

Singapore based Mistletoe invests in skin tech firm

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New investments will accelerate Skin Inc Cloud, E-commerce and Omni-channel Global Expansion

Skin Inc Supplement Bar, the pioneer in premium custom skin-tech products and devices, has announced a new round of investment from Singapore-based Mistletoe.

Mistletoe is owned by tech guru, Taizo Son. Mistletoe's mission is to recreate a sustainable human-centric future using technology and provide beneficial investment opportunities to create a collective community with big impact.

Founded by Sabrina Tan, Skin Inc celebrates the uniqueness that makes you 'you' via a one-size-fits-me approach blending technology, data and skincare. Skin Inc is the trusted global leader in custom and data-driven skincare that has been harnessing the use of data and encapsulation technology for over a decade to develop customized skincare products as well as devices.

Skin Inc Supplement Bar's latest round of funding brings the total funding to date from Mistletoe to S\$10M (est. \$7M). Skin Inc will use the new funding to continue reinventing the wellness and beauty industry with:

- Skin Inc Cloud Data & AI Infrastructure: Skin Inc will set up data infrastructure to increase its speed to market for customized products. The Skin ID Check is a proprietary science-based application to address the specific skin needs of each person. Product Innovation: The Skin ID check and other internal data sources, have provided valuable live data on what consumers need, allowing the company to launch award-winning customized technology such as Optimizer Voyage Tri-Light++^(TM)
- Global Expansion: Continue to expand ecommerce offering and omnichannel distribution worldwide
- Marketing: Continue to use data to sharpen the customer experience and expand personalized marketing initiatives worldwide