

## Research Article

# Developing a New Skin Cosmetic Product: Rapid, Efficient Insights from AI Coupled with Mind Genomics Thinking After the Product Has Been Selected, and the Focus Turns to Specifics

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## Abstract

This second paper in the series of three papers on product design shows how to create a new idea for a skin lotion, using Mind Genomics coupled with AI embedded in the Mind Genomics platform, BimiLeap.com (Idea Coach feature). The user presents the AI with the request to create new ideas for a “foundation product.” The paper shows how AI provides different ideas in a single iteration and then, after the iteration is closed, continues to apply critical thinking to its own suggestions. The outcome is a detailed suggestion of 10 different lotion products that might be created, along with the nature of each product, and a business case for each product idea.

**Keywords:** *Cosmetic development, Generative AI, Mind Genomics, Product innovation*

## Introduction

This second paper builds upon the material presented in the Thompson et al. paper, “Developing a New Skin Cosmetic Product: Rapid, Efficient Insights from AI Coupled with Mind Genomics Thinking at the Very Earliest Stages of Ideation with Limited or Even No Knowledge.” Once the basic product has been chosen—a lotion—the next objective was to specify the nature of this new lotion. The paper presents a novel approach to this step of specification. The approach was to create consumer-meaningful phrases that embed product features in them. Although the approach might seem difficult, viz., combining creativity and cosmetic technology, at the level of AI powered by Mind Genomics thinking, the approach is quite actually straightforward.

Table 1 presents the instruction to the AI (ChatGPT 3.5) using the Mind Genomics platform BimiLeap.com. The instructions are put into Idea Coach (Table 1 top). Within 15 seconds or so, viz., almost immediately, AI returns with the descriptions (Table 2 bottom).

## Critical Thinking Presented by AI After the Study has Closed

As in the previous study, once the project is “closed,” the AI is instructed to review its own suggestions presented to the user (Table 1). Table 2 presents the perspectives.

Table 3 continues the critical thinking, presenting the points of view of those who are in favor of these product ideas (Interested) versus those who are against these product ideas (Opposing).

## The Road to Innovation—Additional Information Needs and Alternative Viewpoints

Table 4 presents information that will be useful for product design and communication. The top of Table 4 shows the AI observation about additional information needed. The bottom of Table 4 shows alternative viewpoints, viz., a “no-holds-barred” analysis of the messages in terms of where the messages veer off-target and could be improved.

## Deeper Analysis of Innovations

The final analysis in this study is a set of recommended innovations, shown in Table 5. This time, AI generated 10 innovations analyzed in depth, once again doing this work after the study has been closed. Had this iteration been repeated, e.g., 20x, a task that would have taken three minutes for the user to execute by simply pressing the right key to “repeat the effort,” the Idea Coach in BimiLeap.com would have returned 20 of these full analyses, rather than the one full analysis shown in detail in this paper. That effort, requiring just an extra few minutes “upfront,” would thus generate an entire repository of information for the user.

**Table 1:** Instructions to AI about the product and the 15 different phases describing the product in “poetic” consumer language.

<b>INSTRUCTIONS GIVEN TO AI</b> Describe the feeling of this foundation on the skin in ten words or less. When you describe it, give some emotion and feeling to it, and make it a full rich sentence. Make the description poetic and memorable for a slogan. <b>FIFTEEN PHRASES POETICALLY DESCRIBING THE SENSORY EXPERIENCE</b> <ol style="list-style-type: none"><li>Embraces your skin like a soft whispering caress. The product embraces the skin gently and softly, providing a comforting sensation.</li><li>Melts into your skin like a warm sun kissed dream. The product melts into the skin seamlessly, making it feel like a natural part of your beauty routine</li><li>Feels like the gentle touch of silk on your face. The product feels luxurious and smooth on the skin, akin to the touch of silk.</li><li>Creates a flawless canvas with a weightless embrace. The product creates a flawless base for makeup application while feeling weightless on the skin.</li><li>Soft as a gentle breeze, but powerful as confidence. The product is gentle and light like a breeze, yet boosts your confidence with its powerful effects.</li><li>Luxurious on your skin, like a velvet veil of beauty. The product feels luxurious and velvety on the skin, enhancing your overall beauty.</li><li>Effortless to apply, but transformative in effect. The product is easy to apply but has a transformative effect on the skin's appearance.</li><li>Like a delicate kiss of radiance on your skin. The product adds a radiant glow to the skin, giving it a kiss of luminosity.</li><li>Glides on smoothly, like a graceful dance of elegance. The product glides on smoothly, providing an elegant and effortless application experience.</li><li>Light as air, but strong as your natural beauty. The product feels light on the skin but enhances your natural beauty in a powerful way.</li><li>Gives your skin a radiant glow with a featherlight touch. The product gives the skin a radiant glow with a weightless and delicate touch.</li><li>Soft, yet powerful, like a secret weapon of allure. The product is soft yet impactful, enhancing your allure subtly.</li><li>Whispers of beauty, with a touch of flawless perfection. The product adds a touch of flawless perfection to your complexion, enhancing your beauty.</li><li>Transforming your complexion with a whisper of magic. The product transforms the skin's appearance with a touch of magic.</li><li>Like a second skin, but better in every way possible. The product feels like a second skin, providing enhanced beauty benefits.</li></ol>
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**Table 2:** Perspectives—critical thinking of the AI regarding its own suggestion of 15 phrases.

