"Skin Is The Mirror Of Your Overall Health!"

Your Skin Is Not Just About Beauty—It's The Body's Largest Organ And A Key Indicator Of Your Overall Well-Being. Factors Like Diet, Stress, Work Environment, And Even Medication All Leave Their Mark On Your Skin.

Just As Fitness Apps Objectively Track Physical Progress, Your Skin's Condition Can Be Measured Scientifically To Reveal The Impact Of Your Lifestyle.

Rising Consumer Intrest

2024

52%

Of U.S. Men Now Use Facial Skincare

№ 68%

mer mer

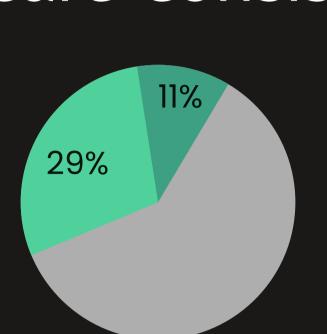
ا م

de de

Au-delà Au-delà

2022

Skincare Consistancy



Men With
Skincare Routine

Adhering

Skincare Routine Daily Without
Skincare Routine

Insights

5 Low Consistency Many Men View Skincare As A Luxury Rather Than A Health Necessity—Leading To Erratic And Inconsistent Routines.

Information Overload

Overwhelming, Fragmented Advice Creates Confusion. Men Often Struggle To Decipher What Products Are Truly Beneficial.

Lack Of Measurable Results

Unlike Fitness, Where Progress Is Visible And Measurable, Skincare Improvements Are Rarely Quantified—Leaving Many Frustrated And Unmotivated.

Cultural Barriers

Skincare Is Frequently Associated With Vanity Or Superficial Beauty, Discouraging Men From Entering The Ecosystem.

Misaligned Expectations

Without Clear, Data-Driven Insights, Many Men Adopt A Trial-And-Error Approach— Experimenting With Too Many Products And Ultimately Abandoning Their Routines After Unsatisfactory Results.

Delayed Visible Outcomes

Skincare Improvements Often Require Consistent Application Over Time, Which May Not Provide The Immediate, Measurable Results That Some Men Expect, Leading To Frustration And Decreased Motivation.

Design Concept

Integrating Skincare Into Overall Health Management

Demystify Skincare By Showing How Your Skin Reflects Your Body's Health—Encouraging Men To View Daily Skincare As A Vital Part Of Their Overall Wellness.

Data Visualization: Leverage Advanced Sensor And Analysis Technology To Provide Real-Time, Visual Feedback On Your Skin's Condition

-Making Progress As Tangible As Weightlifting Stats.

Holistic Approach: Integrate Environmental, Dietary, And Lifestyle Data To Offer

A Comprehensive, Personalized Health Plan—Because Caring For Your Skin Is Caring For Your Entire Body.

Actionable Insights: Transform Every Skincare Session Into A Measurable Health Therapy Session, Where Each Step Is Backed By Scientific Data And Clear, Objective Results.

The Need For A Simplified, Data-Driven Skincare Routine

Men Prefer Streamlined, Repeatable Routines—Akin To A Fitness Regimen That Requires Minimal Time But Yields Measurable Results.

Objective Feedback:

By Transforming Skincare Into A Data-Driven Process, Users Can Track Progress Through Clear Metrics And Visual Trends.

Personalized Guidance:

A Tailored Routine That Adapts To Your Skin's Needs Based On Real-Time Data Can Demystify Skincare, Turning It Into A Health Management Practice Rather Than A Guessing Game.

Environmental & Lifestyle Impacts On Skin Wellness

Occupational Hazards

UV Exposure, Poor Air Quality, And Extended Screen Time Are Modern "Occupational Hazards" That Accelerate Skin Aging And Damage.

Lifestyle Factors

Unhealthy Diets, High Stress Levels, And Inadequate Sleep Directly Contribute To Skin Issues Such As Acne, Dryness, And Premature Aging.

