

CES 2020: Every company is now a tech company By Jayne Morehouse

CES is the world's largest and most influential tech event where companies like **Sony, Samsung, Apple, Panasonic, LG and MicroSoft**, plus **John Deere, Impossible Foods** and even the **NFL**, sit side-by-side with beauty giants **L'Oréal, Coty, P&G, HairMax** and **Neutrogena**, plus newcomers like **Amorepacific** and **Ioniq**. Just like traditional tech companies, these beauty innovators are using tech to create and personalize each client's beauty or grooming experience in the salon, in the spa, in the barbershop, in the beauty store and at home.

Beauty Industry Report was delighted to join the 170,000 attendees, 4,500 exhibitors and over 1,100 industry thought-leaders at this week-long mega-event, which kicks off the year during the first week of January in Las Vegas. What was once a traditional technology tradeshow has evolved into a global event for all industries. With 61% of all Fortune Global Brands participating, **CES 2020 transforms industries beyond the traditional tech space, reinforcing the concept that every company is now a tech company.**

The show serves as the launch pad for new products across a variety of verticals, including High-Tech Retail, Fitness Tech, Digital Health, Baby Tech, Kids & Family Tech, Digital Money, Wearables and, of course, Beauty Tech. We are delighted to share our exclusive report, which was prepared especially for our audience of beauty executives.

Tech has infiltrated every aspect of our lives

The skyrocketing popularity of streaming services and wireless earbuds, along with 5G connectivity and artificial intelligence-enabled devices, will drive revenue growth for the U.S. consumer tech industry to a record \$422 billion in retail revenues in 2020—nearly 4% growth over last year, according to the **Consumer Technology Association**, which owns and produces CES.

"CES 2020 connected every major industry across the globe," said **Gary Shapiro**, president/CEO of CTA. "The innovation

unveiled at CES 2020 will reshape industries, create jobs, fuel the global economy and improve lives around the world."

Added **Karen Chupka**, CES executive vice president, "CES illustrated that every company is truly a tech company. Global technology brands blended with non-traditional tech companies to showcase how innovation is furthering business across all markets, setting the stage for the decade."

Every company is a tech company

So why is tech so important to our businesses and our lives? **The last decade was about the Internet of Things, but the 2020s will be defined by the Intelligence of Things or the emergence of Smart Tech.**

Smart Tech leads us to faster connectivity, advanced intelligence, seemingly infinite content, connected experiences, safety, health and more. In today's world, it not only brings us drones, sports tech and flying cars, it gives us 24/7 monitoring of blood pressure, installs GPS inserts in Alzheimer's patients' shoes, measures our gait to signal a potential fall and keeps our water cleaner or makes it better tasting. It makes kids' and adults' toys more fun! Technology helps childhood development. It teaches kids to code through games. And it creates enticing service and retail experiences in the beauty vertical from customized hair color to daily-calibrated skin care to on-demand nail art.

Tech changes the retail experience

Technology is rapidly changing retail as we know it.



Alice Chang led a High-Tech Retailing panel. From left: Adam Gam, chief marketing officer, Perfect Corp.; Alice Chang, founder/CEO, Perfect Corp.; Jay Anderson, senior vice president, global brand technologies, Estée Lauder Companies; Natasha Haubrich, senior director of U.S. innovation, Neutrogena; and JC Johnson, group vice president of digital commerce, strategy and insights, Sally Beauty, revealed the newest AI and AR beauty tech personalized solutions

Said **Guive Balooch**, head of the global technology incubator for **L'Oréal**, "Beauty tech is no longer niche—it will shape all of our companies. People don't want to be told what



Guive Balooch

products to use any more. They want to be part of the conversation to create their experiences and results. Tech lets brands do that by empowering their customers with data, helping brands understand their

High-tech retailing changes shopping

High-tech retailing has led to the shift in frictionless shopping, more robots in shopping, mobile data strategies, plus Artificial Intelligence and Virtual Reality. It has created new consumer experiences by solving challenges and finding new products in ways never before possible.

Alice Chang, CEO of **Perfect Corp.**, the beauty tech solutions provider behind the virtual beauty app, **YouCam Makeup**,

introduced the next-generation YouCam beauty tech solutions that combine AI and AR technology to deliver personalized, consumer-centric solutions to drive business.

Alice and a High-Tech Retailing Panel (see page 6) showcased how partner brands are leveraging YouCam's advanced AI + AR technology to create more tailored, beauty shopping experiences that speak to discerning modern-day beauty lovers and drive their business.

