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The Beauty Industry and Science

The beauty industry has been greatly influenced by science and technological advancements. Scientific and technological innovations in the beauty industry are making the industry more profitable and consumer friendly. Some of the cutting edge advancements in the beauty industry today include artificial intelligence (AI), augmented reality (AR), and 3D printing (Fjermedal, 2023). New technologies make the beauty industry more efficient, profitable, and customized to the consumers than ever before. Besides this technology also creates was for new product developments and improved products.

Artificial intelligence has been used in the beauty industry to enhance customer experiences through AI chat technology and AI algorithm tracking. AI chat technology is used to enhance customers' online shopping experiences (Bose, 2018). AI chats allow customers to receive customer service 24/7, compared to if it was human based chat the hours would be limited and responses would not occur instantly. The technology allows customer questions to be resolved instantly and efficiently increasing company profits when they have satisfied customers. Customer's shopping experiences are also enhanced by AI algorithm technology as it has the ability to give personalized product recommendations to their customers (Kochar, 2022). The algorithm technology tracks customer's shopping habits in order to give personalized shopping recommendations. In terms of the beauty industry brands such as L'Oréal use this technology to better understand their customers needs and shopping habits (Fjermedal, 2023). This means

tracking makeup shades and brands customers tend to hop and view and recommending products based on those interactions in order to show products they will be most likely to purchase.

The next way which AI has improved the customer shopping experience is through virtual product try-ons. The AI technology that has allowed for virtual makeup try-ons has created a whole new level of personalization for customers. Recently Chanel has used this technology for their beauty products stating that, “LipsScanner combines our makeup savoir-faire with AI to bring Chanel’s entire range of lip products to our customers’ fingertips in real-time.” (Begon, 2023). The makeup industry is composed of products which customers prefer to try on and get a preview of how it will apply and how the color looks on their skin, so having a virtual way to do this has allowed for online sales of makeup products to improve and become normalized. With well known and established brands such as Chanel using virtual try-ons it is clear that this technology is here to stay and will only continue to spread throughout the industry.

AI technology not only improves the customer’s experience but also helps beauty companies with trend forecasting. Rather than using traditional trend forecasting beauty brands that use AI technology are able to get instant access to data (Kochar, 2022). This new forecasting technology allows for brands to plan even better for buying and predicting customer needs. This will yield more profits for companies who choose to use the AI technology compared to those who choose to stick to traditional methods. The beauty industry today relies on the trend cycle to create new product launches just as much as the fashion industry does. This forecasting data acquired by AI technology aids with new product development in the beauty industry through data and data analysis. The technology gives insight into market trends and can interpret the risk of launching new lines or products (Beauty Tomorrow, 2019). Companies are able to develop their new products and analyze market trends through technology prior to launch to see how the

product will sell. This allows companies to fine tune their products in order to perform best once they have officially launched the new product.

Recently the beauty industry has seen massive growth in the skincare sector, which was worth \$40.5 billion in 2020 (Romero, 2023). Once again technology has allowed for personalization in the skincare sector of the beauty industry. As with AI technology creating personalization for customers, skin care brands are using their online platforms to create personalized products for their customers (Chen, 2021). With brands shifting to being mainly online and direct-to-consumer brands want their online platforms to be as user friendly and personalized as possible. Brands that are able to use technology to create ways to personalize their skin care products to target their clients specific skin concerns are able to create higher profits compared to their competitors who don't. Products that are developed specifically to target customer's needs use technology to create high profits and establish their brands.

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