<b>PERSPECTIVES</b> <b>Plus:</b> <ul style="list-style-type: none"><li>The topic statements all evoke a sense of luxury, softness, and beauty.</li><li>They use vivid imagery to describe the sensation of applying a product to the skin.</li><li>The statements emphasize the transformative and enhancing effects of the product.</li></ul> <b>Minus:</b> <ul style="list-style-type: none"><li>Some of the statements may be perceived as overly poetic or exaggerated.</li><li>The use of similes and metaphors may be confusing or vague for some readers.</li><li>Not all statements provide specific information about the product or its benefits.</li></ul> <b>Interesting:</b> <ul style="list-style-type: none"><li>The juxtaposition of softness and power in some statements creates a compelling and intriguing contrast.</li><li>The use of sensory language (e.g. touch, warmth, silk) makes the statements engaging and immersive.</li><li>The statements use personification and anthropomorphism to describe the product, giving it a sense of personality and allure.</li></ul>
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**Table 3:** AI simulation of audiences interested in the 15 phrases (top) versus audiences opposing the 15 phrases (bottom).

<b>INTERESTED AUDIENCES</b> <ol style="list-style-type: none"><li><b>Makeup enthusiasts:</b> These individuals would be interested in the topic statements as they speak to the luxurious, transformative, and flawless qualities of the products being described. Makeup enthusiasts are always on the lookout for products that enhance their natural beauty and provide a radiant glow to their skin.</li><li><b>Beauty bloggers/influencers:</b> Beauty bloggers and influencers are always looking for new and innovative products to review and share with their audience. The topic statements describe products that are effortless to apply, create a flawless canvas, and give the skin a radiant glow, making them appealing to this audience.</li><li><b>Skincare addicts:</b> People who are passionate about skincare would be interested in the topic statements as they highlight the gentle and luxurious qualities of the products. Skincare addicts are likely to appreciate products that feel like a soft kiss on the skin and provide a weightless embrace.</li><li><b>Individuals looking for natural beauty products:</b> Those who prefer to use natural and lightweight products on their skin would be interested in the topic statements. The descriptions suggest that the products are light as air and powerful as confidence, appealing to those who prioritize using natural ingredients on their skin.</li><li><b>Those with sensitive skin:</b> People with sensitive skin may be drawn to the topic statements as they emphasize the gentle and soft qualities of the products. The descriptions suggest that the products melt into the skin like a warm sun-kissed dream and create a flawless canvas with a weightless embrace, which could be appealing to individuals with sensitive skin.</li></ol> <b>OPPOSING AUDIENCES</b> <ol style="list-style-type: none"><li><b>Natural beauty advocates:</b> Those who believe in natural beauty and minimal makeup may oppose statements such as “Creates a flawless canvas with a weightless embrace” or “Like a delicate kiss of radiance on your skin” as they may view these descriptions as promoting artificial enhancements rather than embracing one’s natural appearance.</li><li><b>Fans of heavy makeup:</b> Individuals who prefer bold and dramatic makeup looks may not appreciate statements like “Effortless to apply, but transformative in effect” or “Soft as a gentle breeze, but powerful as confidence” as they may prefer makeup products that provide more visible and intense results.</li><li><b>Environmental activists:</b> Those concerned about the environmental impact of beauty products may oppose statements like “Luxurious on your skin, like a velvet veil of beauty” or “Soft, yet powerful, like a secret weapon of allure” if they associate luxury and allure with excessive packaging or harmful ingredients.</li><li><b>Individuals with sensitive skin:</b> People with sensitive skin may be wary of statements like “Glides on smoothly, like a graceful dance of elegance” or “Light as air, but strong as your natural beauty” as they may be concerned about the potential irritants or allergens in the product that could cause skin reactions.</li></ol>
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**Table 4:** Pre-innovation. Additional information that AI says it “needs” (top), and alternative viewpoints (bottom).

<b>ADDITIONAL INFORMATION</b> These topic statements are describing the sensation and qualities of a particular skincare or makeup product, but they are missing specific details such as the type of product (e.g. foundation, serum, moisturizer) and its benefits or effects on the skin (e.g. hydration, coverage, luminosity). Adding this information would complete the understanding of the topic and provide a more comprehensive description of the product being discussed. <b>ALTERNATIVE VIEWPOINTS</b> <ol style="list-style-type: none"><li>Some may find the idea of a product “embracing your skin like a soft whispering caress” to be overly romanticized and exaggerated, preferring a more straightforward description.</li><li>Others may interpret the concept of a product “melting into your skin like a warm sun-kissed dream” as potentially feeling too heavy or greasy on the skin, rather than luxurious.</li><li>Some may view the comparison of a product to a “velvet veil of beauty” as outdated or overly dramatic, preferring a more modern and practical approach to skincare.</li><li>Alternative viewpoints may question the necessity of a product that claims to be “effortless to apply, but transformative in effect,” as skincare routines often require dedication and consistency for effective results.</li><li>Some may find the idea of a product giving your skin a “radiant glow with a featherlight touch” to be unrealistic or misleading, as achieving glowing skin often requires a combination of proper skincare and lifestyle habits.</li></ol>
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**Table 5:** Ten AI-suggested innovations, together with AI's critical analysis of each innovation on technical as well as business dimensions.

