ELLE la Repubblica GRAZIA Il Sole 24 ORE

Dermaself®

YOUR AI BEAUTY AGENT

Elena Setaro
CEO & Co-Founder

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B2C PROBLEM

9 to 12

Personal care **products** an average person uses daily

168

Chemicals consumers absorb daily from them

The skincare industry lacks true personalization and ongoing support, leaving consumers to navigate a multitude of products often **unsuitable** for their specific needs, resulting in **wasted money**, **ineffective results**, and **potential health risks**

SOURCES: THE GUARDIAN, EWG, EU Scientific Committee on Consumer Safety (SCCS)EU Scientific Committee on Consumer Safety (SCCS)

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BEAUTY BRANDS PROBLEM

+30%

CAC increase from 2020

21.8%

Low **Customer Retention Rate** compared to consumer goods average (70/80%)

+12K

New Beauty Brands every year (market saturation)

SOURCES: METRILO, SHOPIFY, THE INDUSTRY BEAUTY, TAYLOR WESSING

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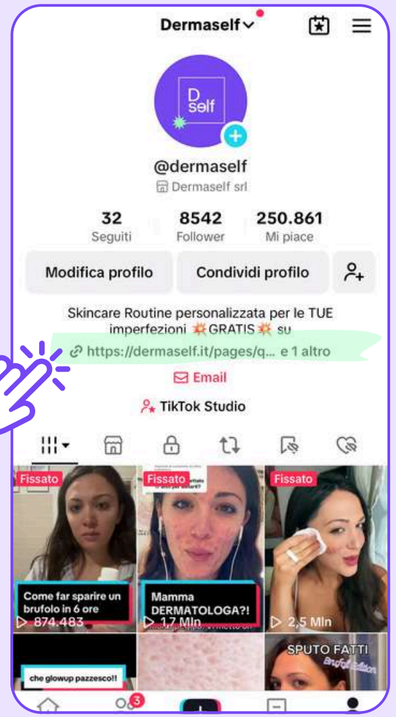
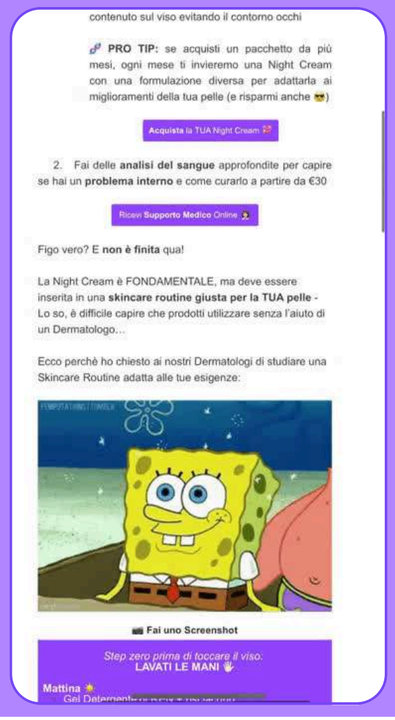
AI BEAUTY AGENT

Free **personalised** and **chemically balanced** skincare routines for you (B2C) or your clients (B2B)



Community

Skin Test



Skincare Routine

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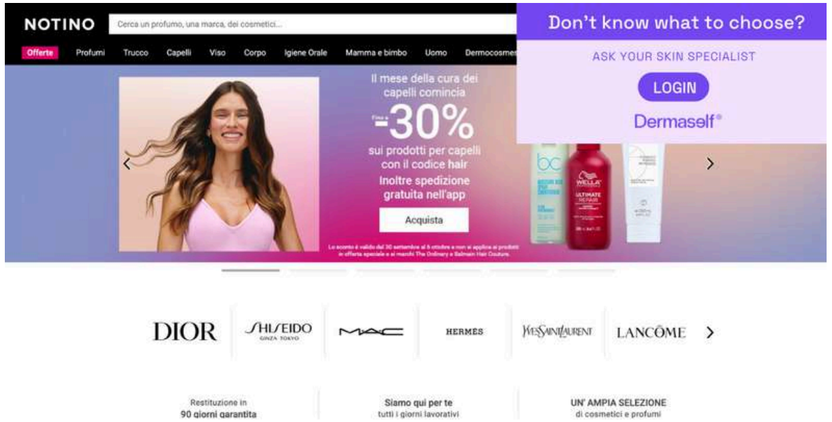
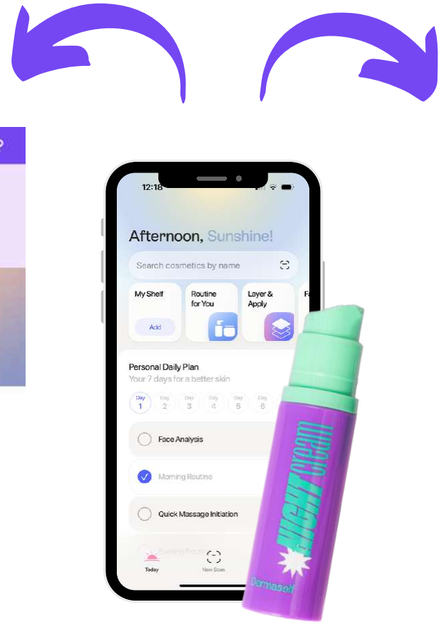
THE SKINCARE PAYPAL

