Meet →

ClearForMe

2022 BEAUTY INNOVATION AWARD
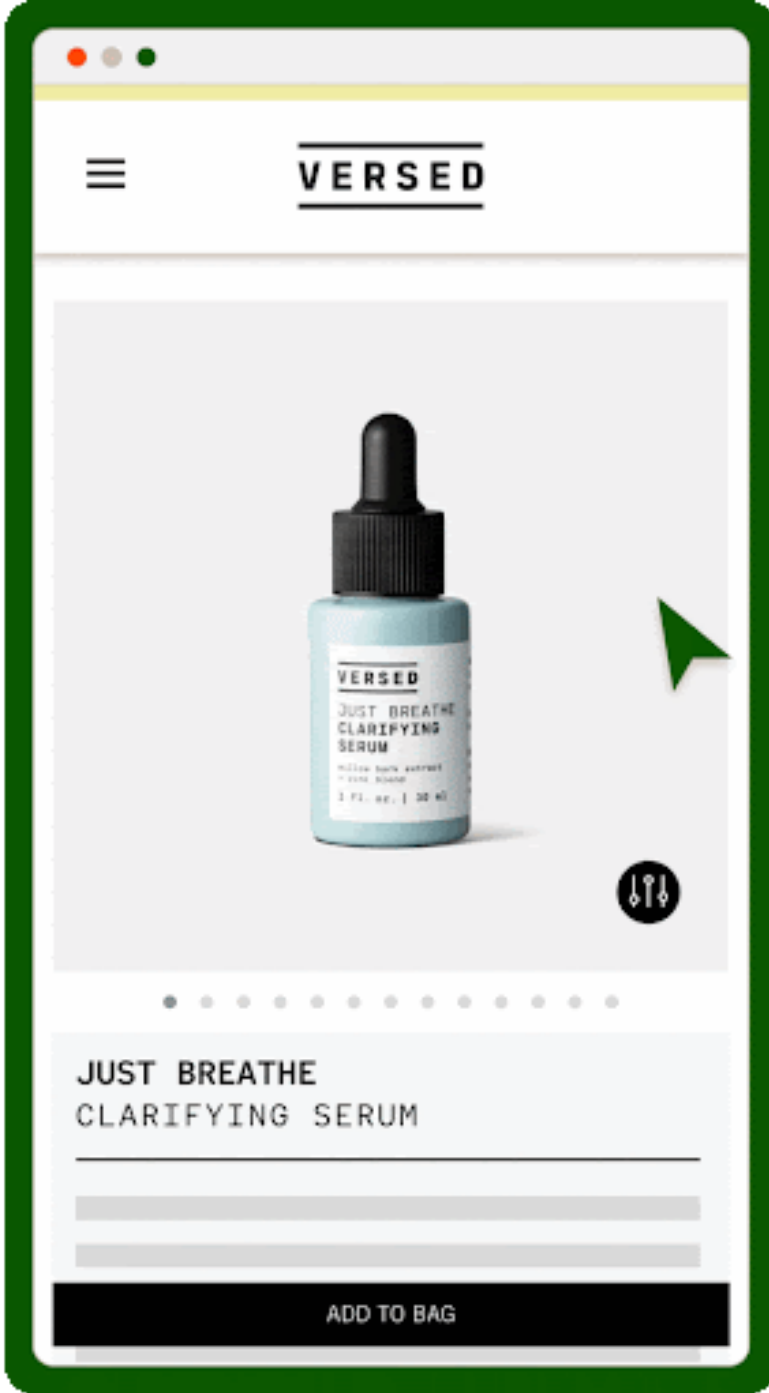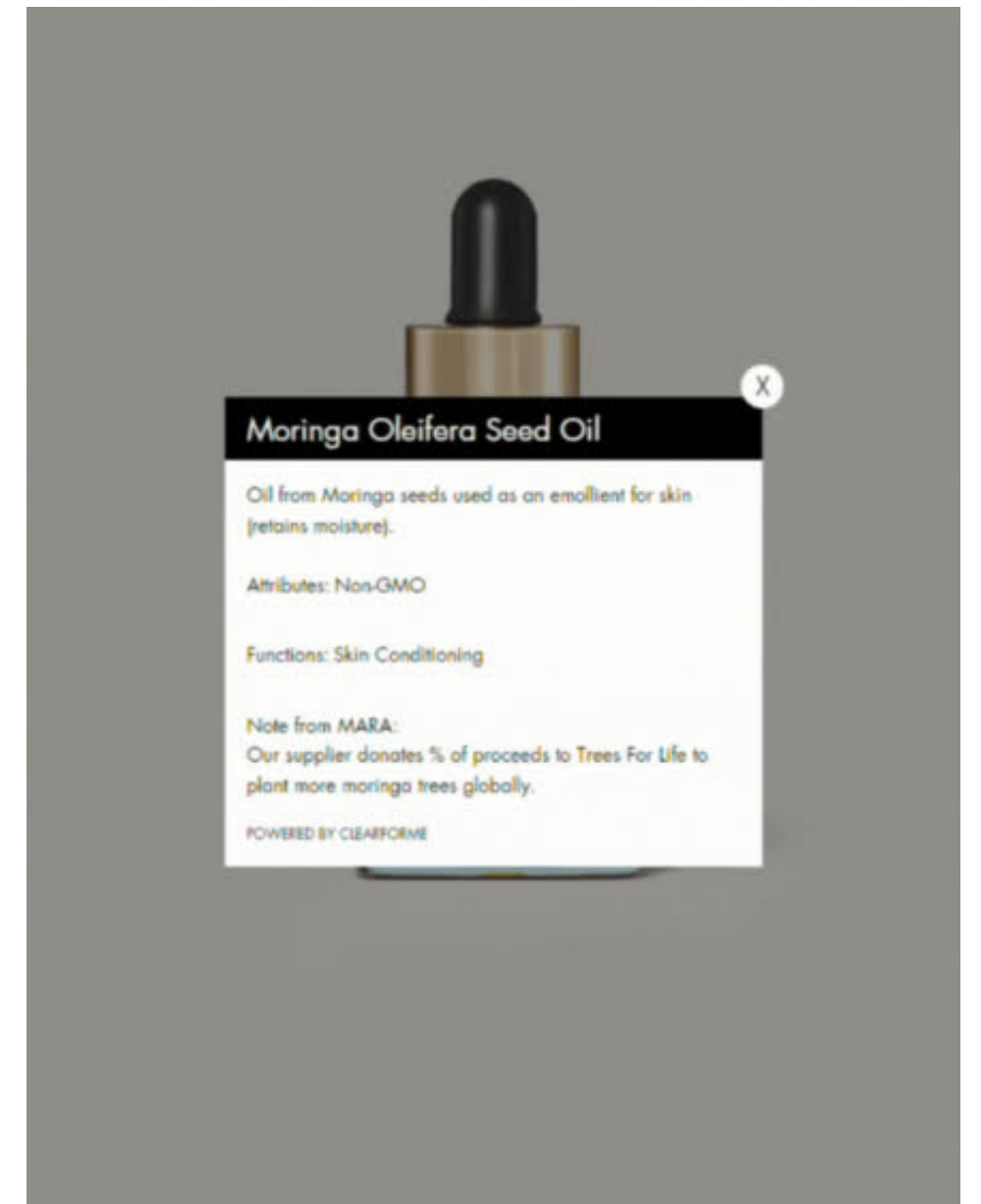
Closing the information gap between between brands and consumers.

