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CES 2023: Beauty Devices And Wellness Tools At 'Most Influential Tech Event In The World'

by Eileen Francis

The Consumer Technology Association's 2023 'proving ground' includes Innovation Award-winning devices from Amorepacific to personalize beauty, as well as L'Oreal's HAPTA, the first handheld, 'ultra-precise' computerized makeup applicator for the 50 million people globally who live with limited fine motor skills. More from CES 2023 in Las Vegas.

L'Oréal Promotes Inclusivity With Makeup Tech

L'Oreal SA unveils HAPTA, the first handheld, "ultra-precise" computerized makeup applicator targeted to the 50 million people globally who live with limited fine motor skills, at the Consumer Technology Association's 2023 Consumer Electronics Show (CES) in Las Vegas 5-8 January. The device, which will pilot in a lipstick applicator for the Lancôme brand followed by additional makeup applications, contains a combination of built-in smart motion controls and customizable attachments that give users an improved range of motion – 360 degrees of rotation and 180 degrees of flexion, the cosmetics powerhouse says in a 3 January release. The technology was initially created by Alphabet Inc.'s Verily Life Sciences to stabilize and level utensils for eating. HAPTA contains a built-in battery and device charger to provide one-hour continuous use. "The future of beauty is inclusive. And this future will be made more accessible by technology," said L'Oréal Groupe CEO Nicolas Hieronimus. (Also see "[Dinosaur Among The Unicorns: L'Oreal Talks Beauty Tech Innovation At VivaTech 2022](#)" - HBW Insight, 29 Jun, 2022.)

Separately, L'Oréal introduces Brow Magic, a handheld electronic brow makeup applicator that uses 2,400 tiny nozzles and printing technology with up to 1,200 drops per inch printing resolution, to achieve a professional-like eyebrow look at home. Developed with tech company Princker Korea Inc., which specializes in printed, non-permanent tattoos, the device scans the user's face to make recommendations for microblading, micro-shading or filling effects, L'Oréal says. Consumers then select the desired shape, thickness and effect, brush Brow Magic primer

through the brows and move the printer across the eyebrow in a single, sweeping motion, before applying a topcoat finish to lock in the look. Brow Magic, which can be easily removed with a standard makeup remover, will launch in 2023.



L'OREAL'S HAPTA COMPUTERIZED MAKEUP APPLICATOR

Personalized Makeup Manufactured At Home

Amorepacific Inc. celebrates its fourth year winning a CES 2023 Innovation Award, reserved for products that are new to the market or projected to be available between 1 April 2022 and 1 April 2023. The Seoul-based firm's Authentic Color Master by Tonework customized skin care technology took honors in the cosmetics category. The smart manufacturing system precisely analyzes the facial skin tone using algorithms and, with robotics, tailor-makes liquid cushion foundations as well as lip products, according to the company. "The device provides customized color recommendations based on facial recognition technology and color science research," the firm says. Amorepacific also received an award in the Home Appliance category for its Cosmechip, a device that employs microfluidic channel technology to create uniformly combined formulations using a small amount of water and active ingredients contained in "chips" to address various skin conditions and preferences. (Also see "[AI-Backed Personalization Could 'Transform' Consumer Product Advertising, Sales By 2030](#)" - HBW Insight, 5 Oct, 2021.)

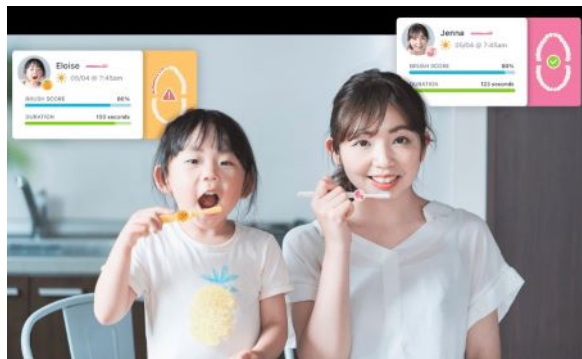


COSMECHIP WON A CES INNOVATION AWARD IN THE HOME APPLIANCE CATEGORY. Source: Amorepacific