"Modern-day consumers crave personalized products made just for them. This means brands need to know their customers' unique demands to best serve them across all consumer touchpoints, online and offline," explained Alice.

"Beauty AI is the game-changer that helps beauty brands and retailers understand customers' unique needs and generate personalized style and product recommendations based on their demand and preferences. AI and AR technologies are taking the prestige beauty shopping experience to new heights, helping consumers find their perfect lipstick color, foundation shade and more anytime, anywhere."

Partner brands like **Sally Beauty, Ulta Beauty** and **Neutrogena** are leveraging YouCam's technology to create tailored, consumer-centric shopping experiences instore and online.

For example, Sally Beauty's **ColorView** virtual hair color try-on experience, powered by Perfect Corp.'s technology, matches customers with suggested hair product categories and hair color shades based on their individual preferences to help shoppers make more confident purchase decisions. ColorView queries the user's preferences and goals, then matches them to recommended product categories and shades.

"Changing your hair color or your product regimen is a highly personal choice for customers. Our ColorView technology helps take the guess work out of selecting products

and makes it easy to try on, share and buy dozens of our best products," said **JC Johnson**, group vice president of digital commerce, strategy and insights at Sally Beauty. Sally Beauty's personalized ColorView

The makeup capabilities feature **COL-LAB** and **Ardell** product items for virtual try-on.

Also powered by Perfect Corp.'s YouCam technology, the new **Neutrogena Skin360** app eliminates the need for a separate skin analysis

tool. The 180-degree selfie analyzer provides lightning-fast analysis for a broad range of skin parameters, including wrinkles, fine lines, dark under-eye circles, dark spots and smoothness. The app combines skin imaging, behavior coaching and AI to empower consumers with actionable, personalized steps to help them achieve their skin health goals.

With over 2.5 million possible product recommendations, no two routines are exactly the same. An 8-week personalized skincare routine will be recommended based on an individual's Skin360 Score and their specific skincare goals.

The launch sets the foundation for hyper-personalized and

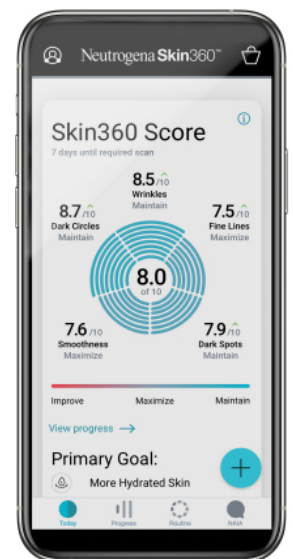
Top 10 Takeaways from CES

1. Consumers use tech, from smart homes to smartphones, all day long. They expect you to offer tech-enhanced, smart beauty experiences to earn—and keep—their business.
2. Beauty AI is the game-changer that helps beauty brands and retailers understand customers' unique needs and generate personalized style and product recommendations based on their demand and preferences.
3. Proximity, speed and convenience are essential.
4. Go-to-market flexibility is king.
5. Retail is part of an ecosystem, according to the Edge by Ascential's Future Retail Disruption 2019/2020 report. As consumers shift spending priorities from products to experiences, retailers, salons and spas will defend their share of wallet by offering more services. Their resulting ecosystems will be fueled by real-time shopper data, enabled by smartphone proliferation, ultra-fast internet and AI-based data analytics, leading to more personalization and speed in the detection of, and response to, new demand.
6. Consumers have easier access to more information and products than ever. Loyalty to brands is eroding. Tech allows you to collect and use data to keep them engaged and give them what they want.
7. Tech allows you to create a seamless shopping experience between in store and online.
8. Tech keeps your business in front of your customers 24/7.
9. Beauty tech is no longer niche—it shapes all of our companies. People don't want to be told what products to use any more. They want to be part of the conversation to create their experiences.
- 10. Tech does not replace your highly trained team. It helps them do their jobs more effectively.**

AI Technology virtual hair color try-on experience is available on the Sally Beauty App and in kiosks in 500 Sally stores across the country. The implementation is part of the brand's revamp of the customer experience and approach to retail fundamentals.

