

A Review on Technologies Used by the Beauty Industry to Market Beauty Products

GVDIK Perera, W Gunathilake

Department of Computer Science, Faculty of Computing, General Sir John Kotelawala Defence University, Ratmalana, Sri Lanka

Abstract. The beauty industry can be considered as one of the sectors that contribute to the global economy. The reason for this is because achieving one's "perfection" and "self-care" with the usage of beauty products became a trend. Keeping on par with this trend and implementing new methodologies to increase sales in the industry, the beauty industry moves forward with the utilization of technology. One aspect that utilizes the technology can be considered as the marketing aspect of the beauty industry. It was discovered, for successful marketing of beauty products to remote users who pick products according to how products "look" and "feel" require interactive technical methodologies. This paper investigates the technologies adapted by the beauty industry that provides an in-store experience at the tip of their fingers to customers around the world. Also, through this investigation, the necessity of such applications in Sri Lanka will be further elaborated.

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