Aiming to become the main **Beauty Identity Provider**, Dermaself allows customers to access personalized recommendations on **brand websites** and **physical stores** with a single profile, avoiding the need to repeat skin tests





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B2B ADVANTAGES

-CAC

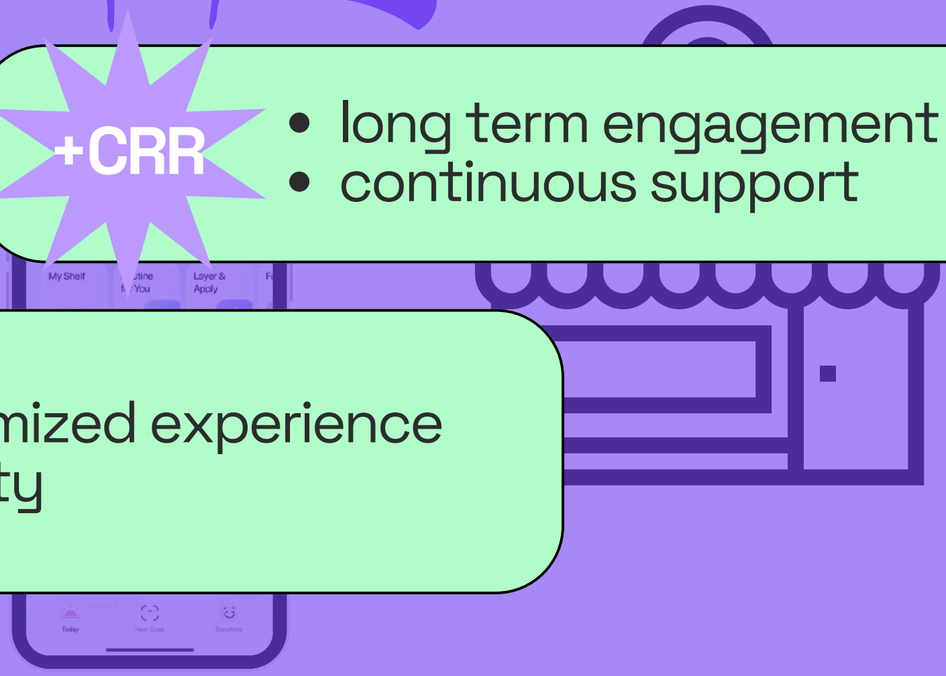
- optimised (+CR and +AOV)
- + customer base

+CRR

- long term engagement
- continuous support

STAND OUT

hyper-customized experience
+ brand loyalty



B2B B2C B2B

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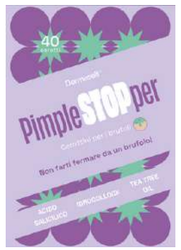
PRICING B2B

OFFLINE: Free if you sell our products

+



€14,95 + iva

RRP: €29,90

€7,45 + iva

RRP: €14,90

60% Margin

ONLINE: Transaction Fee

5% Widget

15% App

70% Margin

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PRICING B2C

	Free	SILVER **€2,99**/Month	 GOLD **€29,90**/Month
Skincare Tracking (Calendar & Routine creator)	✓	✓	✓
Skincare Academy	Limited Access	**Full Access**	Full Access
AI Assistant	Chatbot	**Companion**	Companion
Tailored skincare plan	Affiliated products	**Non-affiliated products**	Non-affiliated products
Blood Tests Recommendation	✗	✓	✓
Product scans	5/month	**Unlimited**	Unlimited
Personalised Night Cream for skin concerns	✗	✗	✓

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Why **changing** the personalised cream **every month**?

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💡 BECAUSE IT WORKS!

