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Critical Paper #2

The concept of "beauty tech" – which involves embedding digitalization and technology in the heart of creating, manufacturing, and distributing beauty products to enhance customer experience – has observed widespread acceptance (Aranca, 2021). Digital technology has infiltrated the beauty industry, as well as the fashion industry. Different scientific and technological advances have created dynamic changes that have made a huge impact on the general public and how people can view themselves. From plastic surgery, to various virtual programs, to simply social media, digital technology is becoming more advanced, leaving older beauty techniques outdated.

Some scientific advances in the beauty industry are Personalisation AI, Virtual ‘try on’ apps, and 3D makeup.

- **Virtual ‘try-ons’**

A virtual try-on helps solve the same problem as color-selecting AI: personalization. With good quality face recognition and tracking technology, virtual try-on makes it possible to try different shades by applying them virtually on an image of a person’s face (MacLeman, 2021).

- **Artificial Intelligence**

Artificial intelligence (AI) can have many applications in the beauty industry. Algorithms can use customer data and behavior analysis to determine the best marketing strategies for certain segments and demographics (MacLeman, 2021).

- **3D Makeup**

3D makeup (e-make up) apps allow users to download different types of makeup and enhance their digital self through filters. Many artists have bought into the trend, making different filters for users on Snapchat and Instagram, some of which have gone viral (MacLeman, 2021) .

These different forms of virtual beauty techniques occurred, to aid customers in buying the right products, as well as educating them on how to use these desired products, for the best results.

The outcome of these fresh, innovative techniques are successful sales and profits. These virtual programs are vital in digital marketing. New virtual innovations influence old and new customers to buy products quicker, and it simplified the process of trying on makeup, as well as the selling process of beauty products. In today's climate, it is easier than ever to browse and find the appropriate product for one's skin, due to various emerging technologies, within the beauty industry.

Some cutting edge developments in beauty today are makeup in the form of artificial intelligence and augmented reality (AI/AR). Beauty brands like Sephora for instance, added virtual try on's on their app and website. The different AI technologies Sephora uses are NLP, ML & Computer Vision, Visual Artist, Fragrance IQ System, and Pantone Tests.

- **NLP, ML and Computer Vision**

Sephora utilizes all kinds of Artificial Intelligence, including Natural Language Processing, Machine Learning, and Computer Vision, to make sure that there is no gap as such between the online and offline experiences for customers (Loon, 2022).

- **Virtual Artist**

The virtual artist feature allows shoppers to see designs on their facial avatars before they buy the product. Visual Artist makes buying products easier and more fun (Loon, 2022).

- **Fragrance IQ System**

Sephora has partnered with Inhalio to provide a dry scent for customers to smell the fragrance of perfume without trying it on (Loon, 2022).

- **Pantone Test**

This system determines the best product suggestions for different customers based on their preferences (Loon, 2022).

Sephora included these incredible forms of data analytics in order to aid the customers on their preferred choice of makeup. If the customer is satisfied with the results from the AI/AR programs, it prompts them to buy their desired product from the website or the store. Sephora used digital technology as a tool for successful digital marketing.

From plastic surgery, to various AI programs, to simply social media, digital technology is becoming more advanced, leaving older beauty techniques outdated. Technology is changing the face of the beauty industry, and with the influence of social media, the industry is evolving right before our eyes. Since the pandemic, the demand for virtual beauty products increased, especially for tech savvy consumers. Consumers wanted everything rapidly, and virtual reality satisfied many consumers during Covid and post Covid. Through the use of technology the beauty industry grew leverage over consumers, in both digital and visual marketing. In order for the beauty industry to thrive in the world's current climate, technology is needed as it is vital for most companies.

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