Digital Beauty: Empowering MSMEs Through Innovation

The Manila Times: Digitalizing MSMEs and Start-Ups 2025

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Vision and Voice

At the intersection of beauty, science, and entrepreneurship—we shape the future of MSMEs.



Beautypreneurship in a Digital Economy

From product distribution to business systems—**empowering growth through education and tech.**



AI for Intelligent Skin Health

AI isn’t just diagnostics—it’s **personalization, prevention, and data-driven trust.**



Where We Are Now

Our AI + digital systems are evolving—with pilot programs, partner feedback, and purpose-built innovation.





Now

Piloting AI tools



Next

Scaling education and CRM



Future

AI-driven MSME frameworks across PH.

Why AI Matters?

$13B **global market by 2030**

In the Philippines, democratized tech means **growth for all beautypreneurs**.



MSME Value Through Practical Innovation



Smarter workflows lead to better retention, higher efficiency, and empowered clinic teams.

How to Start: A Practical MSME Framework

Digitize one touchpoint



Track feedback



Train consistently



Partner with enablers



Our Ecosystem Impact







100+
clinics

1,200+
professionals

75+
supplier networks supported by our digital initiatives.

Closing

The future of beauty is not only digital—it's **intelligent, inclusive, and Filipino-led.**

