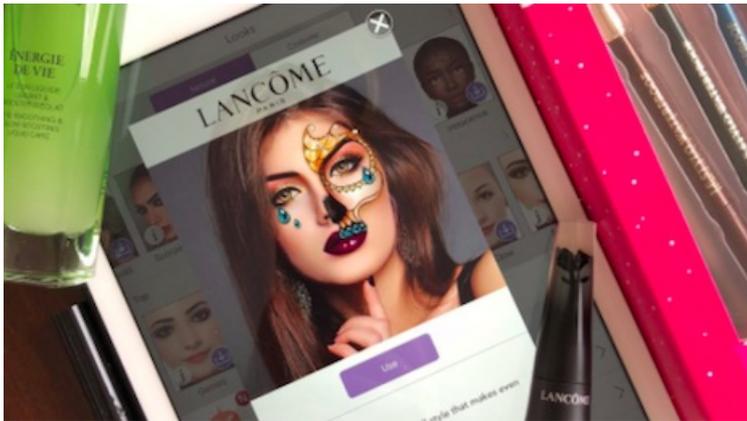


FRAGRANCE AND PERSONAL CARE

## Beauty brands pursue personalization through modern tech

March 13, 2018



Lancôme often partners with YouCam Makeup app for personalization. Image credit: Perfect Corp.

By BRIELLE JAEKEL

Beauty manufacturers are some of the biggest innovators in marketing, but lately their use of technology has brought personalization tactics to a futuristic standpoint.

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Augmented reality is rampant with beauty brands allowing users to try on products without having to be in store. While the experience still is not the same as trying on items in person, it still personalizes the experience exponentially and has paved the way for more sophisticated marketing tactics through technology.

"In today's connected world people are looking for personalization and tools to weed through all the choices presented to them," said Michael Becker, managing partner at Identity Praxis San Francisco. "These solutions help them find the solutions that meet their individual, unique, desires and preferences.

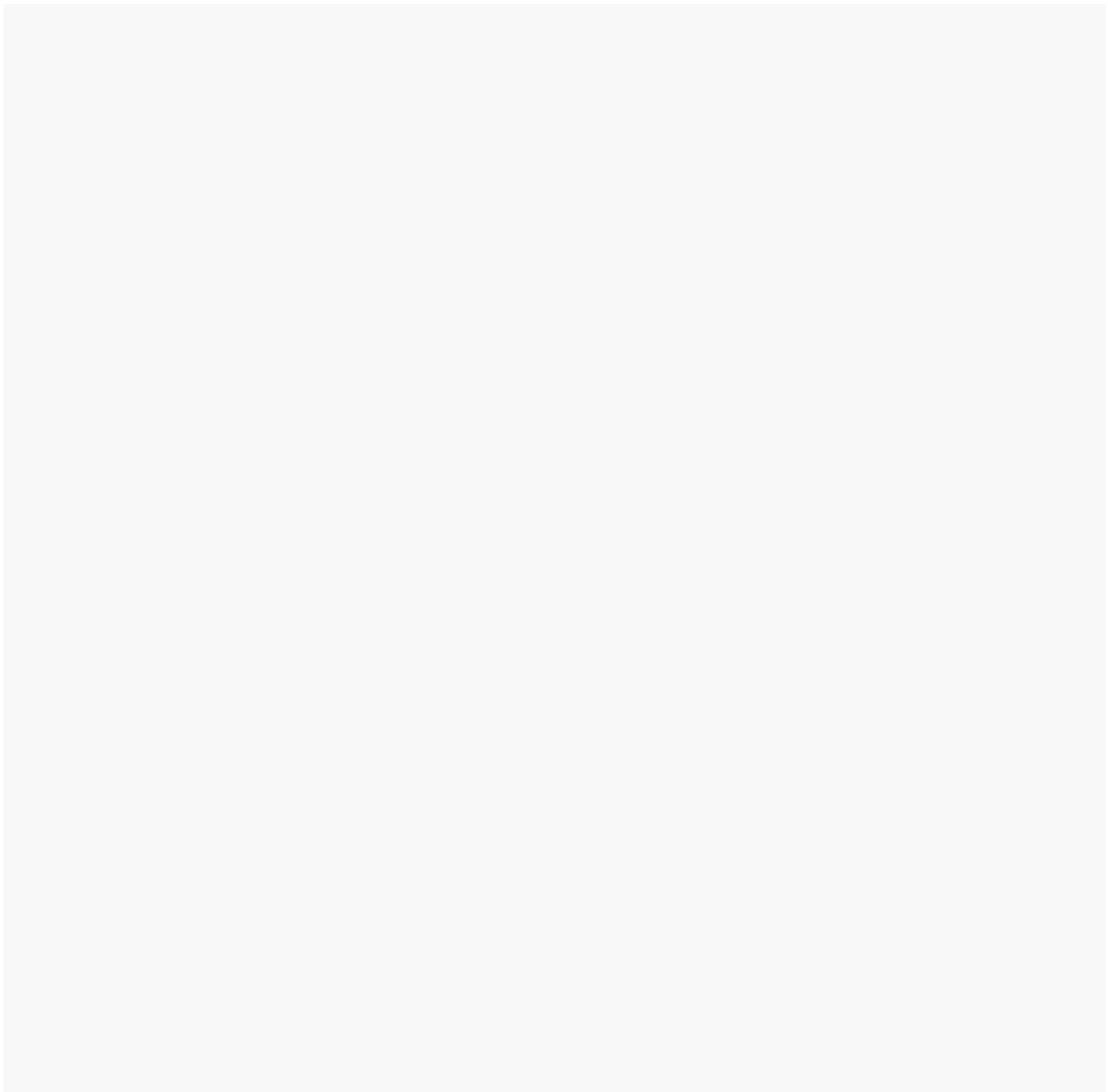
"This certainly holds true for the beauty brands," he said. "Players like Modiface are offering virtual 3D makeup simulations, L'Oreal offers the Makeup Genius to see exactly how their makeup will look on you, and Sephora offers a suite of online and in-store digital experience to enhance the guests experience with their makeup and scents.

