

TERMS OF SERVICE

Version 1.0

1. Introduction

Welcome to **Aesthetics AI** ("the Application", "the Platform", "we", "our", or "us").

Aesthetics AI is an artificial intelligence-powered personal beauty and skincare platform designed to assist users in planning, tracking, and improving their personal skincare and beauty routines through personalized analysis, educational guidance, and progress monitoring.

These Terms of Service ("Terms") constitute a legally binding agreement between you and Aesthetics AI regarding your access to and use of the Application.

By creating an account, purchasing a subscription, uploading photographs, or using any feature of the Application, you agree to these Terms.

If you do not agree to these Terms, you must not use the Application.

2. Our Philosophy

Every person is unique.

Different skin types, hair characteristics, genetics, environments, lifestyles, preferences, budgets, and personal goals require different recommendations.

For this reason, Aesthetics AI is designed around **personalized guidance rather than universal advice**.

The Application does not attempt to define objective standards of beauty.

Instead, it assists Users in working toward the beauty and skincare goals they personally choose.

Artificial intelligence is used to personalize recommendations according to each User's selected goals, preferences, history, and available information.

3. Scope of Services

The Application may provide one or more of the following services:

- AI facial image analysis;
- Skin appearance evaluation;

- Hair appearance evaluation;
- Personalized skincare guidance;
- Personalized hair care guidance;
- Educational beauty information;
- Home skincare routine suggestions;
- Homemade skincare mask suggestions;
- Beauty progress tracking;
- Historical image comparison;
- Goal-based recommendations;
- Personalized product compatibility analysis;
- Virtual hairstyle simulation;
- Virtual hair color simulation;
- Virtual makeup simulation;
- Beauty timeline management;
- Future marketplace services.

Features may vary depending on subscription level, country, device compatibility, regulatory requirements, and future Application updates.

4. User-Defined Goals

One of the core principles of the Application is that beauty goals are determined by the User.

Users may specify:

- features they would like to improve;
- features they particularly like;
- personal beauty priorities;
- preferred recommendation categories;
- recommendation categories they wish to disable.

Artificial intelligence uses these preferences to personalize recommendations.

The Application does not impose beauty standards upon Users.

Recommendations are generated according to the User's own stated goals rather than universal definitions of attractiveness.

Users may modify their goals at any time.

Changing goals may result in different future recommendations.

5. Personalized Recommendations

Recommendations generated by the Application are individualized.

Different Users may receive different recommendations despite having similar facial characteristics.

Recommendations may differ because of differences including:

- personal goals;
- skin type;
- hair type;
- lifestyle;
- environmental conditions;
- previous progress;
- available information;
- enabled recommendation categories;
- uploaded photographs.

Users acknowledge that personalized recommendations are intended as informational guidance and should not be interpreted as guarantees of specific cosmetic outcomes.

6. Artificial Intelligence Disclosure

The Application uses artificial intelligence, computer vision, machine learning models, statistical methods, and automated decision-support systems.

Artificial intelligence is inherently probabilistic.

Accordingly:

- analyses may contain inaccuracies;
- recommendations may change over time;

- future versions of the AI may produce different results;
- conclusions may not always be complete.

AI-generated analyses are intended to assist decision-making rather than replace human judgment.

Users remain solely responsible for deciding whether to follow any recommendation.

7. Educational Purpose

Aesthetics AI primarily provides educational and informational guidance relating to skincare, hair care, beauty routines, and cosmetic self-care.

Recommendations generally emphasize:

- daily skincare routines;
- home care;
- homemade masks;
- cosmetic habits;
- preventive care;
- product suitability.

Where enabled by the User, the Application may also provide educational information regarding minimally invasive cosmetic procedures, including treatments such as mesotherapy or botulinum toxin (Botox).

Such information is educational only.

The Application does not recommend major cosmetic surgery as part of its current functionality.