About us:

ClearForMe is an ingredient SaaS solution for brands and retailers: direct-to-consumer and in-store services.

Rooted in transparency and personalization, with over 1.8 million ingredients, ClearForMe provides its 375+ partners with user-friendly ingredient education, filter, and search capabilities.

Moringa Oleifera Seed Oil

Oil from Moringa seeds used as an emollient for skin (retains moisture).

Attributes: Non-GMO

Functions: Skin Conditioning

Note from MARA:
Our supplier donates % of proceeds to Trees For Life to plant more moringa trees globally.

POWERED BY CLEARFORME
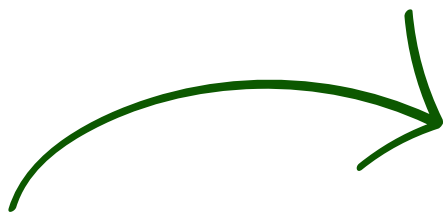
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Searchable. ClearForMe's smart product discovery tool uses Machine Learning to recommend personalized products.
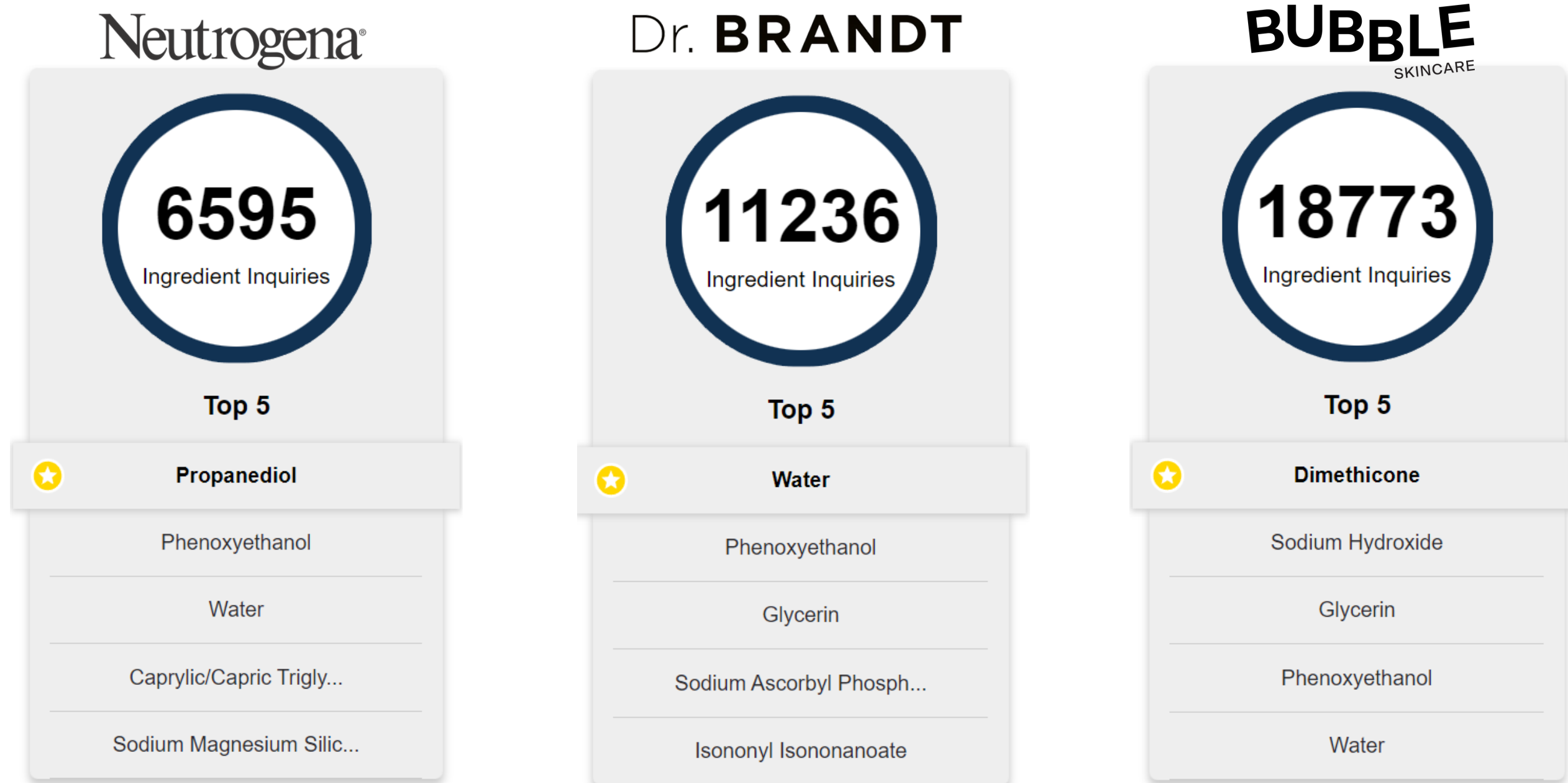
Clickable. Simple plug-and-play API to make ingredients interactive and engaging.

Shoppable. Customers spend less time researching and feeling overwhelmed— thus building brand loyalty and product value.
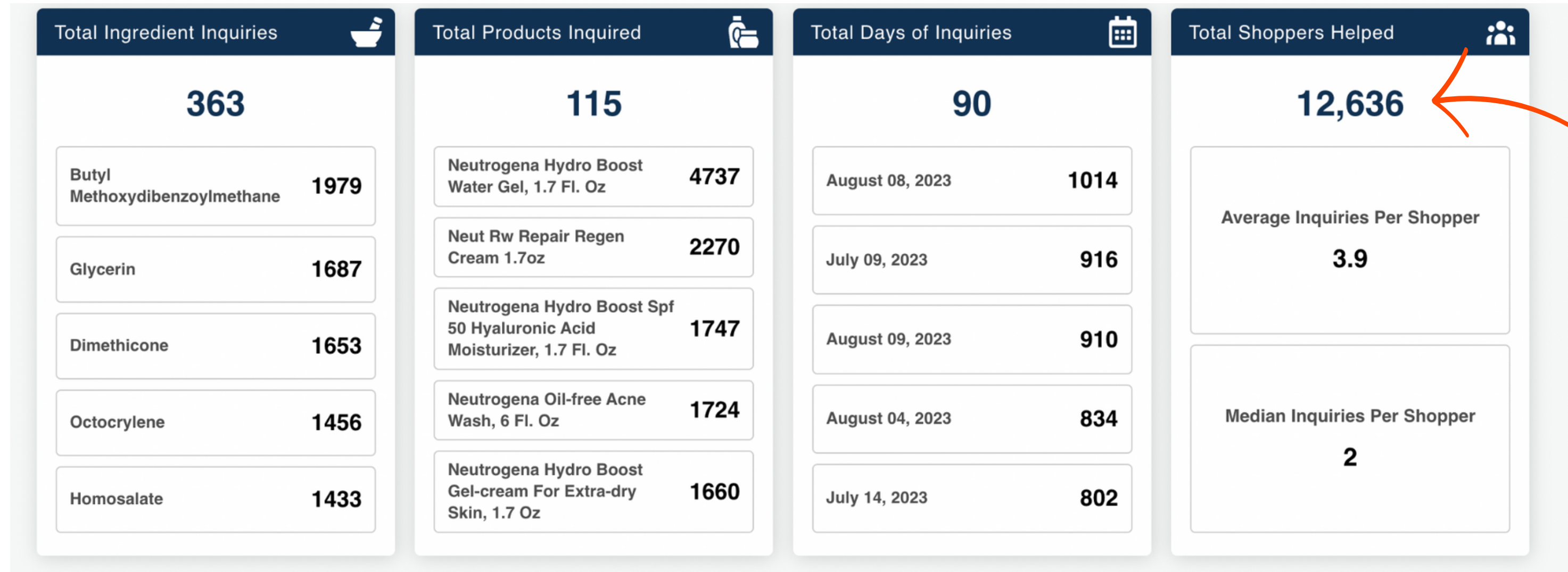
ClearForMe

