

# **Herborium Group, Inc. (OTC:HBRM) CEO Discusses Future Opportunities in Tech-Driven Natural Wellness and Beauty Sectors**

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Herborium Group, Inc. (HBRN) is a botanical therapeutics® company that addresses dermatological and other health and wellness concerns via its proprietary medicinal products that are supported by science-centered content.

In an exclusive interview with the Capital Gains Report, HBRN CEO Dr. Agnes Olszewski discussed the company's track to take advantage of promising opportunities arising in the natural segment of the wellness industry, particularly as it applies to skincare, and an important boost to this area of the market can get from the application of artificial intelligence.

## **HBRN's Approach of Integrating Medicine and Beauty**

The global natural cosmetics market is growing at a fast pace and is projected to reach \$79.6 billion by 2033, with an annual growth rate of 5.1%. This rise is driven by the emergence of a new category of advanced, natural ingredient-based products available via conventional retail channels and online retailers, as well as the growing prominence of safer and more efficacious science-based beauty and wellness culture, which fuels the accelerated demand for natural beauty products.

Dr. Olszewski said, "One of the most important trends in the healthcare and beauty sectors is the merger of clinical skincare with natural skincare to create safe and validated "hybrid" products that actually work while maintaining their natural ingredient profile."

Herborium's acne treatment represents such a unique product. AcnEase is a systemic, all botanical ingredient-based, proprietary, clinically tested acne treatment for teen and adult acne, that also improves symptoms of an inflammatory skin condition called rosacea.

Dr. Olszewski said, "We are presently working on the second generation of this clinically validated skincare solution that has better consumer characteristics -- broader application and simpler treatment routine -- and improved business profile, such as increased margins. The company is also approaching the most advanced science in

clinical skincare - stem cell-based products. We are working to add two highly innovative products in this category to our 2023 and 2024 product portfolios.”

The company pursues a cross-sectoral approach, aiming to use clinical testing in order to integrate pharmaceutical and nutraceutical market segments.

### **Exploring the Power of Artificial Intelligence in Natural Skincare Sector**

Another strength of HBRM has to do with the use of pioneering technology as applied to the development of natural skincare products and a total solution that would address consumer concerns in the skincare sector. On May 11, 2023, the company announced signing a Letter of Intent with Adrecom, a US-based technology and e-commerce company with offices in North Carolina and California, to purchase and further advance AI technology that will power HBRM's natural skin health and wellness platform. It completed the first stage of designing this platform and is currently in the midst of testing and further advancing it.

Dr. Olszewski says, “Herborium’s unique approach is the active use of technology in the natural segment of skincare and skin wellness.” The AI platform will deliver streamlined and more precise diagnosis, curated, personalized skincare counseling, products, and other related services such as nutrition and esthetician-provided recommendations.

This step positions HBRM as a frontrunner in the novel skincare industry, opening up new ways for innovation and potential revenue streams. “Our AI-based platform offers an integrated, personalized approach to skincare and skin health,” says Dr. Olszewski. “At the moment, an integrated platform for natural skincare and skin wellness does not exist.”

As medicine and wellness develop in parallel with advancements in using AI technology to support a personalized approach to treatments and more common wellness and beauty solutions, HBRM is a first mover in this space as it is capable of combining its natural ingredient-based products and relevant, cutting edge content with advanced AI technology.

### **Growth through Partnerships**

HBRM is currently commercializing its products and has already established a strong presence in the United States, the United Kingdom, and continental Europe through a network of specialty retailers, distributors, and e-commerce platforms.

With a well-established customer base and strong brand recognition, the company plans to establish new sales targets by building curated partnerships with other product originators. “We are presently in advanced talks with two companies—one from the US

and a second from South Korea that are well known in the cosmetic and skin wellness industry for high-quality biotechnological applications in skincare,” says Dr. Olszewski.

## **Conclusion**

Natural ingredients and the potential for an AI-driven personalized approach to skincare mean that Herborium’s products have the potential to gain popularity with consumers quickly. They are capable of connecting medical and beauty applications with a focus on natural ingredients, filling an important gap in the market.

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