

AI-Powered Personalized Beauty

is a game-changer

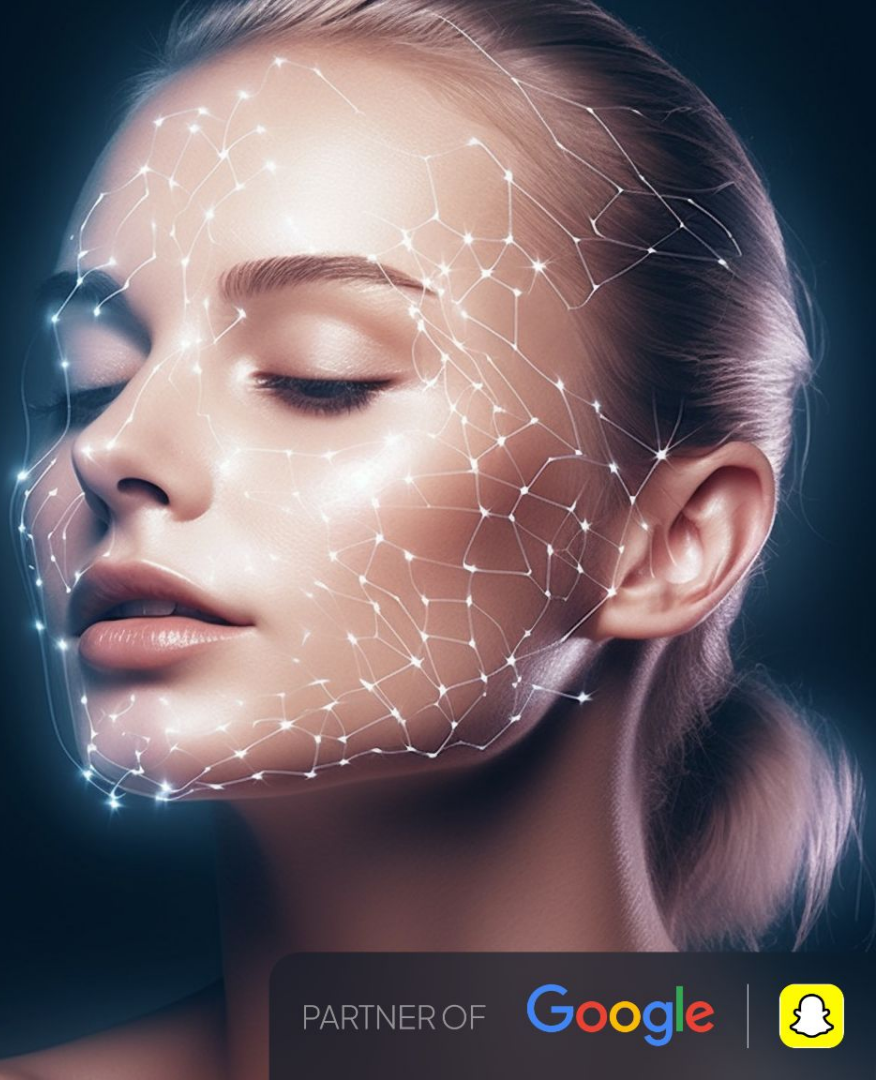
#shifthappens

#AIbeautytech

#Alinbeauty

PULPOAR[®]

AUGMENTED SHOPPING COMPANY



PARTNER OF



Context

PULPOAR®

+ Insights from Beauty Industry & Personalized Beauty

+ The New Era of Beauty : PulpoAR

+ What We Do

+ How We Do

+ Clients & Partnerships

+ Our Solutions

+ AR Virtual Makeup Try-On

+ Google AR Beauty

+ AI Personalized Skin Analysis

+ AI Beauty Advisor

+ Photo AI / Content Personalization

+ AI Shade Finder

+ Skin Simulator

+ AI Nail Polish Try On

+ AI Personalized Haircare (Hair AI)

+ Smart Mirror (Touchless Payment Integrated)

+ PulpoAR Data Studio

+ ARTistry Community-Driven Virtual
Makeup Studios

+ Competitive Landscape

+ Case Studies & Testimonials

Industry Challenges

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Low Conversation Rates

Increased cart abandonment rates and lower sales



Lack of Personalization

Reduced customer satisfaction and loyalty, harming brand perception.



Decision Time

Prolonged decision-making process in online shopping and higher return rates.



Sustainability Demands

Tester products and excessive packaging lead to waste.

Brands that **meeting changing consumer demands** have proven to achieve greater longevity in the market.

5x

Ulta Beauty's GlamLab experienced a fivefold increase in usage post-pandemic, with over 19 million shade try-ons.

L'ORÉAL
X
MODIFACE

Loreal acquired Modiface, an AR virtual solutions provider in 2018.

Google

Google allows users to experience products within search function.



amazon

Amazon launched a virtual hair salon in London, where customers can experiment with different hair colors.



Walmart*

Walmart offers its shoppers to virtually try on makeup products.



What We Do

We provide unique solutions for brands to personalize their offer for beauty lovers' shopping experiences using AI technologies such as **LLM**, **Computer Vision**, and **Image Processing**.

Beauty Categories We Support

- Facial makeup
- Skincare
- Hair care
- Nail care

50+

Partner

10M+

User

100M+

Virtual Try On

20+

Country



Image
Processing



Advanced-Data
Tracking



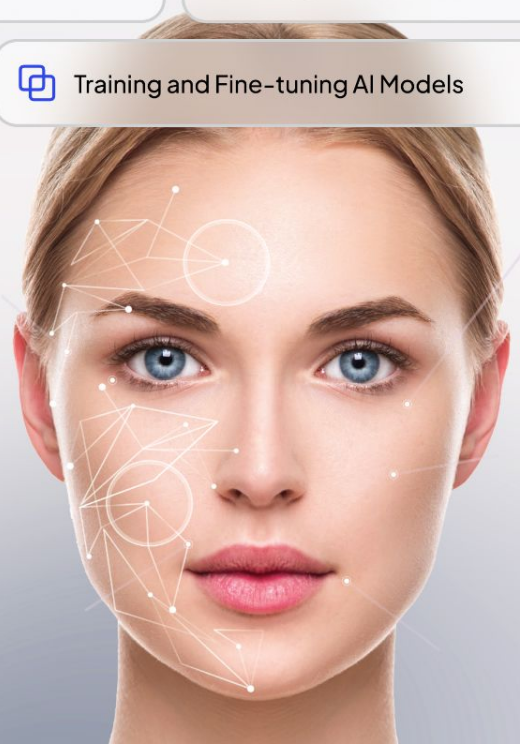
Advanced Computer
Vision



Large Language Models (LLMs)



Training and Fine-tuning AI Models



Clients & Partnerships

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ESTÉE LAUDER

OBOTICÁRIO
ONDE TEM AMOR TEM BELEZA



BEYMEN

flormar



SEPHORA



| SKIN
FIRST®

Red Aspen



the
purest
solutions



TECH PARTNERS

∞ Meta Snap Inc.