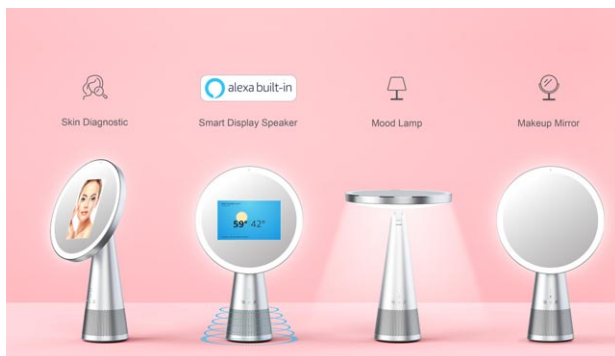
When a customer tries a product using the AI technology, it is automatically added to her shopping list. The technology aggregates product recommendations from Sally Beauty's extensive product offerings with hair brands such as **Ion, Arctic Fox, Wella** and **Good Dye Young**. Additional items are recommended during the consultation, including gloves, brushes or bowls.

customized products such as **Neutrogena MaskiD**, a patent-pending, personalized 3D-printed sheet mask that will launch in Q3 2020 exclusively through the app. Visit neutrogena.com.



The Neutrogena Skin360 app analyzes your skin for wrinkles, fine lines, dark circles and more.

CES 2020 cont. from page 7



The ICON.AI Venus is a multi-functional Smart Mirror and Smart Display Speaker, offering skin diagnostics, a smart display, a mood lamp and a makeup mirror.

Smart Mirrors get smarter

ICON.AI introduced the Venus Smart Makeup Mirror with Alexa Built-in (above).

This all-in-one, multi-function smart mirror features a 7-inch touchscreen LCD, Alexa built-in (smart display speaker), skin diagnostic/AR makeup function, table mood lamp, LED ring lights for makeup and camera with built-in shutter. It's equipped with 360-degree omnidirectional Sound Speakers, Bluetooth/Wi-fi, two microphones, high definition mirror, anti-finger print and tempered mirror, voice control for Ring LED lights/Table Mood Lamp—a customer-oriented device focused on the user experience.

Venus integrates artificial intelligence with various features/technology for the beauty & cosmetic industry and customers. It's available in three colors: Platinum Silver, Pink Gold and Yellow Gold. Visit www.ICON.AI.

The new HiMirror Slide (MSRP \$119.00) (below, right) offers an in-depth, personalized skincare analysis based on the evolving conditions of the skin, local weather and more, while keeping an ongoing record of each user's skin to track skincare progress.

Designed for both at home and on-the-go use, the 8-inch HiMirror Slide comes equipped with slideable panels, plus a foldable, rotatable



HiMirror Mini Premium X



HiMirror Slide



HiMirror Enterprise Pro

The HiMirror portfolio lets you track your client's skincare progress.

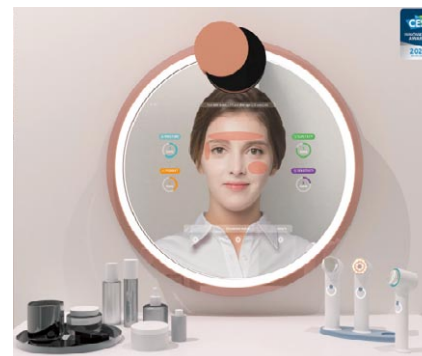
stand for easy storage and both portrait and landscape viewing. For flawless makeup application, two LED ambient light strips surround the mirror. Other smart features include Amazon-Alexa, music streaming, social media, weather and news updates, as well as Google Assistant conversation actions. The user can ask Google Assistant to complete tasks such as pulling skin, body and hydration reports and even turning the LED

makeup lights on and off.

In addition, HiMirror showcased its **Enterprise Pro** version. **This new software will allow businesses, retail stores, estheticians and physicians to better serve their clients, patients and customers by providing personalized and targeted skincare tracking, analysis and more.** The Enterprise includes the features of the previous HiMirror models, such as the skin analyzer with tracking and vanity mirror with adjustable lighting, then adds new customer database capabilities.

The Enterprise features a subscription-based model, allowing total scalability with the number of users and test records, depending on cloud storage. A backend management system allows multiple HiMirrors, as well as their functions, to be controlled by web interface with all information populating into one accessible portal. Visit himirror.com.

The AI beauty startup, lululab, a spin-off company from Samsung Electronic's C-Lab, launched its AI beauty & lifestyle assistant LUMINI Home (above, right).



New lululab Lumini Home Smart Mirror analyzes your skin and then provides customized solutions based on the results.

LUMINI Home, in the form of a Smart Mirror, utilizes lululab's unique image processing and AI technology through a camera built into the mirror to collect more accurate information about your skin and provide you with customized solutions, based on the results.