Dr. Finger Volume Booster

Seoul-based Rootonix Co. Ltd.'s Dr. Finger Volume Booster Scalp Massage is a device designed to diagnose scalp conditions and prevent hair loss, according to the CES website. Weighing 100g, the device incorporates 3-wavelength LED light that penetrates deep into skin to stimulate the dermis and delivers an electrical field to increase permeability of the cell membrane and increase absorption of scalp treatments, according to the firm. The CES Innovation Award-winning device connects to an app to diagnose scalp issues. The company claims that Dr. Finger Volume Booster replaces in-salon systems that are 50

times heavier while offering the same performance. In clinical trials, Rootonix says, the device improved scalp redness by 55.8%, moisture loss by 15.8%, and elasticity of scalp by 28.6%.



TRUTHBRUSH TRACKS BRUSHING FREQUENCY, EFFICIENCY, COMPLETENESS AND DURATION.

Candibell

Truthbrush Smart Trackers For Better Brush

Truthbrush is the first brushing tracker that attaches to any toothbrush, manual or electric, to map the user's brushing routine, Lowell, MA-based Candibell, Inc. says. The system includes a tracker that attaches to a toothbrush and automatically starts tracking at the beginning of brushing and uploads data to a home Wifi hub and Truthbrush servers in the cloud.

Multiple family members' data can be uploaded and family dentists can also participate to track patients' stats, including frequency, efficiency, completeness and duration of brushing. Truthbrush Classic, which includes a built-in battery that lasts up to 12 months,

costs \$39.98 for one tracker and hub, while next-generation Truthbrush Pro (\$44.98) boasts "the most powerful engineering to date with longer range connectivity, better haptics and notifications plus a replaceable battery." Truthbrush nabbed an Innovation Award at CES 2023 in the Digital Health category.

AI-Powered Skin Diagnosis

Another Digital Health category winner at CES, MySkin F.A.I.N. from South Korean company Chowis Co., Ltd. is a small, portable device that clips onto a mobile phone or tablet. The product optimizes normal light, as well as cross polarized light and UV light, to analyze a total of 12 skin parameters, including moisture, sebum, oiliness, pores, wrinkles and pigmentation. MySkin F.A.I.N. communicates with an app available on iOS and Android to provide reports and product recommendations. (Also see "[More Big Beauty Companies Partner With Digital Tech To Guide Consumer Journey](#)" - HBW Insight, 17 Jan, 2022.)



THE MYSKIN F.A.I.N. SYSTEM ANALYZES 12 SKIN PARAMETERS, INCLUDING MOISTURE,

Smart Ring For 'Medical-Grade' Biometric Data

Healthcare solutions company Movano Health showcases Evie, a consumer wearable smart ring that tracks and measures against a spectrum of health and wellness metrics, including resting heart rate, heart rate variability, oxygen saturation, respiration rate, skin temperature variability, period and ovulation tracking, menstrual symptom tracking, activity profile, such as steps and calories burned, sleep stages

SEBUM, OILINESS, PORES, WRINKLES AND
PIGMENTATION. *Chowis*

and duration, and mood tracking. (Also see "[*Ladies! Meet Movano: The Fashion-Forward Smart Ring Backed By Medical-Grade Accuracy*](#)" - Medtech Insight, 22 Aug,

2022.) Health data is translated into personalized insights delivered through a mobile app, the firm says in a 28 December release.

"We are bringing together medical-grade biometric data and insights in a comfortable and contemporary wearable that allows women to take ownership of their unique health journey," says Movano Health CEO John Mastrototaro in the release. Launching this year, the ring will be available in sizes 5-11 for an expected cost of less than \$300.