Customer & Store Associate Support:

Navigate ingredient trends and understand consumers.

Neutrogena®

6595
Ingredient Inquiries

Top 5

⭐	**Propanediol**
	Phenoxyethanol
	Water
	Caprylic/Capric Trigly...
	Sodium Magnesium Silic...

Dr. BRANDT

11236
Ingredient Inquiries

Top 5

⭐	**Water**
	Phenoxyethanol
	Glycerin
	Sodium Ascorbyl Phosph...
	Isononyl Isononanoate

BUBBLE SKINCARE

18773
Ingredient Inquiries

Top 5

⭐	**Dimethicone**
	Sodium Hydroxide
	Glycerin
	Phenoxyethanol
	Water

ClearForMe

Real Time Analytics:

Support Marketing, Merchandising, and more

Total Ingredient Inquiries

363

Butyl Methoxydibenzoylmethane	1979
Glycerin	1687
Dimethicone	1653
Octocrylene	1456
Homosalate	1433

Total Products Inquired

115

Neutrogena Hydro Boost Water Gel, 1.7 Fl. Oz	4737
Neut Rw Repair Regen Cream 1.7oz	2270
Neutrogena Hydro Boost Spf 50 Hyaluronic Acid Moisturizer, 1.7 Fl. Oz	1747
Neutrogena Oil-free Acne Wash, 6 Fl. Oz	1724
Neutrogena Hydro Boost Gel-cream For Extra-dry Skin, 1.7 Oz	1660

Total Days of Inquiries

90

August 08, 2023	1014
July 09, 2023	916
August 09, 2023	910
August 04, 2023	834
July 14, 2023	802

Total Shoppers Helped

12,636

Average Inquiries Per Shopper
3.9
Median Inquiries Per Shopper
2

ClearForMe

Clickable & Searchable Ingredient Activation:

FARMACY × ClearForMe

FARMACY × ClearForMe

Searchable Ingredient Glossary

Ingredient Glossary

Search Ingredients

Caprylyl Glycol   Search

428 ingredients

Sort by   Alpha Order A-Z ∨

CAPRYLYL GLYCOL

An alcohol used as a humectant (draws in moisture) and emollient for skin and hair (retain moisture), and as a preservative.

POWERED BY CLEARFORME

Products that contain this ingredient

Search by Common Names (Online & In-store) Activation:

KRAVEBEAUTY ✕ ClearForMe

KRAVEBEAUTY × ClearForMe
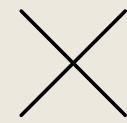

Search by Common Ingredient Name!

Category Inclusion/Exclusion on PDPs Activation:

SELENITE⁺
BEAUTY

✕
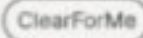
ClearForMe

SELENITE⁺

BEAUTY

✕

ClearForMe

Exclude or include ingredients by category

Product Finder for Store Associates Activation:

credo
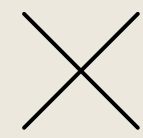
✕

ClearForMe

I'm looking for:

I want to include:

I want to exlude:

Exclude or include product finder In-store

Finalist for Best Retail Activation by Beauty Matter

allure

✕

ClearForMe

allure ✕ ClearForMe

In-store ingredient education innovation

> "ClearForMe brings an **elevated digital experience** to our brick and mortar, **directly serving the needs** of our beauty **shoppers**, and the store **associates** who help them **navigate** through their **product inquires**."