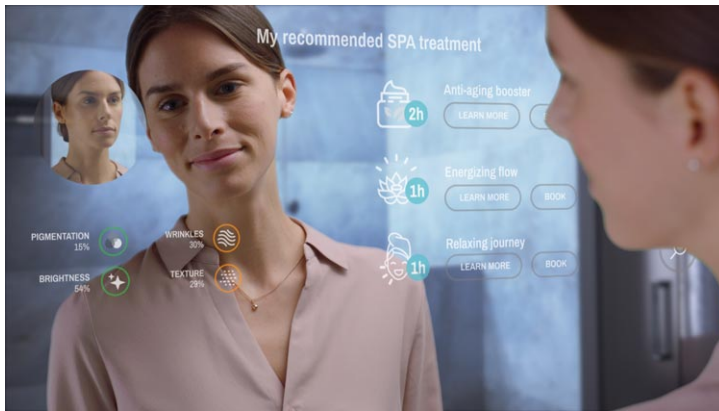
Yongjoon Choi, CEO, said, "We have high expectations for the function and role of LUMINI Home skincare assistant to replace experts by taking on the role of skin analysis and management." Visit lulu-lab.com/en/.

The new Poseidon Smart Mirror from CareOS is a made-to-measure connected mirror with CareOS built in. CareOS is a privacy-first, intuitive, open personal care platform that improves wellbeing and long term health. Together, they bring holistic personal care to any bathroom.

"Last year, we liberated the information locked in single-product personal care apps and other disjointed wellness tools, and showed what an integrated digital system for the bathroom could do to improve happiness and long term health," said **Thomas Serval**, CEO. "This year, we are making that experience a practical reality for any environment from the smallest powder room to a grand suite at a retail store."

CareOS Poseidon's CES display featured partners **Wella**, **Roca** and **Pierre Fabre**.

"Our brands have a deep heritage in supporting the salon industry, and our partnership with CareOS reimagines that support in the digital age," said **Chris Chesebro**, senior vice president, digital transformation & ecommerce at **Coty**

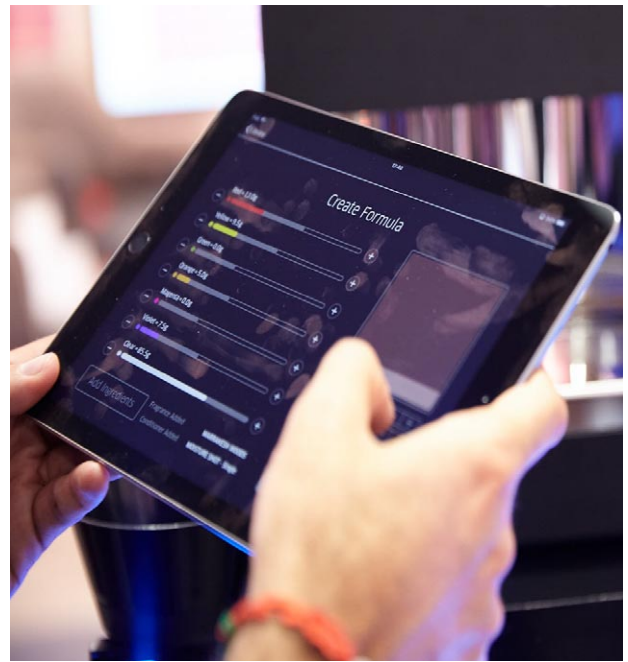


The new CareOS Poseidon Smart Mirror integrates multiple personal care apps to customize the beauty process from the smallest powder room to a grand suite at a spa or retail store.

Professional Beauty. “The CareOS platform allows us to aggregate services and information from many sources to help empower hairdressers and salon owners to manage their businesses more efficiently and offer new and innovative services to their clients. CareOS’s open platform is a great model for brands looking to extend a digital strategy to the physical world.”

CareOS order to an increasingly digital, but disjointed bathroom, connecting, synthesizing and enhancing information from personal care devices, apps and experts to help people make smart choices about their health and appearance while preserving their privacy. CareOS Poseidon will be available mid-2020 for a retail price of \$3,000 to \$5,000. Visit care-os.com.

Tech’s new care for hair
Wella Professionals unveiled the **Smart Mirror** (below) and **Color DJ** technologies (right). The Smart Mirror, developed in partnership with **CareOS**, enhances the hair color experience from consultation to aftercare with live augmented reality hair color try on, facial recognition that enables the retrieval of past looks, and 360° video capture to view the hair at every angle. The Smart Mirror also integrates Perfect Corp.’s YouCamMakeup AR & AI technology for live hair color try-on for real-time visualization of color in the mirror during the salon consultation.



