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Over The Counter 25 Apr 2022: Exploring The Intersection Of Skin Care, AI And Business With Revieve's Sampo Parkkinen

by [Hannah Daniel](#)

In this episode of Over The Counter, HBW Insight speaks to AI technology expert Sampo Parkkinen, CEO of Revieve, which helps its clients deliver personalized digital brand experiences. We discuss the importance of customization for businesses and consumers, the future of AI in the cosmetics industry, and the younger demographics that are most interested in brand personalization. Parkkinen also comments on Revieve's space in the metaverse, and how businesses can leverage new technology to build relationships with consumers.

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