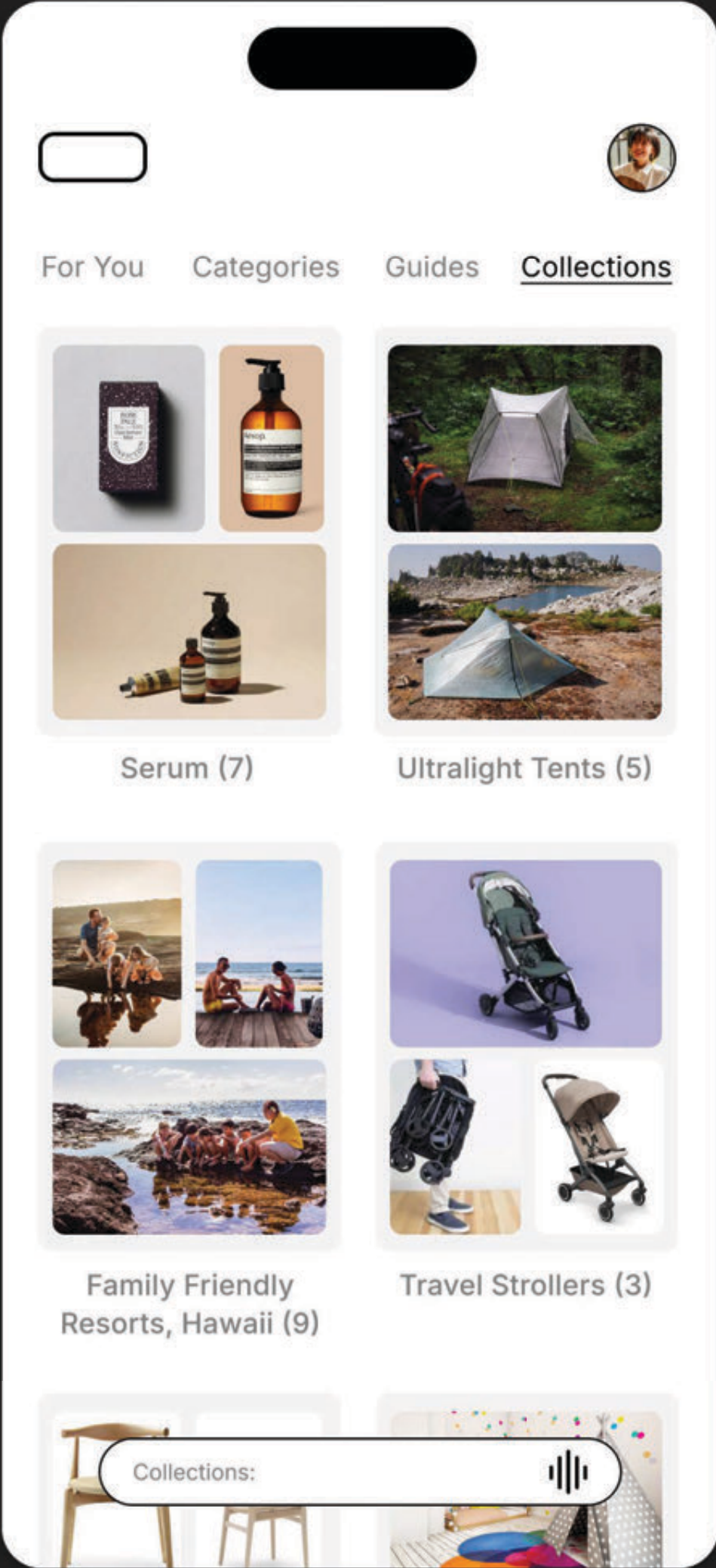
- Guides can be auto-created by Canopy by synthesizing dozens of articles, forums and web data. Example: “Best travel cameras.” A user can query the guide directly and ask about things, like “which one of these is the cheapest and has the best image quality?”
- Users can create guides themselves either through A) prompting AI directly “what are the best Korean skin care brands for men?” -- OR -- curate their own from scratch (adding data to the system).

The latter is related to users telling AI what they like and don’t like about products they have, allowing us to create a proprietary dataset.



Collections

If you’ve saved things on Canopy, this is where you’ll find them. We can use AI to auto-sort, help you retrieve something you saved, and create your “library.”



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Best New Korean Beauty Brands

Description Ingredients Highlights

Smokiness lingering around a fireplace.
Depth of night depicted with smoked tea leaves, vanilla beans and cardamom.
Lapsangsog unveils an imagery of spaces

Description Ingredients Highlights

Smokiness lingering around a fireplace.
Depth of night depicted with smoked tea leaves, vanilla beans and cardamom.
Lapsangsog unveils an imagery of spaces filled with uniqueness and character.
Variations of the middle note are unleashed with subtle yet sharp scent of roses, suede accord, and then creaminess of sandalwood to reveal dramatic sensuality, seeping through with time.