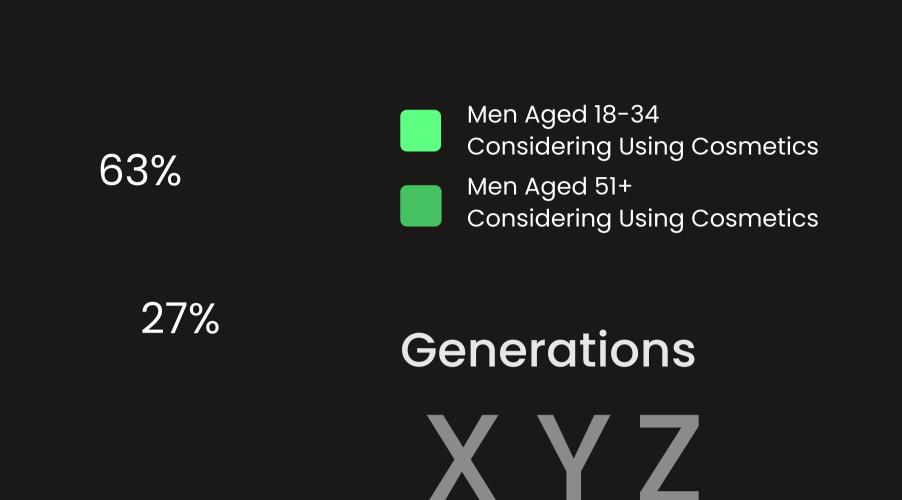
Effortless Personalization & Data Integration Invisible, Intelligent Guidance:

Helix Creates Customized Skincare Plans By Integrating Data From Wearables (Like Apple, Samsung, And Fitness Devices), Weather APIs, Dietary Logs, Medication And Medical History. This Comprehensive Approach Turns Everyday Health Metrics —Sleep, Workouts, Mindfulness, Nutrition, And Hydration—Into Actionable Insights For Your Skin.

Adaptive Routine For Real Life:

Recognizing That Every Man's Skin Needs Differ Based On Work Environments And Lifestyle, Helix's Algorithm Adjusts Your Daily Routine. It Recommends Tailored Product Combinations, Application Techniques, And Usage Intensities For Specific Scenarios Throughout The Day, Ensuring Your Skincare Adapts To Your Life.

Target Consumer



Helix Bottle - It Starts With A Twist

With A Simple Twist, You Can Seamlessly Transition Between Skincare Steps, Guided By An Intuitive Screen.

3 Application Methods

Choose Between The Texture, Ball, Or Spray





A Modular And Streamlined Routine Designed For Those Who Value Efficiency, Use Four Products With One Machine. Apply With Three Innovative Methods: Texture, Ball, Or Spray, Ensuring Your Routine Remains Simple Yet Effective.

Simplifying Skincare Through Data The Helix Transforms Skincare From A Guessing Game Into A Science-Backed Practice. By Leveraging Health Data And Advanced Models, It Offers Objective Feedback Through Our Helixtopia Platform. This Approach Offering A Streamlined

Process That Delivers Measurable Results.

Built For Portability And Sustainability Crafted From Lightweight Green Aluminum, The Helix Is Designed To Be Both Portable And Durable. The Modular Design Not Only Enhances Efficiency But Also Prioritizes Sustainability—Making It An Ideal Companion For Those On The Go.

Turning Routine Into Ritual With Helix, Skincare Becomes More Than Just Applying Products—It's A Ritual Of Wellness. Each Twist Offers Not Only The Benefit Of Effective Skincare But Also The Assurance Holistic Approach To Managing Your Overall Health.

Helix Al - Data-Driven Skin Wellness

Helix Al Continuously Analyzes Your Personal Data And Environmental Factors To Generate Daily Skincare Steps Directly On Your Helix Bottle. This Intelligent System Provides Clear, Personalized Guidance, Enabling You To Build A Skincare Habit That's Both Effective And Effortless.