David Nino
Co-Founder | Allure Store

allure × ClearForMe

900 ingredient questions answered in 2 weeks.

" *I wish I could see a ClearForMe tool in every store. It makes me feel more **comfortable** about what I'm looking for. I'm more **familiar** with ingredients and functions. As a consumer and a beauty guide, it makes the **experience smoother**. It makes me **confident about keeping products**."*

Rachelly

Beauty Guide | Allure Store

" *The **help is invaluable**. Honestly, you can't imagine how many times guests ask us what's in this and on the box. It's printed very nicely, but often it's too **small for people to read**."*

Jenny

Beauty Guide | Allure Store

Customer Navigation:

Allergic to Beeswax

? Save time addressing concerns and questions.

💡 Fact-based accuracy.

🎯 Boost confidence among shoppers. Increase AOV.

ClearForMe

Employee Reactions:

Is this something you would recommend to other stores?

" *It's very helpful to have ClearForMe as a guide to assist us with educating guests what is safe and useful to them."*

" *ClearForMe should be a staple option for anyone selling any type of product. It's very important to know what's in the formulation."*

ClearForMe

Case Study:

rhode ✕ ClearForMe

THE SITUATION:

In the ever-changing, ever-growing beauty sector, cutting through the clutter matters.

David Kimbell, CEO of Ulta, reviews 2-3k new brands per year. Here's how to stay afloat float:

☐ Differentiate your brand, products + formulations.

☐ Go viral.

☐ Stay relevant.

☐ Create authentic buzz.

rhode × ClearForMe

AT A GLANCE:

1

Resonate with beauty shoppers.

Designed their e-commerce experience to emotionally connect with their ingredient-savvy Gen Z audience.

2

Differentiate and connect with trust.

Uniquely serve shoppers by demystifying ingredients with digital innovation that is easy-to-understand and user-friendly.

3

Drive user-generated content.

Driven social engagement built on trust and transparency. Consumers raved how this ingredient transparency tool should be the standard.

rhode ✕ ClearForMe

THE SOLUTION:

rhode identified ClearForMe's Clickable Ingredients Technology as the digital innovation needed to serve shoppers uniquely.

Build trust, loyalty, and knowledge.

skin identical lipid concentrate that restores the protective barrier function of the skin

ingredients

Click an ingredient below to find out more information.

)), C12-15 Alkyl Benzoate, Coconut Alkanes, Glycerin, Polyglyceryl-
eryl-10 Mono/Dioleate, Tocopheryl Acetate, Sodium Hyaluronate,
ate Crosspolymer, Hydrolyzed Sodium Hyaluronate, Sodium
onate, Ceramide Np, Ceramide Ap, Ceramide Eop, Beta-Glucan,
e, Magnesium Aspartate, Oleic Acid, Linoleic Acid, Linolenic Acid,
c Gluconate, Euterpe Oleracea Sterols, Phosphatidylglycerol,
, Caprylyl Glycol, Cholesterol, Coco-Caprylate/Caprate, Peg-7
Cetyl Hydroxyethylcellulose, Carbomer, Sodium Lauroyl Lactylate,
1,2-Hexanediol, Sodium Phytate, Phenoxyethanol,
, Sodium Benzoate, Chlorphenesin, Citric Acid.

sodium hyaluronate crosspolymer

A polymer of hyaluronic acid and vinyl sulfone, used as an emollient (retain moisture) and humectant (draws moisture in).

- Humectant
- Skin conditioning

Powered by ClearForMe

rhode ✕ ClearForMe

THE RESULTS:

Ingredient Transparency Fan Frenzy.
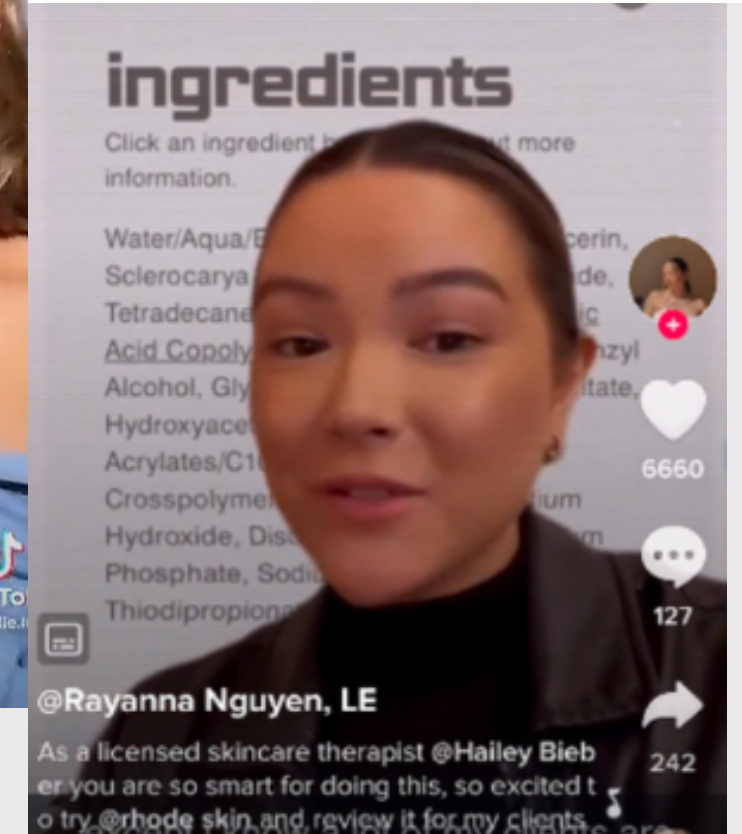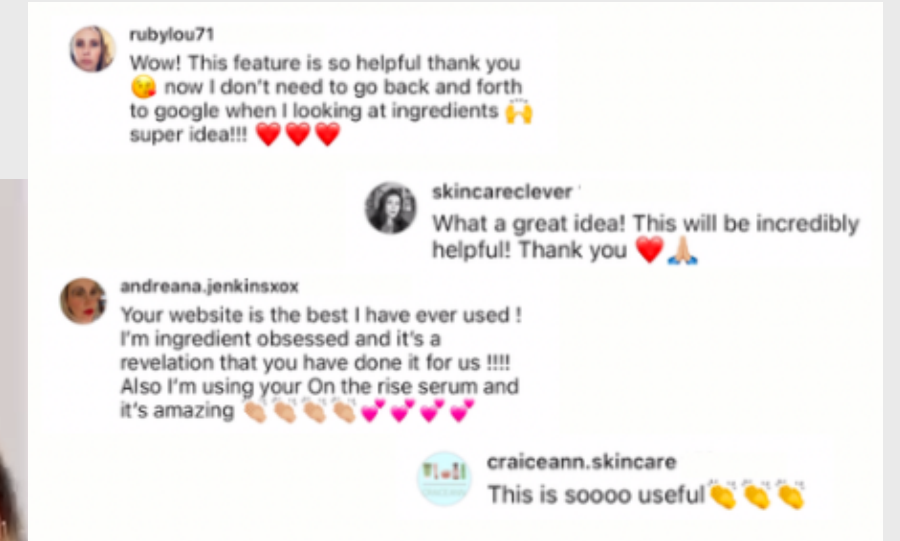
Without a single product in hand to test or review, social media erupted with **glowing reviews** of Clickable Ingredients.

From dermatologists to influencers, the message was clear:

"

The ease of use. The clarity. The transparency. I can't. This is a standard—I'm calling it—everyone else should do this from now on."

@issabelle.Lux
beauty influencer

rhode ✕ **ClearForMe**

THE RESULTS:

PASSIONATE USER-GENERATED CONTENT ┈┈┈┈┈┈┈┈➤ Users were calling for **Clickable Ingredients to be the standard**, with no products in-hand for reviews.

HIGH TIME-ON-SITE ┈┈┈┈┈┈┈┈➤ rhode sold out in 10 minutes and their **site time remained high** for months.

SOCIAL PROOF ┈┈┈┈┈┈┈┈➤ Beauty shoppers **continue to rave about Clickable Ingredients** with each new debut. Think Versed, Alpyn Beauty, Jillian Dempsy, and Mario Badescu.

rhode ✕ ClearForMe

Case Study: Shop by concern

credo × ClearForMe

THE SITUATION:

Retailers rely on brands to self-report their tags by concern.

This requires constant upkeep.

Credo Beauty needed to *deliver trusted results to their shoppers*, who count on their industry credibility.

× **ClearForMe**

AT A GLANCE:

1

Trust shopping by concerns.

Consumers want to shop by concern and get results they trust.

2

Standardized data for customers & associates.

Search and filter results that are backed by ingredients proven to treat concerns instead of marketing claims.

3

Conversion & AOV increase.