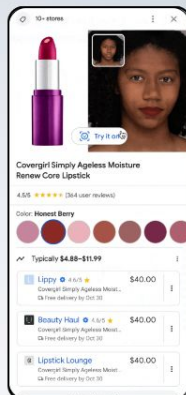
Google

Our Solutions

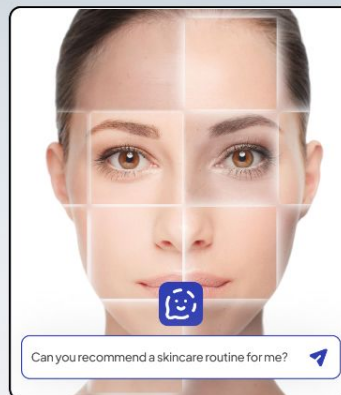
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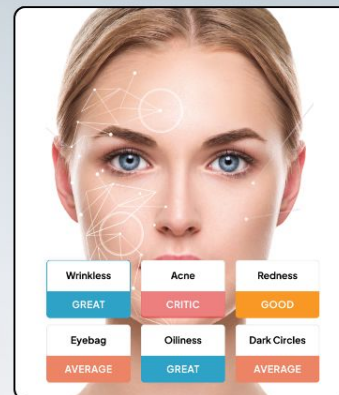
AR Virtual Makeup Try-On



Google AR Beauty



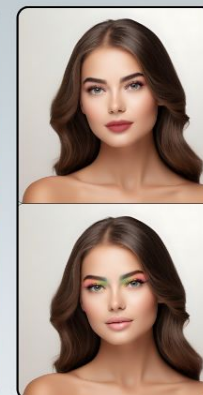
AI Beauty Advisor /
MakeUp & Skin Assistant



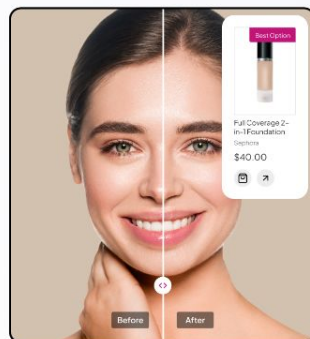
AI Personalized Skin
Analysis



Skin Simulator



Genphoto
AI & AR



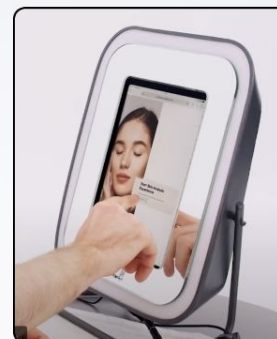
AI Shade Finder



AI Nail Polish Try On



AI Personalized
Haircare



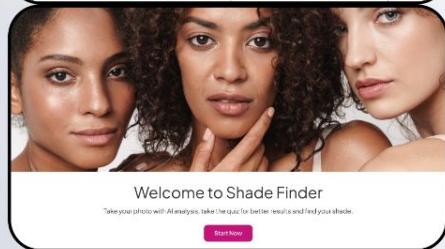
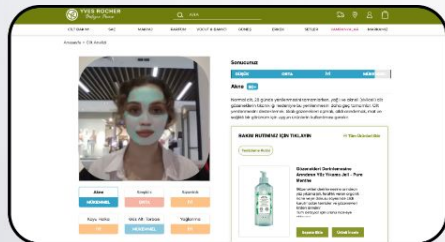
Smart Mirror (Touchless Payment Integrated)



PulpoAR Data Studio

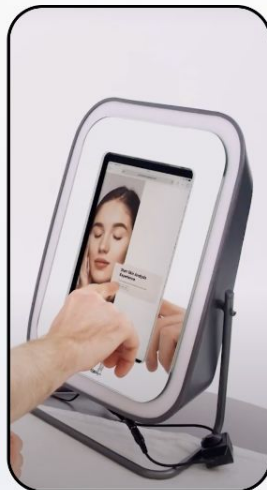
Helping You Capture The Customers **Wherever They Are**

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Web pages

- Landing Page
- Product Detail Page
- Pop-Up



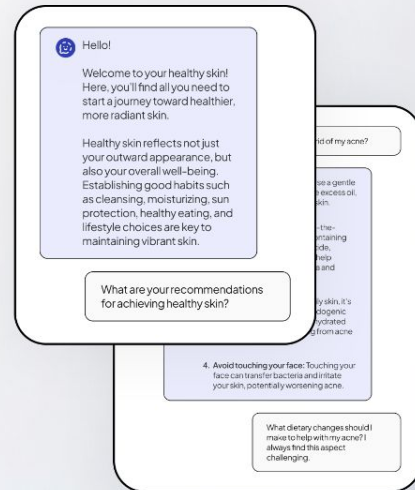
SmartScreens

(mirrors)



Mobile Apps

(discovery pages, in-app chat, etc)

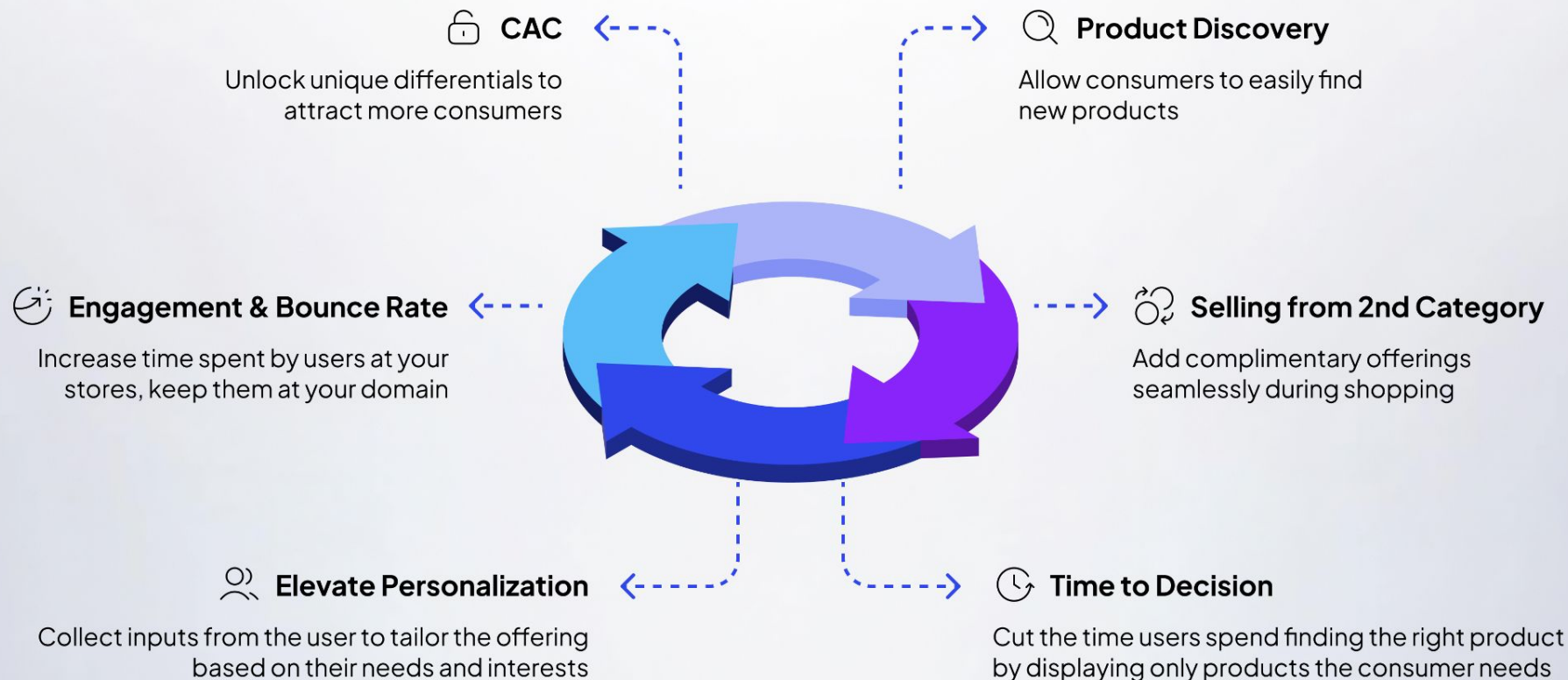


Chats

(webpage chat, in-app chat, messaging apps such as WhatsApp)

Results Oriented

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AR Virtual Makeup Try-On

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Customers deserve the best experience with complete virtual makeup solutions.