The Best Design Is One You Barely Notice. Helix Minimizes The Burden Of Managing Your Skincare Routine—No Tedious Tasks, Just Simple, Lightweight Interactions That Make Staying On Track Feel Natural And Enjoyable.

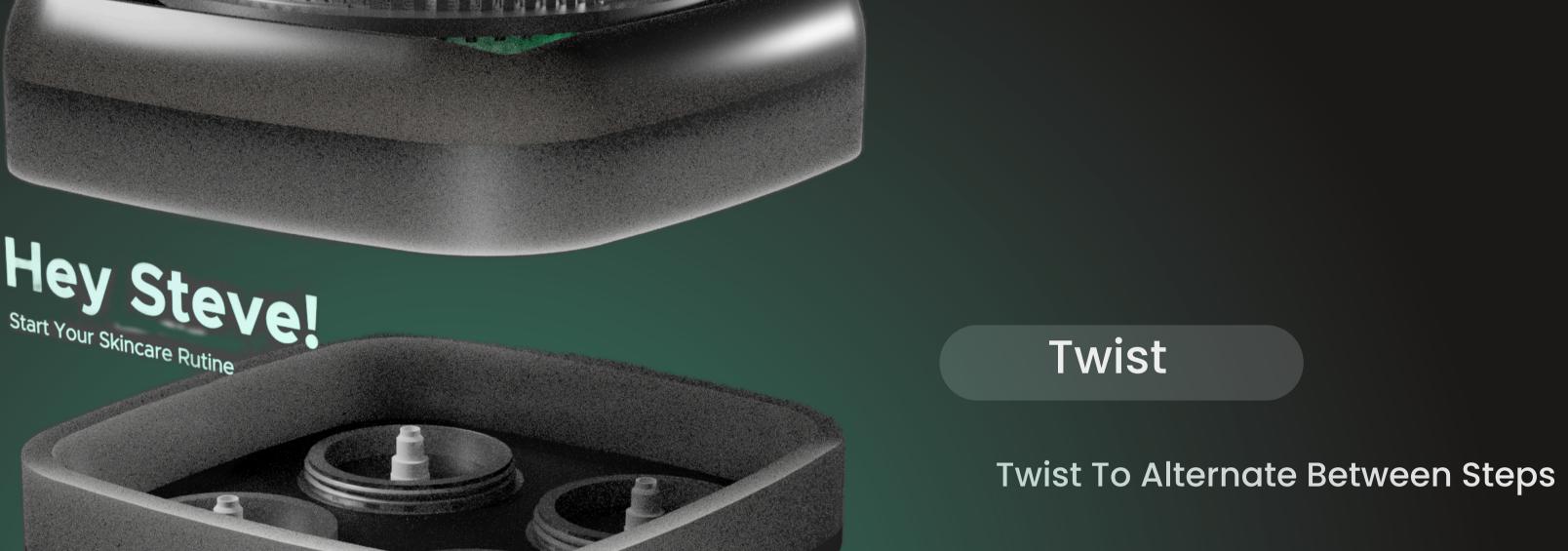
B2C & B2B Synergy

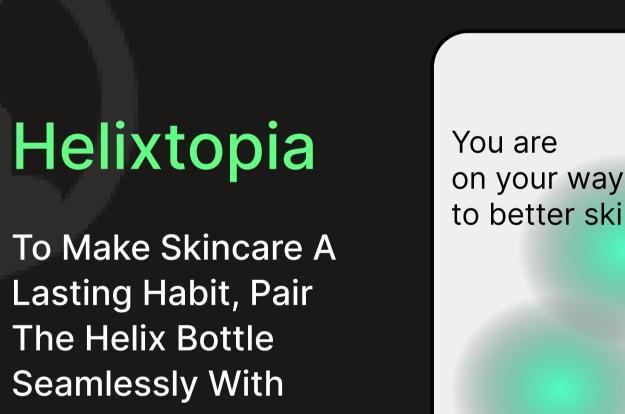
While Helix Offers Highly Personalized Care To Individual Users, Its Robust Data Collection And Analytics Platform Have Enormous B2B Potential. L'Oréal And Other Partners Gain An Unprecedented, Cost-Effective Internal Dataset—An Invaluable Asset In The Fiercely Competitive 2025 AI Landscape.