New Wella Color DJ lets hairdressers design and produce personalized Color Masks digitally to refresh their clients’ hair color at home between salon visits. Above is the tablet interface and right is the mask.



Clients can also access the platform from anywhere to connect with their stylist between visits, get product recommendations, personalized tips and trends or schedule their next appointment.

Color DJ is an in-salon device that helps stylists design and produce ultra-personalized Color Masks digitally right in front of their clients’ eyes. With over 60 billion color combinations possible, in addition to personalized levels of conditioning properties and fragrance, salon clients walk away with a bespoke, take-home product completely tailored to their needs and packaged in an upscale box.

Color DJ is accompanied by a digital ecosystem, where formulas can be stored, shared in the salon, and used again and again for the same clients. Formulas can also be modified slightly, according to seasonal trends while respecting each client’s data privacy. Visit wella.com.



Wella Professionals’ new Smart Mirror enhances the hair color experience with live AR hair color try-on, facial recognition that enables the retrieval of past looks and 360° video capture to view the hair at every angle.

CES 2020 cont. on page 10

CES 2020 cont. from page 9



RÉDUIT's patented Magnetic Misting technology creates a magnetic field, specific for each misted ingredient, to amplify gentle absorption into the hair.

Former Foreo CEO Paul Peros debuted his new Swiss precision beauty company RÉDUIT, which launched Hairpods and the RÉDUIT One, a handheld cosmetics device that dramatically improves the absorption of active ingredients into the hair and skin.

Microtechnologies, including Ultrasonic Diffusion, Sonic Pulsations, LED Treatments and Magnetic Misting, activate RÉDUIT's unique product formulas, ensuring a product's active ingredients are more fully absorbed. By significantly reducing the need to fill formulas with preservatives, stabilizers and thickeners, fewer non-active chemicals are required, meaning that packaging can be smaller, resulting in a significant reduction in waste. This drastically improves beauty treatment results, while streamlining consumers' beauty and grooming routines, and helps make beauty treatments more sustainable.

Hairpods is the inaugural product line slated for release in Spring 2020, with broader beauty applications in skincare and makeup planned in late 2020. Hairpods is a precision-based hair-care system that gives you a full range of bespoke treatments. Simply select the Hairpod (above, the little circles with the colored circles) that most suits your needs, then insert it into the RÉDUIT One device for an indulgent hair-care experience.



The new HairMax Laser 272 PowerFlex Cap features densely spaced, precisely aligned laser diodes to deliver uniform follicle stimulation.

Professional versions for the salon are in development. Visit reduit.com.

HairMax unveiled its next-generation laser hair growth cap, which is FDA cleared to treat hair loss and stimulate hair growth. The new **Laser 272 PowerFlex Cap** (below) is designed for comfort, flexibility, quality and clinical results. It incorporates 272

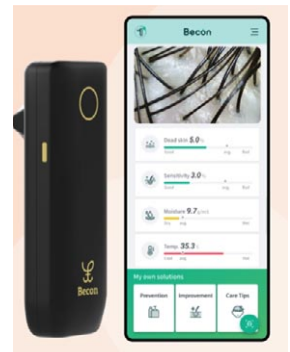
medical-grade laser diodes, providing 1360mW output. There are no LEDs. The laser diodes are densely spaced and precisely aligned to deliver uniform follicle stimulation. The illuminated treatment timer and battery level indicator keep track of your treatment and let you know when it's time to recharge.

The cap's exclusive PowerFlex design provides maximum flexibility and unparalleled comfort, adjusting to fit different head sizes and shapes, while the soft comfort silicone insert is fabricated to both conceal the internal circuitry and protect the laser diodes.

Dual operating mode technology lets you choose a 15- or 30-minute treatment. A rechargeable and lightweight battery offers freedom of movement at home or on the go. For more information on HairMax's LaserCombs, product line and other hair-growth lasers, visit hairmax.com.

Samsung Electronics' C-Lab debuted Becon, a scalp home-care service to prevent hair loss based on scalp analysis. Becon

includes a handheld diagnostic device and a compatible app. The device analyzes, in real time, 10 conditions of the scalp, like hair follicle density, dead skin, sensitivity, temperature and humidity, based on a machine learning algorithm. The app then recommends the most suitable solution to remedy the user's scalp trouble, after which it shows the trend of the scalp's improvement through the app. For more information, visit news.samsung.com.



Samsung's new Becon device and app help prevent hair loss.



From Tineco, The MODA ONE S Smarter Hair Dryer (above) features intelligent technology that automatically adjusts airflow, heat and ions.