Hyper-realistic try-ons and **AI recommendations** let users mix, match, and try products **in real-time**.

484%

Sales Uplift

35%

Order Value Uplift

CLINIQUE

NARS

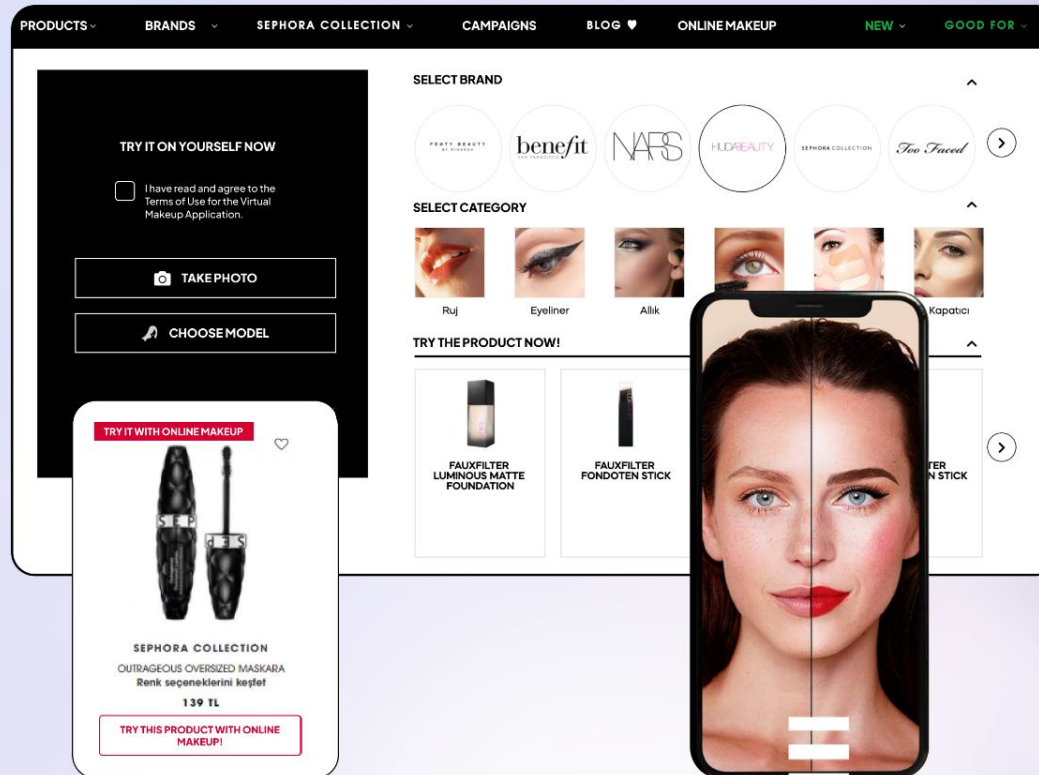
Dior

SHISEIDO

Rare Beauty

tarte

ESTÉE LAUDER



AR Virtual Makeup Try-On – Flexible User Journeys

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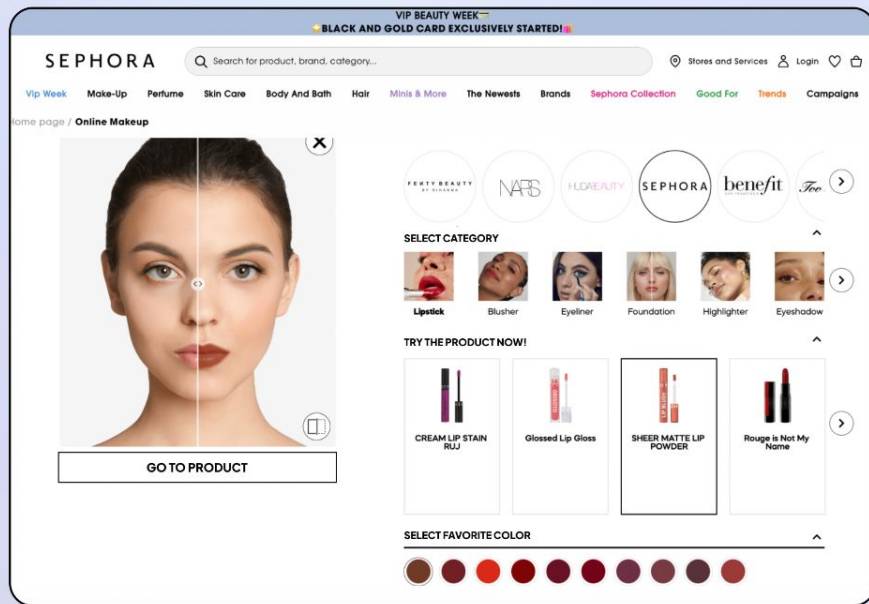
Ecommerce



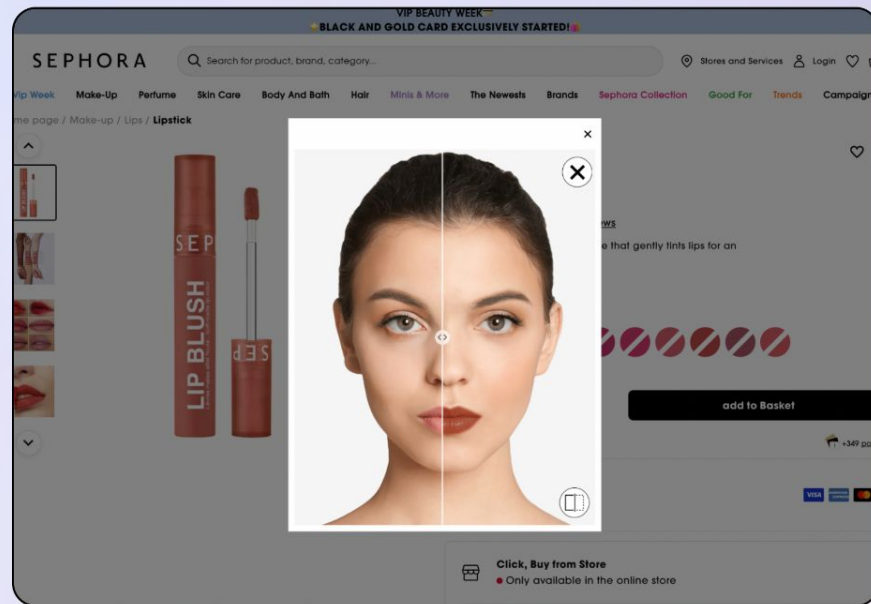
Virtual Try On



Branded Camera



Discovery Pages – Users try on average 21 SKUs, helping them to find new products they like



