



PreLook

HAIR
PREVISUALISATION

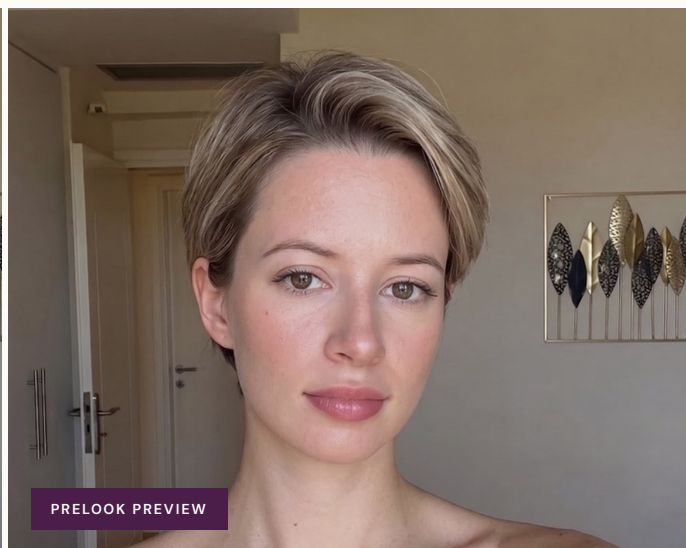
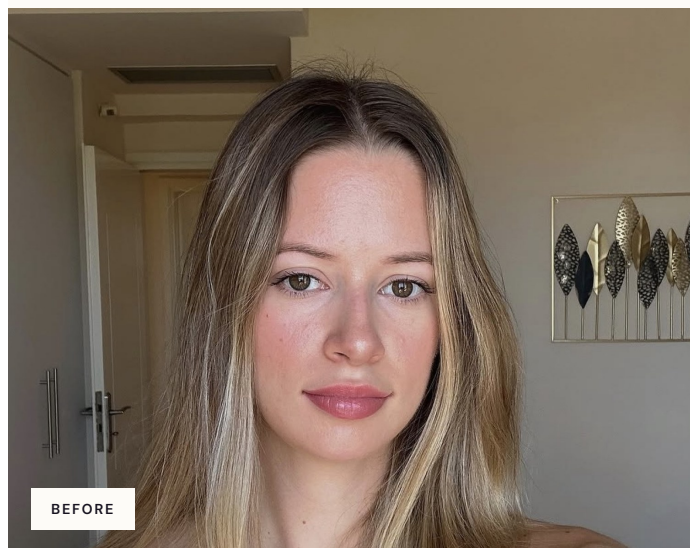
PRESS KIT 2026

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See the result first.

Hair previsualisation for salons and barbershops.

The professional photographs the client, adds a reference image or a hand-drawn sketch, and shows the project on the real face in under a minute. Compare, adjust, decide together — before the first cut.



Preview produced by the app. No retouching, no compositing.

IN BRIEF

What PreLook is

- **A professional tool.** For salons and barbershops, not the general public. The client watches the screen; she installs nothing.
- **On the real face.** The preview is applied to the client's own photo, not to a model.
- **No closed catalogue.** A photo, a reference found online, or a sketch drawn by hand.
- **Afro-textured hair, braiding, barbering.** Handled at the same level as straight hair, unlike existing tools.
- **Under a minute.** 25 to 45 seconds. The appointment is not made longer.
- **Expertise stays central.** PreLook replaces neither the diagnosis nor the professional's hand.

HOW IT WORKS

In three steps

01

The photo

The professional photographs the client on the spot.

02

The reference

A hairstyle to work from, or a hand-drawn sketch.

03

The preview

The result appears during the consultation. The decision is shared.



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KEY FACTS

Points for an article

- B2B solution for hairdressing and barbering. iPhone and iPad app.
- Input: a photo of the client and any reference — photograph or sketch. Preview in under a minute, on the real face.
- Supports afro-textured hair, braiding and men's styling.
- Hair Passport: hair history exportable as PDF and shareable by QR code — it belongs to the client, not the salon.
- Monthly per-salon subscription, no commitment. No product distribution partnership: recommendations stay independent.
- Data hosted in the European Union, encrypted in transit and at rest.
- Sole proprietorship registered in France · SIRET 105 838 619 00010.
- First pilot salons in the Paris region from autumn 2026.

PROOF



Cut and beard previewed together, on a three-quarter view.



Moving to braids: six hours of non-refundable work, agreed before the first row.

THE FOUNDER

Adama Cissoko

FOUNDER OF PRELOOK

PreLook came out of a personal problem. Adama Cissoko has afro-textured hair: changing his cut was never simply a question of style. The risk of breakage is real, a mistake costs months of regrowth, and no reference photo tells you what a transformation will do to your own hair. He wanted to know before deciding, not after.

He worked across several environments, mainly in banking, where he built his software engineering skills. Those skills are what allowed him to design and develop PreLook single-handed — interface, previsualisation engine, infrastructure. The subject fascinated him long before it became a product.

Recommending a cut is advice. Showing it on the client is a decision.

Adama Cissoko, founder of PreLook

PRESS ROOM

HD visuals, cleared previews and logo files: www.prelookpro.com/press-en.html · Three-minute demo on iPad, by appointment in Paris or over video.

Previews are indicative. The actual result may vary depending on the hair itself, the techniques used and the service performed. The people photographed have authorised the use of their image.

See the result first.

ADAMA CISSOKO · FOUNDER

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