

APPARATUS AND METHOD FOR PROVIDING CUSTOMIZED SERVICE**ABSTRACT**

5 Provided are an apparatus and method for providing a user customized service. The method includes generating user profile information personalized based on a result of receiving user input information, extracting a plurality of pieces of trendsetter profile information similar to the user profile information, based on pre-stored profile information of trendsetters, extracting, from a plurality of pieces
10 of trendsetter input information received to generate the plurality of pieces of trendsetter profile information and the plurality of pieces of trendsetter profile information, a trendsetter beauty product corresponding to a recommendation desired beauty product included in the user input information, and determining the same as a recommendation result beauty product, and generating user customized
15 beauty product information including the recommendation result beauty product and a basis for determining the recommendation result beauty product.

Figure 1 accompanies.