Product Pages – Users try on average 7 SKUs, helping them to decide and purchase

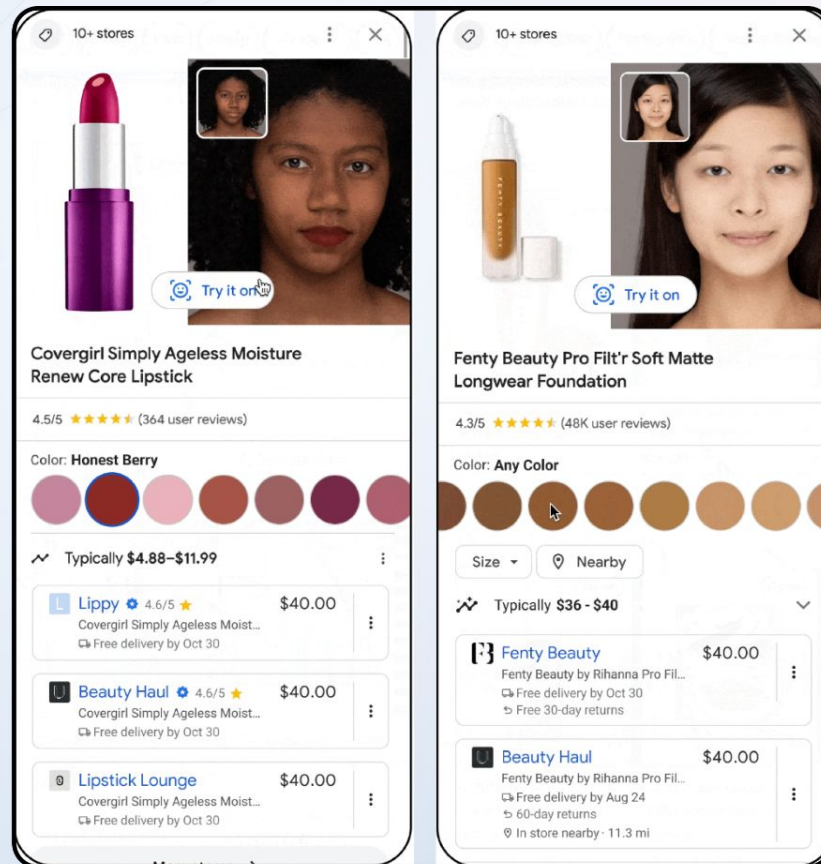
Google AR Beauty

With Augmented Reality technology, beauty brands now have a new method to showcase and sell their lip and eye products.

Today, **50 beauty brands** use Google AR to boost their online sales and customer experience.



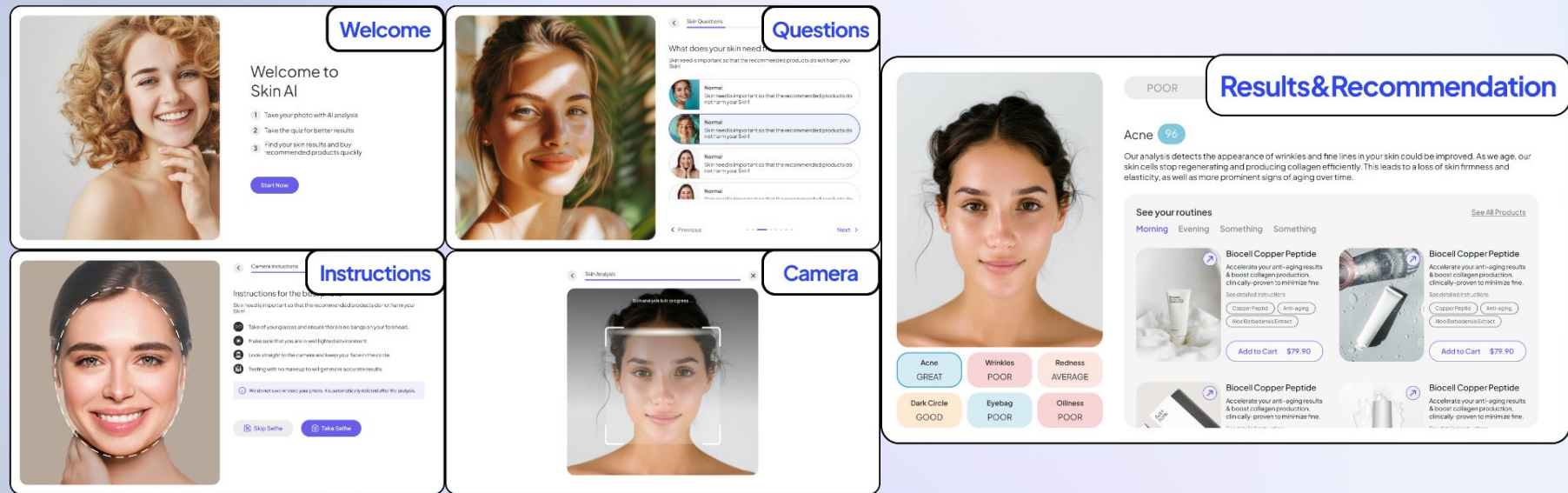
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AI Personalized Skin Analysis

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With AI-supported skin analysis and personalized product recommendation, users are able to access customized plans and create skincare routines based on their skin conditions.

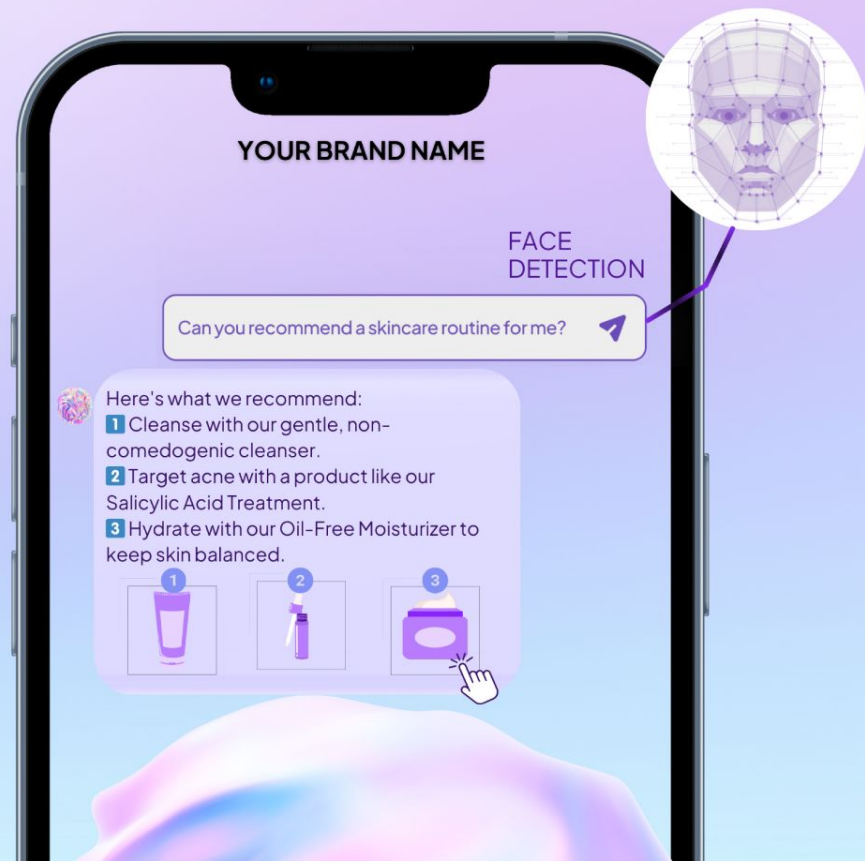


AI Beauty Advisor (Makeup & Skin)

