



beauty news, beauty products, skin

UPDATE: The Awesome New Digital Face Mask That Could Change Everything About Skin Care Is Now on Kickstarter

BY ANNE BAUSO, ASSISTANT DIGITAL EDITOR, DECEMBER 14, 2015, 4:30:00 PM



The world of masking—once dominated by clay-based products and DIY recipes—has pretty much been turned on its head in recent years: We now have sleeping packs, build-your-own rubber formulas, sheets made of bacteria—and then there's the whole multimasking phenomenon. But a brand-new product launching on Kickstarter today may just trump them all (at least on the freaky-slash-awesome front).

Paris-based company Wired Beauty spent three years creating a face mask (called MAPO) with a corresponding app (called La Clinique Digitale. So Wired Beauty, MAPO, La Clinique Digitale. Got that?), which it will be presented at CES Las Vegas Beauty Tech Summit next month. A facial device/app combo already sounds pretty cool, but here's where things get really crazy: The geniuses at Wired Beauty's French labs personalize the silicone masks using 3-D imaging (*Star Wars* buffs: Picture Han Solo's frozen-in-carbonite face at the end of *The Empire Strikes Back*), then equip them with tiny digital sensors that can capture data about the wearer's skin.



The idea is that when you put on the mask, the sensors scan your face, factoring in things like environment and physiology. The sensors then send real-time information, such as your skin's moisture levels, to your mobile device. The app also generates tailored product recommendations (Wired Beauty is not connected to any beauty brands). "It's a cool idea and great launch point for taking some of the guesswork out of the skin-care selection for the consumer," says Rebecca Kazin, a dermatologist and Johns Hopkins School of Medicine professor, who notes that this is the first product of this kind that she's heard of. "There are external factors, including environment and medication, as well as internal ones, like hormones, that affect moisture in the skin. Some people use products that are too rich and get milia or diluted oil glands, and some use ones that are too drying and get redness and irritation."

Wired Beauty aims to help you decipher what products to use but can also improve those products' effectiveness with its "booster functionality," which warms up the mask with a tap of a button on the app. COO Jean-Roch Meunier explains that this will "act as a booster of your favorite skin-care cream," though Kazin points out that "it's not usually feasible to improve a moisture cream's efficacy through heat." Sounds relaxing, though, no?

"The question is whether this truly translates into something that consumers really think they need more than twice a year, for example, to justify the purchase," says Kazin. (The mask will retail for \$299; \$199 for the first Kickstarter backers.) I definitely want to try it, so hopefully I will have some insight on that soon. At the very least, a custom 3-D-printed, smartphone-connected mask will be an excellent addition to my regular yogurt/honey kitchen remedies and general sheet-mask addiction. Stay tuned!