Smoked Tea, Leather, Sandalwood, Cardamom LMR

With a perfume-grade pump to spray like mists, the fragrance of the room spray for NONFICTION spreads evenly into the air and invites anyone to catch the subtle variations and lasting clarity of the fragrance.

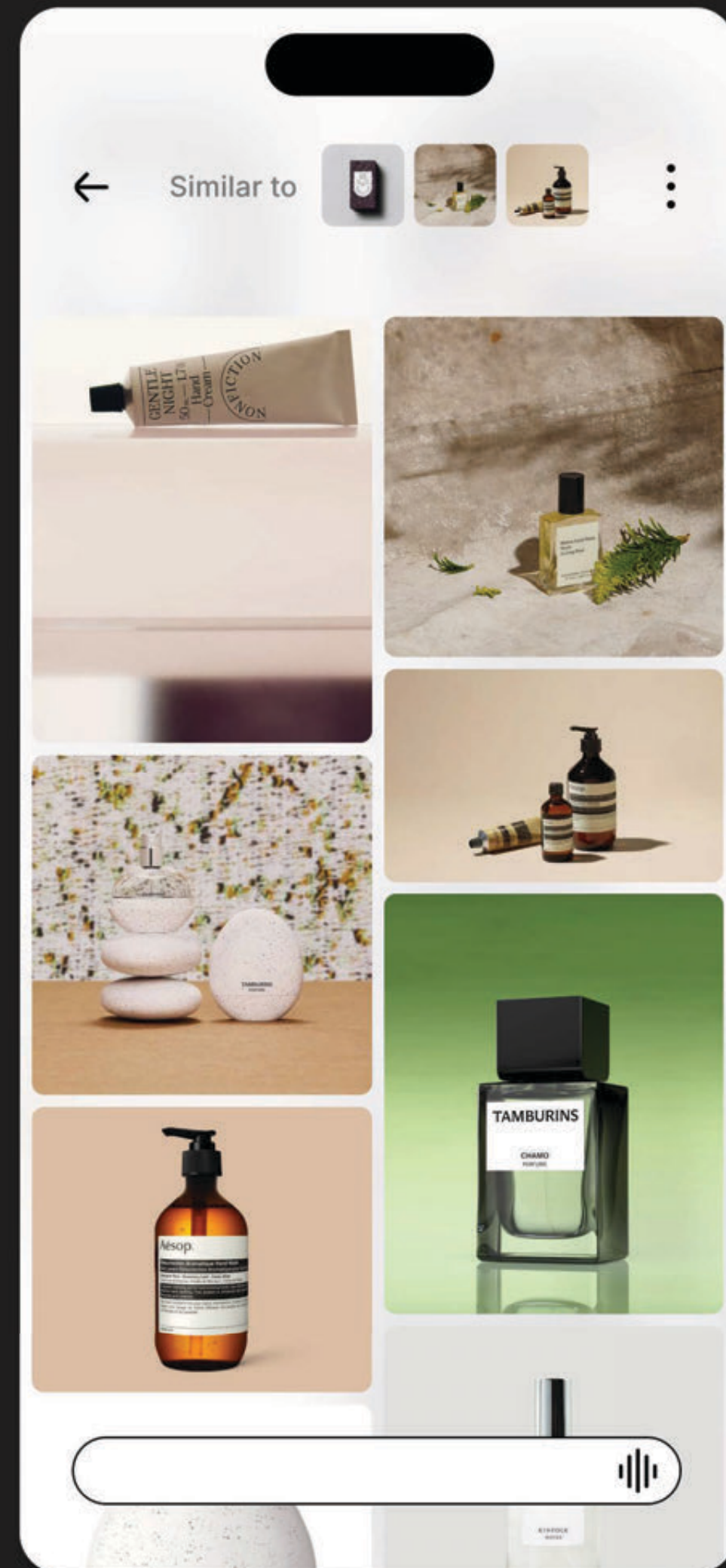
How To Use



Product Details Page:

We create the canonical product details page for products, places, and experiences on the internet. This is like an always - updating and hyper personalized Wikipedia. We can tell you if:

- a product has appeared in top lists
- what the internet thinks of it, and other sub-groups like “celebrities love x”
- New versions of the same product
- recalls, and other salient info
- links to guides the product appears in
- Endless scroll “down the rabbit hole” will surface other products from the same brand and then automatically pivot you into related products.



AI Visual Curation:

Generate visual feeds based on triangulating from things you like. This is a visual way to tell the AI “something with design like x and materials like x.”

Long press on an image to drag into chat as a reference. Find similarities between two products, or ask Canopy to compare and contrast them for you to help you make informed decisions.



Brand Pages:

A beautiful, visual storefront that is brand specific
-- this doesn't exist online today!

