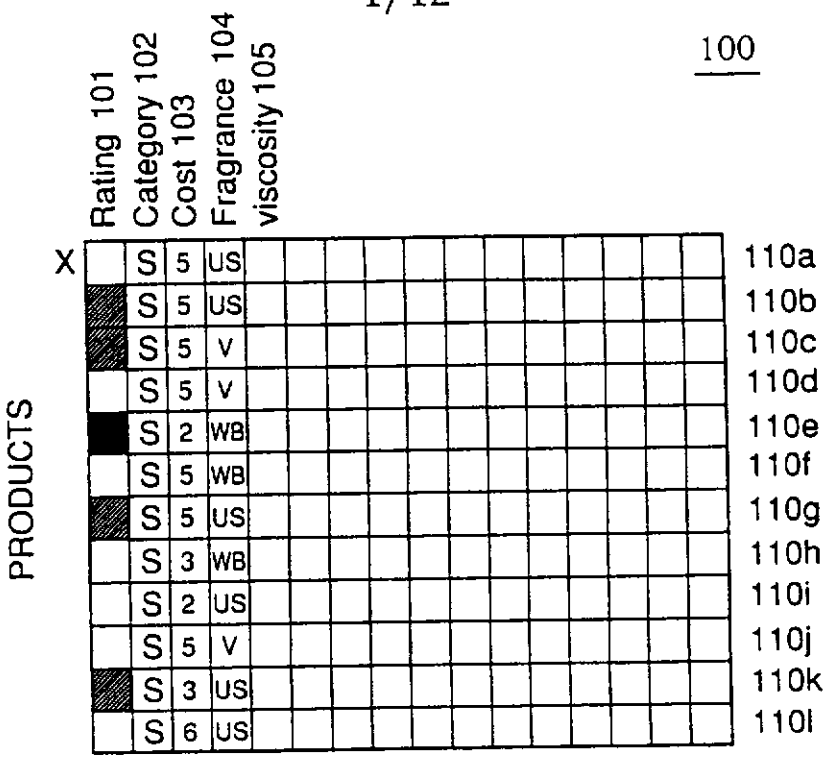


FIG. 1
(PRIOR ART)

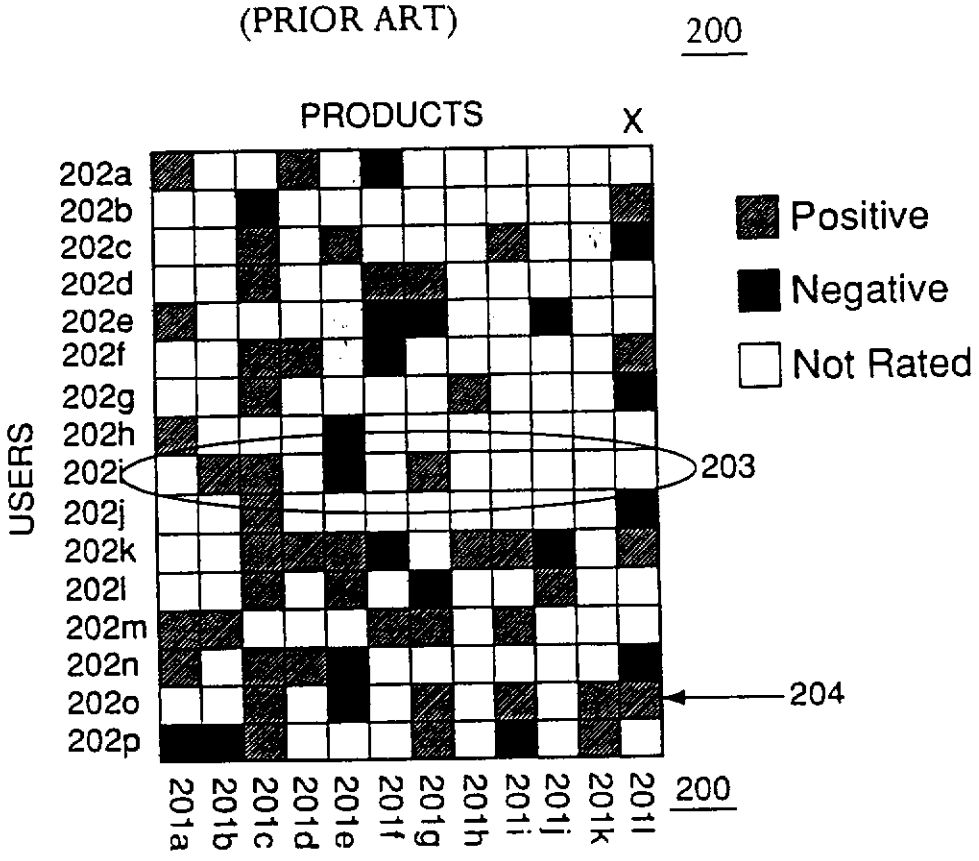


FIG. 2
(PRIOR ART)

