



Driving the next level of personalization through AI-Powered feedback tool and consumer insight in Beauty-Tech

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Prose

What if consumer feedback could directly drive formulation, allowing products to optimize themselves over time?

80% of consumers have 6 or more simultaneous hair concerns

Yet most products on the market are engineered to address a few. The gap between high consumer needs & goals and product capability is the problem we set out to close.

Prose study – Representative panel of the US population n=904

Anti-Frizz

Bond Repair

Scalp Relief

Hair Length

Bond Protect

Volume Boost

Color Protect

Hair Shine

Curl Boost

Hair Strength

Hair Softness

Heat Protect

Hi, I'm Francesca.

Can you help me make a hair care routine that would work for me?

I sent a selfie — my hair is curly and bleached. The problem is it looks really dry, brassy yellow and also my scalp is super sensitive and oily.

I'd like something without fragrance, because I react to it. I also want to get more volume, moisture and beautiful curls.

I live in LA, I go to the beach a lot, and it feels like there's so much pollution here... maybe that affects my hair too?

Thanks!



+ Ask anything



6:52



Here's the perfect routine to address all your hair and scalp needs:

2 shampoos:

- 1 for **volume**
- 1 for **sensitive scalp**

2 conditioners:

- 1 for **curl care**
- 1 to counter **brassy tones**

3 hair treatments

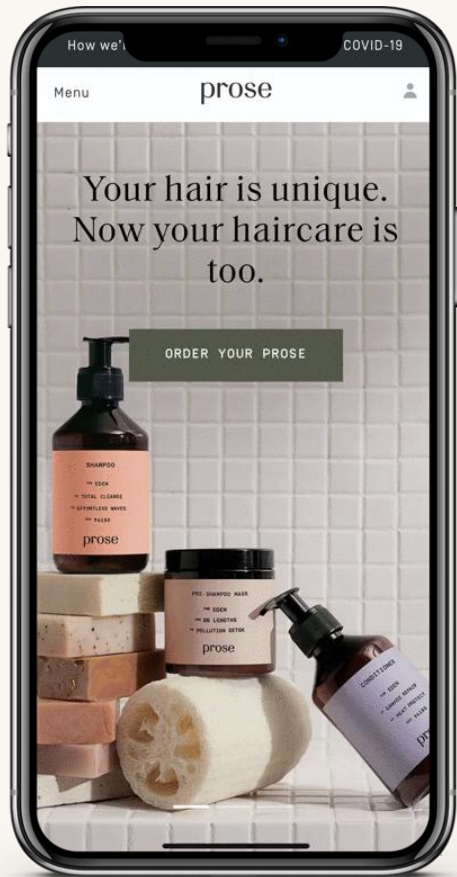
- 1 treatment for **damage repair**
- 1 curl cream for **curl definition**
- 1 dry shampoo for **oil control**



