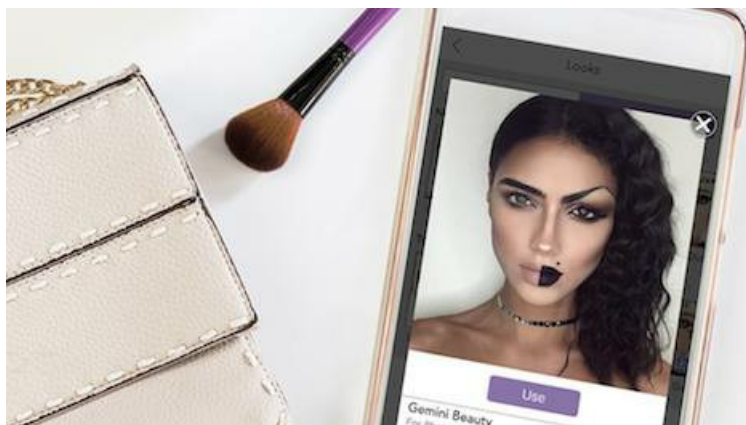


FRAGRANCE AND PERSONAL CARE

Beauty just beginning to realize full potential of AI

January 12, 2018



YouCam Makeup lets consumers try on looks. Image credit: YouCam Makeup

By SARAH JONES

Technology is changing how consumers explore and purchase cosmetics, with innovations such as artificial intelligence and augmented reality driving new digital discovery methods.

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At the Consumer Electronics Show in Las Vegas Jan. 9-12, Perfect Corp. is debuting a number of new products aimed at engaging both consumers and employees. Perfect Corp. is a partner of a number of luxury brands, allowing them to virtually put their products in consumers' hands via the company's suite of YouCam applications.

"AR and AI will make it easier for consumers to shop resulting in a more impactful user experience," said Adam Gam, vice president of marketing at **Perfect Corp.** "These smart technologies deliver a convenience factor that vastly improves the customer shopping journey.

"Consumers are becoming more confident than ever before in relying on AI and AR technologies to make smarter purchase decisions," he said.

Offline meets online

One of Perfect Corp.'s newest additions is Look Transfer, which connects offline inspiration with online exploration. Consumers can snap a photo of a printed photo, such as an advertisement in a magazine, and try them out for themselves within the company's YouCam Makeup application.

This uses Perfect Corp.'s 3D face AR technology, which can overlay entire makeup looks on a consumer's face in real-time, recognizing what shades of makeup were used. Within the app, consumers can see what products were used to create the look and buy them directly, creating a bridge between advertising and commerce.

Estée Lauder is one of the first partners for Look Transfer. The beauty brand debuted the feature in December during an influencer launch event for its Pure Color Envy Paint-On Liquid Lip Color.

In 2018, Estée Lauder will bring Look Transfer to stores.

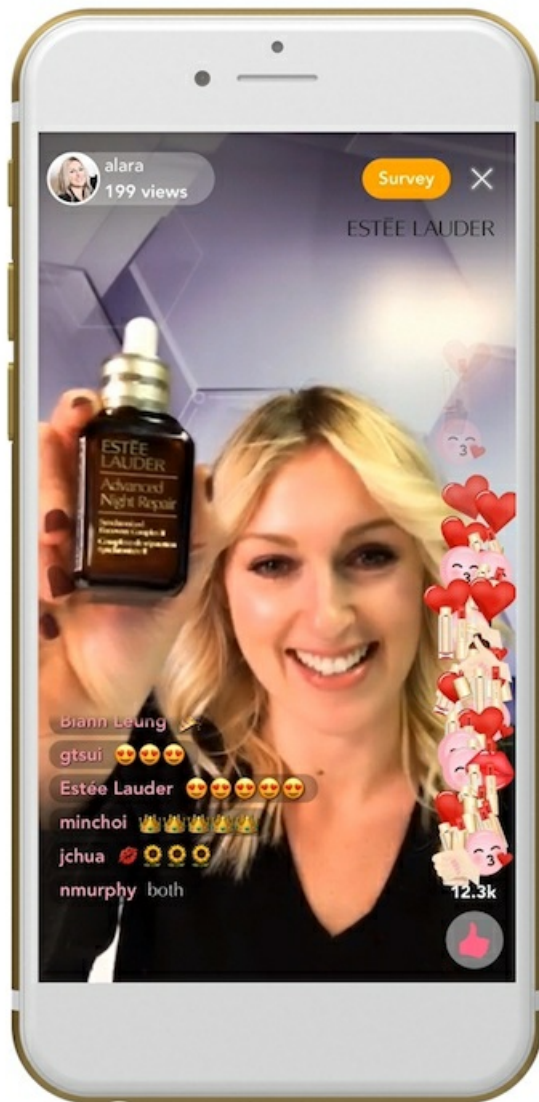
"Consumers are looking for interactive experiences that bring their favorite brands and products to life," Mr. Gam