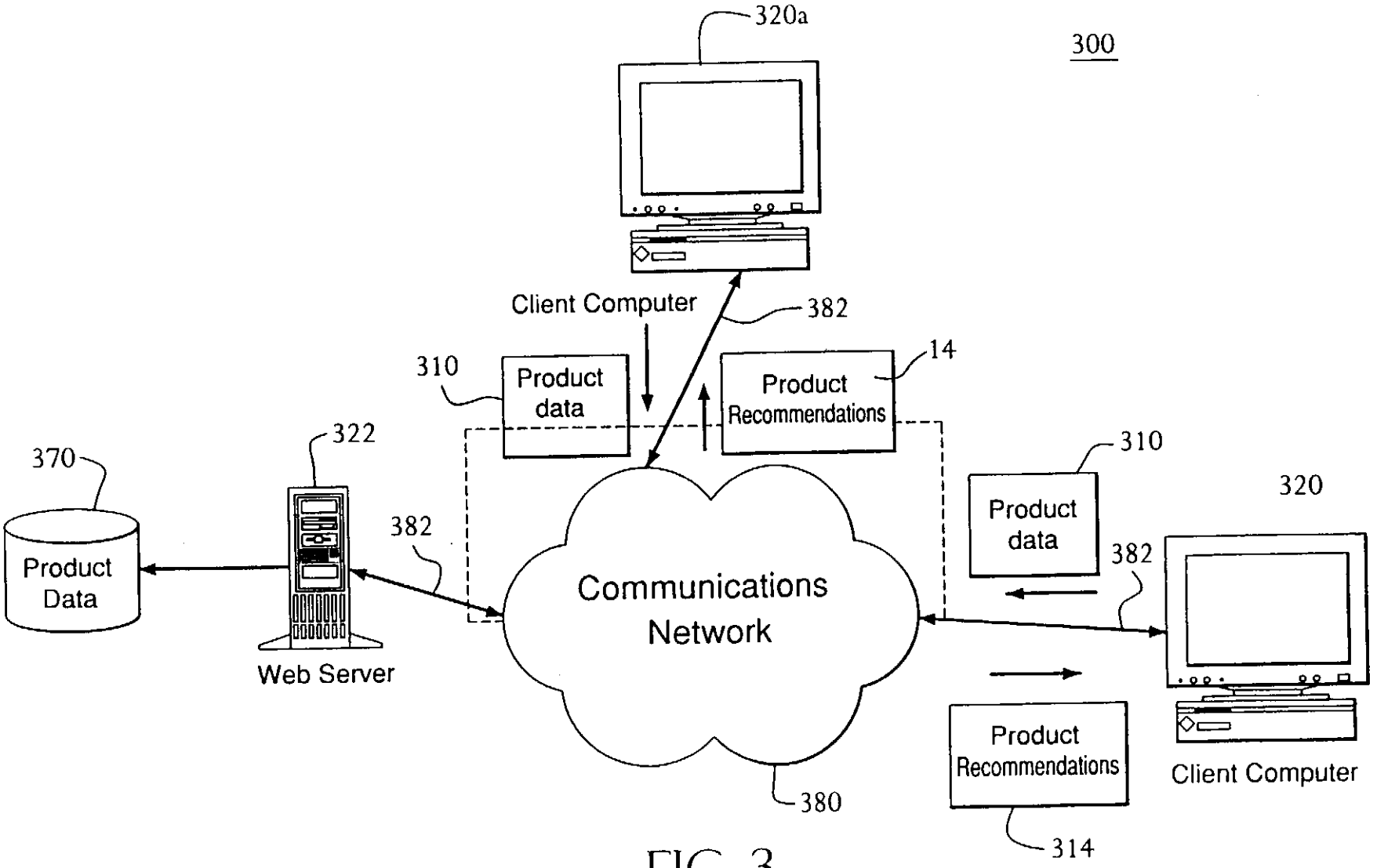

300
320a
Client Computer
382
310
Product data
Product Recommendations
14
322
370
Product Data
382
Web Server
Communications Network
310
Product data
320
382
Client Computer
Product Recommendations
380
314