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The AI Beauty Advisor offers **24/7 chatbot support**. It engages users with personalized beauty advice and answers their questions.

By asking targeted questions, it provides **customized product recommendations**, enhancing customer satisfaction and driving sales.



Skin Simulator

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Showcase product impact with realistic “**before and after**” simulations.

Users upload a photo, and the simulator projects **potential improvements in their skin condition** with **consistent product use**.

Scientifically-backed and visually engaging, it builds **trust and simplifies customer decision-making**.

Now

6 Months Later

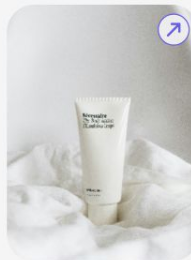
Recommended Products

[See All Products](#)

[Brightening Boosters](#)

[Repair & Restore Essentials](#)

[Deep Cleansing Solutions](#)



ClearSkin Daily Oily Skin Cleanser

Gentle daily cleanser to remove impurities and excess oil.

[See detailed instructions](#)

Anti-Aging

Acne Control

Hydrating

[Add to Cart](#) \$24.99



Radiance Night Repair Serum

Overnight serum that reduces blemishes and evens skin tone.

[See detailed instructions](#)

Anti-Aging

Brightening

Damage Repairing

[Add to Cart](#) \$39.99

Photo AI / Content Personalization

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Generate realistic human photos, apply makeup products with our Virtual Try-On technology, and seamlessly publish the customized images on web pages.



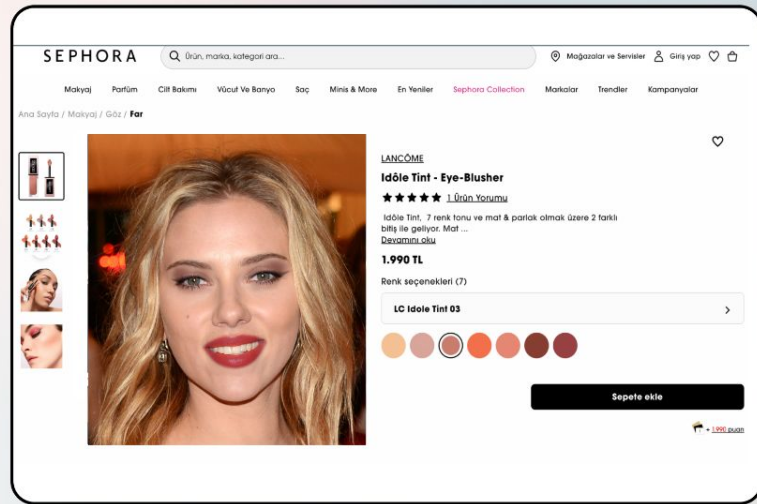
GENERATE

Generate photos of **real or synthetic** humans



EDIT

Add **makeup, filters** and change facial features.



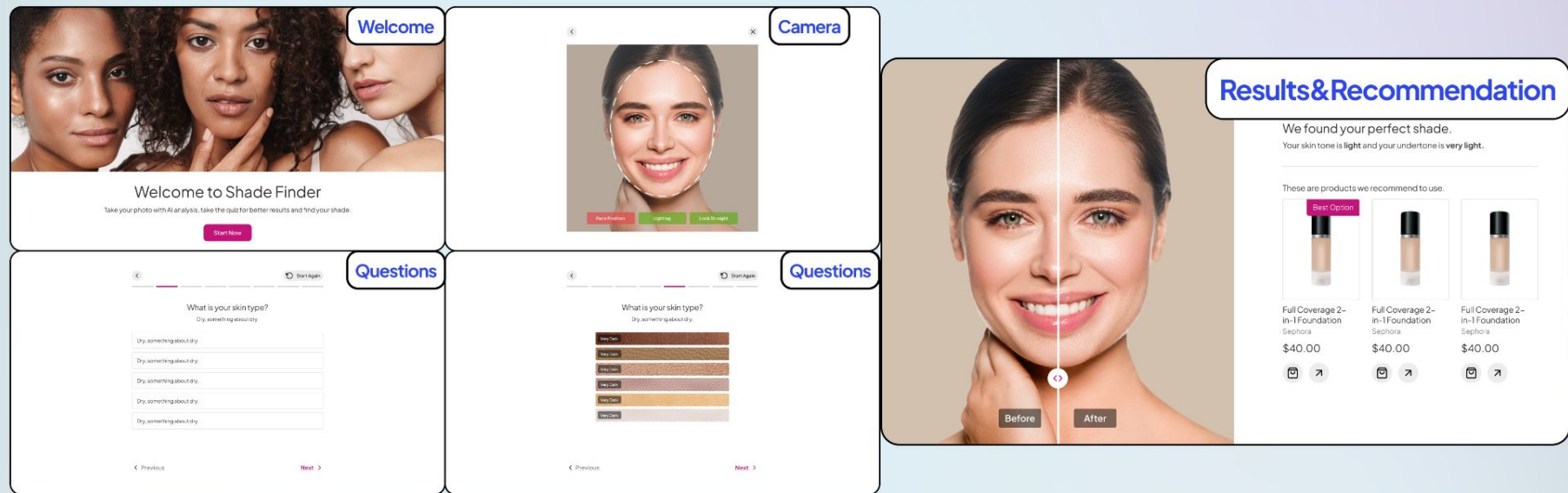
PUBLISH

Seamlessly publish it to web pages

AI Shade Finder

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The AI Shade Finder ensures a perfect match for every skin tone by using advanced AI technology to accurately identify and recommend the ideal shade for each customer.