"And then there is Lancôme, which uses advance pigment scanning to scan your skin pigment and produce a custom tone perfectly suited for you." Oh

### Personalization in beauty

Lancôme has launched a specialized foundation program that allows the user to develop a specific shade just for them named Le Teint Particulier.

The project allows Lancôme team members to scan customers' face with a special tool, which analyzes their face to determine their exact shade. From there, beauty fans can select options in regards to their foundation preference, and Lancôme will provide a completely personalized product.

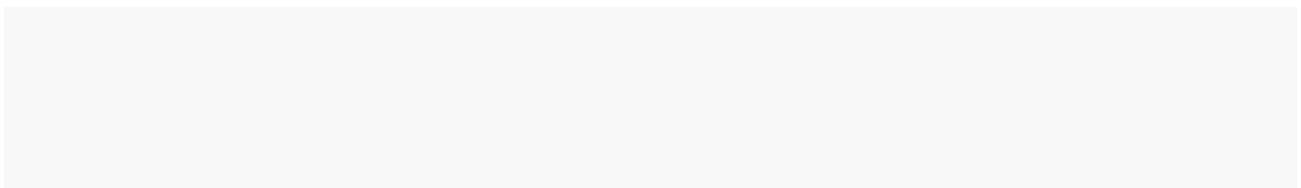


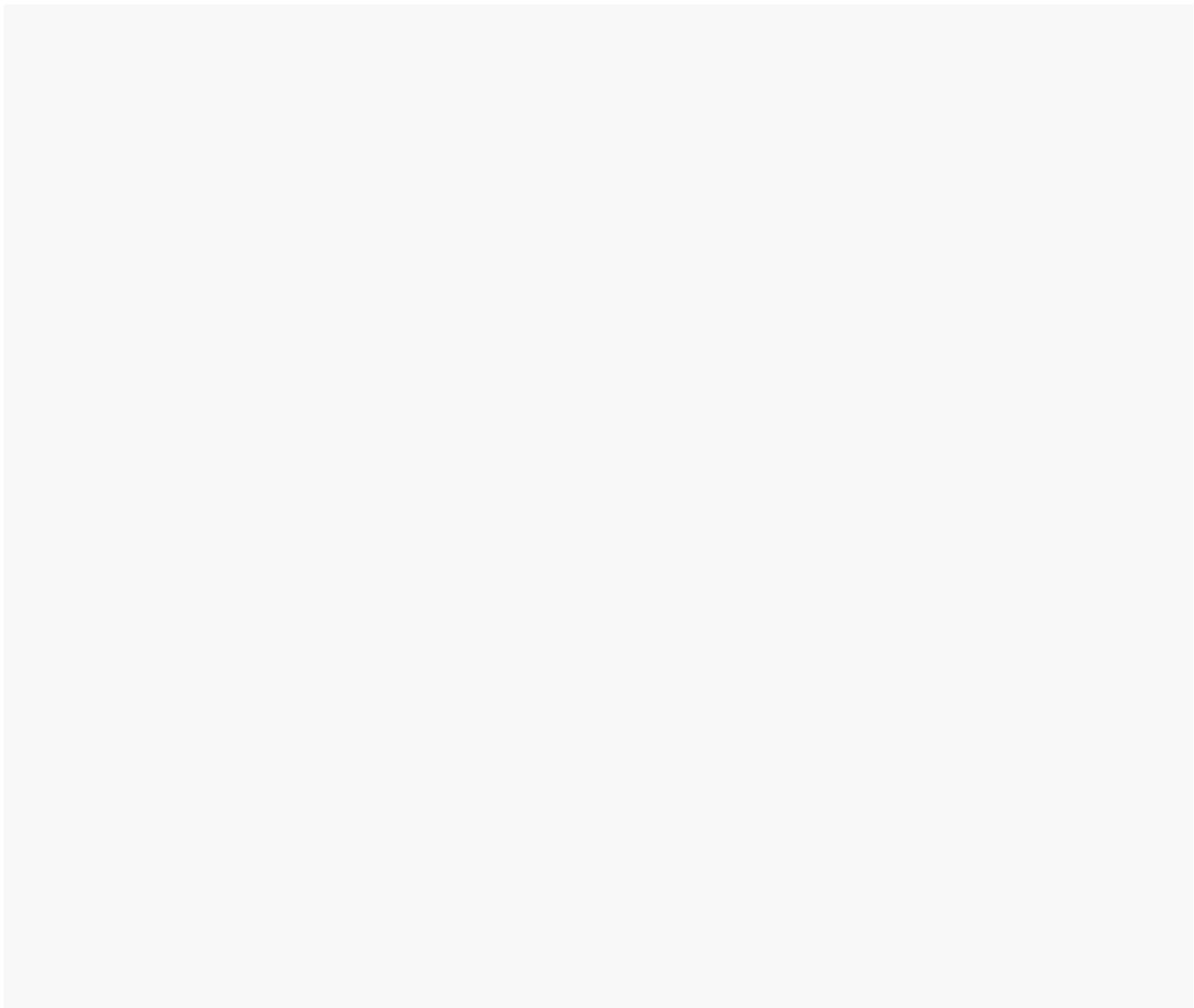
It starts with you. When you're comfortable in your own skin, you're unstoppable. Come together and join the diverse group of women making up the Lancme community to illuminate the world with your happiness. #Lancome #WomensDay #Lancommunity #TeamLancome #HappierTogether

A post shared by Lancme Official (@lancomeofficial) on Mar 8, 2018 at 4:31am PST

L'Oreal shared a similar experience at South by Southwest in which customers got their own foundation based on a questionnaire that an algorithm analyzed to produce a specialized product.

Sephora also worked with Pantone to create a skin tone reader similar to Lancme's foundation Le Teint Particulier program. Called Color IQ, the tool matches Sephora customers to products such as lip color, foundation and concealers that match their tone.





Beauty Insider Community member @jazminantoinette's foundation is so good, you can't even tell they're wearing any (BTW, it's @FENTYBEAUTY'S Pro Filt'r Soft Matte Longwear Foundation.) Find your perfect match from over 3,000 shades at Sephora. . . . #Sephora #FoundationAtSephora #LinkInBio

A post shared by Sephora (@sephora) on Feb 27, 2018 at 3:07pm PST