FIG. 3

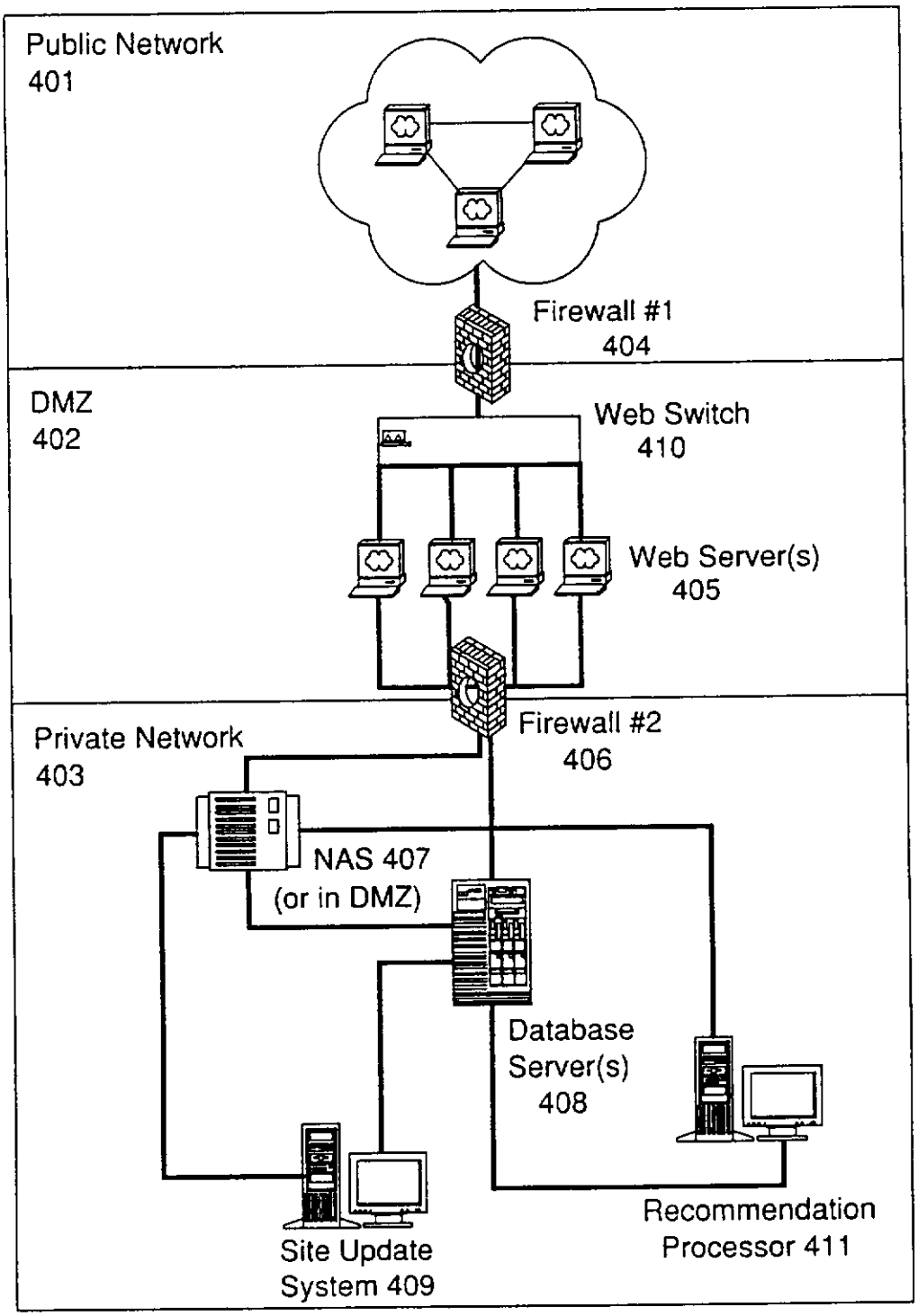

Public Network
401
Firewall #1
404
DMZ
402
Web Switch
410
Web Server(s)
405
Firewall #2
406
Private Network
403
NAS 407
(or in DMZ)
Database
Server(s)
408
Recommendation
Processor 411
Site Update
System 409

FIG. 4

Identification	Shipping Information	Credit Information	Severity of Needs	Importance of Addressing Needs
Acceptance Ratings (historical usage)	Psychographic characterizers	Current Diagnostic Condition		

FIG. 5

Identification	Shipping Information	Credit Information	Severity of Needs	Importance of Addressing Needs
Acceptance Ratings (historical usage)	Psychographic characterizers	Current Diagnostic Condition		
Acceptance Ratings of (of selected products)	Diagnostic Data relative to time of usage	Aesthetic preferences relative to current product		

FIG. 6

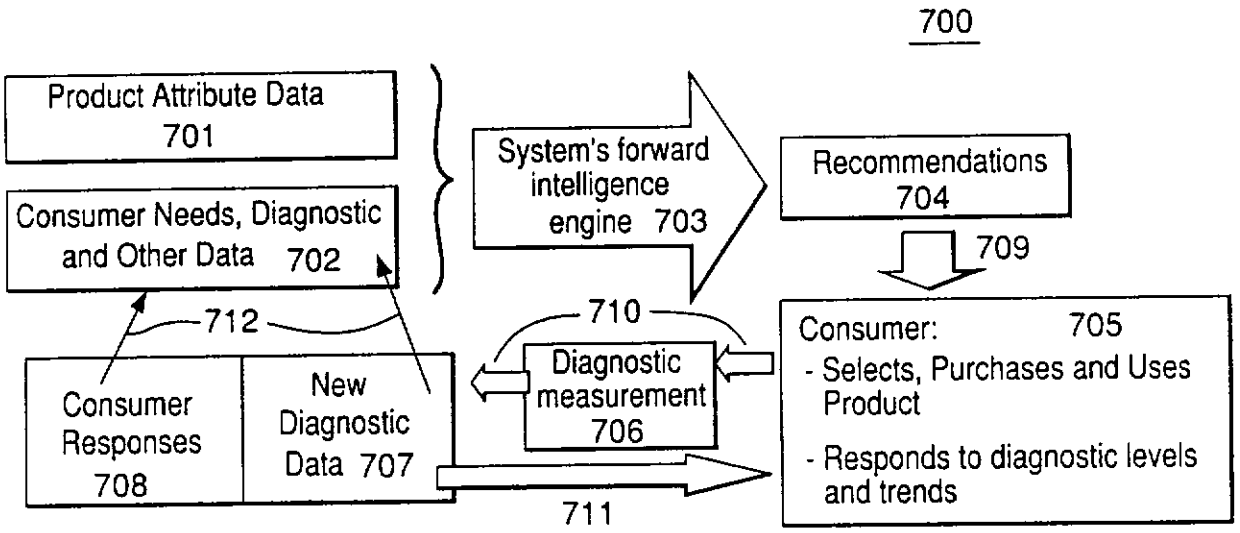


FIG. 7

Product	Preference Prediction	Performance Prediction	Price
A	8.4	8.4	11.89
B	8.1	6.6	19.99
C	7.8	5.0	23.59

FIG. 8A

Recommendation	**Preference**	Performance	Cost
Product A	8.6	5.1	$13.95
Product B	8.4	4.6	$7.83
Product C	8.2	6.0	$11.90

FIG. 8B

Product	Preference Prediction	Performance Prediction	Price
D	4.4	8.2	39.99
E	6.7	7.9	14.29
F	7.4	7.8	21.89

FIG. 9A

Recommendation	**Performance**	Preference	Cost
Product G	7.1	5.1	$18.85
Product H	6.9	7.0	$24.14
Product I	6.7	3.7	$37.95