<p><b>1. A new line of lightweight foundation that provides full coverage without feeling heavy on the skin.</b></p> <p><b>SUGGESTION:</b> The suggestion of a new lightweight foundation that offers full coverage without feeling heavy on the skin has significant implications for the makeup industry. This product would cater to individuals who prefer a natural look while still wanting to achieve flawless coverage. It would also address the common concern of heavy, cakey makeup that can clog pores and feel uncomfortable throughout the day. Additionally, this foundation could attract a broader range of consumers, including those with sensitive skin who may be hesitant to use traditional full coverage products. Overall, this innovation has the potential to revolutionize the way people approach their daily makeup routine.</p> <p><b>EXPLANATION:</b> Lightweight, full coverage foundation is a popular trend in the beauty industry, and many consumers are seeking products that provide a flawless finish without feeling heavy. Introducing a new line of foundation that meets these needs would likely be well received by a wide range of customers.</p> <p><b>IMPORTANCE:</b> Lightweight full coverage foundations have become increasingly popular in the beauty industry, so it is likely that companies are already researching and working on developing new formulas to meet this demand. However, it may still take some time to perfect the formula and bring it to the market.</p> <p><b>UNIQUENESS:</b> Whereas lightweight foundations with full coverage are not entirely uncommon, the specific focus on providing a lightweight feel while still offering full coverage is a unique selling point that sets it apart from other products on the market.</p> <p><b>ATTRACTIVENESS:</b> Investors may find this idea attractive as there is a demand for lightweight full coverage foundations in the beauty market. This product could potentially appeal to a wide range of consumers and tap into a profitable niche within the industry.</p> <p><b>SOCIAL GOOD:</b> Whereas a lightweight foundation that provides full coverage is a convenient and desirable product for many consumers, it may not necessarily produce a significant social good. However, it could potentially boost confidence and self-esteem for individuals who use makeup to enhance their appearance.</p> <p><b>SLOGAN:</b> 1. "Weightless coverage, heavy impact" 2. "Full coverage, featherlight feel"</p> <p><b>INVESTMENT PITCH:</b> Investing in a new line of lightweight foundation with full coverage is a wise decision for several reasons. Firstly, the demand for makeup products that offer both coverage and a weightless feel is constantly growing in the beauty industry. This innovative product has the potential to attract a wide range of consumers, including those with sensitive skin or who prefer a natural look. With the right marketing strategy and branding, this foundation could become a top seller in the market. Additionally, the formula could be easily customizable to cater to different skin types and shades, making it a versatile and inclusive product. By investing in this new line of foundation, the investor has the opportunity to capitalize on a lucrative and continually evolving market trend.</p> <p><b>INVESTOR PUSHBACK:</b> The investor may push back on this suggestion by expressing concerns about market saturation in the beauty industry, questioning the demand for yet another foundation product. Additionally, they may question the feasibility of creating a lightweight foundation with full coverage, as this may be a challenging balance to achieve in terms of formulation and product performance.</p> <p><b>COUNTER-ARGUMENT TO REFUTE PUSHBACK:</b> One way to address pushback on the new lightweight foundation is to provide samples or trial sizes to allow customers to test the product for themselves and experience its benefits firsthand. Additionally, highlighting the positive feedback and reviews from early testers or influencers can help build trust and credibility for the product, ultimately encouraging potential customers to invest in it. By addressing concerns through providing tangible evidence of the product's effectiveness and allowing customers to try it out for themselves, mutual acceptance can be achieved and lead to increased investment in the new foundation line.</p> <p><b>COMPROMISE:</b> One possible compromise solution could be to offer a sample or trial size version of the foundation at a lower price point, or to offer a moneyback guarantee for customers who are not satisfied with the product. This allows people to try the foundation without committing to a full-size purchase upfront, giving them the opportunity to experience its benefits firsthand and potentially become regular customers in the future.</p>