8. Medical Disclaimer

The Application is not a medical device unless expressly certified under applicable law.

The Application does not diagnose diseases.

The Application does not prescribe medication.

The Application does not replace licensed physicians, dermatologists, or other qualified healthcare professionals.

Any AI-generated observations regarding skin condition, hair condition, pigmentation, wrinkles, hydration, oil balance, pores, redness, aging signs, or similar cosmetic characteristics are intended solely to support personal beauty planning.

Users should seek professional medical advice before making healthcare decisions or undergoing any cosmetic procedure.

9. Beauty Is Personal

Beauty is subjective.

Personal preferences differ across cultures, communities, families, and individuals.

A recommendation generated by the Application should never be interpreted as a statement that a User's appearance is objectively attractive or unattractive.

The purpose of the Application is to assist Users in achieving **their own selected goals**, not to evaluate personal worth, confidence, identity, or social value.

10. Acceptance of These Terms

By using the Application, you acknowledge that:

- you have read these Terms;
- you understand how the Application operates;
- you understand that recommendations are generated by artificial intelligence;
- you accept that AI may produce inaccurate or incomplete results;
- you understand that following any recommendation is entirely your own decision;
- you remain solely responsible for all personal, cosmetic, financial, or medical decisions you make.

Your continued use of the Application constitutes your ongoing acceptance of these Terms and any future updates published in accordance with applicable law.

11. Eligibility

To use the Application, you must:

- be at least eighteen (18) years of age, or the minimum age permitted by applicable law with the consent of a parent or legal guardian where required;

- have the legal capacity to enter into a binding agreement;
- comply with all applicable laws in your jurisdiction.

By creating an account, you represent and warrant that you satisfy these requirements.

12. User Account

You are responsible for maintaining the confidentiality of your account credentials.

You agree to:

- provide accurate registration information;
- keep your contact information up to date;
- maintain the security of your password;
- immediately notify us of any unauthorized use of your account.

You are responsible for all activities that occur under your account unless otherwise required by applicable law.

13. Subscription

Certain features of the Application require an active subscription.

At the time of publication, the subscription fee is:

USD \$5.00 per month

Subscriptions are processed through the applicable payment platform (such as Apple App Store or Google Play) or any future authorized payment provider.

Subscription pricing may change in the future.

Price changes shall not affect the current billing period and will be communicated before taking effect.

14. Subscription Renewal & Cancellation

Subscriptions renew automatically unless cancelled through the payment platform.

Users may cancel renewal at any time.

Cancellation prevents future charges but does not affect access already paid for during the current subscription period.

Refunds are governed by the policies of the payment platform and applicable law.

15. Grace Period

After a subscription expires, the User enters a thirty (30) day Grace Period.

During this period:

- account information remains available;
- uploaded photographs remain stored;
- historical Beauty Timeline remains accessible after reactivation;
- previous AI analyses remain preserved.

The User may reactivate the subscription at any time during the Grace Period without losing stored data.

Reminder notifications may be sent before permanent deletion but are not guaranteed.

Failure to receive a reminder does not prevent deletion.

16. Automatic Data Deletion

If the subscription is not reactivated before the end of the Grace Period, the Application may permanently delete:

- uploaded photographs;
- Beauty Timeline;
- comparison history;
- AI analyses;
- recommendation history;
- selected beauty goals;
- personal beauty profile;
- virtual try-on history;
- personalized settings;
- and other data maintained solely for providing subscription services.

This deletion is intended to protect User privacy by avoiding indefinite retention of sensitive personal information and to support efficient operation of the service.

Deleted data may not be recoverable.

The Application is under no obligation to restore permanently deleted information.

17. User-Initiated Data Deletion

Users may permanently delete their account and associated personal data through the Application settings.

Deletion requests are generally irreversible.

Certain information may be retained where required for:

- legal compliance;
- fraud prevention;
- payment verification;
- dispute resolution;
- enforcement of these Terms.