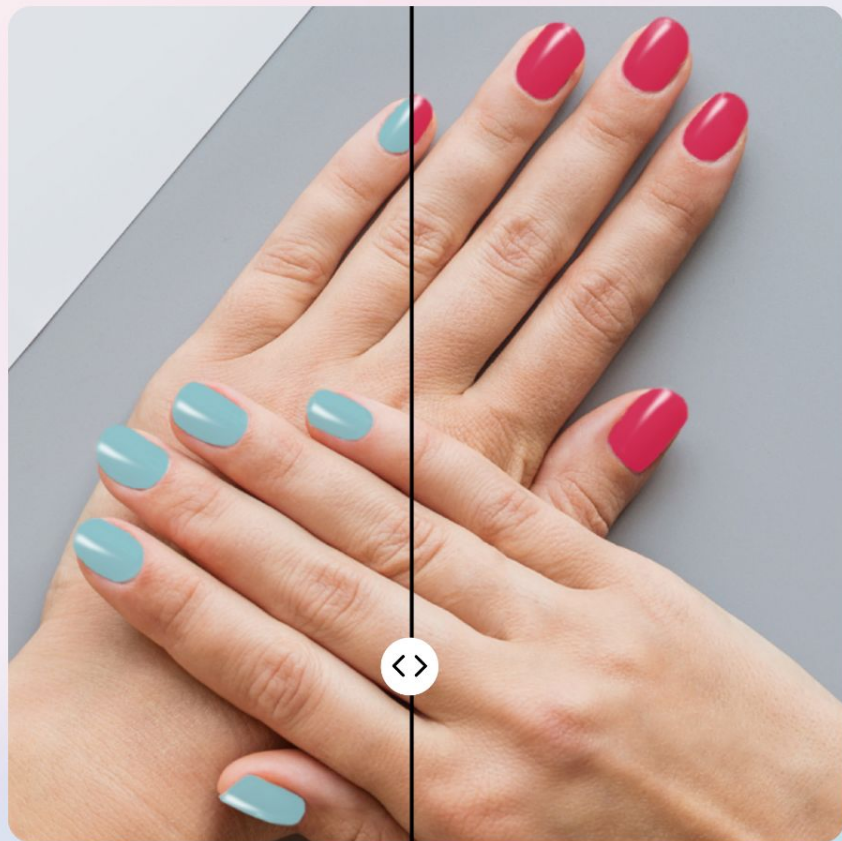


AI Nail Polish Try On

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Customers have the freedom to **instantly try on and switch between various nail polish colors**, including **matte, glitter, and metallic finishes**, without the hassle of application or removal.

They can explore more options than ever before, enhancing their shopping experience while saving time and effort.

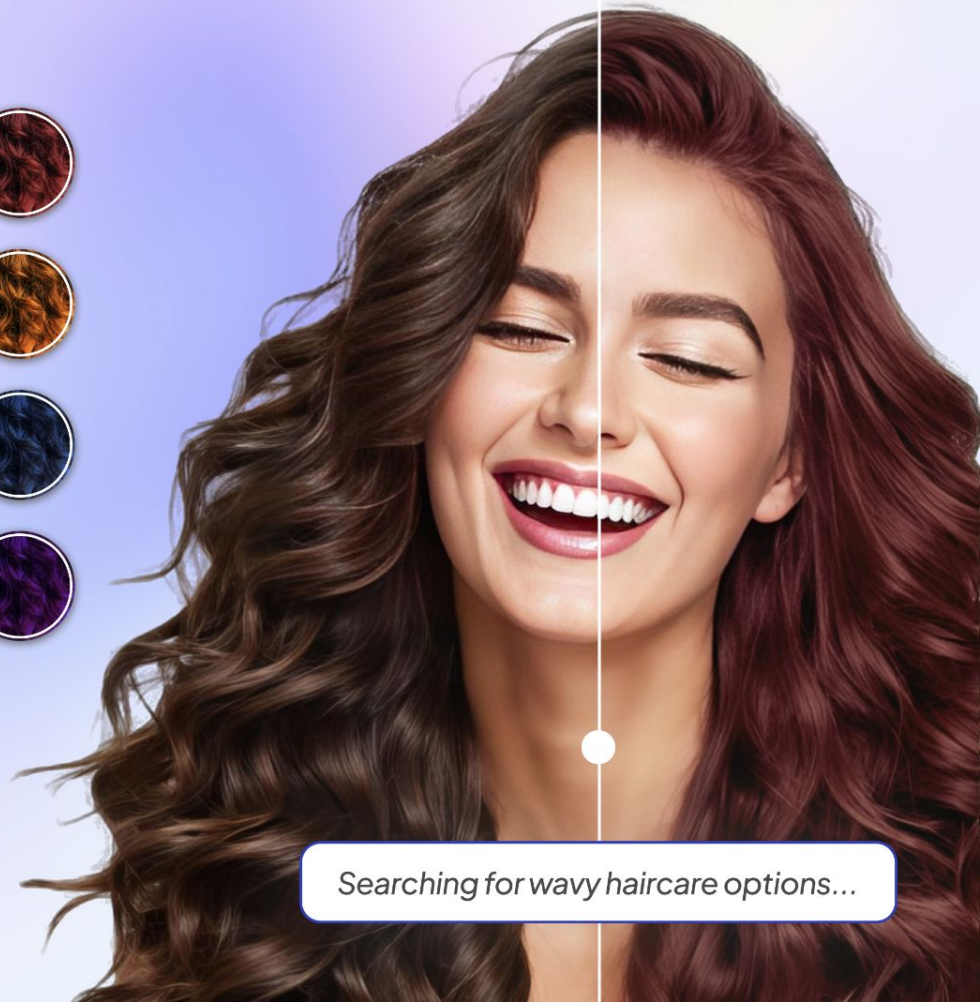


AI Personalized Haircare (*Hair AI*)

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Powered by advanced AR/AI technologies, “HairGPT” is your customers’ **trusted friend** on your hair color journey.

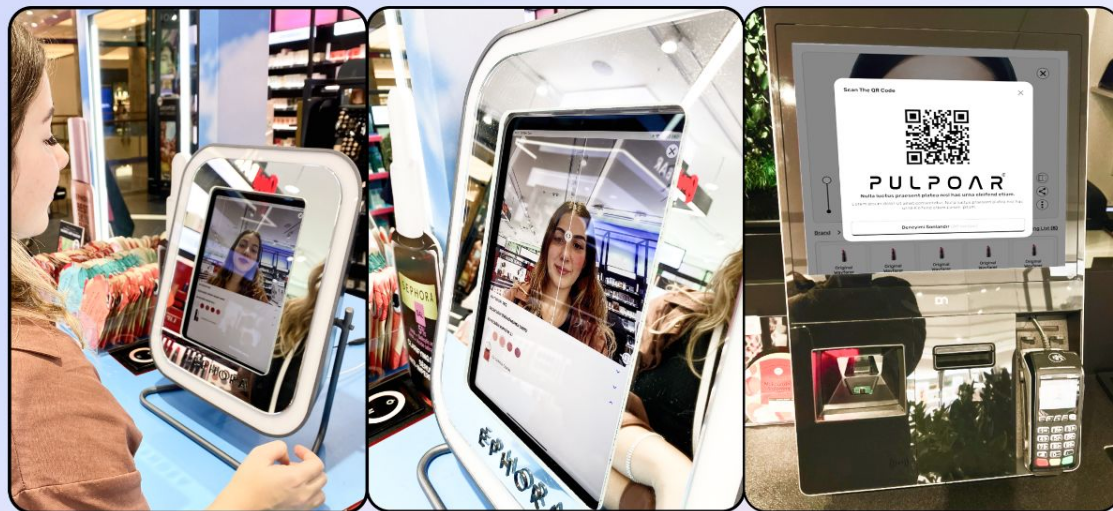
Customers can **virtually explore and try on different hair colors and styles in seconds**, as well as get **personalized advice** based on hair characteristics and goals.