<p><b>2. A moisturizer that melts into the skin upon application, leaving a dewy, sun-kissed finish.</b></p> <p><b>SUGGESTION:</b> This suggestion implies that the moisturizer is lightweight and easily absorbed by the skin, providing hydration without feeling heavy or greasy. The dewy finish suggests that the skin will have a natural, radiant glow after application, giving the appearance of being sun-kissed. This can be particularly appealing for those looking to achieve a healthy, luminous complexion without the need for makeup or additional products. Overall, the suggestion indicates that this moisturizer will be nourishing, hydrating, and give the skin a youthful, radiant look.</p> <p><b>EXPLANATION:</b> Whereas a moisturizer that melts into the skin and leaves a dewy finish is desired by many, it may not be a groundbreaking suggestion in the skincare industry. However, it still holds significant importance as it caters to a popular trend and addresses a common need for a hydrating product that provides a natural glow.</p> <p><b>IMPORTANCE:</b> Whereas there are already moisturizers that provide a dewy finish, creating one that specifically melts into the skin upon application may require additional research and development. It could potentially be achieved in the near future with advances in skincare technology.</p> <p><b>UNIQUENESS:</b> Whereas moisturizers that provide a dewy finish are fairly common, the idea of one that melts into the skin upon application to create a sun-kissed look adds a unique twist to the product.</p> <p><b>SOCIAL GOOD:</b> Whereas a moisturizer that hydrates the skin and leaves a dewy finish can contribute to an individual's confidence and overall wellbeing, it may not have a significant impact on broader social issues or causes. However, promoting self-care and self-confidence can have ripple effects on mental health and personal relationships, which can contribute to a more positive society overall.</p> <p><b>SLOGAN:</b> 1. "Nourish your skin with a sun kissed glow!" 2. "Melting moisture for a radiant complexion!"</p> <p><b>INVESTMENT PITCH:</b> Investing in a moisturizer that not only hydrates the skin but also provides a radiant, sun kissed glow is a lucrative opportunity in the beauty industry. With the increasing demand for skincare products that enhance natural beauty, this moisturizer has the potential to appeal to a wide range of consumers. Its unique formulation that melts seamlessly into the skin sets it apart from competitors, making it a standout product in a crowded market. Additionally, the trend of minimal makeup looks and embracing one's natural skin has been gaining popularity, making products like this moisturizer highly sought after. By investing in this suggestion, you would be capitalizing on the growing interest in skincare and beauty products that prioritize healthy, glowing skin.</p> <p><b>INVESTOR PUSHBACK:</b> The investor may push back on this suggestion by pointing out that the market is already saturated with similar products, making it difficult to stand out and capture consumer attention. Additionally, they may question the long-term viability of the product, as trends in skincare can be fleeting and constantly evolving, potentially leading to decreased demand for sun-kissed finish moisturizers.</p> <p><b>COUNTER-ARGUMENT TO REFUTE PUSHBACK:</b> Pushback on this product may stem from concerns about it being too heavy or greasy for certain skin types. However, by highlighting the lightweight, fast-absorbing formula that provides a natural, hydrated glow without feeling heavy on the skin, these concerns can be addressed, and potential customers may be more willing to try the product. Additionally, offering a sample or trial size option for those hesitant to commit to a full-sized product can help alleviate concerns and allow customers to experience the benefits firsthand. By addressing these concerns and providing a solution, potential customers may be more willing to invest in the product and see the results for themselves.</p> <p><b>COMPROMISE:</b> To get people to invest in this idea, the compromise solution could be to offer a trial size or sample of the moisturizer at a discounted price. This would allow potential customers to try the product and experience its benefits before committing to purchasing a full-sized bottle. Additionally, offering a satisfaction guarantee or a moneyback guarantee could also help encourage people to invest in the product, as it shows confidence in the effectiveness of the moisturizer. Marketing the product as suitable for all skin types and emphasizing its hydrating and illuminating properties could also attract more customers to invest in this idea.</p>
<p><b>3. A makeup brush set made of ultrasoft synthetic fibers that feel like silk against the skin.</b></p> <p><b>SUGGESTION:</b> This suggestion implies that using makeup brushes made of ultrasoft synthetic fibers can provide a luxurious and comfortable experience during the application of cosmetics. The silky texture of the fibers may result in a gentle and smooth application, minimizing any potential irritation or discomfort on the skin. Additionally, the use of synthetic fibers may appeal to those who prefer cruelty free and vegan beauty products, as they do not involve the use of animal hair. Overall, this makeup brush set suggests a high quality and ethical choice for makeup enthusiasts looking for a more enjoyable and guilt-free makeup application experience.</p>