### Augmenting beauty

Augmented reality is likely the top tool beauty marketers use to connect with their audience. Since applications such as Snapchat have made the use of AR widespread, it is an easy experience to use.

Sephora's work with AR developer Modiface has been highly effective in creating tools that cater to consumers needs through its Virtual Artist. The AR app allows users to try on products through their smartphone's camera and directly purchase.

Modiface is also the creator of several AR makeup apps and works with other brands on similar products, so the experience has become even more widespread.

Also, Perfect Corp.'s YouCam app similarly partners with beauty brands to feature their products for try on and purchasing directly within the app.

The app has also now introduced a messaging feature that connects users with beauty experts via video chat.

Sephora also just announced that it is investing further in the tailored customer journey.

Global CRM provider Salesforce is working with Sephora to help strengthen its existing shopping path for the consumer. The beauty retailer will be leveraging Salesforce's Commerce Cloud product to bring intelligent product services to customers throughout Europe ([see more](#)).

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

At the Consumer Electronics Show in Las Vegas Jan. 9-12, Perfect Corp. debuted 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 ([see more](#)).

"Technology-enabled personalization is quickly becoming a necessity," Identity Praxis' Mr. Becker said. "Leading organizations recognize that leveraging technology is not a nice-to-have, rather it is the key to a profitable future.

"They're learning that they must bring technology infrastructure and the skills to use it in-house to thrive."

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