A Competitive Edge In Research With Data Encrypted And Anonymized, Helix's Comprehensive Dataset Covers Diverse Demographics, Climates, And Lifestyles. This Empowers Companies To Develop Inclusive, Empathetic Products And Democratizes Skincare Research, Creating A True Moat That Only A

Company Of L'Oréal's Scale Can Build.

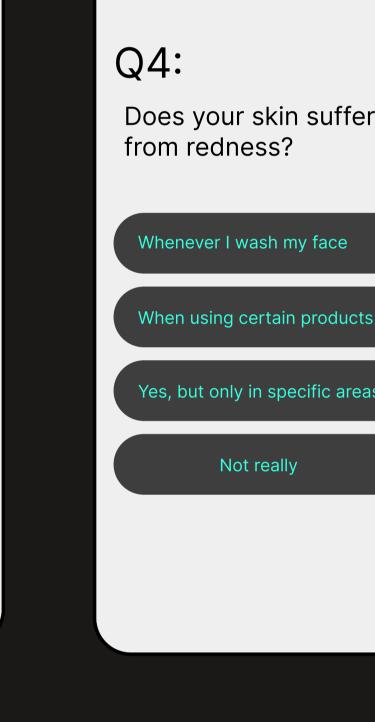
Turning Every Session Into A Measurable Step Toward Wellness.

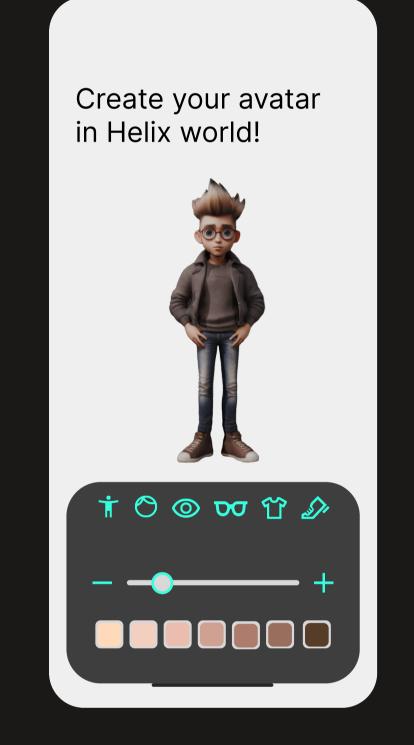




To Make Skincare A Lasting Habit, Pair The Helix Bottle Seamlessly With Helixtopia - A **Platform That Gamifies Your Routine** And Visualizes Your Progress.