Credo saw an increase when shoppers engaged with ClearForMe's technology.

credo ✕ **ClearForMe**

THE SOLUTION:
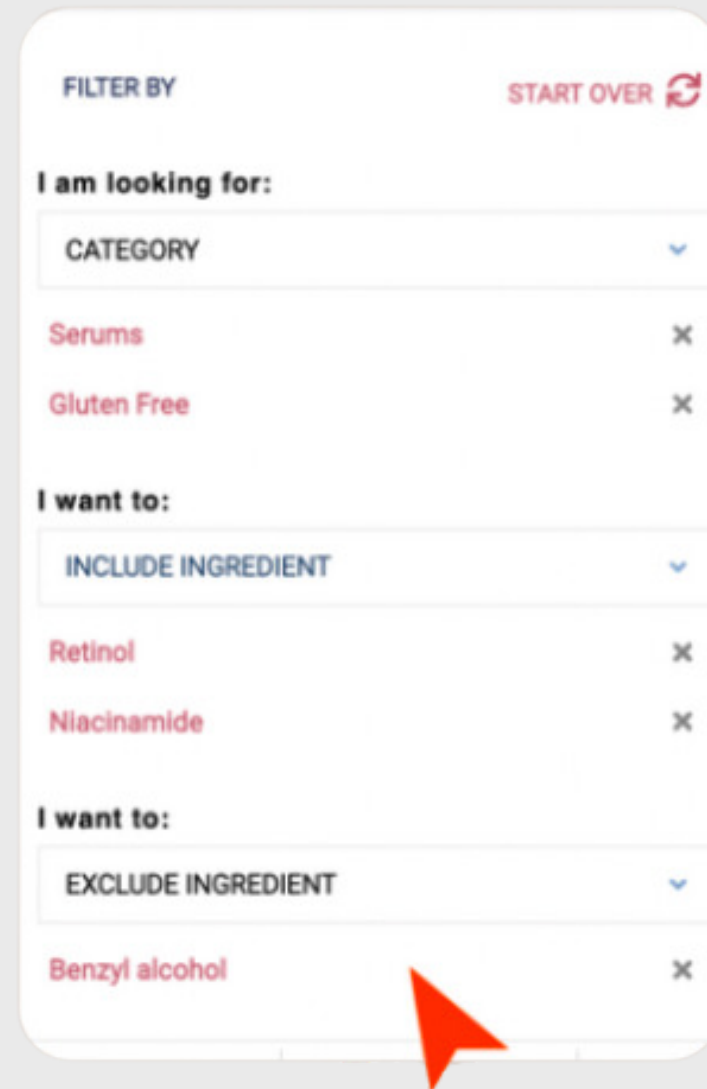
✓ Credo connected ClearForMe's ingredient database: *Your Product Finder.*

✓ Products' are auto-tagged based on ingredients, source distinctions, and proven treatment for various concerns.

✓ Powered by Machine Learning to standardize ingredient data and ensure results are responsive.

credo × ClearForMe

THE RESULTS:

INCREASED CONVERSION + AOV

Conversions improved by **71%**. Average Order Values increased by **7.6%** when shoppers engaged with ClearForMe's technology.

SCALED QUICKLY

Removed self-reporting to **increase speed and accuracy**, with continuous scale

VERIFIED + PERSONALIZED

Deliver verified, personalized and **trusted recommendations** to shoppers with common concerns.

credo ✕ ClearForMe

Case Study: Build + Scale Conscious Beauty Program

THE SITUATION:

Consumers value and expect expertise and guidance.

How do you seamlessly deliver transparency and personalization across all channels?

How do you *build and manage a compliance program* from scratch?

ULTA BEAUTY × ClearForMe

AT A GLANCE:

1

Customers Expect Expertise & Guidance

They care about ingredients, efficacy, values, and environmental concerns.