Me **BEFORE** Dermaself Personalised method

Me **AFTER** 6 months

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CLINICALLY PROVEN EFFICACY

DERMING

WHERE DERMATOLOGICAL EXPERIENCE BECOMES RESEARCH

- Dermatological Research from 1993 (data)
- In cap table
- Cosmetic formulas
- Clinical Trials

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B2C ACNE MVP TRACTION

Sales start: May 2024

VIEWS	9.5M	**SHOPS**	8
USERS	5.5k	**CAC**	€24
CLIENTS	260	**LTV**	€65

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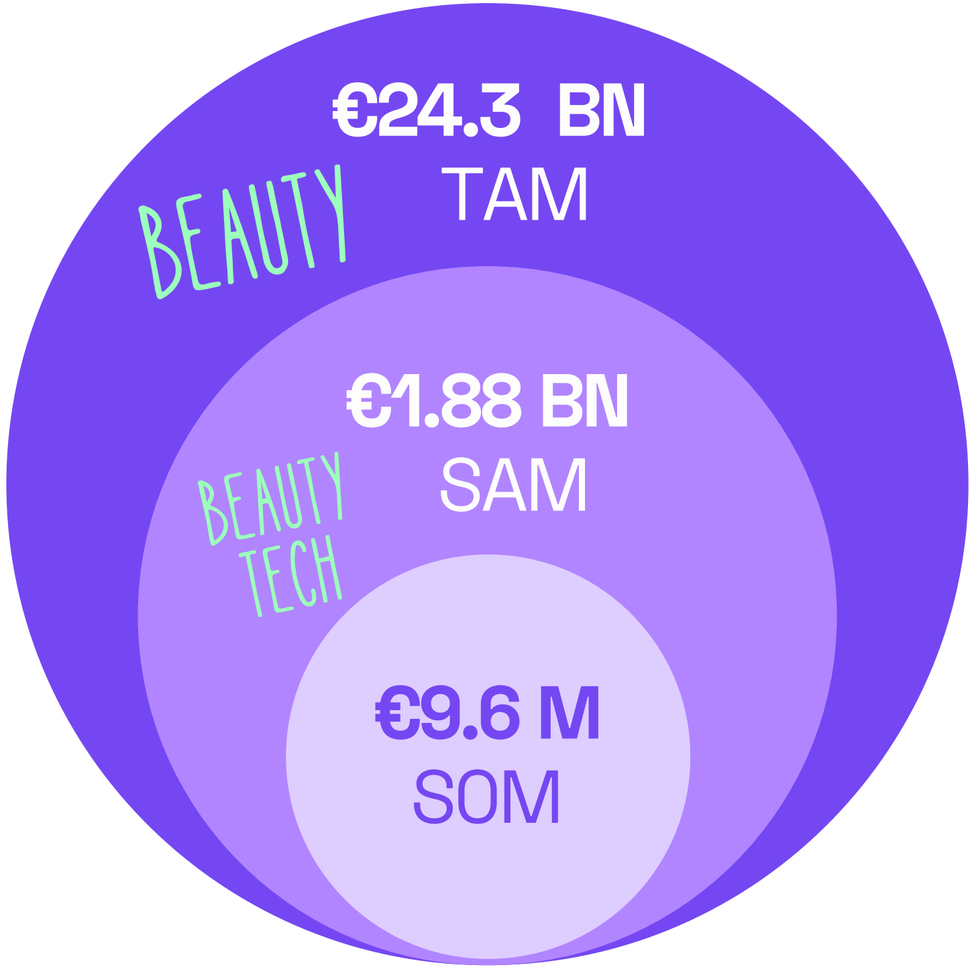
MARKET 2024-28