+ Ask anything



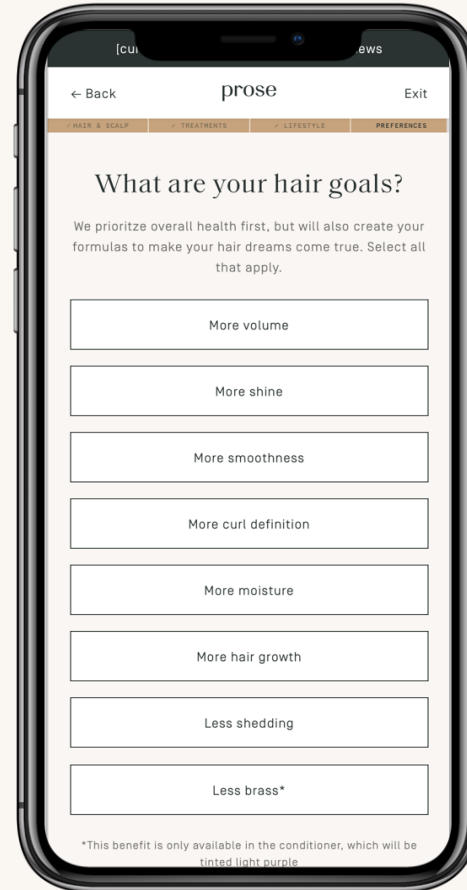




Hair profile



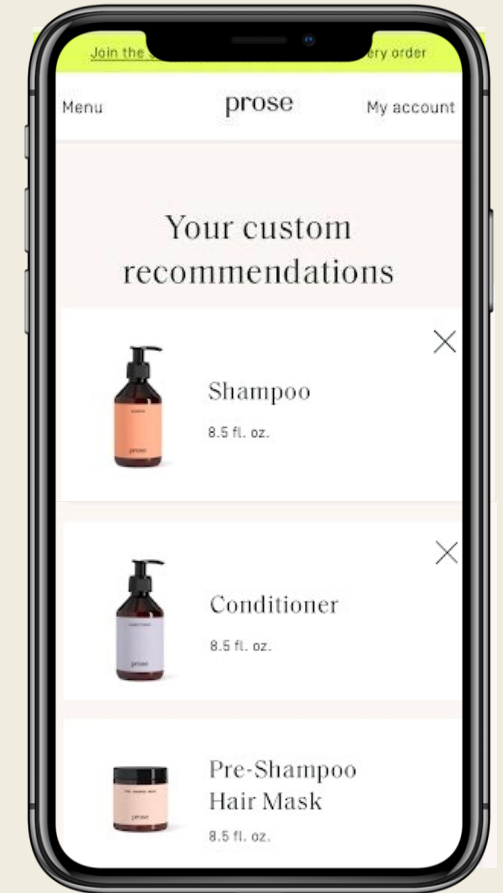
Goals & Needs



Preferences

Habits, lifestyle & environment

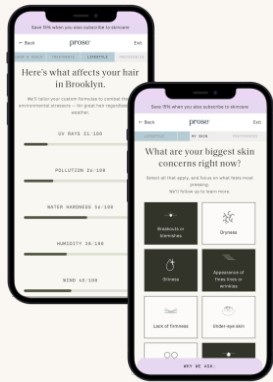
Francesca's routine with Prose

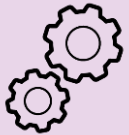


One simple routine of 3 products

Our beauty-tech platform turns customer inputs into hyper-personalized formulas

STEP 1 ONLINE CONSULTATION




PROPRIETARY
AI-POWERED
ALGORITHMS

STEP 2 PERSONALIZED FORMULAS + ROUTINE

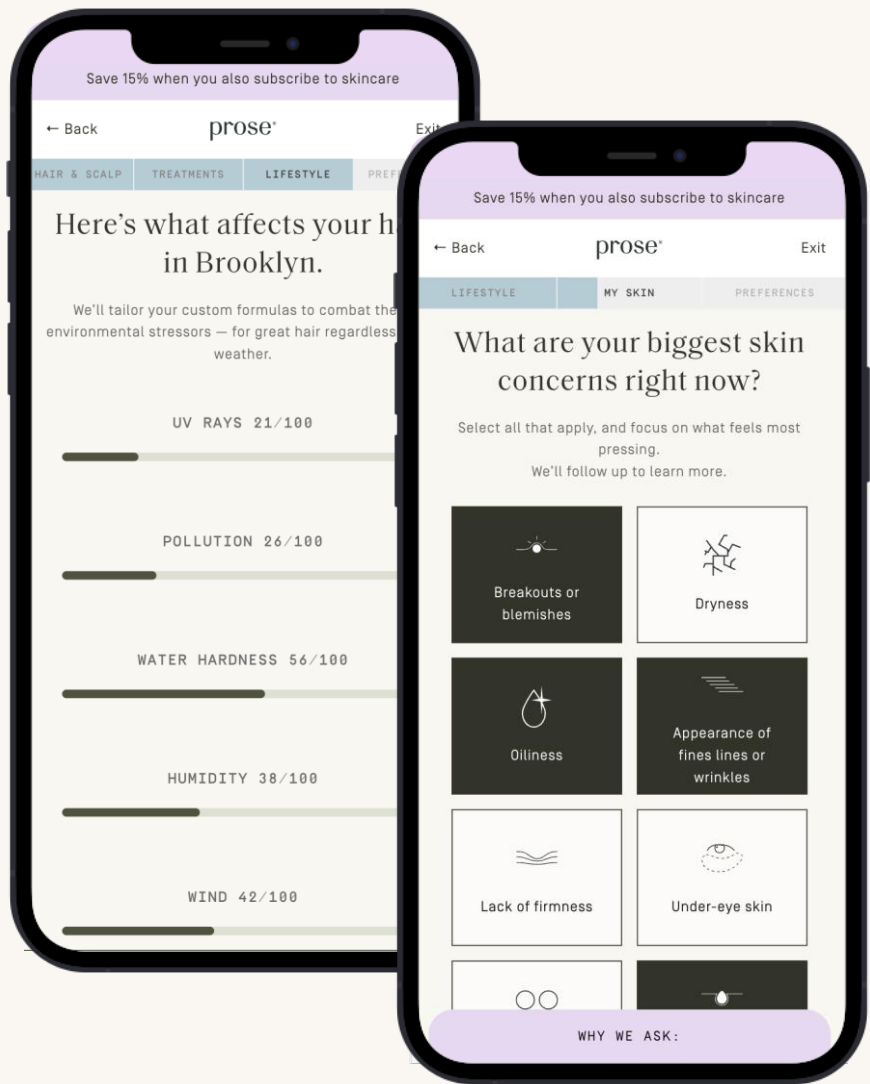