Such retained information will be limited to what is reasonably necessary and for the minimum period required by applicable law.

18. Ownership of User Content

Users retain ownership of:

- facial photographs;
- profile photographs;
- uploaded images;
- personal beauty goals;
- personal information.

By uploading content, the User grants Aesthetics AI a limited, revocable, non-exclusive licence solely for the purpose of:

- analysing images;
- generating AI recommendations;
- creating Beauty Timeline records;
- providing comparison features;

- displaying previous analyses;
- personalizing future recommendations;
- operating the Application.

This licence automatically terminates when the User's data is permanently deleted, except where retention is required by law.

The Application acquires no ownership rights over User photographs.

19. Image Processing Consent

By uploading facial photographs, the User expressly authorizes the Application to process those images using artificial intelligence technologies for the purpose of providing personalized services requested by the User.

Image processing may include:

- facial landmark detection;
- skin appearance analysis;
- hair appearance analysis;
- beauty profile generation;
- progress comparison;
- recommendation generation;
- virtual hairstyle simulation;
- virtual hair colour simulation;
- virtual makeup simulation.

The Application processes uploaded photographs solely for providing services to the User.

Unless the User separately provides explicit consent, uploaded photographs are **not** used for training artificial intelligence models.

20. User Responsibilities

The User remains solely responsible for:

- selecting personal beauty goals;

- deciding whether to follow recommendations;
- selecting cosmetic products;
- selecting skincare routines;
- selecting hair care routines;
- consulting healthcare professionals when appropriate;
- evaluating personal allergies, sensitivities, or medical conditions before using products;
- determining whether recommendations are appropriate for their own circumstances.

The Application assists decision-making but does not make decisions on behalf of Users.

21. Product Compatibility Analysis

Where Marketplace functionality is available, the Application may analyse whether a product appears compatible with the User's beauty profile and selected goals.

Compatibility analyses are generated using information available to the Application, including:

- User preferences;
- selected goals;
- skin characteristics;
- hair characteristics;
- product information supplied by sellers or manufacturers.

Compatibility analyses are intended to help Users make more informed purchasing decisions.

The Application does not guarantee:

- product effectiveness;
- product quality;
- product safety;
- seller reliability;
- commercial availability.

Users remain responsible for reviewing product ingredients, instructions, warnings, and suitability for their individual circumstances.

22. Marketplace

The Marketplace enables independent third-party sellers to offer products or services.

Unless expressly stated otherwise:

- sellers are independent businesses;
- the Application is not the manufacturer of listed products;
- the Application is not responsible for fulfilment of orders;
- the Application is not responsible for delivery times;
- the Application is not responsible for warranties provided by sellers.

Product rankings and seller visibility may consider operational factors such as successful order history, service quality indicators, and platform performance.

At the time of publication, the Marketplace does **not** sell advertising placements or sponsored product recommendations intended to influence AI compatibility analyses.

23. Acceptable Use

Users agree not to:

- upload photographs of another person without permission;
- upload unlawful, fraudulent, or harmful content;
- interfere with system security;
- attempt to reverse engineer the Application;
- misuse AI-generated recommendations;
- exploit software vulnerabilities;
- use automated systems to access the Application without authorization.

Violation of these Terms may result in suspension or permanent termination of the account.

24. User Acknowledgement

By continuing to use the Application, you acknowledge and agree that:

- AI-generated recommendations are informational in nature;
 - recommendations are personalized according to your own goals and preferences;
 - different Users may receive different recommendations for similar situations;
 - cosmetic results vary between individuals;
 - no recommendation guarantees a specific outcome;
 - final decisions remain entirely your own responsibility.
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25. Our Commitment

Aesthetics AI is designed to help Users make more informed personal beauty decisions.

Our objective is not to define beauty, but to support each User in pursuing the goals they have personally chosen through transparent, personalized, and continuously improving artificial intelligence.