

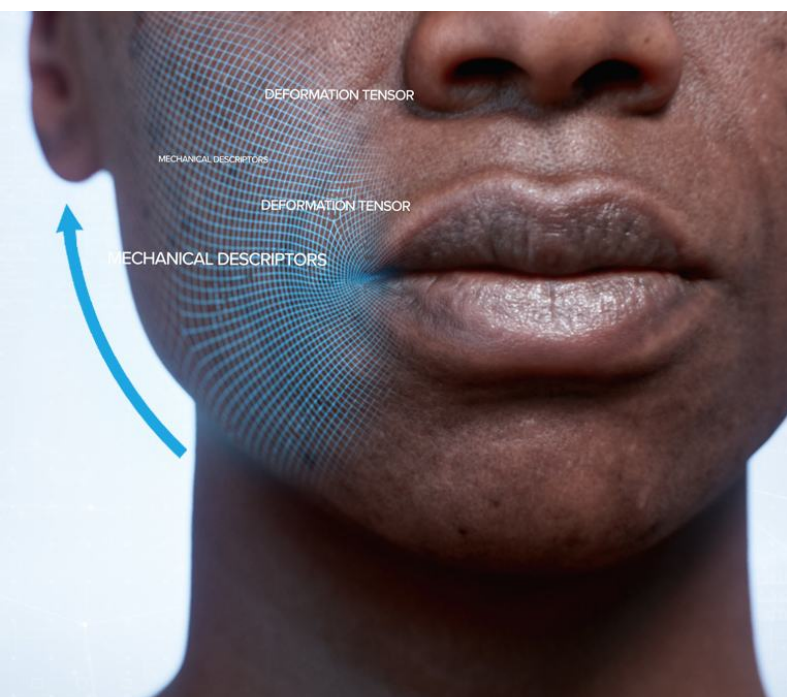


Cydolia releases industry-changing 3D Video showcasing Product Efficacy linked to Clinical Data

Summary: Cydolia unveils an innovative video demonstrating its latest 3D simulation and visualization technology linked to clinical data. This advancement empowers cosmetic brands to precisely showcase the benefits of their products across optical, metric, and mechanical skin parameters, setting new standards in the industry of skincare, makeup and aesthetic medicine.

Paris, August 13th 2024 - Cydolia, a forefront player since 2014, has released a **groundbreaking video** that showcases its powerful 3D simulation and visualization technology. This innovative technology is designed to revolutionize how cosmetic brands **communicate product efficacy** to consumers by **linking 3D visualizations with clinical data**. The video highlights how brands can precisely demonstrate the benefits of their products across all optical, metric, and mechanical skin parameters.

Cédric Guiard, CEO of Cydolia, stated, "With our updated 3D acquisition device and evaluation framework, we wanted to offer the industry a path where beauty tech, scientific accuracy, and inspiring communication are bounded." The video provides detailed visualizations, such as zoomed-in views of wrinkle reduction, acne diminution through heatmaps, and for the first time, **the firming mechanical effect of a cream**.



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The **customizable simulations** and visualizations we provide are all results of the **clinical trial data on optical, metric, and mechanical parameters**.

Cédric Guiard, CEO



CYDOLIA

BIOOTHERM

For over a decade, Cydolia has been collaborating with major cosmetic groups like **L'Oréal, Chanel, and Beiersdorf**, offering a method employing a **portable 3D acquisition device** that holistically extracts all properties of the skin and provides bias-free evaluations. These data are then simulated on scientifically accurate photorealistic digital humans, allowing for creative yet precise visuals.

Cydolia's visualizations are customizable and can be applied to the digital double of a volunteer or a **non-existing customizable digital human**. Examples include different phototypes, skin types, and other specific attributes tailored to the client's marketing goals, as long as they are compliant with the clinical trials.

By combining cutting-edge 3D visualization technology with rigorous clinical data, Cydolia is not only enhancing transparency and accuracy in the cosmetic industry but also empowering brands to create more engaging and informative consumer experiences. It's a step towards building consumer trust and understanding the benefits of the products they use.

About Cydolia

Cydolia is at the forefront of beauty tech, specializing in holistic, accurate, and repeatable 3D acquisition, analysis, and reconstruction of skin properties.

Their innovative solutions empower cosmetic brands to communicate product efficacy with unparalleled creativity. Cydolia's technology integrates clinical data with cutting-edge visualization, setting new industry standards. For more information, visit [Cydolia's website](https://www.cydolia.com).

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