



Photo from P&G SgIC

P&G unveils HapSense sensor for advanced skincare analysis

The sensor can capture real-time data independent of user perception.

Procter & Gamble Singapore Innovation Centre (P&G SgIC) has partnered with Nanyang Technological University (NTU), and the Agency for Science, Technology and Research (A*STAR) to launch Hapsense, a wearable skin sensor for analysing skincare cosmetic products.

In a joint statement, the parties said this technology can assist scientists in analysing data regarding the effects of different products through the years to accurately guide product formulation and personalisation of skincare regimes for various skin types and demographics.

HapSense can capture real-time data on friction and pressure independent of consumers' perceptions.

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HapSense was formed like a signet ring to be worn on a fingertip, whilst its sensor component is attached to a smartwatch-like module, allowing users to do skin analysis in their homes.

The sensor was revealed in commemoration of P&G SgIC's tenth-anniversary event.