Launched in September 2016, by a team of leaders across personalized beauty, health and sensor development, IEVA is a company at the forefront of beauty tech and the climate movement. The company’s founder, Jean Michel Karam, built a successful career in beauty and technology through starting and leading personalized skincare brand, IOMA, as well as micro-electromechanical systems provider, MEMSCAP. When IOMA was launched in 2010, it combined Karam’s expertise in tech and beauty to create a skin-care brand that uses its own high-tech analysis devices in-store to provide customers with personalized product and regime recommendations.

Karam and his team at IOMA realized through their work that in addition to providing consumers with recommendations and skincare products based on their current routines and genetics, there was a void in the beauty industry for addressing their needs based on consumers’ environment and surroundings. This led to the launch of IEVA, which creates wearables that provide people with the necessary insights into their environment, routines and habits to help them better understand the impact of their surrounding and also form the proper skincare and wellness routines to best fit them.

In addition to providing people with personalized insights and beauty recommendations, based on their environments, IEVA’s product range was also created to offer scientists and environmentalists unique data on local environments and how they are changing over time.

The IEVA team has developed two product lines: Twin.C and Time.C.

IEVA Executive Team
Jean Michel Karam, Chairman and Founder
David Moulinier, General Manager

IEVA Product Range
All of IEVA’s devices are French-designed and connect with an accompanying app (Android and iOS) to help users visualize data and insights as well as receive personalized tips and recommendations.

Twin.C
IEVA’s first product line, Twin.C, is a real link between its user and the environment, protecting each individual through personalized care and contributing to a more sustainable way of life. The Twin.C design is inspired by an aerial view of the earth and comes in various options and ways to wear to fit anyone’s lifestyles and preferences. Twin.C can be worn as a bracelet, pendant or on a keychain through multiple accessory options including a silk scarf wrist wrap, refined keyring and a leather watch band, all made in France. Its more affordable, turnkey model, Twin.C To Go can be easily clipped onto any bag or satchel. Twin.C Sun-Mesures is the Mini-true-luxury version.

Twin.C Specs
- Patented encapsulated technology
- Tracking Capabilities: Pollution measurement (CO₂, VOC), luminosity, noise, temperature, humidity, UV (UVA, UVB), inertial activity
- Offers personalized beauty routine and product insights
- Multi-wear: Can be worn as a bag charm, strap, bracelet or pendant through a range of accessory options
- Interchangeable colors available
- Discreet Design: Twin.C is designed without a screen or buttons.

The Twin.C line and its accompanying accessories are currently available at www.ieva.io

Time.C
IEVA’s latest offering, Time.C, offers a new smartwatch form factor and can detect activity and heart rate as well as environmental variants such as sun exposure, pollution, temperature, noise levels and humidity. It utilizes the data it collects to provide actionable insights as well as dietary, skincare and haircare product suggestions to combat the negative effects of environmental stress.

Time.C is a unique watch. It encapsulates a micro-electronic core in a horologic case, resulting from the French and Swiss savoir faire. It includes the same sensors and tracking capabilities as the Twin.C line and can also accurately detect heart rate.

Time.C will be available during 2020.

For more information on Twin.C or Time.C, please visit: www.ieva.io

“Take care of you
Contribute to the future of the Planet,
Join the IEVA movement”