<p><b>EXPLANATION:</b> Having makeup brushes that are made of ultrasoft synthetic fibers can greatly improve the application of makeup, making it more comfortable and seamless. Additionally, using synthetic fibers is a more sustainable and cruelty free option compared to using brushes made from animal hair.</p> <p><b>IMPORTANCE:</b> The advancements in synthetic fiber technology and the demand for high quality makeup tools, it is likely that a makeup brush set made of ultrasoft synthetic fibers could be developed and brought to market relatively quickly.</p> <p><b>UNIQUENESS:</b> Whereas makeup brush sets made of synthetic fibers are common, the emphasis on the ultrasoft feel resembling silk makes it somewhat unique compared to standard brush sets on the market.</p> <p><b>ATTRACTIVENESS:</b> Investors may find this idea attractive because the product is focused on high quality materials and a pleasant user experience, which can appeal to consumers looking for a luxury beauty product. The use of synthetic fibers also aligns with current trends towards cruelty free and sustainable beauty products, which could make this product more appealing in the market. However, the makeup brush market is quite competitive, so investors may have concerns about the ability to stand out among other brands and generate significant revenue.</p> <p><b>SOCIAL GOOD:</b> Whereas a makeup brush set made of synthetic fibers is generally considered more ethical and cruelty free than brushes made from animal hair, which is a positive aspect, the overall impact on society may not be significant. Whereas consumers may appreciate the soft and luxurious feel of the brushes, it may not necessarily lead to any substantial positive change or benefit for society as a whole.</p> <p><b>SLOGAN:</b> 1. “Gentle touch, flawless finish.” 2. “Luxury at your fingertips.”</p> <p><b>INVESTMENT PITCH:</b> Investing in a makeup brush set made of ultrasoft synthetic fibers is a smart choice because it offers a luxurious experience to the consumers. The softness of the fibers mimics the feel of silk against the skin, making the application of makeup a delight. This unique selling point sets the product apart from other makeup brush sets on the market, giving it a competitive edge. Additionally, the synthetic fibers are cruelty free and environmentally friendly, appealing to a growing segment of conscious consumers. With the demand for high quality makeup tools constantly on the rise, this investment has the potential for significant returns and long-term success in the beauty industry.</p> <p><b>INVESTOR PUSHBACK:</b> The investor may push back on this suggestion due to concerns about the sustainability and longevity of synthetic fibers compared to natural fibers. They may also question whether the perceived luxury of silk-like fibers is worth the potential increase in production costs.</p> <p><b>COUNTER-ARGUMENT TO REFUTE PUSH BACK:</b> One possible way to address push back about investing in a makeup brush set made of synthetic fibers is by highlighting the benefits of using synthetic fibers over natural ones. For instance, synthetic fibers are often more hygienic and easier to clean, making them a more convenient option for everyday use. Additionally, emphasizing the quality and durability of the brushes can help alleviate concerns about their longevity, ultimately making them a worthwhile investment for anyone looking to enhance their makeup application experience.</p> <p><b>COMPROMISE:</b> One compromise solution could be to offer a lower price point compared to other high-end makeup brush sets on the market. This would make the set more accessible to a wider range of consumers and increase the likelihood of people investing in the idea. Additionally, offering a satisfaction guarantee or a warranty on the brushes could help ease any concerns potential buyers may have about the quality of the product.</p> <p><b>4. A primer that blurs imperfections and creates a smooth base for makeup application.</b></p> <p><b>SUGGESTION:</b> Using a primer that blurs imperfections and creates a smooth base for makeup application can significantly improve the overall look and longevity of your makeup. By filling in fine lines, pores, and uneven texture, the primer sets a flawless canvas for your foundation and concealer. This can result in a more even application of makeup, as well as a smoother finish that lasts throughout the day. Additionally, a primer can help to control oil production and keep your makeup looking fresh and crease-free. Ultimately, incorporating a primer into your makeup routine can enhance the overall appearance and wear of your makeup.</p> <p><b>EXPLANATION:</b> A primer that blurs imperfections and creates a smooth base for makeup application can greatly enhance the overall look and longevity of makeup. It can help makeup go on more smoothly, last longer, and create a more flawless finish. This can ultimately lead to a more polished and professional makeup look.</p> <p><b>IMPORTANCE:</b> Primers that blur imperfections and create a smooth base for makeup application are already widely available in the market and have been for some time. They are a popular product in the beauty industry, so it would not take long for this suggestion to become practical for consumers.</p> <p><b>UNIQUENESS:</b> Whereas primers are a common makeup product, the specific claim of blurring imperfections and creating a smooth base for makeup is fairly standard within the beauty industry.</p> <p><b>ATTRACTIVENESS:</b> Products are popular in the beauty industry, with a high demand from consumers looking to achieve a flawless makeup look. Investing in a primer that offers additional benefits such as blurring imperfections and creating a smooth base could potentially attract investors who are interested in the skincare and beauty market. However, the market for primers is already quite saturated, so investors may be hesitant to enter this competitive space without a unique selling proposition.</p> <p><b>SOCIAL GOOD:</b> This suggestion produces some social good by helping individuals feel more confident and enhance their appearance, which can lead to improved self-esteem and overall wellbeing. However, it may also perpetuate unrealistic beauty standards and place importance on superficial appearances.</p> <p><b>SLOGAN:</b> 1. “Blur flaws, perfect makeup” 2. “Smooth out, slay on.”