



SUCCESS IS MORE THAN SKIN DEEP

Skin Inc has gained ground both locally and internationally with its innovative products and carefully mapped business strategy

Skin Inc first emerged onto the skincare scene nine years ago. Despite strong competition from skincare giants, Ms Sabrina Tan (*photo, left*), the Founder and CEO of Skin Inc, identified a formula for success – customising skincare to each individual’s unique needs by leveraging on technology.

“I realised that just like I need a product that could be customised to my skin needs and fit into my busy lifestyle as a business executive and mother of two, other women too would need the same thing,” she says. Today, the home-grown company is recognised as an innovative player in the skincare industry and known for its range of customisable serums, which allow customers to create an effective and fuss-free regimen, tailored to their individual skin needs.

Making a breakthrough with technology

“The company prides itself on disrupting the beauty industry by leveraging technology to enable skincare customisation,” says Ms Tan. Skin Inc distinguishes itself by combining beauty and technology to empower customers.

One example is the company’s online skin diagnostic tool, My Skin Identity, a proprietary algorithm based on decades of skin ageing research. “It enables people to decode their unique skin identities, concoct their own serum cocktail and take control of their skincare regimen,” Ms Tan explains.

This digital innovation helped push the company’s products ahead of the curve and create a distinctive brand. So far, more than one million skin identity checks have been completed using My Skin Identity, providing the company with valuable data for further innovation and to create customer-specific services and products. For instance, Skin Inc’s latest product offering, the Optimizer Voyage Blue Light, was developed after data showed that 50% of its customers suffered from skin sensitivity, blemish and acne prone skin.

The company has also implemented a Customer Relationship Management system to collect data, such as customer needs and preferences, and manage customer feedback. The system helps Skin Inc develop better relationships with customers and build brand loyalty, which in turn leads to greater sales.

Moving forward, the company plans to improve the user experience