said. "The AI look transfer uses the latest machine learning to bring print media and POS to life creating a seamless user experience that allows them to engage in a whole new way.

"This new form of interactive advertising gives brands a unique way to leverage print ads through AI technology," he said.

Perfect Corp. also worked with Este Lauder on an employee engagement experience, expanding its use of augmented reality technology to its retail operations.

After launching a series of consumer-facing activations using Perfect Corp.'s YouCam application, the company has created an Augmented Reality Training (ART) program for its Beauty Advisors.



Este Lauder's ART solution. Image courtesy of Perfect Corp.

To keep its 17,000 consultants in the loop, the beauty marketer launched an interactive live-streaming platform on a private channel on YouCam. Beauty Advisors can connect via their mobile device to real-time sessions hosted by Este Lauder's Global Education team ([see story](#)).

At CES, Perfect Corp. is also showcasing its new 360-degree AR hair coloring solution, which lets users virtually try on different dyes on their hair in real-time.

Beyond beauty, the company has also developed solutions for other visual categories. Its 3D AR solution can be used to preview products such as glasses and accessories.

YouCam's Magic Selfie makeover app

For instance, precision-cut crystal maker Swarovski is allowing consumers to give themselves an instant makeover through a collaboration with YouCam.

With YouCam Makeup and YouCam Fun, the brand is launching a holiday augmented reality experience that allows consumers to try on makeup looks embellished with crystals and Swarovski creations. YouCam has become a popular partner for luxury beauty brands such as Lancme and Este Lauder, but this hybrid jewelry and makeup experience is the first of its kind for the app ([see story](#)).

"Perfect Corp. is thrilled to be at the forefront of the beauty tech revolution," Alice Chang, founder and CEO of Perfect Corp., in a statement. "AI technology will transform the face of beauty, starting from YouCam's cutting-edge 3D face AR technology, and we are only just beginning to reveal its potential.

"YouCam's newly unveiled live hair coloring, AI Look Transfer', and Augmented Reality Training (ART) are further blurring the lines between the virtual and real world, and we are excited to continuing developing AI-powered solutions that add real value for both customers and beauty brands," she said.

Augmenting retail

While much has been made of the upcoming virtual reality revolution, the technology's high barrier to entry means that augmented reality has been much more prevalent immediately in the retail space.

Augmented reality, which requires nothing more than a smartphone, has been a valuable tool for many brands, particularly in the luxury industry in fashion and cosmetics. New technology can be a valuable part of luxury brands and retailers' toolsets in attracting more customers ([see story](#)).

"AR and AI are going to be incorporated into every aspect of our lives," Mr. Gam said. "These new releases are just the tip of the iceberg in creating a complete 360 media experience connecting consumers, brands, retailers and advertisements on one full-service beauty platform.

"Perfect Corp will continue to invest in AR and AI solutions to seamlessly connect the online and offline community," he said. "By creating a fluid and uniquely interactive beauty ecosystem incorporating discovery, true to life trials, seamless purchase and community sharing, YouCam will continue to revolutionize the consumer shopping journey."