

MeNow

AI YOUR BRAND



COSMETICS COMPANIES
ARE ALWAYS LOOKING FOR
THE NEXT EXCITING
BREAK-THROUGH PRODUCT

WITH SEARCH MeNow

AI-based SaaS platform



5 SECONDS

Average search



\$100 USD

Average cost



**WINNING
PRODUCT**

Search MeNow

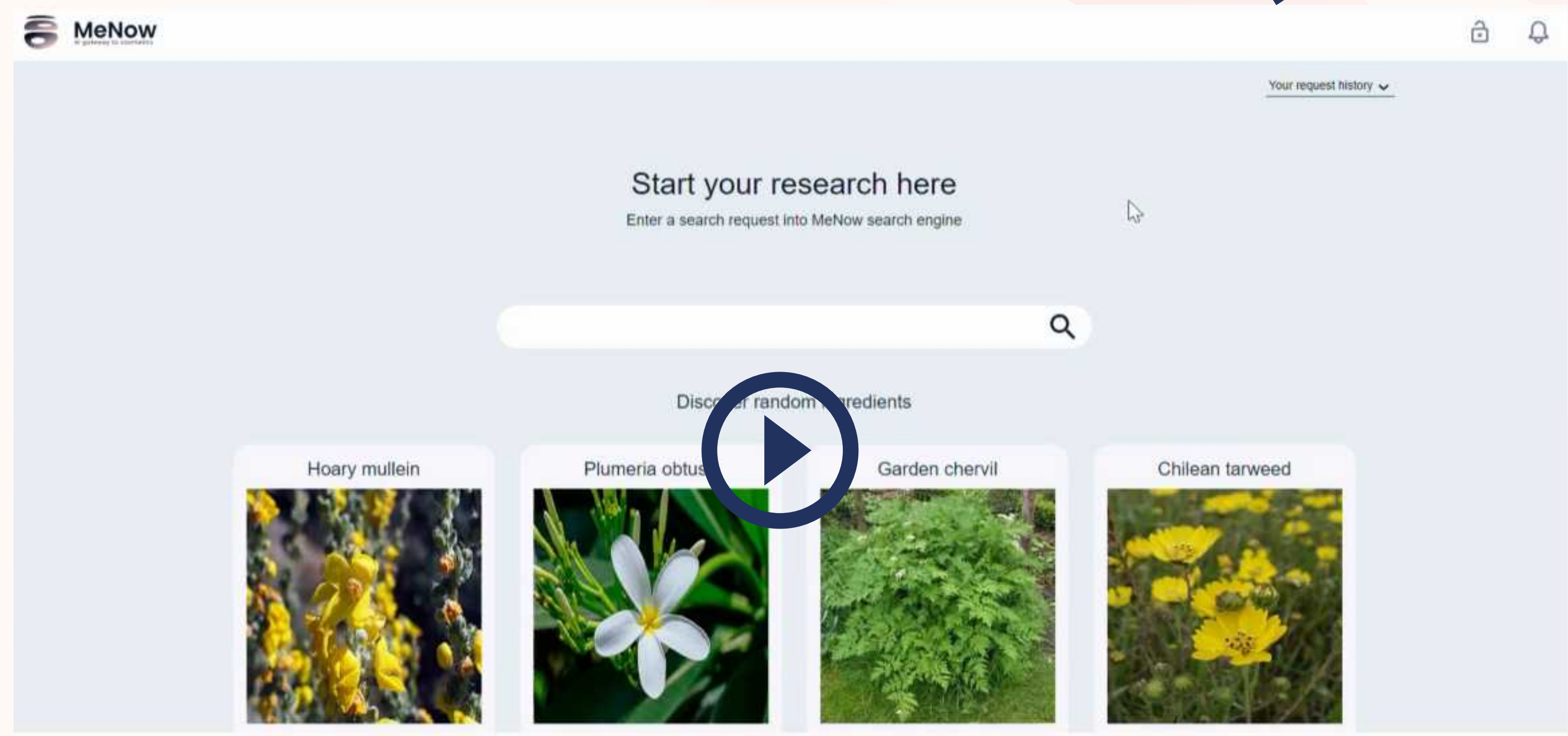
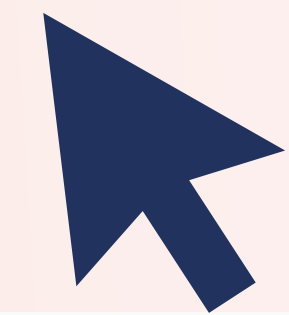
Your outsourced ingredient research engine



SEARCH

SEARCH MeNow

[link for a DEMO](#)