</p> <p><b>INVESTMENT PITCH:</b> Investing in a primer that blurs imperfections and creates a smooth base for makeup application is a smart decision due to the growing demand in the beauty industry for products that enhance the overall look and longevity of makeup. A high quality primer not only ensures a flawless finish for makeup, but also helps to conceal pores, fine lines, and uneven skin texture, providing a perfect canvas for makeup application. With the rising trend of influencers and celebrities promoting flawless makeup looks on social media platforms, the market for primers is expanding rapidly and offers a high potential for return on investment. Furthermore, consumers are becoming increasingly aware of the benefits of using primers to prolong the wear of makeup and improve overall skin appearance, making this product a must-have in any beauty routine. By investing in a primer that offers both skincare benefits and makeup enhancing properties, you are tapping into a lucrative market segment with a promising future.</p> <p><b>INVESTOR PUSHBACK:</b> The investor may push back on this suggestion by arguing that there is already a saturation of primers in the market and may question the uniqueness of this particular product. They may also raise concerns about the demand for primers, citing a potential lack of consumer interest or preference for other makeup products.</p> <p><b>COUNTER-ARGUMENT TO REFUTE PUSHBACK:</b> One way to address the push back on the need for a primer is by emphasizing the benefits it can provide, such as extending the longevity of makeup, minimizing the appearance of pores, and creating a more flawless finish. By showing how using a primer can enhance the overall makeup application process and improve the final look, there can be a better understanding of its importance and a mutual agreement on its value. Additionally, offering a sample or demonstration of the primer in action can help skeptics see the difference it makes and potentially persuade them to invest in incorporating it into their routine.</p> <p><b>COMPROMISE:</b> One compromise solution could be offering a sample size version of the primer for a lower price, allowing customers to try it out before committing to purchasing the full-size product. This way, they can see the benefits of using the primer without having to invest in a full-size product right away. Additionally, offering a moneyback guarantee or a satisfaction guarantee can help alleviate any hesitation customers may have about trying the product. By providing these options, customers may be more willing to invest in the idea of a primer that blurs imperfections and creates a smooth base for makeup application.</p> <p><b>5. A skincare serum that is as light as a breeze but packed with powerful antiaging ingredients.</b></p> <p><b>SUGGESTION:</b> This suggestion implies that the skincare serum is not only lightweight and easy to apply, but also highly effective in combating signs of aging. The mention of powerful anti-aging ingredients suggests that the serum is formulated with potent compounds that can provide noticeable results in reducing wrinkles, fine lines, and other common signs of aging. By describing the serum as light as a breeze, it creates an image of a product that is gentle on the skin and easily absorbed, making it suitable for all skin types. Overall, this suggestion conveys the idea of a high-quality skincare product that delivers impressive anti-aging benefits while being pleasant to use.</p> <p><b>EXPLANATION:</b> This type of skincare product would be highly sought after by many consumers looking for a lightweight serum that still delivers effective anti-aging benefits. It addresses a common desire in the skincare market for products that are both easy to use and highly effective.</p>
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<p><b>IMPORTANCE:</b> Whereas the development and production of lightweight skincare serums with potent antiaging ingredients are already in progress, it may take some time for the perfect formula to be created and readily available to consumers. However, advancements in skincare technology are constantly evolving, so it may not be too far off in the future.</p> <p><b>ATTRACTIVENESS:</b> Investors are always looking for innovative products in the skincare industry, and a lightweight serum with potent antiaging properties could definitely pique their interest. The concept of a product that feels light on the skin but delivers powerful results is likely to appeal to a wide range of consumers, making it a potentially lucrative investment opportunity.</p> <p><b>SOCIAL GOOD:</b> This skincare serum sounds like it would be beneficial for those looking to combat signs of aging. Using a product with powerful anti-aging ingredients can help improve skin appearance and boost confidence. Additionally, the lightweight formula would be appealing to those with all skin types. However, it may not necessarily create a social “good” beyond personal benefits such as improved self-esteem and confidence.</p> <p><b>SLOGAN:</b> 1. “Light as air, fierce as youth.” 2. “Effortlessly radiant, boldly age defiant.”</p> <p><b>INVESTMENT PITCH:</b> Investing in a skincare serum like this would be a wise decision because of the growing demand for effective and lightweight anti-aging products in the market. With consumers increasingly looking for skincare solutions that are both potent and easy to incorporate into their daily routines, a serum like this has the potential to capture a significant share of the market. The powerful anti-aging ingredients in the serum would appeal to customers looking for visible results, whereas its light texture makes it suitable for all skin types. Furthermore, investing in this suggestion could also create opportunities for partnerships with beauty retailers and online platforms, further increasing its visibility and reach. Overall, this skincare serum presents a promising investment opportunity in a rapidly growing industry.</p> <p><b>INVESTOR PUSHBACK:</b> The investor may push back on this suggestion by citing concerns about the efficacy of a lightweight serum compared to thicker formulas. They may also question the market demand for yet another anti-aging product in an already saturated skincare industry.</p> <p><b>COUNTER-ARGUMENT TO REFUTE PUSHBACK:</b> The push back towards investing in this skincare serum may stem from skepticism about its effectiveness given its light texture. However, by highlighting the potent anti-aging ingredients, such as retinol and hyaluronic acid, and providing before and after testimonials from satisfied customers, the doubts can be eased and a mutual acceptance of its efficacy can be reached. Additionally, offering a trial size or samples for customers to experience the benefits firsthand can further persuade them to invest in the serum for long-term results.