Smart sensors monitor hair and scalp moisture in real time, ranging from blue to red, indicating wet to dry, so hair dries quicker with less damage. Smart, balanced airflow optimizes ions, leaving hair smooth, shiny and frizz-free.

Its smart heat adjustment monitors the hair's moisture to protect hair and sensitive scalps while preventing heat damage.

Finally, the Smart Dryer features magnetic nozzle connections and smart noise optimization. Visit us.tineco.com.

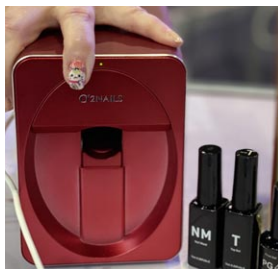
Nailing tech for art's sake
DSG Nail Pop featured a portable beauty device that can print customized nail stickers designed using a combination of dye sublimation printing technology and



nail art. The device is operated by the app connected by Bluetooth. On the App, clients can edit their pictures or designs in their own

creative way in order to make customized nail stickers. Visit www.nailpop.net.

The O2 Mini mobile nail printer M1 (\$449.00) uses a portable mini printer, mini fuselage, WiFi connect and mobile phone



I had so much fun creating and printing this nail art at O2's booth!

control in one for personal use. One cartridge can print 250 nails.

The **V11 model** (\$550.00) is an all-in-one desktop nail printer that integrates with a tablet and the

operation system is embedded, so the users operate the printer by the touch screen. There's also a **Desktop Nail Printer X12** (\$1,100.00). Contact tammy@cybernail.com to learn more about these models for home, salon, beauty store and beauty school. Visit www.O2nails.com.

Skin is in at CES

One of the most buzzed about tools at CES was L'Oréal's Perso, a three-in-one AI-powered device developed by the L'Oréal Technology Incubator. Perso offers a four-step process to deliver on-the-spot skincare and uses a patented motorized cartridge system to create personalized skincare formulas in four steps:



L'Oréal's Perso comes in three colors.

After opening the Perso app, the user takes a selfie and the app uses AI to analyze their skin condition. Perso then uses geo-location data to assess local environmental conditions that might influence skin, including weather, temperature, pollen, UV index and humidity.

Next, the user enters their skincare concerns into the app, as well as their preferred texture and hydration level to further customize their moisturizer, serum and under-eye cream. The data then lead to the creation of a personalized blend, which the device dispenses in a perfectly portioned, single dose.

The device can also create custom formulas for foundation and lipstick (to match their outfit or opt for a shade that is trending on social media) capabilities, which will launch at a later date with the capability to incorporate real-time trend information, as well as color-matching technology.

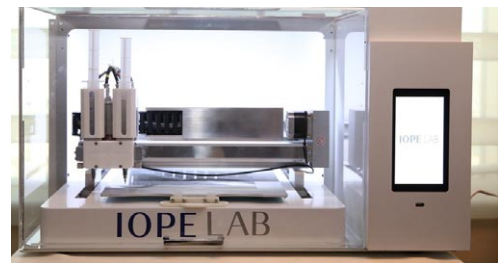
Perso will be launched in partnership with a leading L'Oréal skincare brand in 2021.



P&G debuted the much-anticipated Opte Precision Skincare System (above).

From P&G Ventures, the startup studio within Procter & Gamble, Opte Precision Skincare System is a personalized handheld inkjet printer that scans, detects and corrects hyper-pigmentation in skin with precision application. It instantly makes the appearance of skin's hyperpigmentation disappear and fades spots over time.

The Opte wand scans the skin with an enhanced digital camera that captures 200 frames per second and instantly analyzes each image, using a proprietary algorithm to detect tonal imperfections not visible to the human eye. Using input from the algorithm, Opte precisely prints via a new custom thermal inkjet printer and cartridge, depositing picolitre droplets of **Spot Optimizing Serum** on target areas until there is a perfect color match with the surrounding skin tone. Correcting in real time, Opte fades the appearance of sun damage and hyperpigmentation spots over time. Visit pglifelab.com.



Amorepacific launched the IOPE Tailored 3D Mask Printing System.

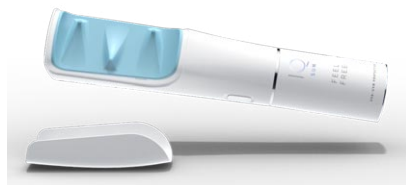
Korea's Amorepacific debuted its flexible LED beauty device MakeON Flexible LED Patch). The lightweight, flexible LED patch fits close to the skin, minimizing light dispersion and maximizing the skincare effect, as well as providing a hands-free wearable experience. The flexible LED device will be available in Korea through the company's beauty device brand MakeON this year.

