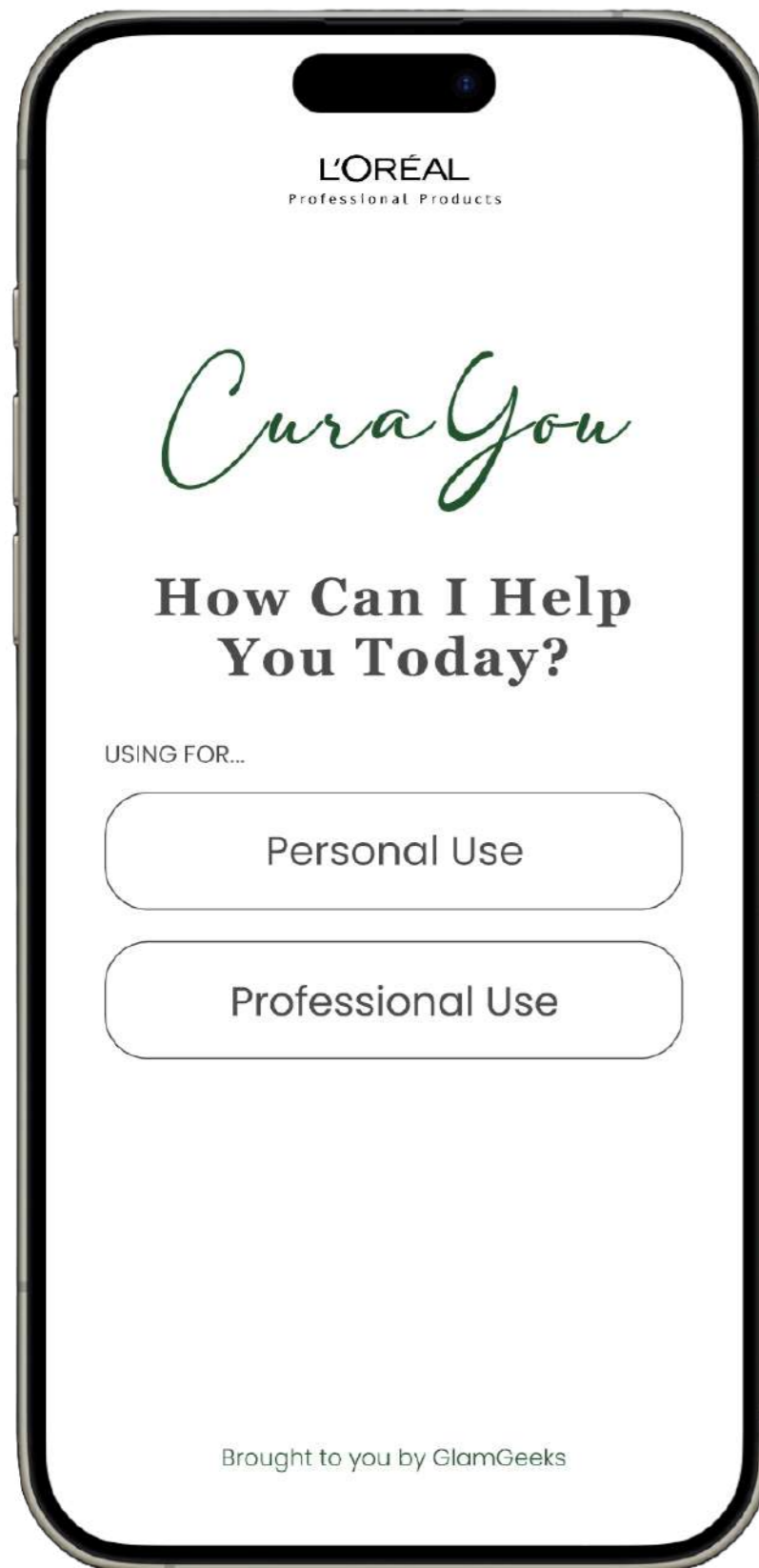# Cura You

Liz Caporiccio
they/them

Eliana Barbosa
she/her

Cheryl Zhang
she/her

Brought to you by GlamGeeks

CuraYou, your go-to platform for enhanced scalp health.

By integrating Kérastase K-SCAN, an AI smart camera for hairdressers, along with feedback from the "K Profile" app and our evaluations, *CuraYou* emphasizes **feasibility** by further enhancing the versatility of K-SCAN.[1]

Includes AI diagnoses, personalized care analysis, in-app calendar, and a community hub to share tips and personal experiences. Designed for **scalability** to meet the evolving needs of consumers and professionals.

Harnessing existing technology, *CuraYou's* **sustainable** approach requires no additional materials. All that's needed is you, a phone, and the motivation to care for your scalp!

[1]Kérastase K-SCAN launching in 2024

The World is **Stressed.**

41% of adults worldwide experienced stress in 2021[1]

Heightened stress levels can lead to an overproduction of oil, potentially upsetting the delicate balance of microflora and resulting in flaking and itching.[2]

During times of stress, many tend to neglect their scalp health. *CuraYou* can step in to offer support.

Unleash **innovation** with *CuraYou's* **tech-driven** AI for at-home scalp self-diagnosis and care suggestions. For an enhanced experience, visit a L'Oréal Professionnel salon, use K-Scan, and let stylists input data into your *CuraYou* profile. Stylists, with client permission, can monitor scalp health through the app.