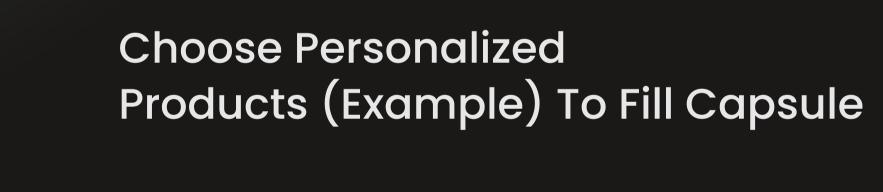
Screen

Capsule

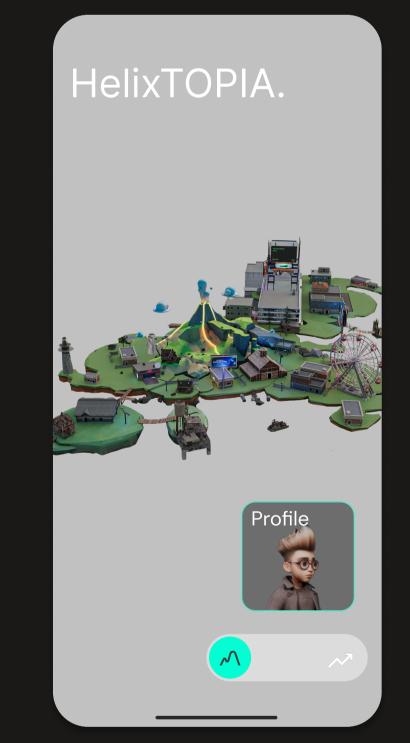
Easy To Clean And Fill With

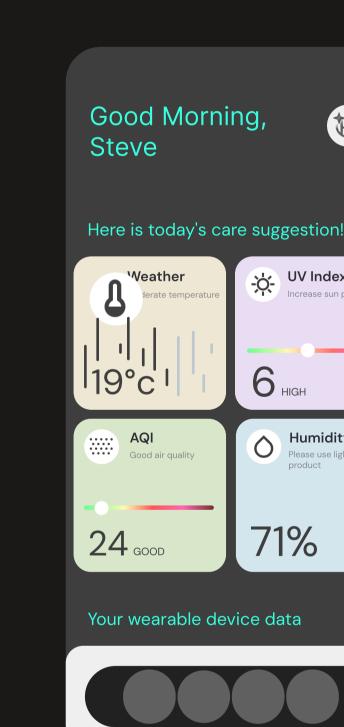
Personalized Products

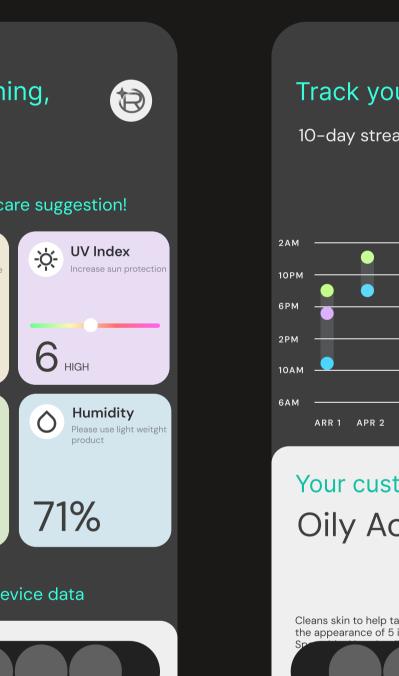
Personalized Data

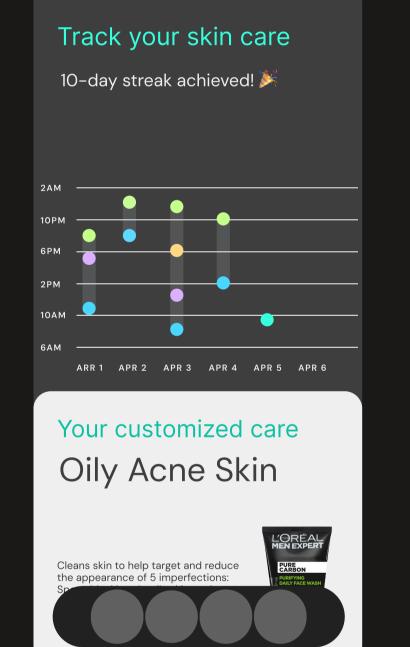














mer mer

HelixTopia - Thriving With Care, Yet Vulnerable To Neglect.

