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# South Korea-based diagnostic technology firm Chowis makes global leap

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**The company is working on a small personal device for skin care using AI**




With the advent of artificial inelligence (AI) and Big Data in the rapidly expanding beauty and cosmetic market, South Korea-based personal care product manufacturing company CHOWIS Co. is quickly gaining traction globally.

CHOWIS's popularity is increasing as the demand for personalized care products that cater to consumers' unique needs, such as specific skin types, using AI grows. It is a diagnostic and evaluation technology company specializing in optics, video image processing technology, and software development. Since its inception in 2012, the company's unique AI algorithm analysis solutions based on big data have added to its reputation.

The company has launched PRECISION SKIN DermConcept, an AI-based home skin diagnosis and personalized cosmetics platform service in the United Kingdom. By tracking skin conditions via an application, this service provides information for doctors and pharmacists to prescribe new cosmetics to users every month.

CHOWIS is now working on a small personal device called mySkin F.A.I.N (Face AI Navigator). It will allow consumers to analyze their skin using AI anytime and anywhere. It hopes to launch this in the second half of 2022.

The brand recently entered the US market by collaborating with a local partner and entering leading global retail stores. Based on scalp & hair analysis results obtained from the kiosks, the customers get personalized cosmetic products.

With the support of the Korean government and Gyeonggi Province, CHOWIS has been assisting in the growth of personal care product manufacturing since 2021 by providing customized AI-based healthcare service test beds and a PoC (Proof of Concept).