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## Il Makiage acquires AI startup to enhance machine learning

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*The beauty brand has invested more than \$40 million to acquire deep-tech AI-based computer vision startup Voyage81. Image credit: Il Makiage*

By LUXURY DAILY NEWS SERVICE

New York-based beauty brand Il Makiage is announcing its second tech acquisition in the past 24 months.

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The beauty brand has invested more than \$40 million to acquire deep-tech AI-based computer vision startup **Voyage81**. With the acquisition, Il Makiage will use Voyage81's hyperspectral imaging software to further enhance the company's machine learning capabilities.

"For the past two years, we have been searching for computational imaging solutions that can work in beauty and wellness to further advance our existing AI capabilities," said Oran Holtzman, CEO of Il Makiage, in a statement. "Bringing on Voyage81's patented technology and exceptional team to our tech and data science departments is a huge win for our company's future, our users and the industry at-large."

### Il Makiage x Voyage81

A human's eye can only see three wavelengths of light: red, green and blue. With Voyage81's patented software, which can be utilized with a smartphone camera, 31 channels of light are exposed.

Voyage81's patented software enables Il Makiage's AI to see beyond what the human eye can perceive. The software is capable of mapping and analyzing skin and hair features, detecting facial blood flows and creating melanin and hemoglobin maps.

Il Makiage hopes the acquisition disrupts the beauty industry, taking online matching capabilities to new heights.

In May, Il Makiage partnered with YouTube beauty guru and Instagrammer Carli Bybel to release a limited-edition Celestial Collection, as more beauty players lean on influencers to expand their reach.



*Beauty YouTuber Carli Bybel. Image courtesy of Il Makiage*

The COVID-19 pandemic has had a massive impact on how brands take their products to market, especially in how they leverage influencers. A direct-to-consumer label, Il Makiage differentiates itself by relying on ecommerce, influencer partnerships and clean ingredients ([see story](#)).

"The technological advancements for Il Makiage are immense," Mr. Holtzman said. "The addition of these vision capabilities provides another dimension of information which will allow us to rapidly expand our capabilities in existing and future domains with lower amount of data needed for our machine learning models."

LVMH-backed private equity firm L Catterton has backed Il Makiage since 2017.

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