FIG. 9B

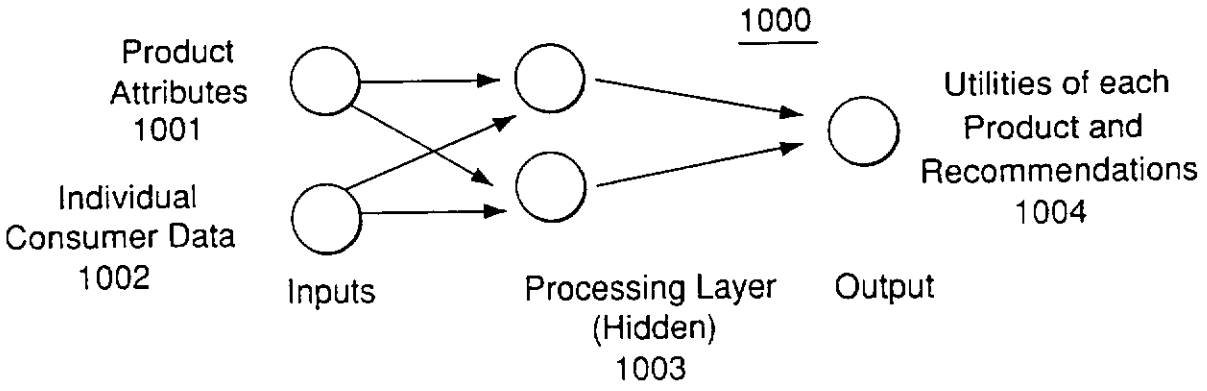


FIG. 10

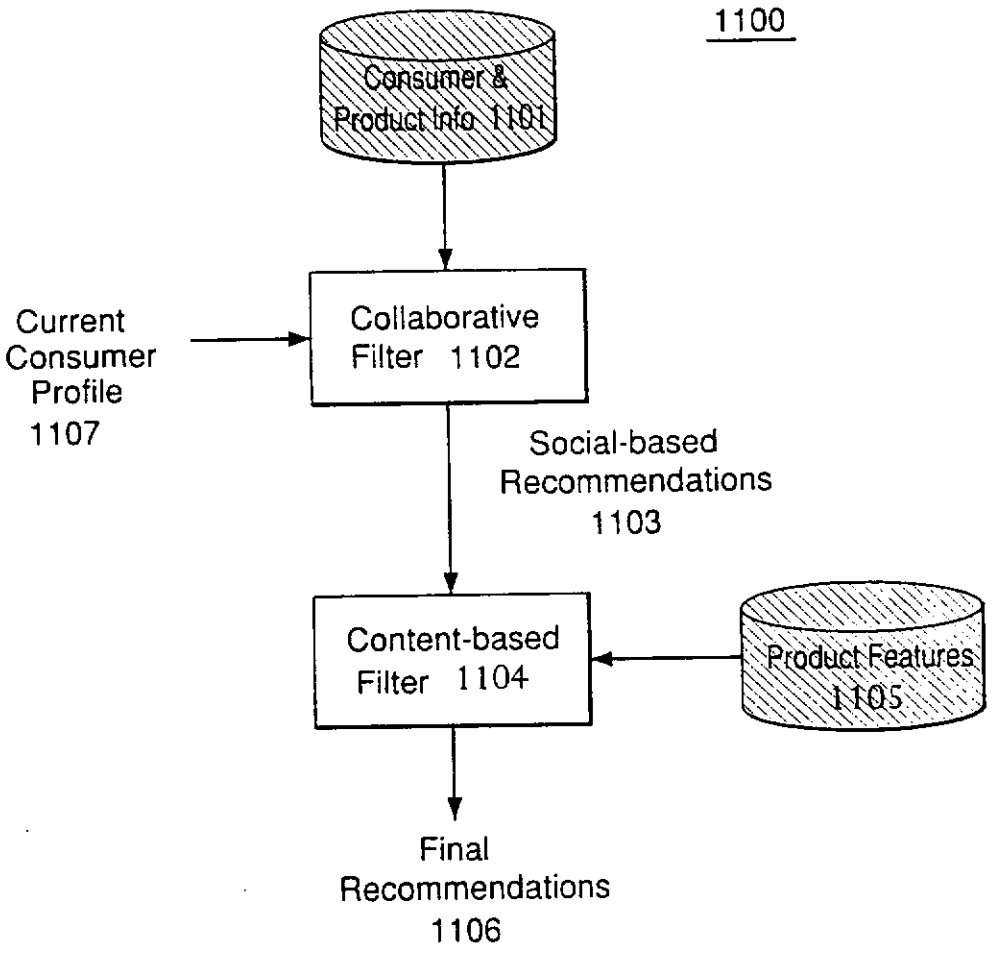

1100
Consumer & Product Info 1101
Current Consumer Profile 1107
Collaborative Filter 1102
Social-based Recommendations 1103
Content-based Filter 1104
Product Features 1105
Final Recommendations 1106