The company also presented its 3D face mask printing system for the **IOPE Tailored 3D Mask**. Created in collaboration with the 3D printing system developer **Lincsolution** in 2017, Amorepacific's face mask 3D printing system uses its own smartphone app to measure users' facial dimensions, instantly printing a personalized hydrogel mask that caters to individual facial features and skin conditions.

The face mask 3D printing technology will be available to consumers through Amorepacific's lab-based skincare brand **IOPE**, as a part of its tailored service at the brand's Seoul flagship store starting April 2020.

CES 2020 cont. from page 11

IONIQ's smart skincare sprayer IONIQ One (below) makes skincare intelligent, convenient and protective at the same time.



Thanks to IONIQ's magnetic skin technology, users can spray skincare products such as sunscreen onto their whole body without the need to rub it in—meaning no sunburns, no itching back, no more sticky hands. The goal is to replace aerosols, according to **Philipp Groß**, co-founder.

IONIQ's technology works through attraction between the skin and the fluid. IONIQ One transforms skincare products into smart droplets that automatically find their way to the skin and spread evenly onto the body. Then, the digital bodymap prototype shows exactly which body part has not been covered completely. IONIQ seeks distributors and stores for North America. Visit ioniqskin.com.

Spa's high-tech is high-touch



TruMedic offered a new line of massage chairs, foot massagers, and neck and back massagers. The TruMedic TruShiatsu Pro Foot Massager with Heat (MSRP \$299.97) (above) is equipped with professional-quality massage technology to provide a relaxing foot massage. Featuring reflexology rollers, multiple intensities and tailored heat, this at-home luxury spa experience is one of a kind. Visit truemedic.com.

Tech for execs, stores, spas, salons Steri-Write, a touchless pen sanitizer, is a novel device that provides a clean, sanitized



pen or stylus to each user. This product offers businesses a positive brand image while providing an effective tool in the battle against germ transmission. Visit steri-write.com.

Traveling for work or pleasure? The new Vasco Translator works in more than 150 countries and includes a built-in SIM Card with free, lifetime Internet access for translations. The sim works for no additional cost and gives the freedom to translate between more than 50 languages without searching for WiFi or connecting to a phone.

The Vasco Translator is easy to use and intuitive. Its speed of response facilitates communication and eliminates language barriers. It is the ideal travel companion, is simple and quick to use. A built-in MultiTalk function enables you to talk to 100 people at once. Perfect for group conferences, it records the conversation as text.

The design combines regional translation technologies on servers located strategically in Europe, Asia and North America. The device always connects to the nearest server, which significantly increases the speed of translation. This also means it translates accurately. Vasco combines the leading five translation engines, which gives you an edge in getting your message across.

The stylist translator comes in vibrant colors. Vasco uses Ivona speech synthesizers to deliver the best pronunciation available and has the perfect accent for each language. Visit vasco-electronics.com.



The new ARwall large-scale backdrop, which is designed to replace the green screen, is an Augmented Reality display that provides motion picture effects, interactive AR experientials and location-based VR/AR amusements without a headset or smart device.

The display updates in real time, as the observer's perspective shifts, creating a seamless "window illusion." It works with any camera—even an iPhone.

It's already been utilized for the Syfy/Netflix series "Nightflyers" (pilot episode) and on the HBO "Watchmen" red carpet live. Imagine the possibilities for your beauty company. See it here <https://youtube.com/watch?v=Iw8t4a0F2mk> and here <https://youtu.be/30SztjttNsVc> Contact the company at info@arwall.co and visit arwall.co.

Personal tech for beauty execs Flying all the time with allergy sinus pressure and a sinus headache? The ClearUP

Sinus Pain Relief device (MSRP \$149.00) is FDA cleared as a drug- and chemical-free, 5-minute treatment for allergy-related sinus pressure. I was so impressed with a demo on the show floor that I ran back to my hotel room and ordered one. I couldn't be happier!

How does it work? Gentle microcurrent waveforms send low-current electrical stimulation to your sinus nerve fibers under the cheek, nose bone and brow bone. Visit tivichealth.com.