2

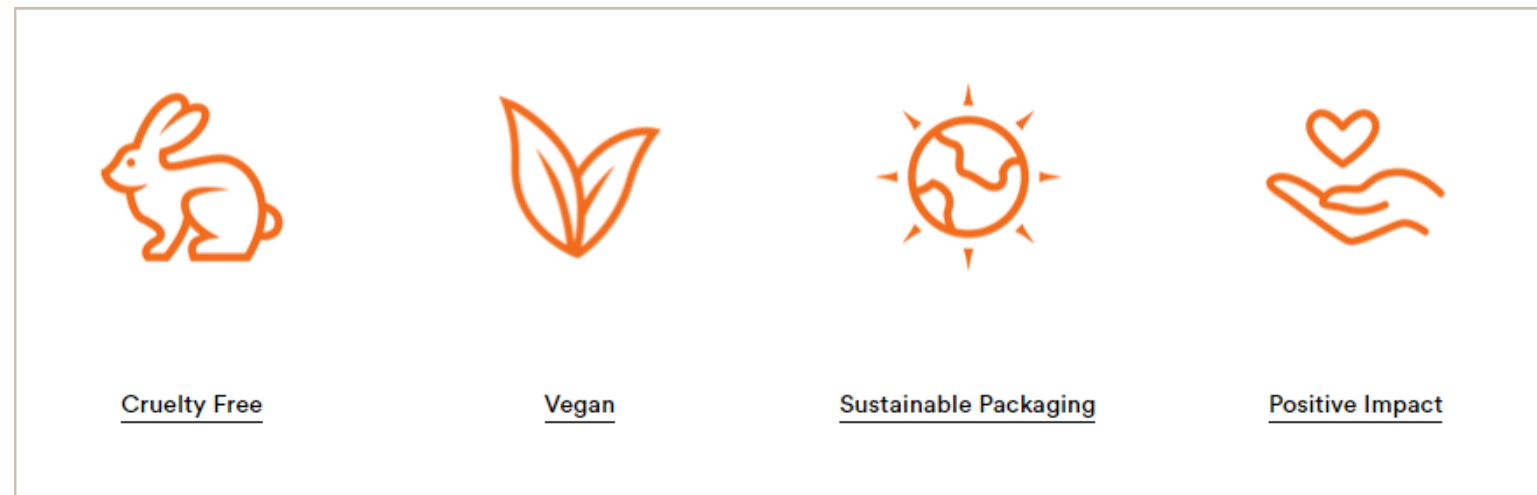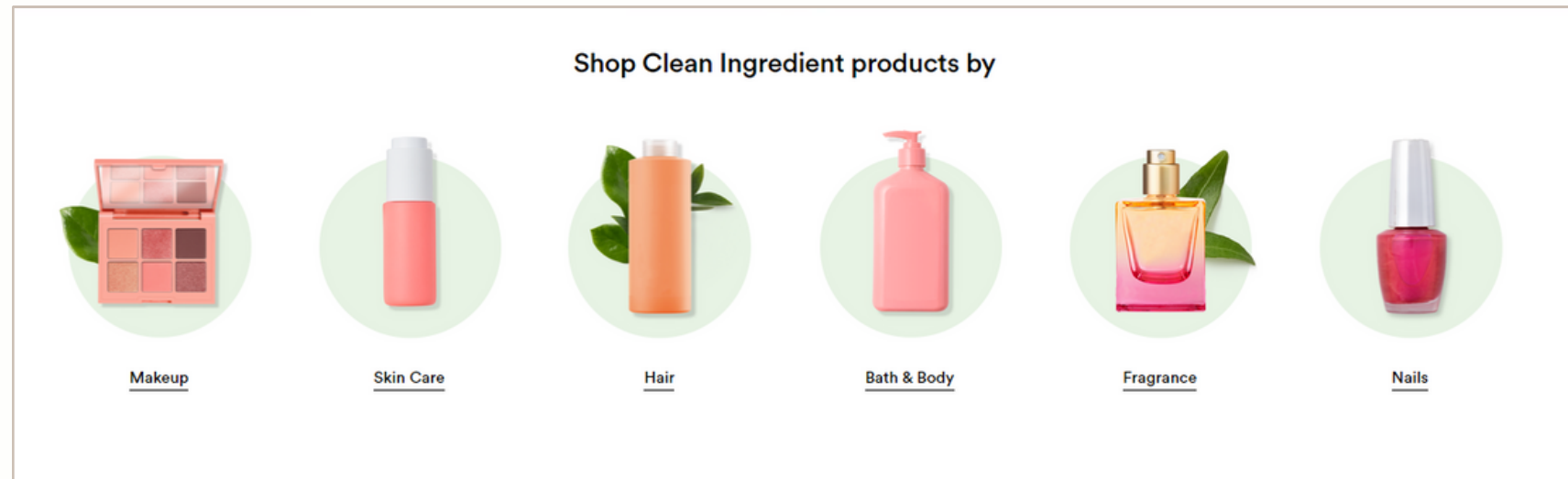## Tailored Conscious Beauty program

Accounting for intricate relationships with brands to deliver a user-friendly back-end system for integration and verification.

3

Salability, Scalability, & Reliability

The program greatly benefits shoppers, store associates and merchant teams.

ULTA BEAUTY® ✕ ClearForMe

THE SOLUTION:

Shop Clean Ingredient products by

Makeup   Skin Care   Hair   Bath & Body   Fragrance   Nails

Cruelty Free   Vegan   Sustainable Packaging   Positive Impact

☑ ClearForMe built Ulta Beauty's Conscious Beauty program—tailored to their needs.

☑ Became the largest conscious beauty program in the world.

☑ End caps in 1,361 stores nationwide, with search and filter capabilities on their digital site.

ULTA BEAUTY® ✕ ClearForMe

THE RESULTS:

DROVE SALES ·············> Ulta's Conscious Beauty Program has grown to represent over **50%** of their **total sales**— reaching **$10.2B** in 2022

INCLUSIVE SCALE ·············> In 1 year, the program grew from 27 brands to over **175 brands**. Now? **325 brands**.

TRUSTED INFO IN MARKET ·············> Within **3 months** ClearForMe delivered a **large scale execution** with proven customer value.

ULTA® BEAUTY ✕ ClearForMe

THANK YOU

Curiosities? Questions?

Contact: solutions@clearforme.com

ClearForMe

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