AUTOMATED
MADE-TO-ORDER
PRODUCTION

STEP 3 CLIENT RECEIVES FRESH PRODUCTS



REVIEW & REFINE®
Prose's unique feedback loop tool

Personalization powered by customer data



190+ data points

are collected through an in-depth online consultation



Personalization driven by predictive performance models



**PATENTED
PREDICTIVE SYSTEMS**



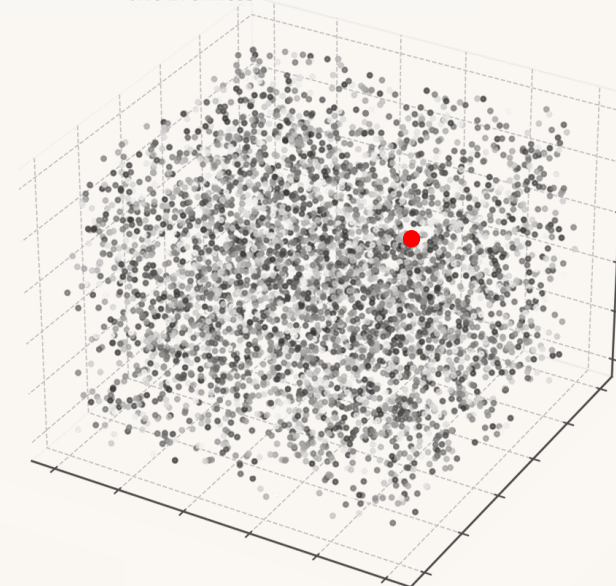
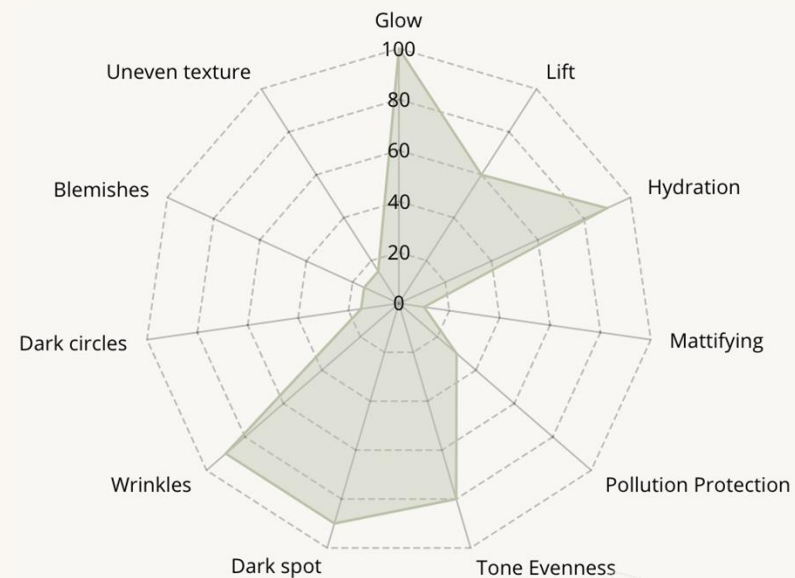
**FROM CONSUMER INPUTS TO
DIAGNOSIS**



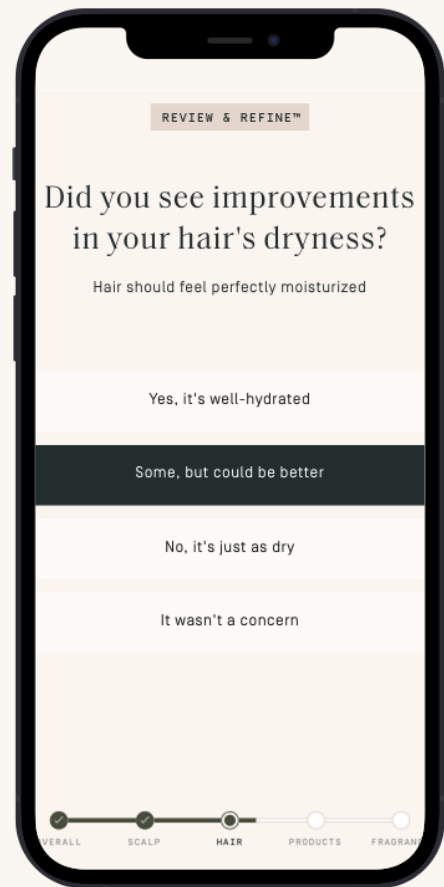
**PREDICTION OF DESIRED
PRODUCT PERFORMANCES**