FIG. 11

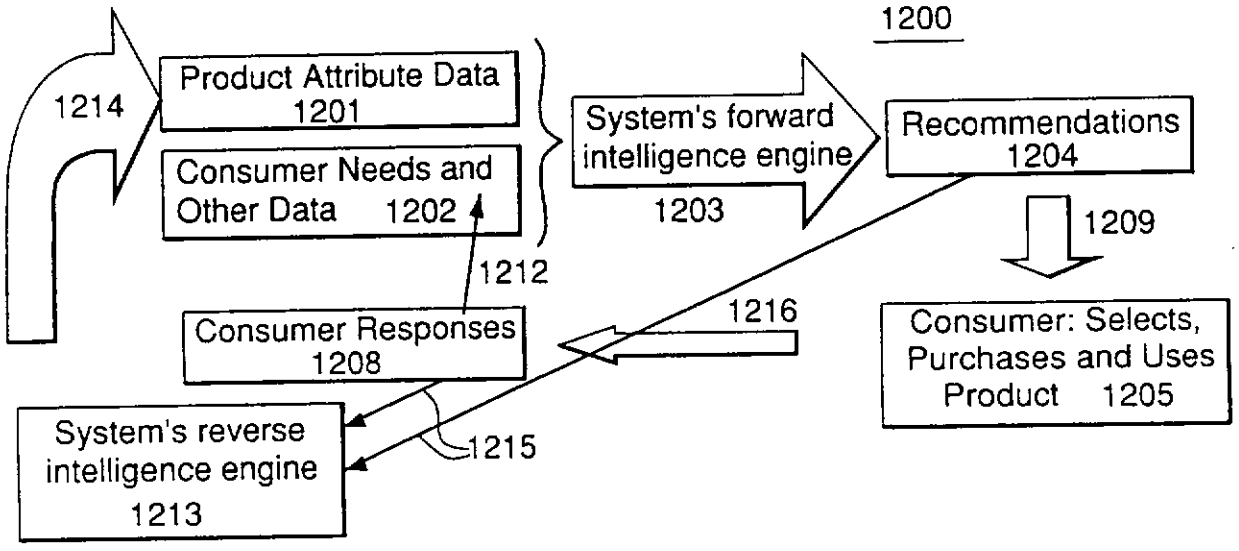

1200
1214
Product Attribute Data 1201
Consumer Needs and Other Data 1202
System's forward intelligence engine 1203
Recommendations 1204
1209
Consumer: Selects, Purchases and Uses Product 1205
1212
1216
Consumer Responses 1208
System's reverse intelligence engine 1213
1215

