



BEAUTECHFUL

# THE FUTURE OF PERSONALIZED BEAUTY

**Makeup Match: Personalized In-Store Makeup Recommendations SOT 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.

## TRENDS in BEAUTY & RETAIL

Beautechful's Alignment

### Eye for inclusivity & engagement

Introvert-friendly  
shopping  
Personalized  
buying experience

### 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 & Higher Order Value | Competitive Edge | Stronger Customer Loyalty

## HOW? WITH MAKEUP MATCH!

### TECH COMPONENTS



Color  
sensor



Camera



Hydration  
sensor



Touch  
screen



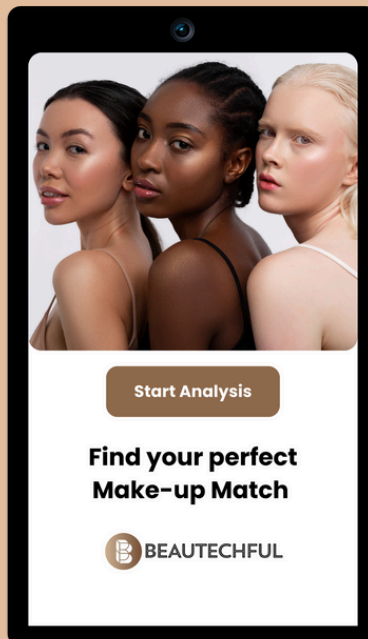
NFC  
chip



QR code  
scanner

### CUSTOMER INTERACTION STEPS

1. Face features analysis via a camera
2. Skin tone & state analysis via a sensor
3. Suggestion of 3 most suitable products
4. Personalized product bundle suggestion



### BENEFITS FOR CUSTOMERS



Matching  
makeup



Personalized  
guidance



Enhanced  
user experience



Efficient  
shopping



Introvert  
friendly



Seasonal  
suggestions

### BENEFITS FOR SEPHORA

20%

Enhanced  
upsell &  
cross-sell

25%

Staff  
workload  
reduction

15%

Higher  
conversion  
rate

15%

Less  
product  
returns

15%

Enhanced  
customer  
retention

20%

Higher  
customer  
engagement

LET'S MAKE LIFE MORE BEAUTECHFUL, TOGETHER!

SOCIAL MEDIA  
& CONTACT  
INFORMATION



[www.beautechful.com](http://www.beautechful.com)



[Demo Video](#)



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