Searching for wavy haircare options...

Smart Mirror (Touchless Payment Integrated)

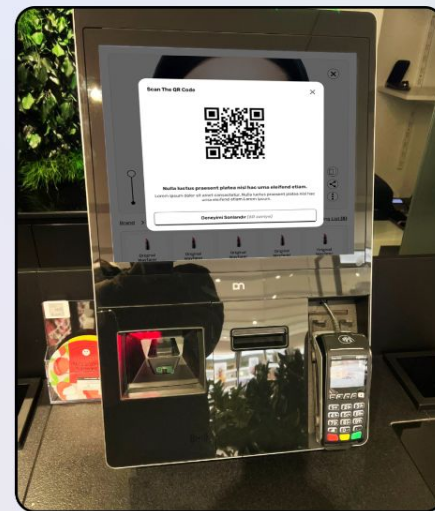
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WHAT WE OFFER

To enhance this experience and increase visitor satisfaction, we introduce PulpoAR Smart Mirror solutions.

With our Smart Mirrors, visitors can virtually try on products and make quick purchases via QR code scanning and contactless payment.



ONLINE PURCHASING

For products that are not in stock in every store, visitors can use our Smart Mirrors to test and purchase products online.

PulpoAR Data Studio

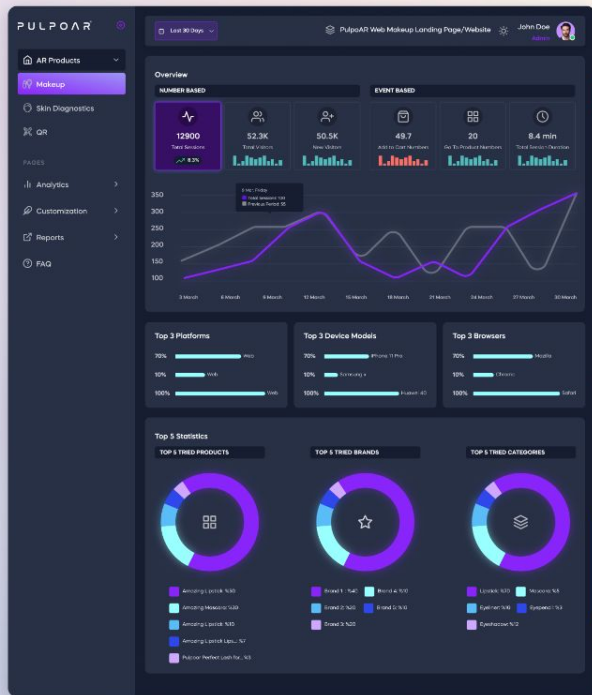
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Ready to understand your customers like never before?

We measure **traffic** and **conversions** to **give you insights** that matter, helping your beauty brand grow smarter and faster.

- Total users
- Top tried brands
- Top tried products
- Total number of VTO
- Number of products added to the cart
- Top products that were added to the cart
- Number of products clicked on the go-to product button

+ 15 more data

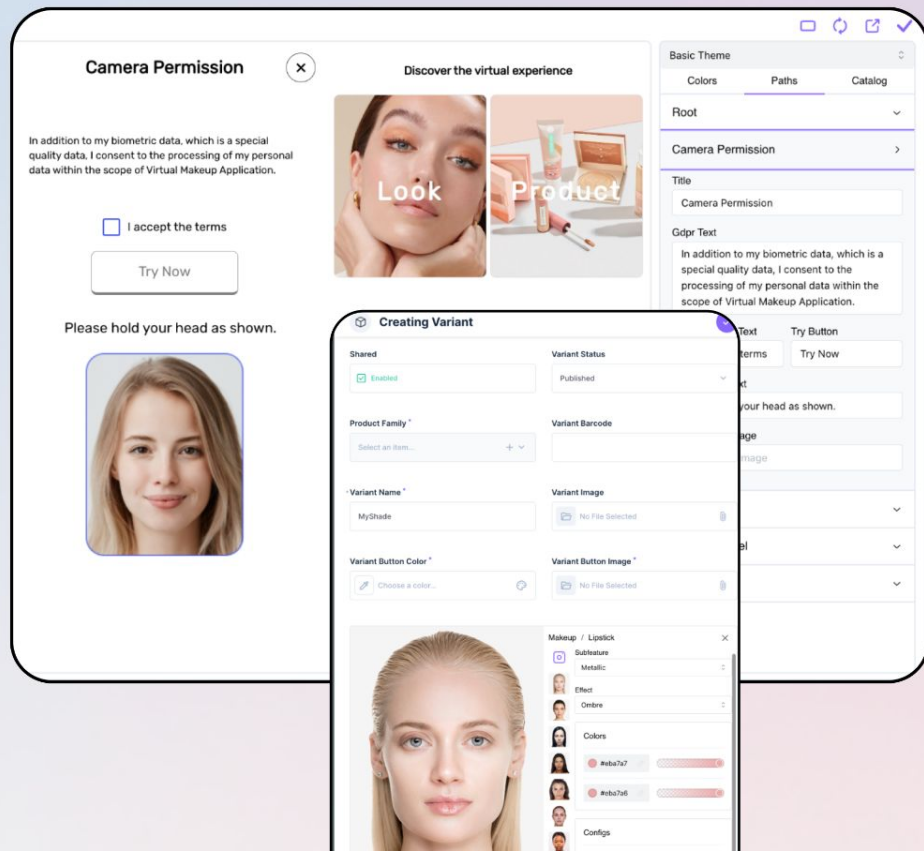


ARtistry Community-Driven Virtual Makeup Studios

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Consumers will be able to create their **digital make-up brands**, like creating filters in Facebook Spark AR Studio and Snap Lens Studio.

Brands that do not make moves in line with this trend may face high competition in the future.



Competitive Landscape

PulpoAR leads the way with innovative solutions that empower brands to deliver seamless and personalized experiences.

	PULPOAR	PERFECT	banuba	arbelle	rev:eye
Product Category Diversification	✓YES	✓YES	✗ NO	✗ NO	✗ NO
Flexible SDK Integration	✓YES	✗ NO	✗ NO	✗ NO	✗ NO
Science Backed SkinAI	✓YES	✓YES	✗ NO	✗ NO	✗ NO
AR Digital Product Library	BROADER	BROADER	LIMITED	LIMITED	LIMITED
GDPR Compliance	FULLY COMPLIANT	LIMITED	✗ NO	✗ NO	LIMITED
Conversion Analytics Reporting	DETAILED	BASIC	BASIC	BASIC	BASIC
Customer Service & Customization	CUSTOMER-FOCUSED	BASIC	LIMITED	LIMITED	LIMITED
Self Service Sign Up	✓YES	✓YES	✗ NO	✗ NO	✗ NO
Flexible Business Model	✓YES	✗ NO	✗ NO	✗ NO	✗ NO
Tech Accuracy / FPS Optimization	✓YES	✗ NO	✗ NO	✗ NO	✗ NO

**This data has been gathered from publicly available information, user feedback, client insights, and forums to ensure an accurate and comprehensive comparison.*

Case studies & testimonials from given brands

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SEPHORA

We published a case study showcasing the impressive results achieved through our VTO solutions.