PATENT-PENDING: AI BASED PLATFORM FOR INGREDIENTS SCORING

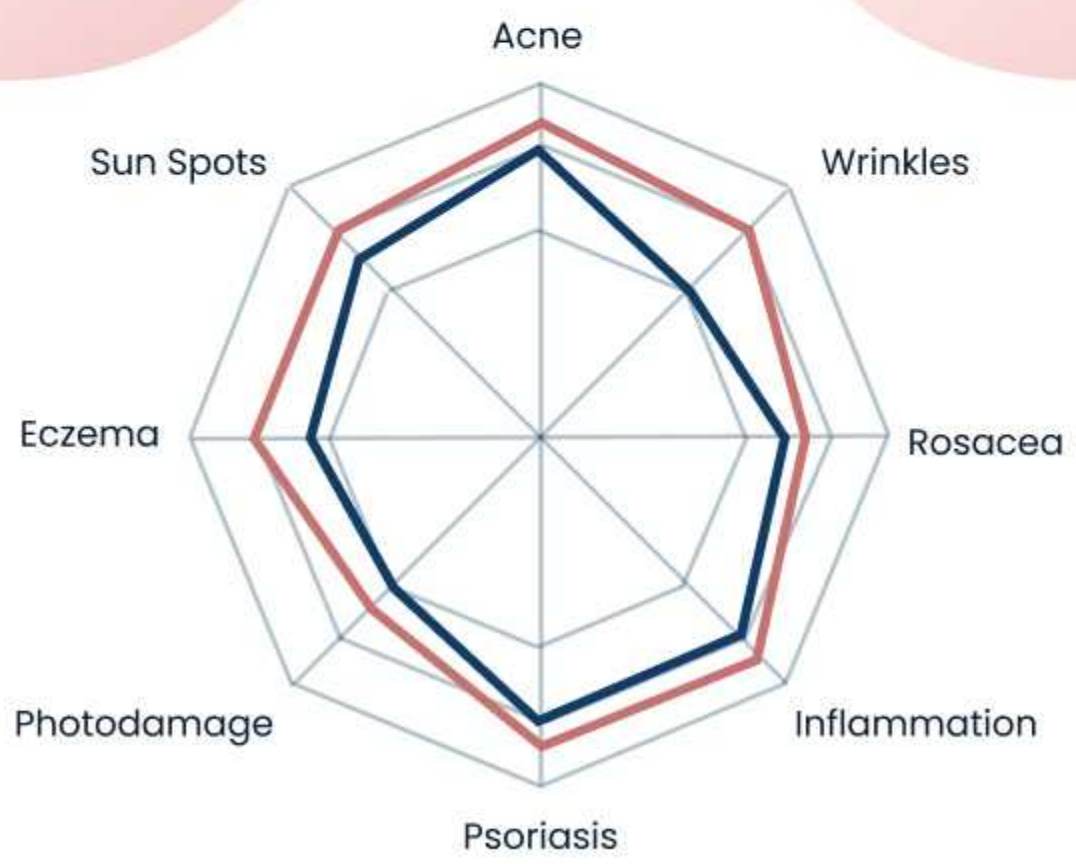
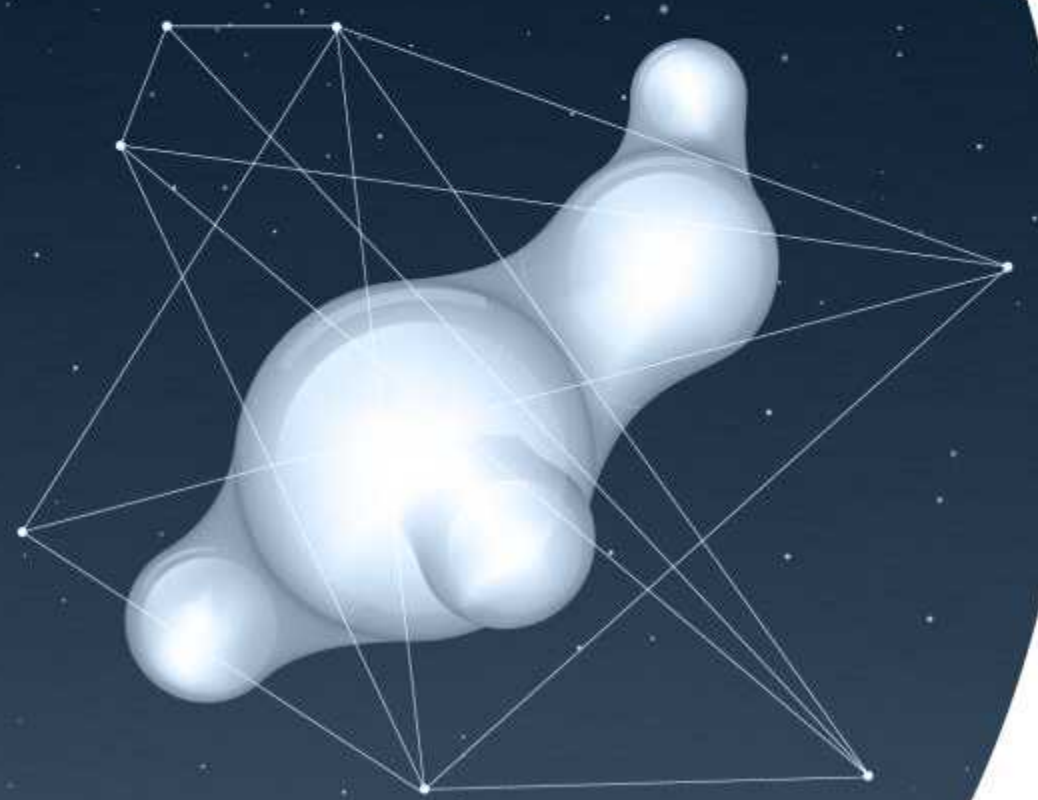
3D ingredient molecular reconstruction