**FORMULA SELECTION BASED ON
PREDICTED PERFORMANCES**



Prose Feedback Loop Review & RefineTM

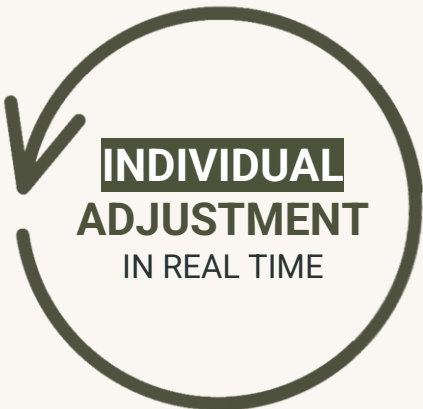


CONSUMER
PERCEIVED PERFORMANCE
INPUTS

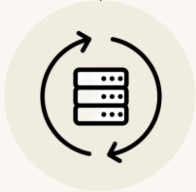
15+ questions



INDIVIDUAL FORMULA OPTIMIZATION



75% reported **increased satisfaction** with their adjusted formulas.



COLLECTIVE ALGO ENRICHMENT



1.9M+ **product feedback collected,** powering a extensive dataset for learning and optimization

A study of our Feedback Loop Tool

MATERIALS & METHODS

COHORT 1

LONGITUDINAL WITHIN-SUBJECT ANALYSIS

POPULATION

N= 59,823 consumers
(feedback at order #1 AND order #2)

DESIGN

Retrospective longitudinal cohort
Within-subject paired comparisons
Baseline = order #1 | Follow-up = order #2

PERIOD

March 2019 – December 2024

PRODUCTS

Full haircare range

ENDPOINTS

Overall & product satisfaction
Top 2 Box (5-point Likert scale)

COHORT 2

EVENT-LEVEL BEHAVIORAL ANALYSIS

POPULATION

N=656,876 R&R feedback sessions
From 476,283 unique haircare consumers

DESIGN

Retrospective observational study
Event-level behavioral analysis
(each R&R interaction = one observation unit)

