



Lenovo

# The Business of Beauty

 Windows 10

Windows 10 Pro means business.

When it comes to business, confidence is essential. And, helping that confidence shine from the inside out, is where HelloAva comes in.

HelloAva is one of the first tech-enabled solutions using Artificial Intelligence to help customers find the best, custom skincare solution for their life. For HelloAva and its founder, Siqi Mou, it's not just about helping people's skin—it's about helping people gain confidence in themselves, find happiness, and develop healthy routines that go beyond simple cosmetics.



## AI Made Personal

Growing up, Siqi struggled with skin issues, and in her attempts to find a solution, she would often source help from friends. What she found, however, was that just because something worked for them, didn't necessarily mean that it would work for her. Everyone's skin is different, and that means that everyone's skincare solution should be different, too.

When she entered business school, Siqi had the idea to rectify this issue, and provide people with a technology platform that would match people with the right care for their own, personal needs. And, thus, HelloAva was born.

“I went to business school and had the opportunity to enter finance and go to work for one of the big investment banks. But I thought about my experience growing up, and of all the people like me who have issues with skincare, and I saw an opportunity to not only make money, but to make an impact on people's lives.”

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And, with that idea, Siqi had more than a new idea, she had a way to transform the beauty industry as a whole. Through HelloAva, Siqi and her team were able to match people and their skin types using an online, AI consultant, that creates a user profile based on their specific history, lifestyle, and needs. From there, in addition to the AI component, real-life estheticians and doctors consult to create a skin routine and profile of products perfected for the individual and the individual's budget.

### From the Inside Out

This revolutionary business model, with Siqi at the helm, has experienced triple-digit percentage growth over every month, and recently hit 80,000 subscribers. Siqi takes pride in the intangibles that HelloAva provides for customers. It's more than just skin solutions, she notes, it's giving customers the confidence and drive to pursue their dreams.

“Everything we do here revolves around the feeling customers get when they achieve clear skin. While, of course, the skincare on the outside is a major part of what HelloAva is about, the true final product is the empowerment people get. Our customers can do anything they set their minds to, they can conquer the world—and we're here to help them take that first step, by conquering their skin issues.”



### Work Life

HelloAva's revolutionary business model requires equally revolutionary workplace solutions to make it all run smoothly and effectively. For Siqi, this means being open to change and flexible enough to get the job done, wherever she is. As a part of increasing efficiency and cultivating a positive company culture, HelloAva requires employees to work from home for a certain amount of time.

Siqi refers to her approach as “work/life integration” because she feels that the term “work/life balance” is too conflicting and implies a stark difference between work and life. For her, work should be something that one enjoys doing, and that seamlessly transitions in and out of their outside life. She constantly finds herself responding to emails, coordinating meetings, and getting work done. Siqi is part of a new generation of worker—the Millennials. And, as a Millennial, she is using technology like the Lenovo ThinkBook to transform the workplace. In her own words:

“I run my business very differently from traditional businesses, we’re faster and more agile. We also care a lot about having technology that can help facilitate work and life simultaneously. With Lenovo devices, like ThinkBook, we can easily communicate via Skype from different locations, which helps enhance our overall performance, and our collaboration style.”

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As the way the workplace changes, so, too, must the technologies people use to work. And, at the forefront of this change, is HelloAva and Siqi Mou. With the help of Lenovo and ThinkBook, she is able to transform the workplace, so her customers can use HelloAva’s skincare solutions to transform the way they view themselves.

To learn more about HelloAva and the ThinkBook visit [solutions.lenovo.com/thinkbook](https://solutions.lenovo.com/thinkbook)

# ThinkBook

# HELLOAVA

## Siqi’s Favorite Product

With plenty of ports, integrated security features, and the latest Intel processors the Thinkbook 13s can handle anything.



## Siqi’s Favorite Product Feature

Dual Array MiC – Skype Certified Dual-Array Mic with noise suppression for crystal clear audio.