FIG. 12

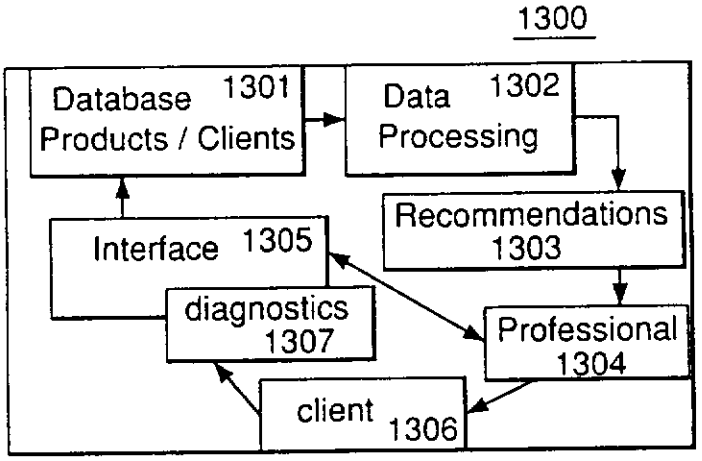


FIG. 13

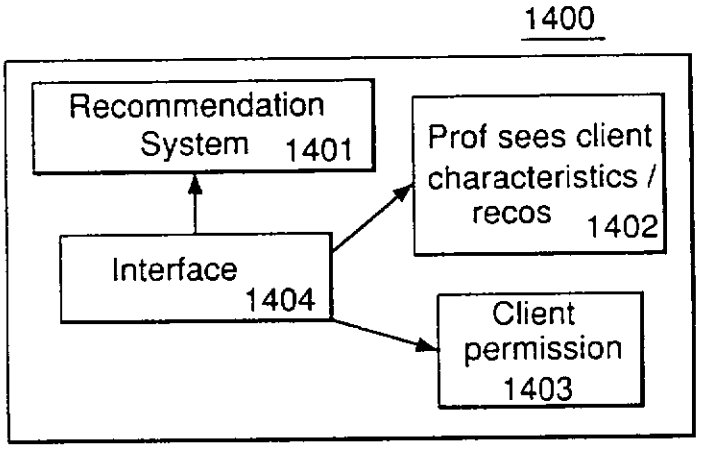


FIG. 14

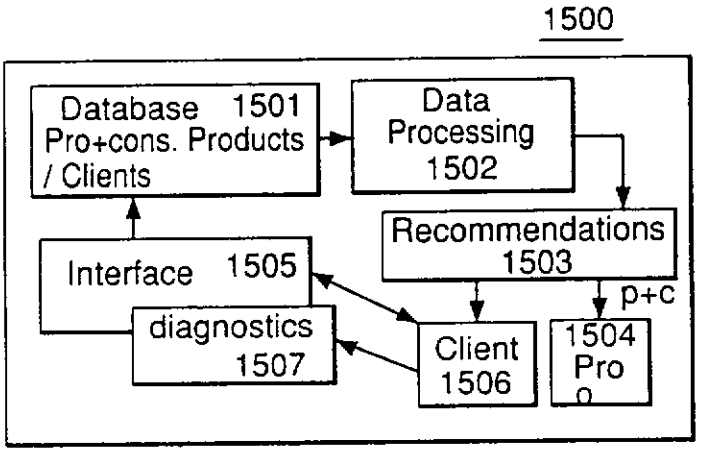


FIG. 15

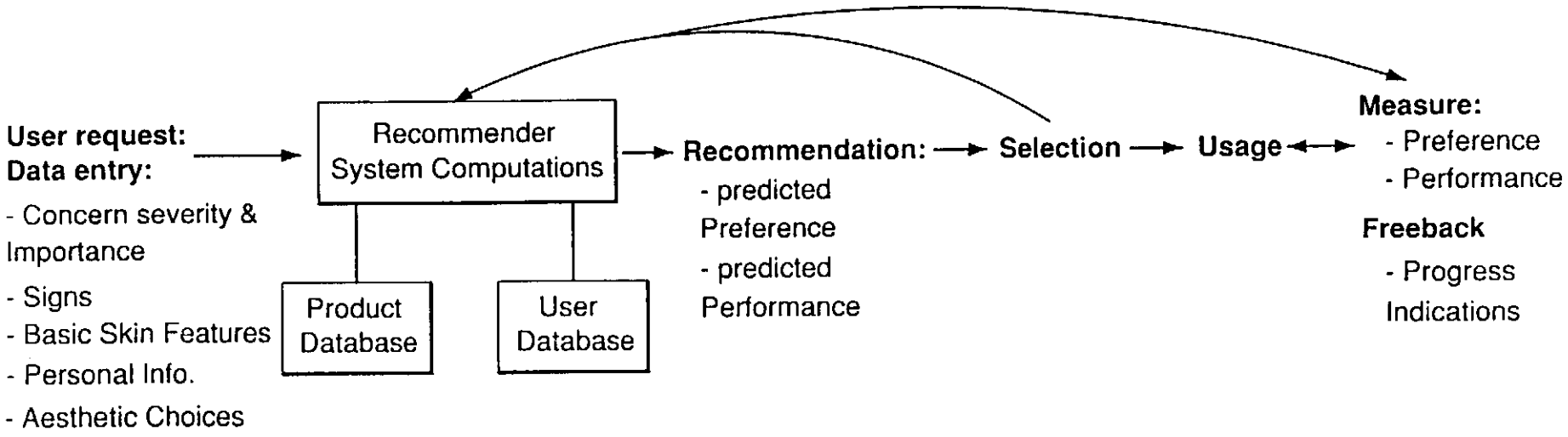

User request:
Data entry:
- Concern severity & Importance
- Signs
- Basic Skin Features
- Personal Info.
- Aesthetic Choices
Recommender System Computations
Product Database
User Database
Recommendation:
- predicted Preference
- predicted Performance
Selection
Usage
Measure:
- Preference
- Performance
Freeback
- Progress Indications

FIG. 16

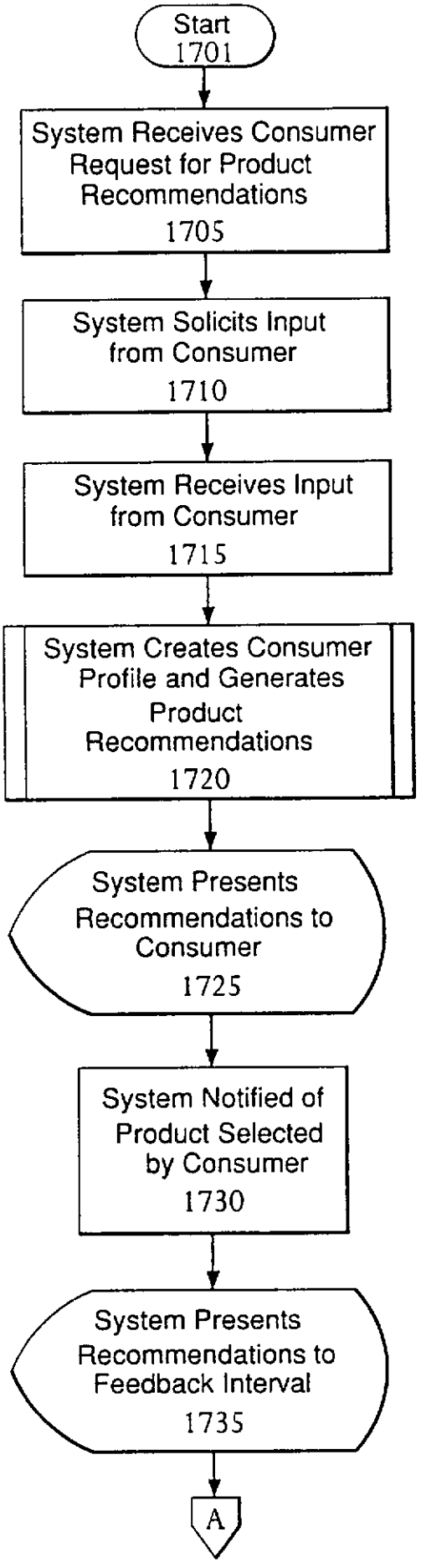

1700
Start
1701
System Receives Consumer Request for Product Recommendations
1705
System Solicits Input from Consumer
1710
System Receives Input from Consumer
1715
System Creates Consumer Profile and Generates Product Recommendations
1720
System Presents Recommendations to Consumer
1725
System Notified of Product Selected by Consumer
1730
System Presents Recommendations to Feedback Interval
1735
A

