

BEAUTY STORE BUSINESS m a g a z i n e

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Gabriel Cosmetics

A Natural Success

There's A Beauty App For That!

Our Top 20

Shiseido's Ibuki

Product Of The Month*



offers full access to all of the company's ChromaSilk color swatches for reference and client consultations. Meanwhile, the cost comparison calculator provides a business tool for stylists and salon owners, allowing them to compare ChromaSilk's cost, savings, mixing ratios and more to a wide variety of popular haircolor brands. The app is compatible with Apple devices as well as Androids, and can be downloaded for free.

TRY BEFORE YOU BUY

ShadeScout

With the help of proprietary color-search technology, ShadeScout allows consumers to find beauty products in any hue that inspires them. Users capture colors by pointing their smartphone's camera at any image or real-life object. The app then matches the scouted color by sorting through a database of eye shadow, blush, lipstick and more from 40-plus major and luxury beauty brands, such as Revlon, CoverGirl, Urban Decay and Chanel. After virtually trying on the cosmetics of their choosing using the front-facing camera, consumers are given the option to purchase, share or save each product. The free app can be downloaded from iTunes and Google Play.

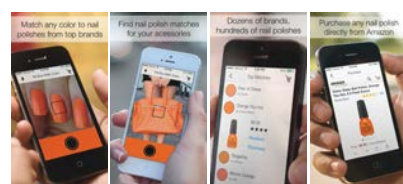
My Skin Authority

This new app makes the skincare shopping experience intelligent and effective. It's marketed as the first free, interactive mobile app that enables a live session with a certified skin coach. The coaches give personalized recommendations and guidance when and where the consumer needs it: at the point of sale in-store, at home or when traveling. "My Skin Authority redefines the beauty shopping experience by putting a skincare expert when and where people shop to help them select the best product for their unique needs without adding overhead or staffing costs to the retailer," says Skin Authority CEO Celeste Hilling. My Skin Authority offers a free download at the Apple App Store and on Google Play.

NailMatch

This app allows the user to match any color she sees to nail polishes from top brands simply by aiming an iPhone

at a color and snapping a pic. She instantly receives a list of nail polishes that match the color from top brands, such as Essie, OPI, China Glaze, Zoya and Orly—and can browse the matches by price, rating and reviews. The minds behind the app have tagged hundreds of nail polishes to provide the most accurate match possible, and the database continues to expand. Bonus: The app's algorithm is specially designed for iPhone cameras to detect true color (even compensating for lighting conditions). The free download is available on iTunes.



jane iredale Virtual Makeover

This iPad app allows consumers and beauty pros to create true-to-life makeup applications with impressive functionality. It's one of the first apps with capabilities to smudge makeup, adjust brush size, and blend and layer different products and shades over one another—allowing users to achieve the customized effects makeup delivers in reality. Designed in partnership with ModiFace, the app prompts users to choose a photo, which they can take using the iPad camera, or upload from Facebook, their iPad photo album or provided model images. Users can then tap a facial feature on the photo to bring up a scrollable color wheel showing all available makeup shades and categories for that feature. Selecting "finalize" shows users their before-and-after images side by side, as well as a list of products used and the option to purchase individual products or the complete look from shop.janeiredale.com, or find a brick-and-mortar retailer nearest them. Users' looks and product recommendations can be saved, emailed or shared via Twitter and Facebook directly from the app. Download at iTunes.

APPEARANCE ALTERERS

ModiFace Live

This application offers users

popular look-changing effects: real-life makeup, photo-realistic eye colors, Emoji-like face effects, teeth whitening and more. ModiFace Live also works in 3-D on live video so users can record a video that "applies" makeup, changes eye color, etc. The app features dozens of expert-selected makeup looks and combinations, both natural and exotic eye colors, and more. The free app is available at iTunes.

HiLovely

HiLovely offers the best in beauty advice using its one-on-one live video chats with experts who can assist with anything from brow shaping to braiding to creating the perfect "no makeup" makeup look. After booking an appointment on www.hilove.ly or the app store, the user receives an email from her stylist outlining the products and tools she will need to create the desired look. A 30-minute tutorial costs \$30, and users need only a computer with webcam.

YouCam Nails

With YouCam Nails, anyone can "nail down" their next artistic fingertip (or pedi-style) creations. Users can create hundreds of unique designs by applying polish, drawing patterns, and adding nail decals—allowing them to try out new styles quickly and easily without the hassle of nail-polish remover. The app is available on iTunes and Google Play.

Intelligent Skin MD

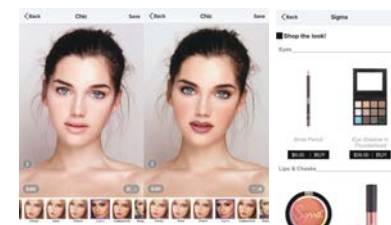
This new iPhone skincare app created by dermatologist Dr. Julia Tzu from Wall Street Dermatology combines real-time environmental data with the user's personal information to generate highly customized and responsive skincare recommendations. With the app, the user can test herself on the adequacy of her current skincare routine; create the ideal skin regimen based on her environment; generate and send a customized report on her skincare analysis and regimen; keep a detailed calendar entry of all skincare products used; search through recorded products; and easily access the daily environmental indexes that can effect skin. The app is available through iTunes.

In-Store App Strategies

Find an app here that sounds like a winner for your—or your customers' increasingly busy lives? Spread the word through smart marketing! Finding new apps that allow your customers to have a better in-store experience, whether it allows them to try new products before buying or attract more customers to your salons/spas, is a win-win; so tout it on your website, Facebook page or email blasts. Explain the app's inner workings and benefits in your next blog or newsletter. Or host an "app party" with snacks and beverages to virtually try out the latest looks with special deals for shoppers who are eager to purchase. By going above and beyond to improve their retail experiences, you'll have gained more loyal customers, and they'll be more avid shoppers!

Perfect365

The free, celebrity-favorite photo-editing makeover app is more than a photo editor for selfies; it's now a useful makeup tool, collaborating with celebrity makeup artists and makeup brands to allow users to virtually try on looks before purchasing products. The app also provides tutorial info on how to create the virtual look, so users can quickly touch up their selfies before posting and then learn how to re-create the look in real life. With Face Detection technology, digital makeup is performed with maximum accuracy and professional quality—and users can make other cosmetic changes, such as face contouring, teeth whitening and skin smoothing. The app is available for download with IOS, Android and Windows. ■



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