

FRAGRANCE AND PERSONAL CARE

Este Lauder debuts voice-activated beauty guide app for Google Home

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Este Lauder worked with Google to create the new nightly skincare app. Image credit: Google

By DANNY PARISI

With voice assistants on the rise, beauty marketer Este Lauder is embracing this new trend by collaborating with Google on personalized voice-activated tool for Google Home.

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Through the new tool, called the Este Lauder Nighttime Expert application, customers can get personalized beauty tips and recommendations, curated by the brand, delivered to them just by asking their Google Home device. Beauty is a sector that can make great use of voice assistant technology due to customers often using both hands and looking in the mirror while applying cosmetics.

Nighttime Expert

While Apple's Siri and Microsoft's Cortana may have led the path for artificial intelligence voice assistants in tech, Google has been making progress with its own Google Assistant since it debuted in May of last year.

The tech giant has gone further, integrating Google Assistant into its line of Google Home devices, allowing customers to talk directly to Google without the need to use their hands to navigate menus.



The Nighttime Expert app. Image credit: Este Lauder

Estée Lauder is embracing this trend with a new tool developed in collaboration with Google. Now, customers can get the Nighttime Expert app for their Google Home devices and receive personalized beauty tips from Estée Lauder just by asking.

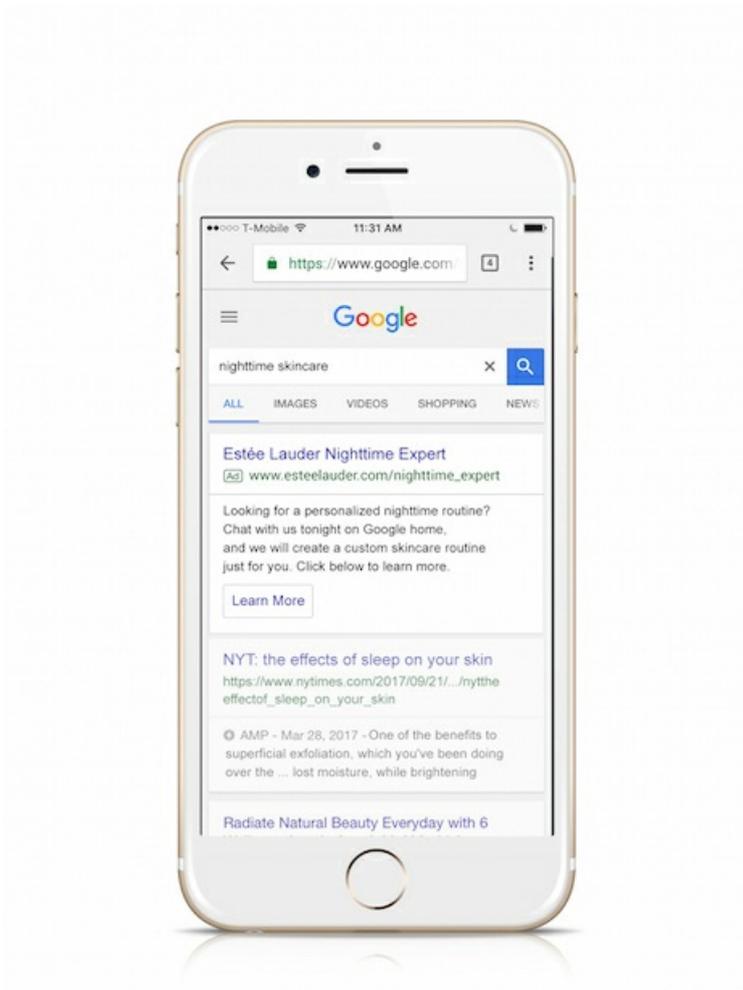
Starting this December, customers will be able to initiate the app just by saying "Ok Google, can I talk to the Estée Lauder Nighttime Expert" to their Google device. From there, by answering a series of yes or no questions, the app will come up with a personalized nighttime skincare routine for the consumer to perform before bed, along with recommended application techniques.

At the end of the interaction, the app will refer consumers to use Advanced Night Repair Synchronized Recovery Complex II for free at an Estée Lauder counter.

Voice control

With the growth of digital assistants such as Amazon's Alexa and Google Home expecting to reach more than 1.8 billion consumers by 2021, the luxury landscape is open for a multitude of capabilities by integrating with this technology, illustrated in a report from iProspect and Bing.

High-end automakers as well as numerous other luxury brands have been continuing to integrate with digital assistants as the experience exudes opulence, catering to affluent consumers. According to Digital Assistants: Reordering Consumer Lives & Redefining Digital Marketing, currently more than 500 million individuals use some version of a digital assistant, which makes it imperative for luxury brands to stay ahead of the curve now that it has become universal for consumers across the board, and not just the affluent ([see story](#)).



Customers receive personalized skincare tips. Image credit: Este Lauder

Brands outside of the beauty industry have also embraced voice-activated options.

Appliance maker Jenn-Air is looking to make cooking more intuitive by expanding its voice-activated connectivity.

Following the launch of the brand's Alexa-enabled devices, Jenn-Air's Connected Wall Ovens can now be operated by the assistant on Google Home. As consumers adapt to interacting with voice-activated assistants, brands are adjusting with them through connectivity features ([see story](#)).

With Este Lauder bringing its new voice-activated app to Google Home, the stage is set for other brands to follow suit with their own takes on the voice trend.

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