Ingredients' effect prediction






Target population

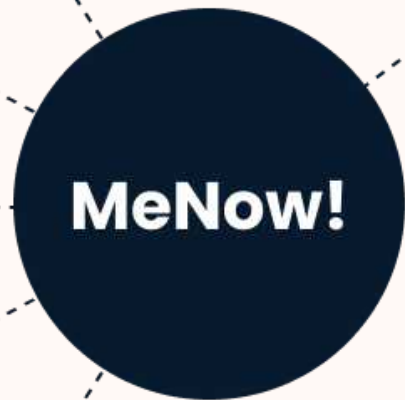
Deep QSAR algorithm


Virtual skin model



MENOW'S PROPRIETARY DATA BASE

-  **3850** Human RNA Samples
-  **402** Microbiome Samples
-  **406K+** Molecular structures screened
-  **468** Target genes identified
-  **300K+** Plant extracts & Cosmetic ingredients analyzed



-  **10M+** Online Consumer Reviews
-  **2.5B+** Social Network Posts
*in process

Collage of social media posts and reviews:

- Post from **Hope Blake Cricket Croom**: "I just bought this. It works! I love it! Put it on exactly as they say and it's great!"
- Post from **yoga_in_the_oaks** (147 likes): "Good morning lovelies! Check out the amazing skincare that @maeys_cosmetics sent me! I love everything I got. The Bright-it lifting eye cream is so thick and creamy and makes my eye look bright and alert. I had never used neck cream before, and I thought it was going to be greasy and uncomfortable, but not with B-Poised! It's very lightweight and comfortable. It's firms up the neck, jaw and décolleté area. The Switch-it serum makes my skin so bright and shiny. I absolutely love it! Check them out online or in store at Ulta."
- Post from **vbrunofashion**: "1 day Like: 1 Reply Show translation"
- Post from **__kibibi__**: "1 day Like: 1 Reply"
- Post from **Montserrat Luckatero**: "Este producto es muy bueno yo llevo semanas y media usando y mi piel se siente más firme y más suave asta puedo sentir que más clara. En cuanto a la celulitis los resultados son muy poco visibles. Aclaro el tiempo es muy poco para grandes resultados ... Ευχή"

AI system based on medical, scientific, & consumer data

IN THE NEWS

Green Mountain Biotech and MeNow Announce Collaboration for AI-Based Development of Skincare Products Based on Traditional Chinese Medicine

PR Newswire
January 24, 2023 · 2 min read



By combining their expertise in artificial intelligence and Chinese medicinal plants, Green Mountain Biotech and MeNow are identifying new plant combinations for treating a variety of skin conditions

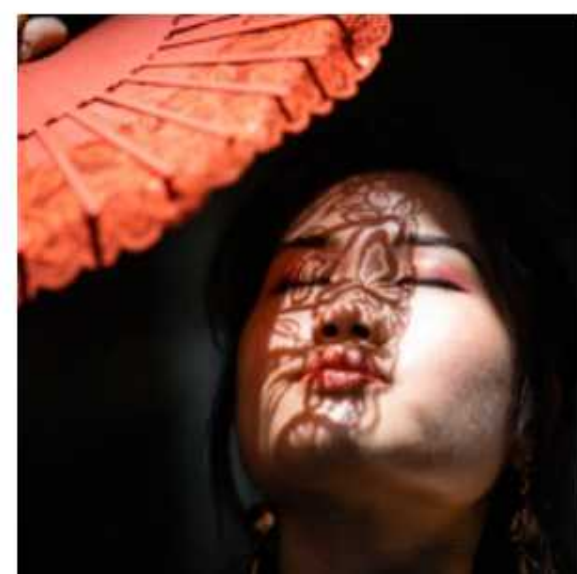
Algorithms of ancient beauty: AI uncovers new functions of Traditional Chinese Medicine plants for skincare