Game Mechanics & Core Features Every User Starts With A Unique Island That Reflects Their Daily

Skincare Habits, Lifestyle, And Environments. **Economy & Rewards**

Users Earn "LiX" Tokens By Maintaining Their Skincare Routine, Completing Challenges, And Engaging With The Platform. Tokens Can Be Used To Upgrade The Island—Unlocking New Structures And Access To Exclusive Challenges, Social Gatherings, Entertainment, And Commerce Features.

Additionally, Completing Tasks Rewards Users With "ReaLiX" Tokens, Which Can Be Redeemed For Exclusive Offline Services, Including L'Oréal Skin Scanning Tests And Free Samples, Available At Major Retail Outlets, The Skin Data Collected Can Be Linked Back To Helix

Consistency In Routine Transforms The Island Into A Thriving Space; A Lapse Causes The Island To Deteriorate.

Stay Relevant And Community Commerce If A User Misses A Day, The System Automatically Alerts The Community. Up To Three Fellow Users Can Help "Clean Up" And Restore The Island, But This Assistance Comes At A Cost—Users Pay A Cleaning Fee In LiX Tokens To The Visitors, Making It A High-Stake Yet

Rewarding Exchange. This Competitive, Almost "Raiding" Move Is Designed To Become A Viral Symbol. To Ensure Fairness, Each User Is Limited To Assisting A Maximum Of Three Peers Per Day.

Long-Term Engagement & Consequences: A Failure To Maintain Skincare Over 15 Days Triggers A Natural Disaster On The Island (E.G., A Meteor Strike Or Hurricane), Leading To Severe Damage And Loss Of Unlocked Features.

Publicity And Exposure Unexpected Events, Add Exhilaration And Thrill Into The Game, Encourage Live Streaming, Influencer Participation, And Real-Time Social Interactions—Pushing The Game Into A Buzzing Phenomenon

Helix Portal: Digitalizing Your Skincare Ecosystem

Smart Product Tagging Embed QR Codes Or NFC Chips In L'Oréal Products. Easily Scan Or Tap To Register Each Product On Helix—Just Like Adding An Apple Device.

Features + Collaborations

Integrated Partnerships Establish Links With Fitness Apps, Gaming Platforms, And Recipe Apps. Exchange Points And Services To Drive User Acquisition Into The Helix Ecosystem.

Unified Data Transfer Seamlessly Import And Share Data Across Platforms, Akin To Syncing With Apple Health. Feed Integrated Data Into Our Advanced Al Model For Refined, Personalized



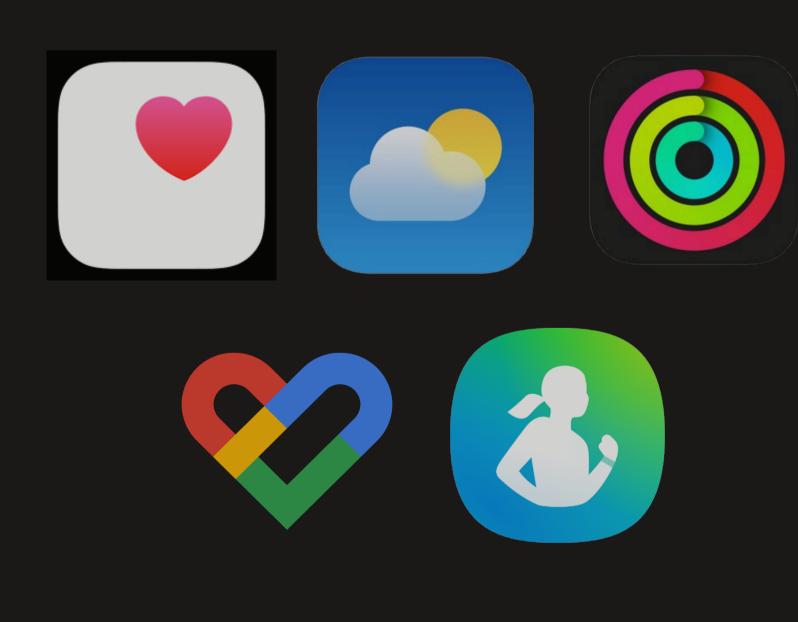


Future-Forward Partnerships & Marketing

Integrated Partnerships Establish Links With Fitness Apps, Gaming Platforms, And Recipe Apps.

