

Oxygenetix Announces Strategic Partnership with MIME (Make It My Experience)

New partnership positions Oxygenetix at the forefront of US-based skincare and cosmetics brands using AI-driven shade matching technology

Beverly Hills, Dec 2, 2020 ([IssueWire.com](https://www.issuewire.com)) - [Oxygenetix](https://www.oxygenetix.com) today announces a strategic licensing partnership with [MIME](https://www.mime.com) (Make It My Experience), a leading global personalization platform for skincare and cosmetics. Oxygenetix will begin using MIME's AI-powered Foundation Shade Finder technology, effective immediately, to provide customers with hyper-accurate shade matches from the comfort of their home.

The partnership marks MIME's successful foray into the U.S. cosmetics market, and will serve to enhance Oxygenetix's customer service and sales velocity, by providing customers with a highly personalized and efficient online shopping experience.

"We are thrilled to align with MIME and are excited about the mutual benefits that will come from sharing their innovative and cutting-edge technologies. We had been looking for a solution like MIME for some time, with a previous attempt at developing our own color matching app, which did not meet the level of performance we needed in terms of accuracy. After some discussion with MIME, we put the Foundation Shade Finder through several tests and invited our top customers to experience the technology for themselves and offer feedback," said Oxygenetix CEO Kort Pearson. "The results proved to be significantly better than what our prior app had achieved, and we are now seeing a 95 percent plus accuracy rate, with the guarantee of continuous improvement in the accuracy of shade recommendations as more data is collected. Our goal here is to deliver the best customer service possible and to make buying our healthy Oxygenetix Oxygenating Foundation fast, fun, easy and accurate."

Headquartered in Vancouver, Washington, MIME is focused on preventing the spread of COVID-19, among other ailments, by removing the need for trying on a foundation and sampling. The adaptive light analysis allows customers to take photos under different lighting conditions from their mobile devices and provides a confidence score in the match. The technology also provides feedback to the customer on how to take the best photo possible for accurate skin tone matches.

"The Covid-19 pandemic has only reinforced the shift in customer demand for personalized product recommendation, especially in beauty, and this is not a trend that will go away. Customers can now find their perfect foundation match in-store without sampling – or choose to shop privately from their couch," said MIME Founder Chris Merkle. "Working with Kort and the experts at Oxygenetix has been a pleasure. They realized the opportunity and moved fast: we had their full integration completed in just a few weeks. In 2021, we'll have our integration time down to just a few days."

For more information about Oxygenetix, please visit: <https://www.oxygenetix.com>, and follow along on [Instagram](https://www.instagram.com/oxygenetix), [Facebook](https://www.facebook.com/oxygenetix) and [Twitter](https://twitter.com/oxygenetix) (@Oxygenetix).

About Oxygenetix

Originally formulated for use by plastic surgeons, dermatologists and other aesthetic professionals, Oxygenetix oxygenating products have become a breathable revolution promoting beautiful, healthy skin around the world. Oxygenetix offers a breakthrough, lightweight line of moisturizers and foundations that

are used among professional makeup artists, celebrities and consumers alike to achieve long-lasting luminosity and help comfort and disguise a variety of skin injuries, including wounds, rashes, extremely dry skin, acne scars, rosacea and post-surgery scars. Unlike traditional foundations, Oxygenetix has the added benefit of being good for your skin, making it the ideal product for those who wear makeup every day. Infused with a super-charged oxygen complex, each product helps to multiply collagen cells and connective tissue growth in aging and wounded skin, while ingredients like aloe barbadensis provide soothing, antibacterial moisture and protection. Oxygenetix is dedicated to creating safe, medical-grade topicals that bridge the gap between makeup and skincare, paving the way for new frontiers in the cosmeceutical world.

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