



BEAUTECHFUL

THE FUTURE OF PERSONALIZED BEAUTY

Foundation Station: In-Store Personalized Foundation Production Device Tailored with AI Precision

WHY BEAUTECHFUL?



Together with brands and retailers we combine **beauty expertise** with Beautechful's **cutting-edge technology** to revolutionize **in-store makeup** shopping.

Makeup Match ensures seamless, personalized, and engaging beauty experiences, increasing customer satisfaction, sales, and brand loyalty.

Eye for inclusivity & engagement

Larger color
palette

Self-service
shopping solution

AI-powered products & services

AI-powered
matching
algorithm

Data-driven
insights

Attention for sustainability & UN's goals

ESG contribution

Operational
efficiency

Personalized shopping & experiences

Elevated in-store
experience

Tailored product
recommendations

Increased Sales & Profit Margins | Innovative Tech | Shopping Becomes an Experience

HOW? WITH FOUNDATION STATION!

TECH COMPONENTS



Color
sensor



Camera



Touch
screen



Dosing
system



Mixing
system



Label
printer

PRODUCTION STEPS

1. Customer scans her face at 3 spots
2. Calculation of personalized formula
3. Dispensing of a personalized formula
4. Mixing of a personalized foundation



BENEFITS FOR CUSTOMERS



Personalized
foundation



Ethnicities
inclusion



Enhanced
user experience



Efficient
shopping



Skin-friendly
ingredients



Seasonal
colours

BENEFITS FOR DOUGLAS



Increased
product pallet



New
customers



Enhanced
customer loyalty



Less product
returns



Every color
always available



Unique
product

LET'S MAKE LIFE MORE BEAUTECHFUL, TOGETHER!

SOCIAL MEDIA
& CONTACT
INFORMATION



www.beautechful.com



[Demo Video](#)



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