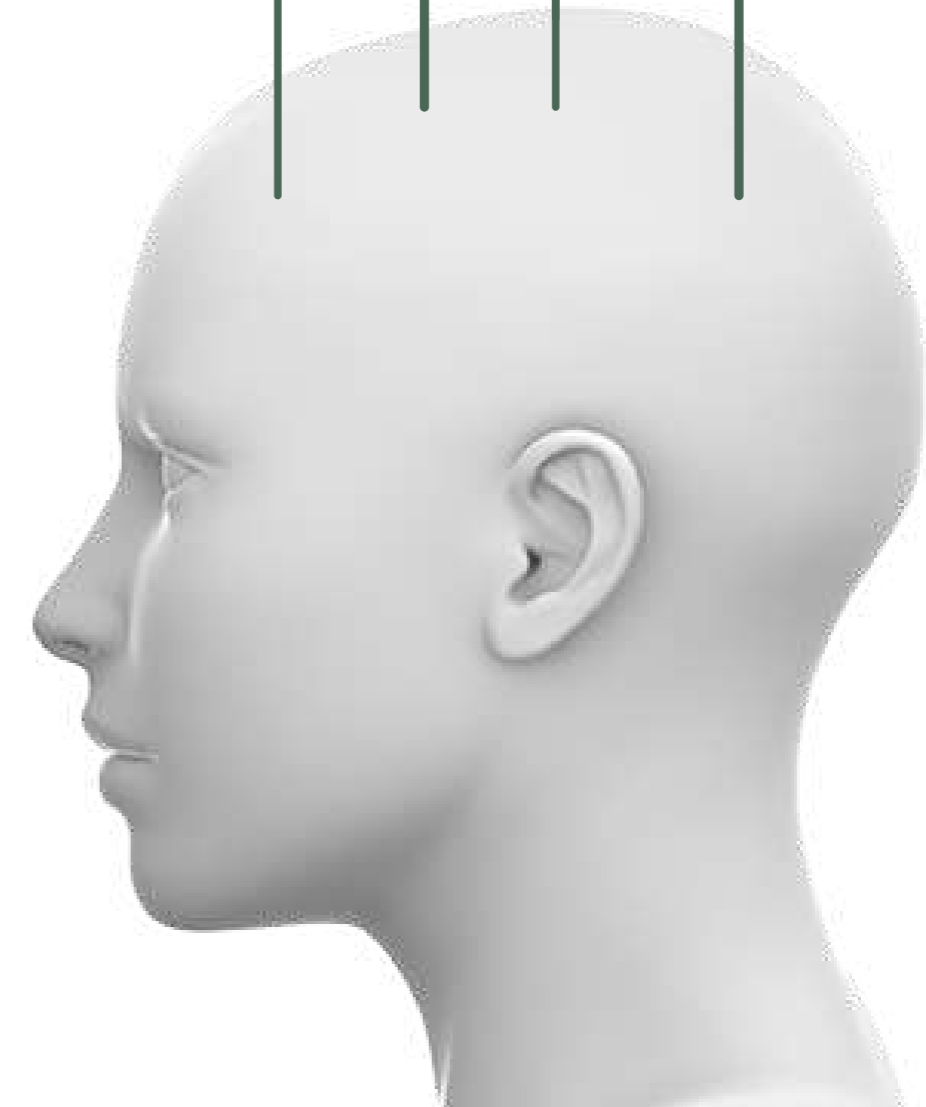[1]Julie Ray (2022), <u>World Unhappier More Stressed Out Than Ever</u>
[2]Anabel Kingsley (2019), From the section "<u>Why does stress affect your hair and scalp?</u>"

30% DANDRUFF

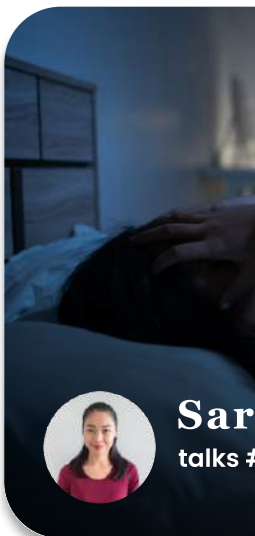**30% IRRITATION**

40% OILY

50% DRY

Your Hair Reflects **Who You Are.**

Hair plays a pivotal role in shaping one's identity and serves as a vital form of self-expression

CuraYou empowers individuals to shape their identity through effective haircare. Inclusive for all genders, backgrounds, and hair types, it brings the in-salon experience to your fingertips, providing a remarkably **inclusive** and **accessible** platform for enhancing hair and scalp health understanding.[1]

Utilizing an **innovative** in-app community feature, users can exchange valuable insights on topics like #ScalpCare, #Identity, #Stress, and beyond. *CuraYou* stands as a fully inclusive app, offering a platform where users not only enhance their hair care but also embark on a journey of self-transformation.

Kamila
talks #Stress

Quinn
talks #Identity

James
talks #ScalpCare

Sar
talks #

[1]Zoe Weiner (2019), Ever Cried Getting Your Haircut? Here's Why Hair Is Such a Major Part of Our Identities