KindSkin Presentation Brief

KindSkin – The ‘Yuka for Clothes’ App

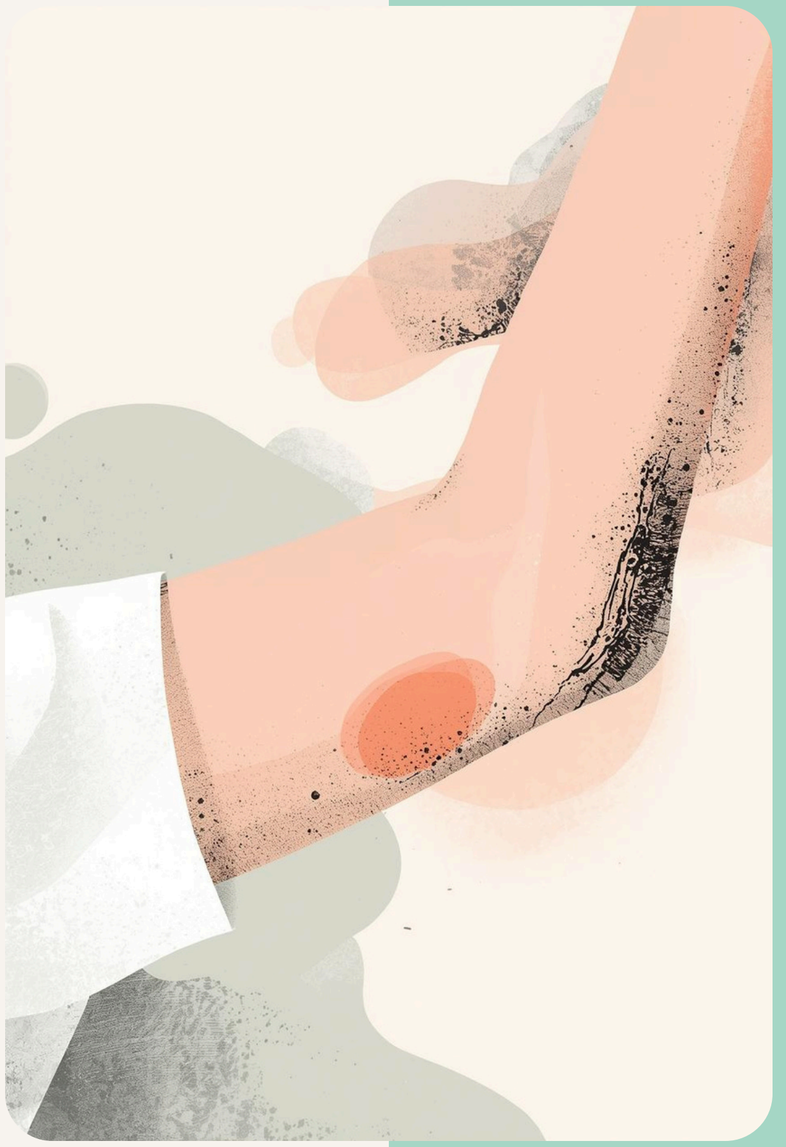
Kindskin

Wear what loves your skin

Presented by Valentina Rodriguez Q.

The Hidden Irritants in Our Closets

- People with sensitive skin, eczema, or allergies often react to certain fabrics, dyes, and finishes.
- Clothing labels list fibers but don’t explain irritation risk.
- We obsess over skincare ingredients, but we know almost nothing about what touches our skin all day: our clothes.
- Online shopping makes it even harder to guess how a fabric will feel.
- There is no simple, trusted “skin safety” rating for clothing.



KindSkin Solution

- Mobile app + browser extension for in-store and online shopping.
- Scan a tag, barcode, or product link to see a Skin Score and Planet Score.
- Clear tags like “KindSkin Approved,” “Use with Caution,” “Avoid for Sensitive Skin.”
- Scores and recommendations are personalized to your skin concerns and fabric preferences.
- Turns confusing fiber lists into simple, everyday language.

Target Customer

Who KindSkin Serves First

- Women 18–32 with sensitive or eczema-prone skin.
- Live in cities, love fashion, and shop mostly online (Zara, Aritzia, Skims, Mango, etc.).
- Already read labels for food and skincare and follow skin/fashion creators on TikTok and IG.
- Care about sustainability but don’t know which fabrics or blends are gentler.
- Love sharing “I found this app…” tips with friends and followers.

Business Model & Revenue Streams

How KindSkin Makes Money

Freemium

limited free scans, then upgrade to premium.

Premium

limited free scanunlimited scans, wardrobe analytics, alerts, and deeper fabric education.s, then upgrade to premium.

Affiliates

when users buy “KindSkin Approved” pieces from partner brands and retailers.

B2B Data

so brands can show KindSkin scores on their product pages.

Co-branded “KindSkin Approved” campaigns

with aligned brands that want to reach sensitive-skin shoppers.

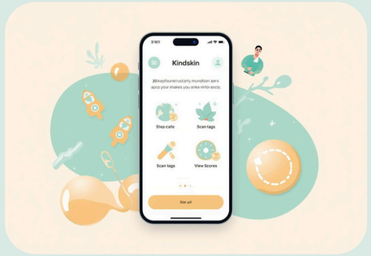
Vision: KindSkin Approved

Setting the Skin-Safe Standard

- Become the trusted standard for skin-safe clothing.
- Make “KindSkin Approved” a recognizable badge online and in stores.
- Expand from everyday fashion into loungewear, uniforms, kids, babies, and bedding.
- Help brands choose better materials and reduce irritating finishes.
- Connect dermatology, fashion, and sustainability in one platform.

App Flow Steps

How KindSkin Works in 4 Steps

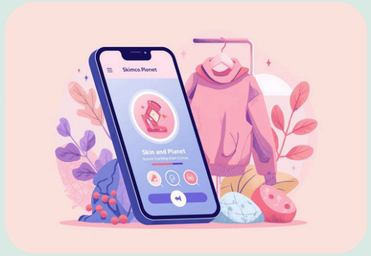


Create Profile

Users start by entering their skin concerns and fabric preferences for personalized results.

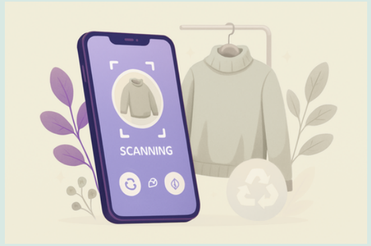
Scan Tags

The app enables users to scan clothing tags or paste product links for detailed evaluations.



View Scores

Users receive easy-to-understand Skin and Planet Scores, guiding their clothing choices effectively.



Other Options

Save favorites and see higher-scoring “KindSkin Approved” options.

Roadmap & Next Steps

MVP

Launch the MVP app with basic scanning and Skin Scores.

Depth

Add Planet Scores, wardrobe analytics, and more brands in the database.

Reach

Launch browser extension + first retailer integrations.

Expansion

Kids/baby, bedding, and global markets.

Validation

Partnerships with dermatologists and research-backed scoring.