FIG. 17A

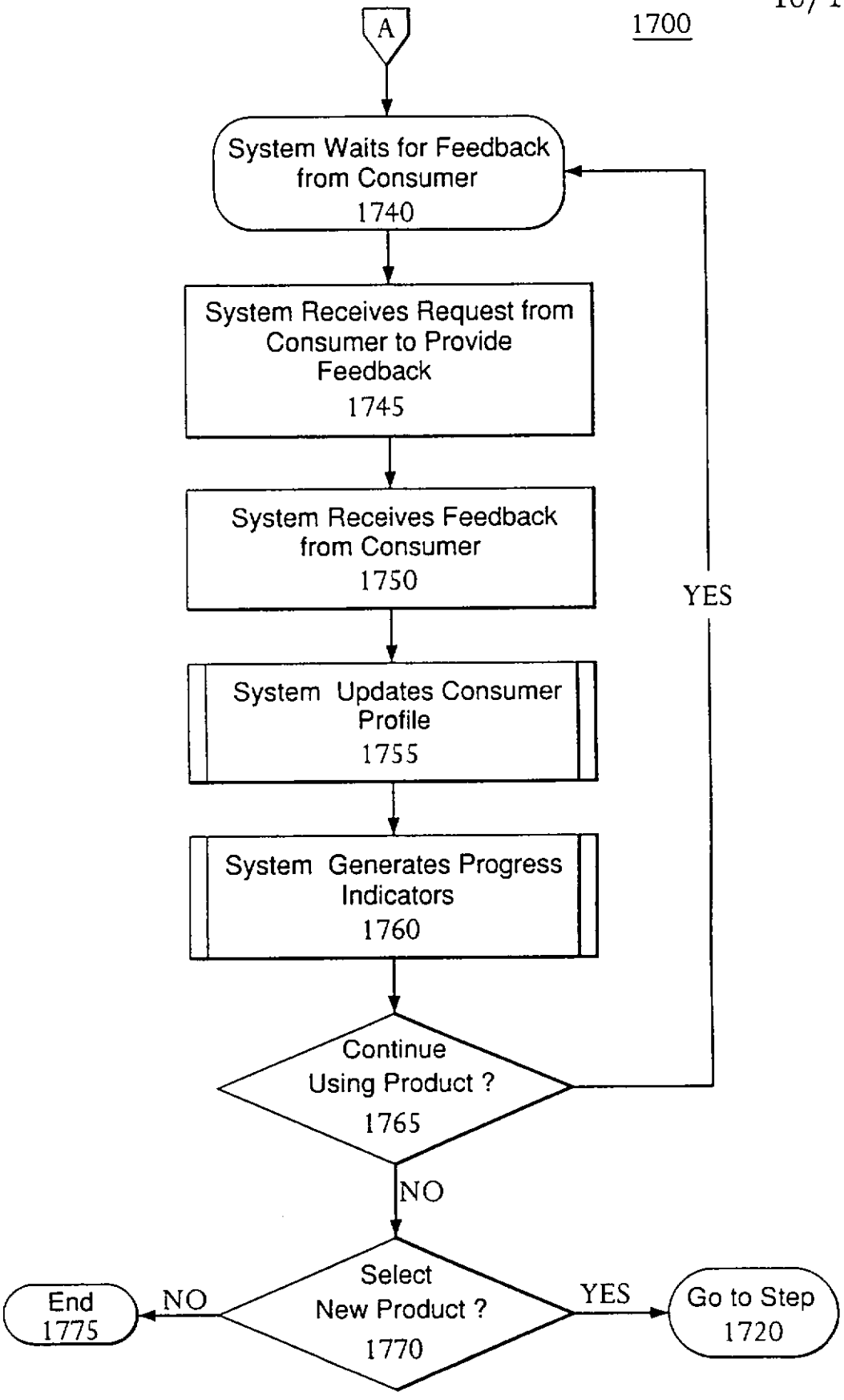

1700
A
System Waits for Feedback from Consumer
1740
System Receives Request from Consumer to Provide Feedback
1745
System Receives Feedback from Consumer
1750
System Updates Consumer Profile
1755
System Generates Progress Indicators
1760
Continue Using Product ?
1765
YES
NO
Select New Product ?
1770
NO
End
1775
YES
Go to Step
1720