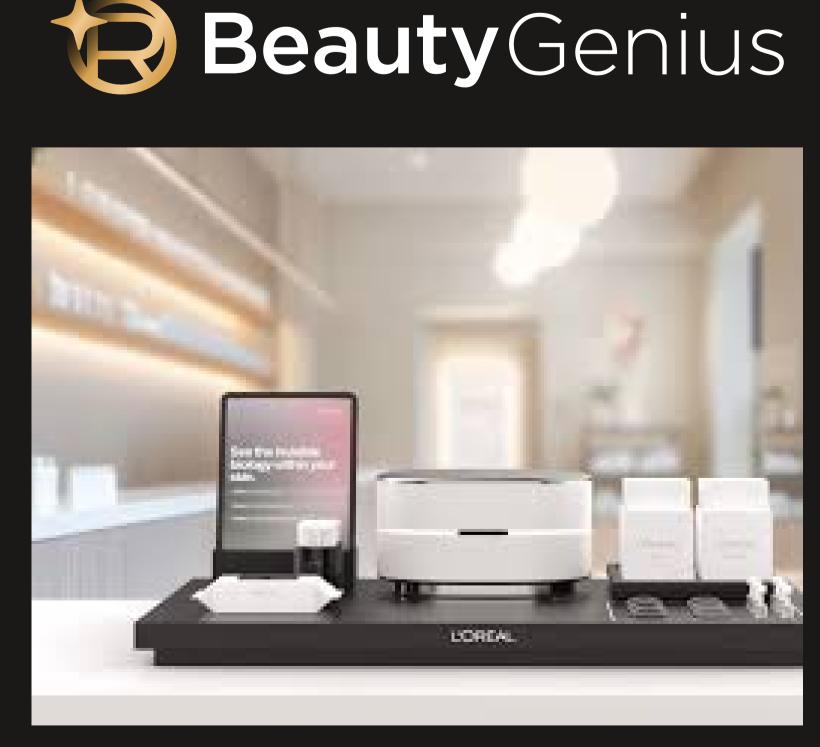
Exchange Points And Services To Drive User Acquisition Into The Helix Ecosystem. **Unified Data Transfer:**

Seamlessly Import And Share Data Across Platforms, Akin To Syncing With Apple Health. Feed Integrated Data Into Our Advanced Al Model For Refined, Personalized Recommendations.



L'Oreal Connection Vision





Seamless Integration With L'Oréal Al Beauty Genius

The Helix Pairs With L'Oréal's Al Beauty Genius To Transform Skincare Into A Fully Personalized Experience. As Helix Collects Real-Time Skin Data, The Al Analyzes It To Recommend Tailored L'Oréal Products, Ensuring The Skincare Routine To Be Both Effective And Data-Driven.

ReaLiX Token Application

Consistency Rewards You With ReaLiX Tokens, Which Can Be Redeemed For Premium L'Oréal Services Like The Advanced L'Oréal Cell BioPrint. This Revolutionary Technology Offers Deep Skin Analysis Through Longevity Science.

Transforming Data Into Real-World Benefits

The Helix Aligns Seamlessly With L'Oréal's Tech-Forward Branding By Integrating Advanced Data Analytics And Al-Driven Skincare Recommendations, Enhancing The Brand's Reputation As A Leader In Beauty Technology. By Offering Real-World Rewards Through ReaLiX Tokens, Including Access To Innovations Like The L'Oréal Cell BioPrint, This Partnership Boosts Consumer Engagement, Positioning L'Oréal At The Forefront Of Personalized, Data-Driven Skincare And Wellness Solutions.