PERIOD

March 2019 – December 2024

PRODUCTS

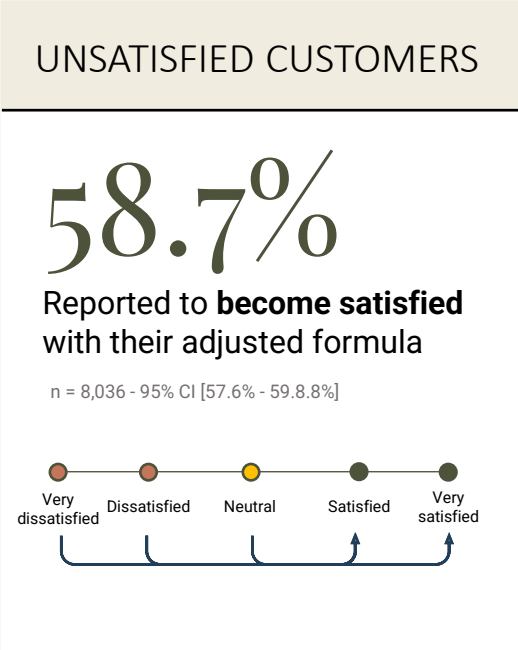
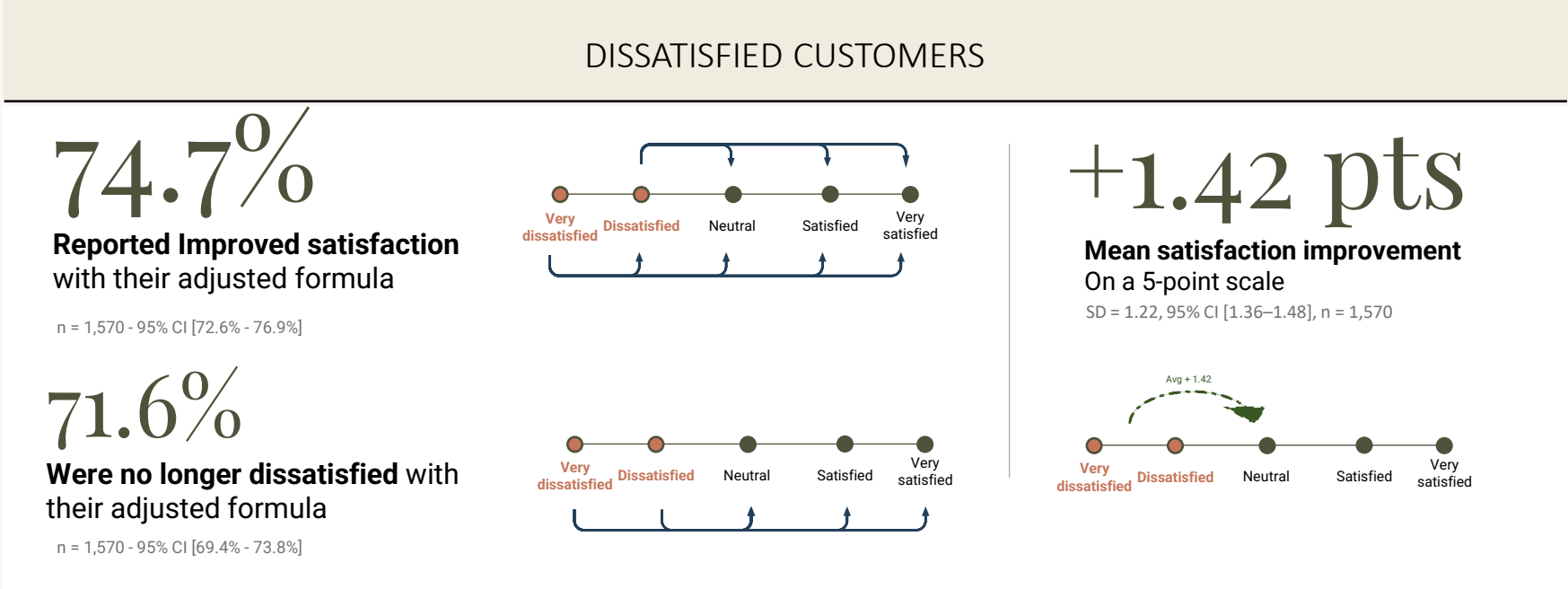
Full haircare range

ENDPOINTS

Fragrance change behavior

RESULTS

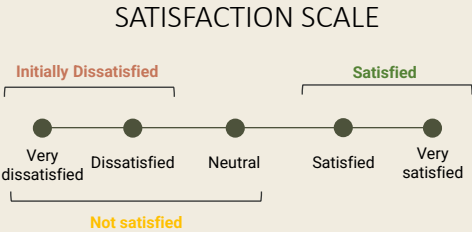
Overall Product Satisfaction



LONGITUDINAL COHORT
N= 59,823

PERIOD
Mar 2019- Dec 2024

PRODUCTS
Full haircare range



RESULTS

Functional Performance Satisfaction

SHAMPOO

51.7%

of suboptimal profiles **achieved optimal cleansing** performance after formula adjustment



n = 8,488 suboptimal | Total n= 44,675
95% CI [50.6% - 52.7%]

83% of initially satisfied profiles remained satisfied after formula adjustment

CONDITIONER

56.2%

of suboptimal profiles **achieved an effective anti-brass** performance after formula adjustment



n = 607 suboptimal | Total n= 2,529
95% CI [52.2% - 60.1%]

82% of initially satisfied profiles remained satisfied after formula adjustment

LEAVE-IN CONDITIONER

57.5%

of suboptimal profiles achieved **softer & manageable hair** after formula adjustment



n = 408 suboptimal | Total n= 3,140
95% CI [52.7% - 62.3%]

88% of initially satisfied profiles remained satisfied after formula adjustment

RESULTS

Fragrances & Behavioral Research

REACTIVE SWITCHING

89%

of fragrance dissatisfaction events within the refinement loop led to an actual fragrance change in the subsequent order

n = 55,352 bottom2box | Total n= 656,876
95% CI [88.68% - 89.12%]

PROACTIVE EXPLORATION

47%

47% of high fragrance satisfaction events within the refinement loop still led to an actual fragrance change in the subsequent order

n = 233,759 top2box | Total n= 656,876
95% CI [47.28% - 47.52%]

Fragrance selection is a dynamic journey, not a static preference

By merging data science, algorithms, and formulation expertise with continuous user inputs into the feedback loop, the consumer effectively becomes the Lead Architect of their own formulation - co-creating a product optimized for both functional performance and sensorial experience.



Grazie



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