YogiFi, an intelligent and interactive yoga mat (above, right, MSRP \$399.00, grab it at a 40% discount) powered by advanced sensor technology, offers real-time feedback, connection to expert instructors and ongoing support in your practice. It provides guided instructions for Asanas and real-time feedback on postures and tracks changes in your strength, flexibility, balance and endurance. The eco-friendly mat is made from a non-toxic fabric. It comes in five colors—purity, gravity, tranquility, majesty and





liberty. Delivery is expected in May. For more information and to pre-order, visit www.yogifi.io.

Reliefband Technologies LLC debuted the Reliefband Travel and Reliefband Sport wearable therapeutic devices. Both offer

user-controlled therapy with no side effects that prevent and treat nausea and vomiting associated with anxiety, hangovers and physician-diagnosed migraines, as well as motion sickness, chemotherapy, morning sickness and for postoperative surgery.



The result of more than 20 years of clinical research,

Reliefband's FDA-cleared, patented technology uses accurately programmed pulses with a highly specific waveform, frequency and intensity to stimulate the median nerve on the underside of the wrist. This precise activity uses the body's natural neural pathways to block waves of nausea.

There are three single-use models that work at a moderate level of intensity for 48 hours (MSRP \$39.99), 72 hours (MSRP \$49.99) or seven days (MSRP \$69.99). These devices function with an included set of non-replaceable/non-rechargeable batteries and will be popular options for unsteady flyers, cruise vacationers or others who suffer from motion sickness or travel-related anxiety

Reliefband Sport (MSRP \$149.99) is an easy-to-use waterproof device. Six intensity levels can be toggled quickly, allowing users to find the precise setting that's optimal for their needs at any moment. The band, case and housing are fully customizable to match users' style and personality with a variety of color options. For more information, visit reliefband.com.

UK company DnaNudge gives you the ability to “nudge” toward healthier food shopping choices based on your unique DNA plus your lifestyle.

Following the world's first in-store DNA test, you can now scan food products as you shop, using your wearable DnaBand and instantly discover which products are best for your unique genetic makeup. The DnaBand also monitors physical inactivity, enabling the DnaNudge App to adapt its recommended product choices based on your levels of inactivity. Visit dnanudge.com.



CAKE unveiled Ösa, the next electric on-and-off road capable utility motorcycle (above).

Apart from being a light, clean and quiet electric motorcycle, the Ösa is derived from the diversity of work and differentiated needs of the customer, while simultaneously serving a new means of transportation to accelerate toward a zero emission future.

Heavily influenced by the workbench, the Ösa design features a large gray bar extending out from underneath the seat. This uni-bar, modular clamp-on system serves as the heart of the Ösa, allowing users to attach baskets, bags, tools and more to create over 1,000 different possible configurations.

Thanks to the powerful battery with multiple outlets, the Ösa doubles as a power station on wheels, enabling the rider to be completely independent, off-the-grid.

Damon Motorcycles unveiled its flagship product, the Hypersport (above, right), a smart, safe and powerful electric motorcycle.

The Hypersport is an electric superbike outfitted with Damon's cutting-edge CoPilot advanced warning system and powered by BlackBerry QNX technology, setting a new standard in motorcycle safety, awareness and connectivity for a new



generation of motorcyclists. Preorders for the Hypersport will open to the public online at damonmotorcycles.com.

The Damon Hypersport redefines what an electric motorcycle is and should be. With well over 200hp and 200nm of torque delivered at zero rpm, a top speed of 200 mph and a range of more than 200 highway miles per charge, the Damon Hypersport is slated to become the most powerful long-range motorcycle ever. Pricing begins at \$24,995 before state and federal EV tax credits. Visit damonmotorcycles.com.

Finally, a new line of InFocus 4K HDR smart TVs with a frameless-designed infinity screen debuted.

“In an era of endless options in entertainment, our infinity screen TVs stand out with a luxurious, vanishing edge and the highest levels in picture quality,” said **Darren S. Ivey**, director of sales and marketing, **Lotus International Company**.

The slim, pure black elegant design of the InFocus infinity screen is equipped with 4K Ultra High Definition (UHD), High Dynamic Range (HDR), Google Play Store, Google Assistant, Alexa Skills, built-in ChromeCast, and dual-band WiFi.

The InFocus infinity screens are integrated with Android TV smart platform and set to debut in four sizes—43-inch, 50-inch, 55-inch and 65-inch. Initial InFocus TVs will be available in retail stores in March 2020. Additional models from 32 to 80 inches built on the Roku smart TV platform will be available in Q3 2020. To learn more, visit infocustvs.com.

The next CES takes place on January 6-9, 2021, in Las Vegas. For more information and all of the new tech, visit ces.tech.