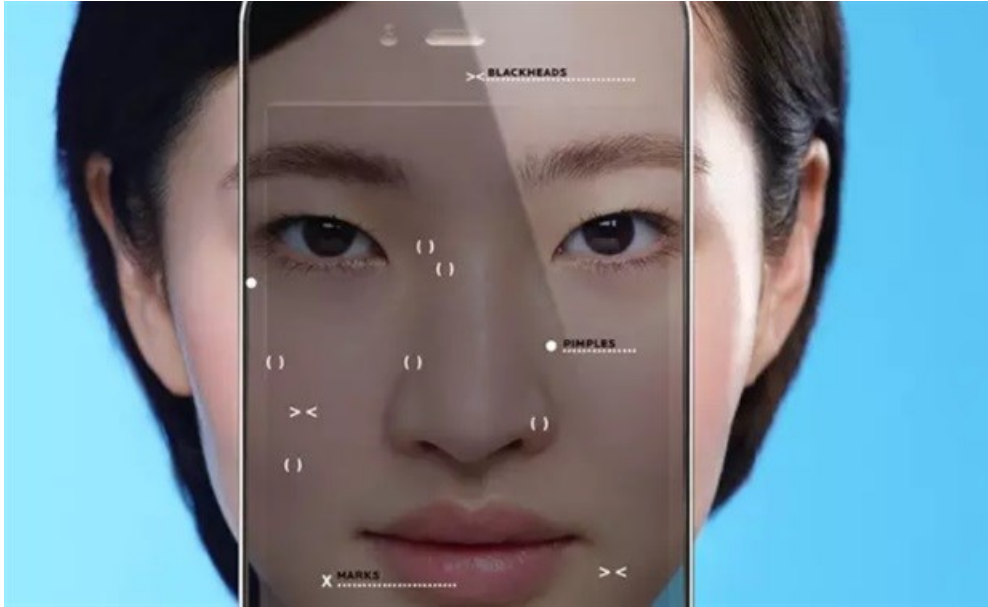# L'Oréal teams up with Alibaba for AI-based app targeting acne sufferers

L'Oréal and Alibaba Group have joined forces to launch an artificial intelligence-powered mobile app designed to diagnose acne, to be made available on Alibaba's Tmall and Taobao mobile app next month.

Effaclar Spotscan by L'Oréal's sensitive skincare brand La Roche-Posay is said to be the world's first web app providing analysis of acne-prone skin.

"With 80% of young people suffering from acne and only one dermatologist per 60,000 habitants available in China, there is an increasing demand for accessible, accurate and professional advice on acne. Effaclar Spotscan addresses this need, combining L'Oréal's expertise in the field of dermatology with Alibaba's world-leading AI technologies," says a statement released by L'Oréal.

Retailers expected to pump $12bn into AI by 2023
12 Apr 2019

The cosmetics giant collected 6,000 scientific images of acne-affected skin, while Alibaba's AI scientists used deep learning to create a neural network model for acne testing that detects the link between visual information from a user's selfie and the type of acne. Based on this analysis, the app provides personalised advice and skin care recommendations to remedy acne lesions and prevent them from getting worse.

The companies jointly announced the arrival of the application at Viva Technology Paris late last week.

L'Oréal's new skin diagnostic tool is powered by AI
21 Feb 2019

Disruptive beauty experiences

Stéphane Rinderknech, CEO of L'Oréal China said: "China is an important digital innovation hub, leading and inspiring the digital transformation of our industry. The launch of La Roche-Posay Effaclar Spotscan is a milestone in our partnership with Alibaba, aimed at providing disruptive beauty experiences and services."

Yeming Wang, general manager Alibaba Cloud EMEA said: "Millions of consumers on Tmall and Taobao suffer from acne. Through AI technology, they can now gain a better understanding of the state of their skin and choose the skincare solution that are right for them in an effective and convenient manner without even having to leave their homes. We are very pleased to join hands with L'Oréal Group, and to contribute 'Chinese Intelligence' to this innovation that can truly benefit every consumer."

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