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The sensor promises to redefine the way skincare products are tested and developed.

SINGAPORE: In a move set to revolutionize the skincare industry, Procter & Gamble and Singapore Innovation Centre celebrated its 10th Anniversary by unveiling the HapSense wearable skin sensor. Developed through a decade-long collaboration between P&G SgIC, Nanyang Technological University, and the Agency for Science, Technology and Research, HapSense promises to redefine the way skincare products are tested and developed.

One of the most striking features of HapSense is its ability to accelerate the analysis of skincare products by up to 10 times, while significantly reducing costs compared to conventional skin-testing panels. These panels typically consist of product reviewers representing specific user demographics, relying on subjective feedback through consumer surveys.

Writer:

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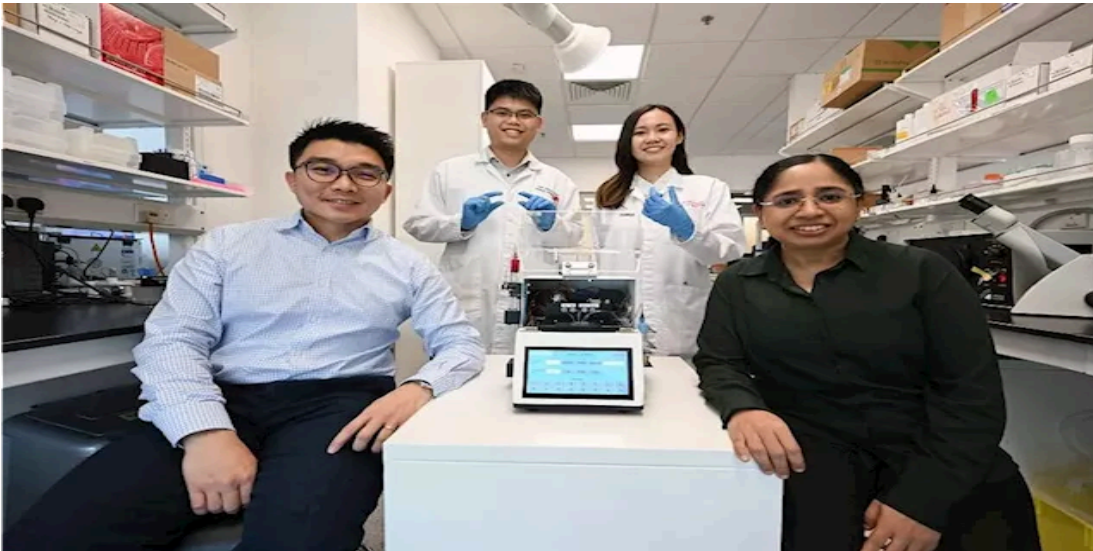


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