Beauty Tech Italy

+89%

+17.3% CAGR

Beauty Tech EU

+69%

+10.5% CAGR

SOURCES: STATISTA

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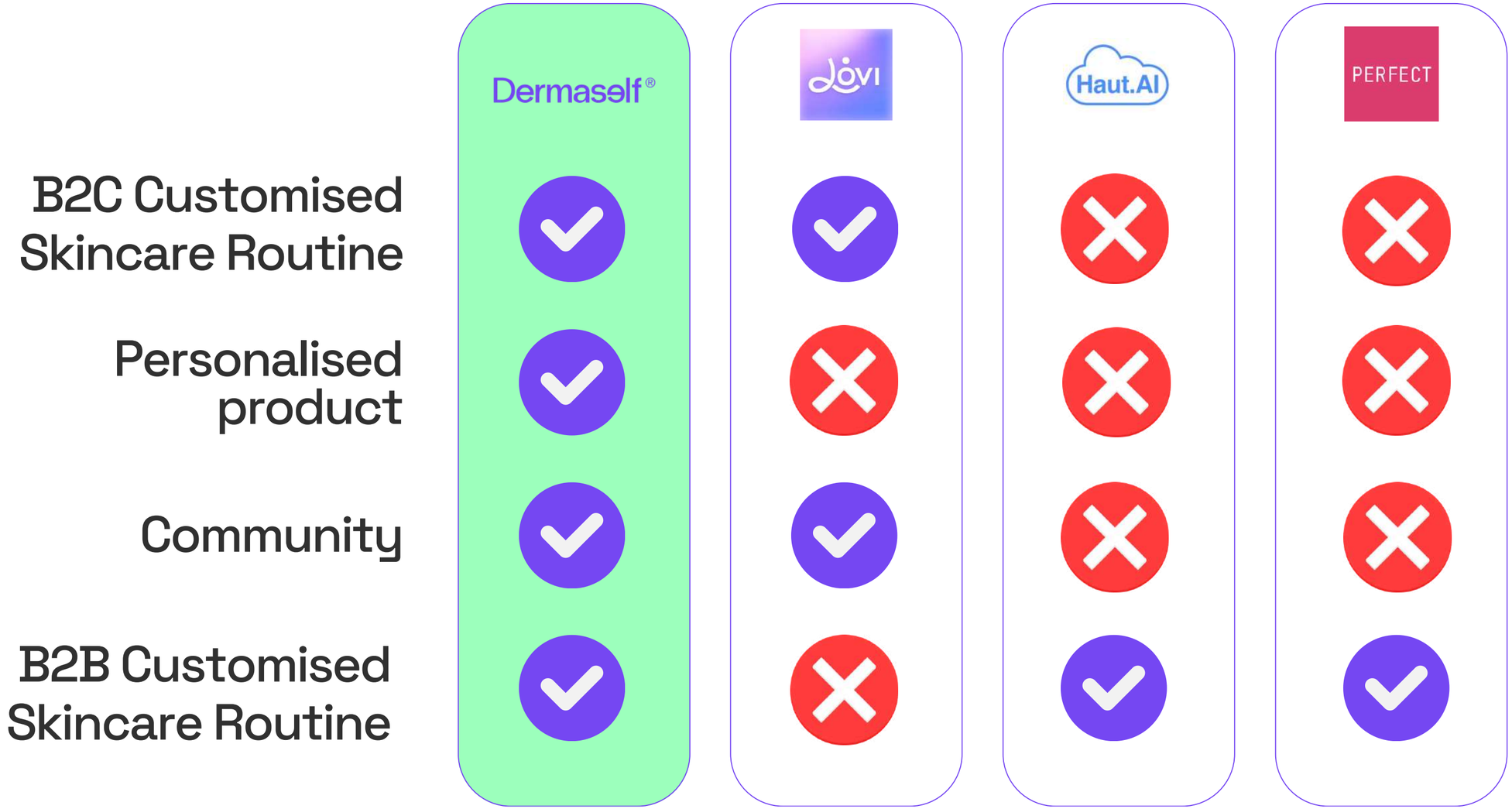
COMPETITORS



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FUNDING NEED

Pre-Seed 2023

200k

Seed 2024-25

500k

Loan
100k

cdp
100k

Committed
€300k

Looking for
€200k

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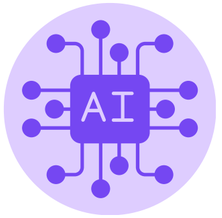
ROADMAP

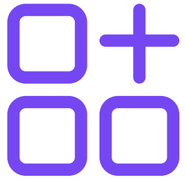
2024

MVP Launch & Validation

2025

AI Optimisation + App + B2B Widget





2026

3 Patents + Big Beauty Retailers

2027

Internationalisation

2028

EU Beauty Tech Market Leaders

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CORE TEAM

PHILLIPS

Elena Setaro

CEO & Co-Founder

DERMING

Dr. Adele Sparavigna

Scientific Director & Co-Founder

XTEL

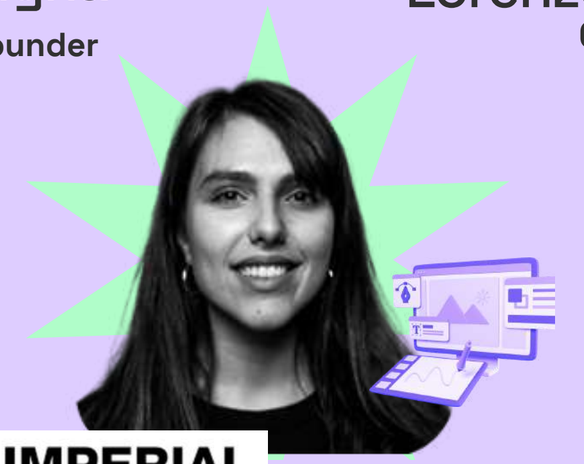
Lorenzo Musso

CTO

DOLCE & GABBANA BEAUTY

Carlotta Dattilo

PR & Marketing Coordinator



IMPERIAL

Elena Galbusera

Art Director & Graphic Designer

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TikTok

9.5 MLN views

Elena Setaro

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THANK YOU, from all the Dermaselfers

Valentina Vivian
1 recensione · IT

La luce in fondo al tunnel

Giusi Fiorentino
1 recensione · IT

Brufoli sottopelle ko

andrea rosa bernardins
1 recensione · IT

Cura perfetta

Jamie
1 recensione · IT

Mai più senza

Beatrice
2 recensioni · IT

Se hai l'acne Dermaself diventerà la tua migliore amica!

Trustpilot

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