</p> <p><b>COMPROMISE:</b> One compromise solution could be to offer a sample size version of the serum at a lower price point, allowing customers to try the product before committing to a larger and more expensive bottle. This way, customers can experience the weightless feel of the serum and see the results of the powerful anti-aging ingredients before making a larger investment. Additionally, offering a satisfaction guarantee or a moneyback guarantee can help alleviate any hesitation customers may have in trying out the product. This can give them peace of mind and incentivize them to give the lightweight yet effective serum a try.</p> <p><b>6. A luxury face mask made of velvet fabric that leaves the skin feeling pampered and rejuvenated.</b></p> <p><b>SUGGESTION:</b> This suggestion implies that the face mask is not only functional in cleansing and nourishing the skin but also offers a sense of luxury and indulgence. The use of velvet fabric suggests a high-quality and lavish experience, enhancing the overall feeling of pampering. The suggestion of the mask leaving the skin rejuvenated implies that it provides deep hydration and treatment for a refreshed and glowing complexion. Overall, this luxury face mask promises to elevate the skincare routine, making it a luxurious and pampering experience.</p> <p><b>IMPORTANCE:</b> Whereas luxury face masks are already popular in the beauty industry, incorporating velvet fabric may require additional research and development to ensure it is both safe and effective for the skin. Additionally, the production of velvet fabric face masks may require specialized equipment and processes, which could take some time to implement on a larger scale.</p> <p><b>UNIQUENESS:</b> Whereas a luxury face mask made of velvet fabric is not common, there are other luxury face masks on the market that offer similar pampering and rejuvenating benefits. The use of velvet fabric does add a unique touch, but it may not be considered extremely unique.</p> <p><b>ATTRACTIVENESS:</b> Velvet fabric is associated with luxury and indulgence, making it an attractive feature for potential investors. Additionally, the promise of leaving the skin feeling pampered and rejuvenated could appeal to a wide range of consumers looking for a high-end skincare experience.</p> <p><b>SOCIAL GOOD:</b> Whereas the luxury face mask made of velvet fabric may provide a pampering experience for the user, it does not directly address any specific social or environmental issue. However, it could indirectly contribute to overall wellbeing by promoting self-care and relaxation.</p> <p><b>SLOGAN:</b> 1. “Indulge in luxury with our velvet face mask, for skin that feels pampered and rejuvenated.” 2. “Wrap your skin in velvet perfection with our rejuvenating face mask.”</p> <p><b>INVESTMENT PITCH:</b> Investing in a luxury face mask made of velvet fabric is a wise choice because it caters to the growing demand for high end skincare products in the market. The use of velvet fabric not only provides a luxurious feel but also offers numerous benefits for the skin, such as gentle exfoliation and improved blood circulation. This unique product will appeal to a niche market of individuals looking for indulgent and effective skincare solutions. With proper marketing and branding, this luxury face mask has the potential to stand out in a competitive industry and attract a loyal customer base. By investing in this suggestion, you are investing in a product that offers both luxury and functionality, promising a high return on investment.</p> <p><b>INVESTOR PUSHBACK:</b> The investor may believe that a luxury face mask made of velvet fabric is too niche of a product to appeal to a wide enough market to generate significant profits. They may also question the practicality of using velvet fabric for a face mask, as it may not be breathable or suitable for all skin types, potentially limiting its appeal and effectiveness.</p> <p><b>COUNTER-ARGUMENT TO REFUTE PUSHBACK:</b> The pushback against investing in a luxury face mask made of velvet fabric may stem from concerns about the cost and necessity of such a product. However, by highlighting the benefits of using high quality materials like velvet, such as its softness and ability to gently exfoliate the skin, potential customers can see the value in investing in a product that provides a luxurious pampering experience and helps maintain healthy, rejuvenated skin. It's important to emphasize the long-term benefits of taking care of one's skin, as well as the indulgent feeling of using a luxurious product, in order to overcome initial reservations and foster a desire to invest in a high quality face mask made of velvet fabric.</p> <p><b>COMPROMISE:</b> One compromise solution could be offering a sample size or trial version of the luxury face mask at a lower price point. This allows potential customers to experience the benefits of the product without committing to a full-sized purchase. Additionally, offering promotions or discounts for purchasing multiple masks could incentivize people to invest in the idea. Offering a satisfaction guarantee or return policy can also help alleviate any concerns customers may have about trying a new and potentially more expensive product.</p> <p><b>7. A makeup application tool that makes applying foundation effortless and seamless.</b></p> <p><b>SUGGESTION:</b> This makeup application tool could revolutionize the way people apply foundation by streamlining the process and ensuring a flawless finish. Its design would make it easy for individuals to evenly distribute the product across their skin, providing a professional level application without the need for advanced skills or techniques. With this tool, individuals would be able to achieve a flawless complexion quickly and easily, saving time and effort in their daily makeup routine. Overall, the implication of this suggestion is that it could simplify the makeup application process and help people achieve a flawless finish with minimal effort.</p> <p><b>EXPLANATION:</b> A makeup application tool that simplifies and improves the process of applying foundation would be highly valuable to countless individuals who wear makeup regularly. It would save time, provide a more professional looking finish, and enhance overall makeup application experience.</p>
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## Using AI to Consider Its Own Operations

