EthicLens: AI Ethical Shopping Assistant

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AGENDA

The Problem

Consumers want to shop sustainably, but it is almost impossible to tell which brands are truly ethical vs. greenwashing.

Who We Help

Target Users:
- College students & young adults
- People with skin sensitivities or allergies
- Conscious consumers who care about sustainability, ethics, and affordability

User Challenges:
- Confusing claims
- Limited transparency
- Time-consuming research
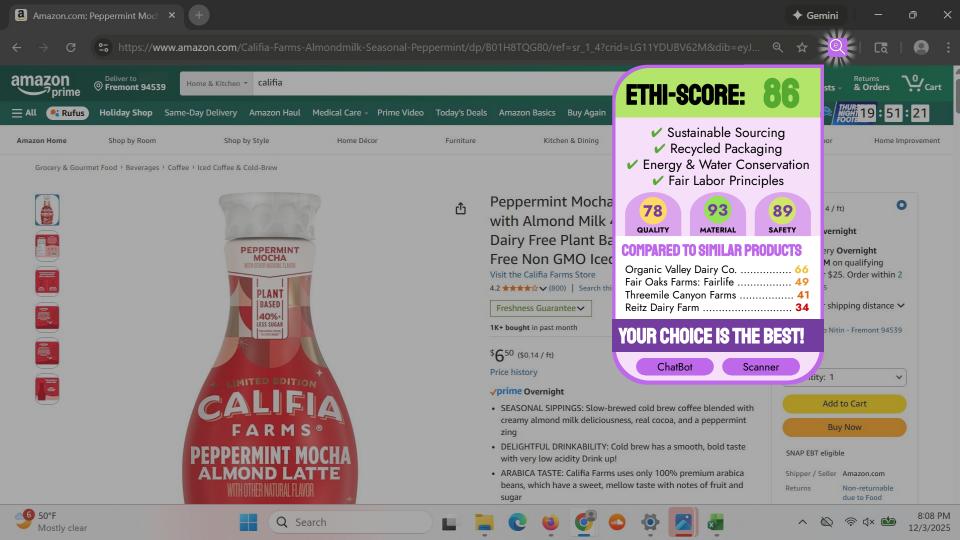
Our Solution: 🔍 EthicLens

Browser Extension

Flags product ethics, ingredient safety, suggests cleaner/better alternatives, and gives sustainability score

Mobile Scanner

Scan product tags, barcodes, or ingredient labels to check sustainability instantly.

Personalized Chatbot

Recommends skincare, clothes, and makeup based on your style, allergies, values, and budget.

Amazon.com: Peppermint Moc...

Gemini

https://www.amazon.com/Califia-Farms-Almondmilk-Seasonal-Peppermint/dp/B01H8TQG80/ref=sr_1_4?crid=LG11YDUBV62M&dib=eyJ...

amazon Prime

Deliver to
Fremont 94539

califia

Returns
& Orders

0 Cart

All   Rufus   Holiday Shop   Same-Day Delivery   Amazon Haul   Medical Care   Prime Video   Today's Deals   Amazon Basics   Buy Again

THURS
NIGHT
FOOTBALL
19 : 51 : 21

Amazon Home   Shop by Room   Shop by Style   Home Décor   Furniture   Kitchen & Dining   Home Improvement

Grocery & Gourmet Food › Beverages › Coffee › Iced Coffee & Cold-Brew

ETHI-SCORE: 86

✔ Sustainable Sourcing
✔ Recycled Packaging
✔ Energy & Water Conservation
✔ Fair Labor Principles

78 QUALITY   93 MATERIAL   89 SAFETY

COMPARED TO SIMILAR PRODUCTS
Organic Valley Dairy Co. 66
Fair Oaks Farms: Fairlife 49
Threemile Canyon Farms 41
Reitz Dairy Farm 34

YOUR CHOICE IS THE BEST!

ChatBot   Scanner

Peppermint Mocha
with Almond Milk
Dairy Free Plant Ba
Free Non GMO Iced

Visit the Califia Farms Store

4.2 ★★★★☆ (800) | Search thi

Freshness Guarantee ⌄

1K+ bought in past month

$6.50 ($0.14 / ft)

Price history

✔prime Overnight

- SEASONAL SIPPINGS: Slow-brewed cold brew coffee blended with creamy almond milk deliciousness, real cocoa, and a peppermint zing
- DELIGHTFUL DRINKABILITY: Cold brew has a smooth, bold taste with very low acidity Drink up!
- ARABICA TASTE: Califia Farms uses only 100% premium arabica beans, which have a sweet, mellow taste with notes of fruit and sugar

4 / ft)

overnight

ery Overnight
M on qualifying
$25. Order within 2

shipping distance ⌄

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tity: 1

Add to Cart

Buy Now

SNAP EBT eligible

Shipper / Seller   Amazon.com

Returns   Non-returnable
due to Food

50°F
Mostly clear

Search

8:08 PM
12/3/2025

How It Works (AI Tools)

NLB (IBM Watson NLU/Azure Language)

Reads product descriptions, ingredients, and brand sustainability claims.

Computer Vision (Azure Vision)

Recognizes barcodes, QR codes, and product labels during scans.

Machine Learning (Azure ML / IBM ML)

Learns user style, allergies, values, and ranks ethical alternatives.

Chatbot (IBM watsonx Assistant)

Conversational assistant for recommendations and Q & A

Ethical Considerations

- <u>Privacy</u>: User controls their data; no selling or unnecessary tracking
- <u>Greenwashing</u>: Cross-check brand claims with external sources
- <u>Bias</u>: Sources built on transparent, verifiable data (reports, certifications)
- <u>Fairness</u>: Avoid favoring big brands who can afford certifications
- <u>Accessibility</u>: Free version for budget-conscious users

Social Impact

Supports SDG 12

Promotes responsible consumption & sustainable production

Reduces Waste

Encourages long-lasting and low-impact materials

Educates Consumers

Breaks down sustainability info clearly

Promotes Ethical Brands

Highlights companies with fair labor and low carbon impact

Improves Health & Safety

Flags harmful ingredients and allergens

THANK YOU

Any questions?