

Mirror BTBP CLARITY™

A deep learning platform for digital insights in beauty & personal care



BIOMETRICS



LIFESTYLE /
DEMOGRAPHICS



ENVIRONMENTAL
TRIGGERS



GEOLOCATION



ADVANCED
SIMULATIONS



100+
Deep-Tags

300+
Classifications

SMART VIRTUAL ENGAGEMENT



A TRULY FLEXIBLE PLATFORM
THAT CREATES A NEW LEVEL
OF INTELLIGENT CONSUMER
INTERACTION AND BIG DATA
MINING

ENVIRONMENTAL DATA SERVICES



INTEGRATED INTO
DEEPTAG PLATFORM

DATA MINING

RICH, RELIABLE DATA ABOUT YOUR CONSUMERS



STAND ALONE API

INTEGRATED INTO



SOCIAL MEDIA APPS



VIA WEB SERVICE



BTBP's Digital Technology to Grow your Business

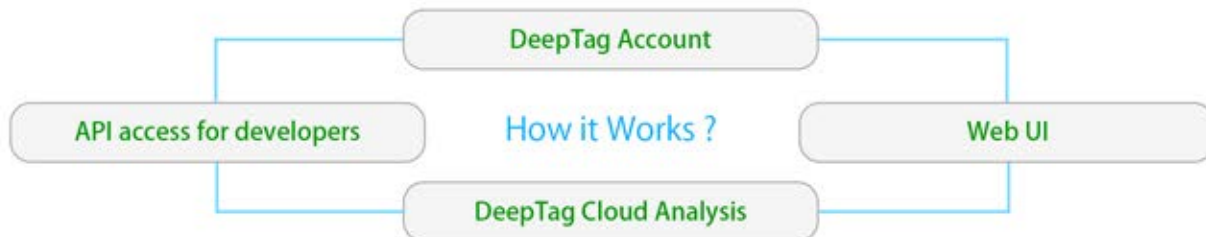
Intelligent Virtual Engagement

Good Evening beautiful!
Here are your skin picks tonight

San Francisco
Cloudy
53°F
9:00 PM

UV Index	Pollution	Humidity
Low	Low	High

Share My Look



• Deep Tags •

Face Detection	Facial Landmarks	Skin Map	Profile Type	Expression	Facial Recognition	Face Shape	Eye Color
Wearing Glasses	Gender	Age	Fitzpatrick Skin Type	Facial hair	Hair Type	Hair Loss Level	Hair Color
Redness	Evenness of Tone	Wrinkles	Pigmentation	Pores	Hydration	Acne	Texture
Lip health	Lashes	Dark Circles	Pantone Shade Match	Oiliness/Shininess	Skin Age	Skin Undertone	Wearing Makeup
Geotag	Season	UV Index	Pollution	Weather	Humidity	Imaging Device	Camera Exposure

DeepTag algorithms can classify a person's gender, age, and skin tone with detailed ranges and confidence ratings.