The final step in this paper is to instruct AI to reflect on the combination of AI and Mind Genomics thinking as a potential coach, collaborator, or even an occasional “lead” in the product development process. During the course of several iterations, AI returned with a variety of questions—15 of which are shown below. These questions are generated as a standard part of the output of Idea Coach in the

Mind Genomics platform, BimiLeap.com. The questions are put in to spur additional thinking about the topic. Table 6 shows 15 of these questions, along with answers and then speculation about the future.

## Discussion and Conclusions

AI and Mind Genomics thinking are valuable tools with which to create innovative consumer products. By analyzing consumer

**Table 6:** Fifteen questions about the contribution to consumer product development by a combination of AI and Mind Genomics thinking.

<p><b>Question 1. How does the combination of AI and Mind Genomics thinking enhance the ideation process for consumer products?</b> The combination of AI and Mind Genomics thinking enhances the ideation process by using data-driven insights to identify and analyze consumer preferences, leading to the creation of targeted and innovative products. In the next two years, this partnership will continue to evolve, providing companies with a deeper understanding of consumer needs and preferences, ultimately resulting in more successful product launches.</p> <p><b>Question 2. What are the potential benefits of using AI in product formulation?</b> Using AI in product formulation can lead to faster and more efficient product development, improved customization options for consumers, and increased market competitiveness. In the next two years, AI will further streamline the formulation process, allowing companies to create products that are more closely aligned with consumer preferences and market trends.</p> <p><b>Question 3. How can AI analyze consumer preferences to inform product development?</b> AI can analyze consumer preferences by collecting and analyzing vast amounts of data on consumer behavior, preferences, and trends. This analysis can help companies identify patterns and insights that inform product development decisions. In the next two years, AI will become even more sophisticated in its ability to analyze consumer preferences, providing companies with valuable insights for developing successful products.</p> <p><b>Question 4. In what ways does Mind Genomics thinking guide AI in generating innovative ideas?</b> Mind Genomics thinking guides AI in generating innovative ideas by providing a structured framework for analyzing consumer preferences and identifying key drivers of product appeal. In the next two years, this approach will help companies use AI to develop products that are more aligned with consumer preferences, resulting in increased market success and customer satisfaction.</p> <p><b>Question 5. What role does human creativity play in the AI-assisted product development process?</b> Human creativity plays a crucial role in the AI-assisted product development process by providing the vision, intuition, and emotional intelligence needed to interpret and apply the insights generated by AI. In the next two years, human creativity will continue to be a vital component of product development, working in tandem with AI to drive innovation and create products that resonate with consumers on a deeper level.</p> <p><b>Question 6. Are there limitations to AI's ability to invent new ideas?</b> While AI has the ability to analyze data and generate insights, its ability to invent entirely new ideas is limited by the scope of the data it has access to and the algorithms it uses. In the next two years, advancements in AI technology may enhance its ability to generate more creative and original ideas, but human creativity will still play a key role in pushing the boundaries of innovation.</p> <p><b>Question 7. How can companies use the power of AI to stay ahead of market trends?</b> Companies can use the power of AI to stay ahead of market trends by using predictive analytics to anticipate consumer preferences, identify emerging trends, and make informed decisions about product development and marketing strategies. In the next two years, AI will enable companies to react more quickly to changing market dynamics and maintain a competitive edge by staying ahead of trends.</p> <p><b>Question 8. What are the challenges of relying solely on AI for product ideation?</b> Relying solely on AI for product ideation can lead to a lack of human creativity, intuition, and emotional intelligence needed to develop truly innovative and compelling products. In the next two years, companies will need to strike a balance between AI-driven insights and human creativity to ensure that their products resonate with consumers and stand out in the market.</p> <p><b>Question 9. How can AI and Mind Genomics thinking work together to create targeted and appealing products?</b> AI and Mind Genomics thinking can work together by combining data-driven insights with a structured framework for analyzing consumer preferences, resulting in the creation of targeted and appealing products. In the next two years, this collaboration will become even more seamless, enabling companies to develop products that are highly tailored to meet the needs and desires of their target audience.</p> <p><b>Question 10. What potential risks are associated with using AI in product development?</b> Potential risks associated with using AI in product development include data privacy concerns, algorithm bias, and the potential for over-reliance on AI to drive decision-making. In the next two years, companies will need to address these risks by implementing ethical guidelines, ensuring transparency in AI-driven processes, and maintaining a balance between AI and human input in product development.</p> <p><b>Question 11. How can companies ensure that consumer feedback is effectively incorporated into the product development process?</b> Companies can ensure that consumer feedback is effectively incorporated by using AI to analyze and interpret feedback data, and by actively engaging with consumers through surveys, focus groups, and other feedback mechanisms. In the next two years, companies will continue to refine their feedback collection processes and use AI to extract actionable insights that inform product development decisions.</p> <p><b>Question 12. In what ways can AI help companies identify untapped market opportunities?</b> AI can help companies identify untapped market opportunities by analyzing market data, consumer behavior, and trends to uncover new areas of demand and potential innovation. In the next two years, AI will become increasingly adept at identifying and capitalizing on untapped market opportunities, providing companies with a competitive advantage in a rapidly evolving marketplace.</p> <p><b>Question 13. What factors should be considered when applying AI to the development of consumer products?</b> When applying AI to the development of consumer products, factors such as data privacy, algorithm transparency, consumer trust, and ethical considerations should be carefully considered. In the next two years, companies will need to prioritize these factors to ensure that their use of AI in product development is ethical, transparent, and aligned with consumer expectations.</p> <p><b>Question 14. How can companies balance the use of AI with human creativity in product development?</b> Companies can balance the use of AI with human creativity in product development by using AI for data-driven insights and decision-making, while also fostering a culture of creativity, innovation, and collaboration among employees. In the next two years, companies will continue to refine their approach to integrating AI and human creativity, ensuring that both elements contribute to the development of successful and impactful products.</p> <p><b>Question 15. What are the ethical implications of using AI in the ideation process for consumer products?</b> The ethical implications of using AI in the ideation process for consumer products include concerns about consumer privacy, algorithm bias, and the potential for AI to reinforce existing inequalities or biases. In the next two years, companies will need to prioritize ethical considerations in their use of AI, ensuring that their processes are transparent, fair, and aligned with ethical standards to build consumer trust and credibility.</p>
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preferences and trends, AI can generate unique and appealing ideas, allowing for targeted product development. This approach promotes creativity and experimentation, leading to groundbreaking products. Combining human insight with AI analysis allows companies to push boundaries in product development and stay ahead of competition. However, AI may not invent as well as human creativity and may struggle to think outside predefined parameters. Despite these challenges, the value of AI and Mind Genomics in product development cannot be understated, as they create products which cater to consumers' specific needs and preferences.

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