FIG. 17B

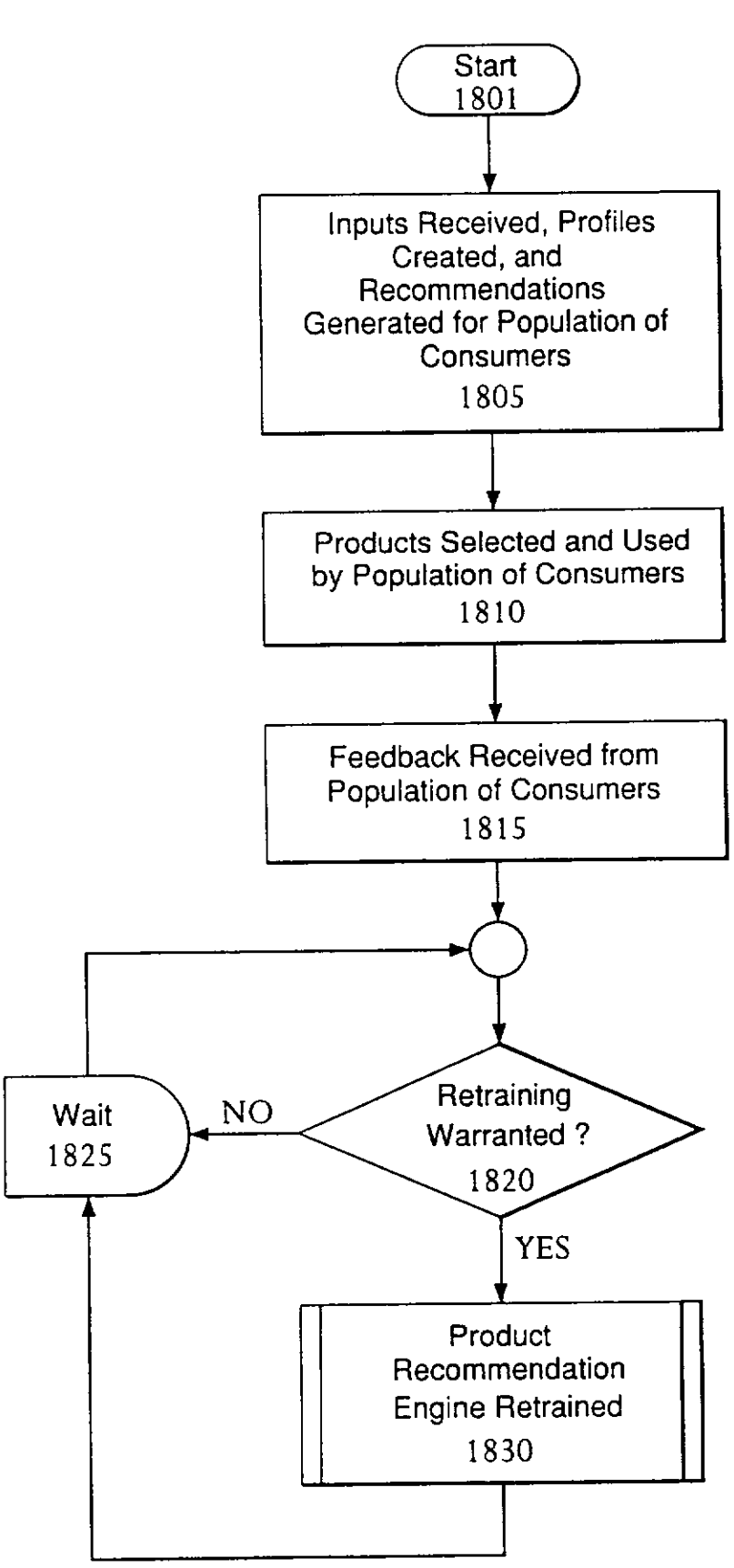

1800
Start
1801
Inputs Received, Profiles Created, and Recommendations Generated for Population of Consumers
1805
Products Selected and Used by Population of Consumers
1810
Feedback Received from Population of Consumers
1815
Retraining Warranted ?
1820
NO
Wait
1825
YES
Product Recommendation Engine Retrained
1830

FIG. 18

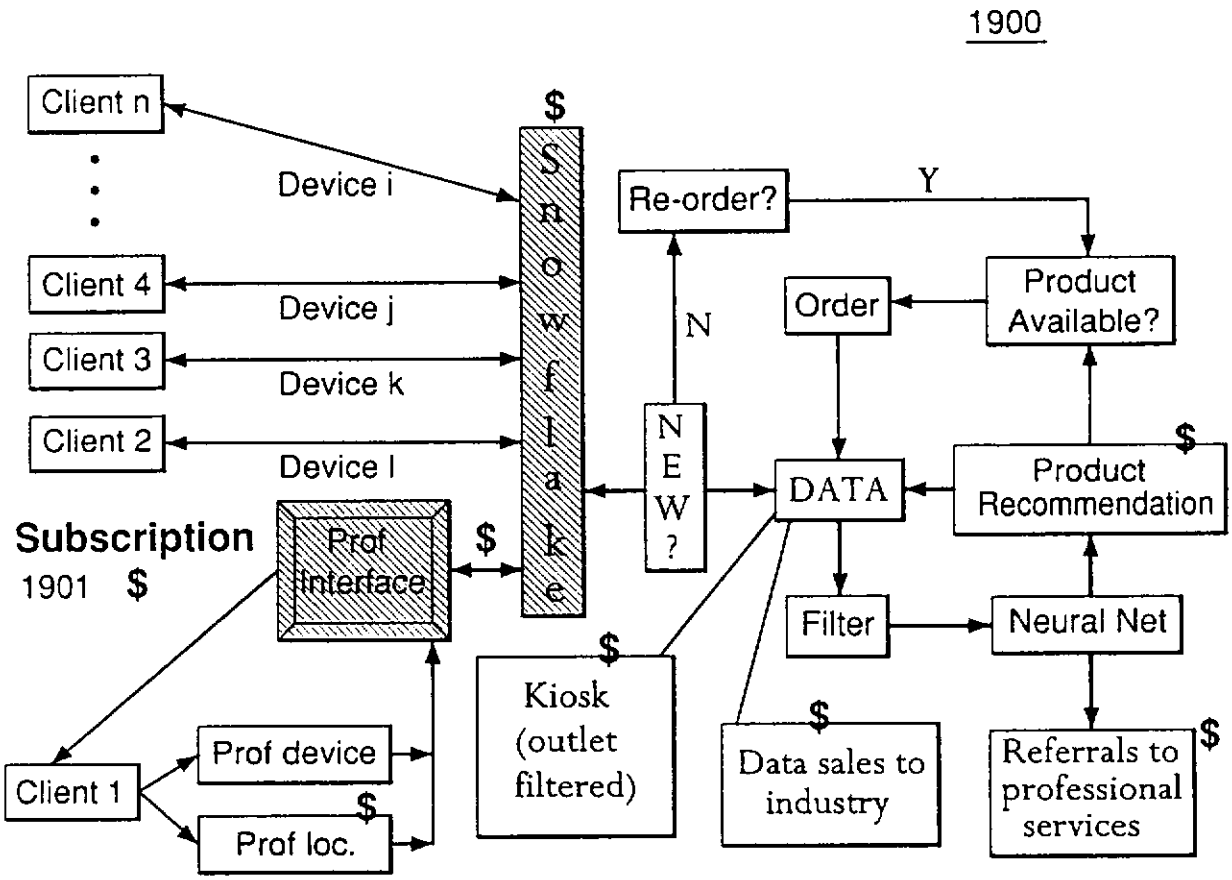

1900
Client n
Client 4
Client 3
Client 2
Client 1
Device i
Device j
Device k
Device l
$
Snowflake
Re-order?
Y
N
Order
Product Available?
NEW?
DATA
Product Recommendation
$
Subscription
1901 $
Prof Interface
$
Filter
Neural Net
$
Kiosk (outlet filtered)
$
Data sales to industry
Referrals to professional services
$
Prof device
Prof loc.
$

FIG. 19