40%

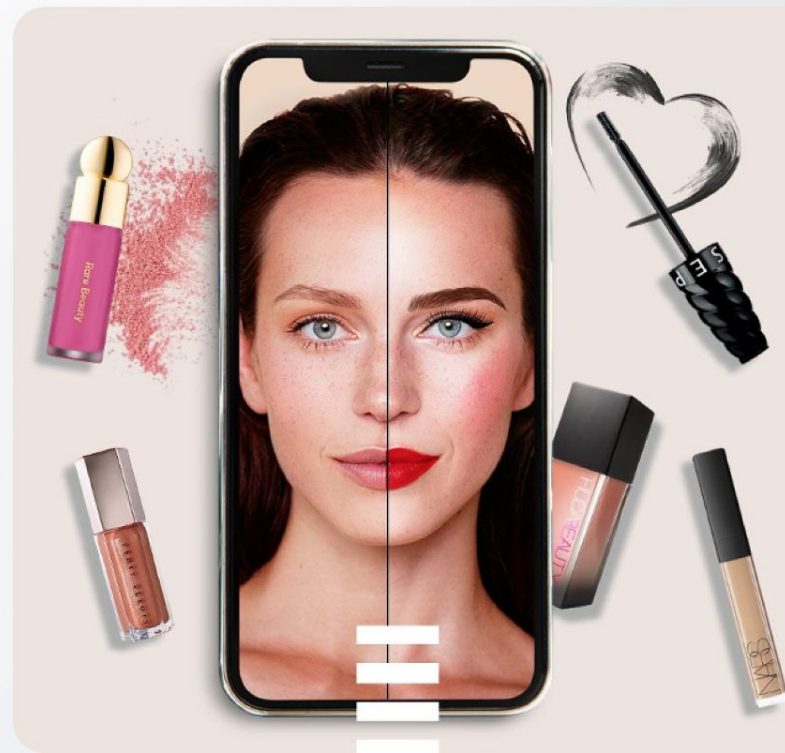
The revenue of VTO-featured products **consist of 40%** of the total makeup category on the website.

23.1%

VTO-featured products **23.1% more added to cart** than non-VTO products.

50.3%

VTO-featured products converted to sales at a **50.3% higher rate** than non-VTO products after adding them to their cart.

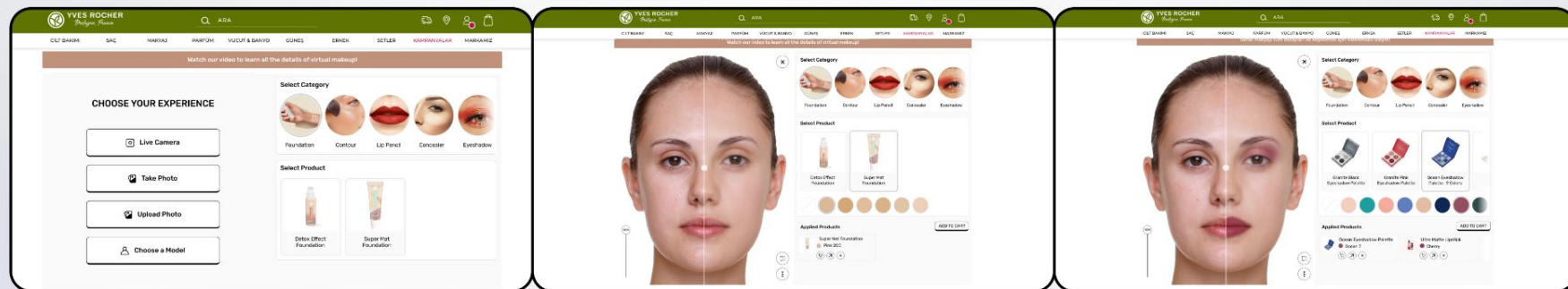


Case studies & testimonials from given brands

PULPOAR®



used PulpoAR's skin analysis tools in its digital marketing campaigns, offering customers a unique way to discover and interact with its products.



Both VTO and SkinAI solution numbers belong only to the website integration. According to the Yves Rocher TR team and the collected data by PulpoAR so far, it clearly indicates that the traffic and conversion rates are significantly higher on the mobile app platform, which has not been tracked by the Yves Rocher TR team yet.

SkinAI

3.50%

Purchase Rate After
Adding to Cart

\$26.05

Revenue Per
Transaction

VTO

14.72%

Purchase Rate After
Adding to Cart

\$28.68

Revenue Per
Transaction

Case studies & testimonials from given brands

PULPOAR®



Alluring Minerals partnered with PulpoAR to enable their consumers to virtually try on their makeup products anywhere and anytime, with high realism.



32.40%

overall
click through rate



24,2%

of consumers
clicked to go to the
product page



11%

of consumers added
at least 1 product
to the bag



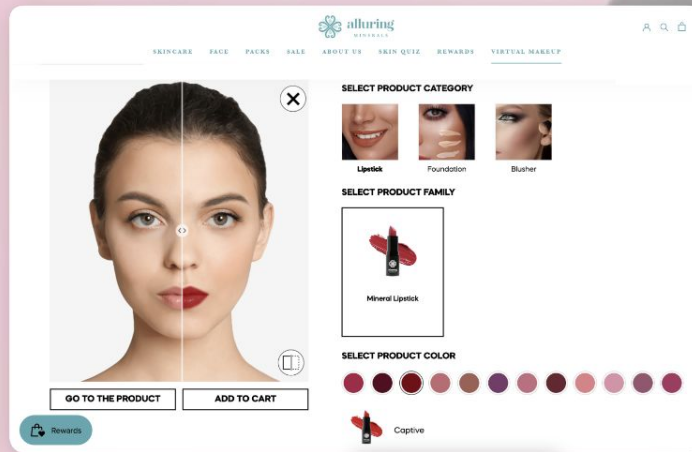
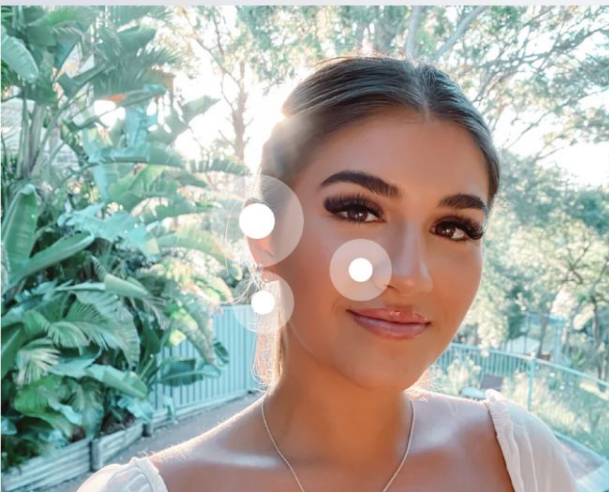
16.9

products were tried
by consumers
on average



2.8 mins

is the time spent by
consumers in average
during the experience



The AI shift is happening.
**Become a leading brand now,
or risk being left behind.**

THANK YOU



✉ hi@pulpoar.com

🌐 www.pulpoar.com

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