25 Jan 2023 --- Bridging more than three millennia of Eastern botanical knowledge with modern-day cosmetic science, scientists are investigating the skin health benefits of medicinal plants from the Chinese pharmacopeia using artificial intelligence (AI).

The project is based on the patent-pending algorithms of MeNow, an Israeli software company collecting data on the effects of bio-based molecules in a computational model of the skin.

The company leverages a combination of AI, deep technologies and chemo-informatics to predict the effect of GMB's botanical cosmetic



Tech, TCM connect to develop personalized skincare products

By Danielle Masterson
20-Feb-2023 - Last updated on 20-Feb-2023 at 17:05 GMT



Getty Images / alexey_ds

Compañías innovarán en dermocosmética con biotecnología e inteligencia artificial

NOTICIAS
© FEBRERO 7, 2023 —BY STAFF PM



Smart way to create cosmetics



IN THE NEWS

AI for Cosmetics

MENOW WINNING OVER THE COSMETICS INDUSTRY WITH THE POWER OF AI

Hilla Ben-Hamo Arbel and Coralie Ebert are the co-founders of MeNow, an Israeli startup winning over the cosmetics industry with the power of AI. They are here to tell us all about their revolutionary software.



Cosmetics is an industry worth \$570 billion globally and predominantly targeted toward women. In the US alone, **women apply an average of 168 chemicals to their skin daily**, with younger women exposing themselves to even more. While cosmetics encompass a wide range of decorative products, MeNow focuses more on the medical side, specifically skincare and haircare.

CEO Hilla, who has a PhD in biotechnology engineering, tells us that most individuals are unaware of which products are right for them: *"We apply a lot of ingredients on our skin, and we don't know how it will react to them. There's no way to check it. It's not like drugs, which go through many experiments. Ingredients must be approved, but they mix*

them in the lab, approve it, and sell it. Many people suffer from side effects because of that. Sometimes they don't even know why because no one did the research."

There are over 50,000 ingredients in the European cosmetics databases and many plants you can use, but MeNow CTO Coralie tells us the **regulation is lenient**: *"I can decide to put a plant in a cosmetic product and build a story behind it. There's no one checking that!"*

Every person is different, and many factors can affect how our skin reacts, including gender, age, and ethnicity. The average person buys products to improve, protect, or feel better about their skin but does

not know if they are worsening the situation.

"Go into Facebook groups, and there's a whole host of people suffering from atopic dermatitis, acne, or pigmentation," Hilla points out. "Some talk about how a product was amazing for them and changed their lives, but some say it made their lives worse. There are many contradictions."



Only AI!

Personalized solutions matching people to the right ingredients for their skin type do not yet exist in the market. With **skin diseases affecting almost one-third of the world's population**, around 85% of young people experiencing acne at some point, and up to 50% of babies suffering from diaper dermatitis, MeNow has identified a massive need. Is AI one of the ways to tackle this?

ingredient, and with cosmetics, there are often seven or eight. Some are plants, and you don't have scientific papers on their effects. Ingredients can enhance or negate each other. Sometimes they do the same thing and compete. It's impossible to make any prediction without a computer!"

It sounds like magic, but it's not!

MeNow's software-as-a-service platform is the solution. Their patent-pending AI can simulate the effects of a particular combination of ingredients without requiring a human to sift through all the potential interactions manually.

"Only AI!" she clarifies. "I don't see any other way it's going to work. There's not a person that can solve this issue, and people are trying."



Coralie agrees: *"Doctors can read clinical studies and scientific publications and get some understanding about what a drug is good for, but usually drugs have one active*

Innovation

Choosing the right skincare products just got easier

New AI and chemo-informatics platform is based on the understanding that your skin and mine don't react the same to specific ingredients.



AI Finds "New" Ingredients For Skincare Products

By [Ariel Grossman](#), NoCamels | March 30, 2023 | 5 minutes

OUR SCIENTIFIC TEAM



Dr. Hilla Ben-Hamo

Co-Founder & CEO
Biotechnology Engineering



Dr. Coralie Ebert

Co-Founder & CTO
Computational Biology



Dr. Bat-Chen Tamim

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MeNow
AI gateway to cosmetics

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