

banuba tint

The tool
you imagined,
but better:

**TINT Makeup
Virtual Try-On**

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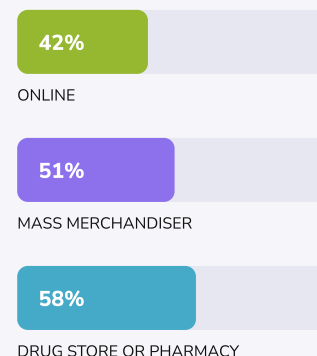
The State Of The Beauty Industry (in 2022-2023)

The market for beauty products has evolved.

- The worldwide market size is at \$534B¹ – an **8.2% increase** from 2021.
- **\$118B** revenue will be generated by the beauty industry by 2025.
- **\$13B** will reach the virtual try-on market by 2028.
- **42% of sales in the US happen online**².
- **65%** of beauty buyers **purchase directly from the website** of the cosmetics brand.

*The returns grew. On average, **the return rate for online sales in the U.S. is a whopping 20.8%**³.*

Most popular shopping destinations for buying cosmetics in the U.S.



- More than 70% of returns happen for customer preference reasons (e.g. something didn't fit)⁶.
- 30% of goods purchased for the Christmas season were sent back⁴.
- **The beauty industry** is consistently among verticals with the **highest percentage of product returns**⁵.
- As **Gen-Zers** are the largest target market⁶, brands have to adapt to appeal to people, who **value digitalization, the personal touch, and natural looks**.

And brands can thrive in this environment:

- L'Oreal had a successful year⁷.
- Estee Lauder grew sales by 13%⁸.

Virtual try-on is a proven tool to attract a younger generation of customers and retain them. But not all virtual try-on tools work as a marketing instrument and can boost sales or decrease returns. Often, they provide only visualisation of beauty products on a face. This is how it used to be before TINT makeup virtual try-on was invented.

TINT Makeup Virtual Try-On Is The Solution

Better conversions

- **Authentic Realistic try-on experience.**

Virtual products look exactly as they should because TINT analyzes lighting, skin tone, face shape, and other parameters for optimal display. Over 22,000 beauty products are already digitized, and more are on the way.

- **Purchases made easy.**

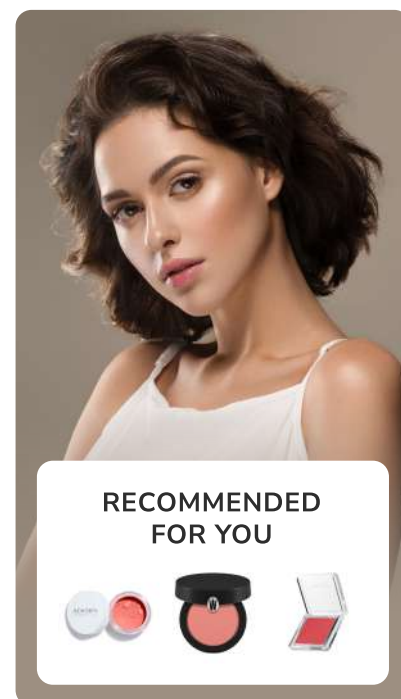
Products with AR interactions already have a 94% higher conversion rate⁹. With TINT, visitors can just press an “Add to cart” button during the try-on process to get what they want.

- **Unparalleled personalization.**

An artificial intelligence beauty consultant recommends the most fitting cosmetics for each customer without shoehorning them into one standard. Over 70% of visitors will not even consider buying without personalized experiences¹⁰, and giving them a tailored experience gives a 90% better chance to win them over¹¹.

- **Gift selection.**

Based on the photo, the AI will make recommendations that will excite and inspire. This will lead to a higher AOV and bring a new segment of customers on board. Men will no longer be puzzled about what to present to their loved ones.



*TINT Makeup Virtual Try-On takes the concept of
AR Virtual try-on a step further.*

Higher Average Order Value

Around **35%** of Amazon sales happen through cross-selling¹², which directly impacts the average order value (AOV). TINT can make the same principles work for your business.

- **Mix and match.**

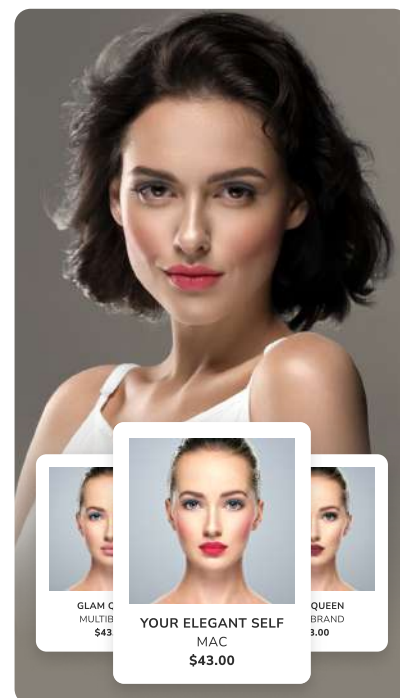
Instead of purchasing cosmetics piecemeal, why not buy a complete look professionally designed by our AI adviser? TINT allows trying several items at once, enticing customers to buy combinations instead of separate products.

- **Upsell your customers.**

Offer matching items from the new collection or higher-priced items in TINT to increase average order value (AOV) and customer satisfaction. This can provide a financial advantage and allow customers to easily and quickly find the perfect cosmetic combos, saving them time.

- **Increase repeat business and preorders.**

AR digital samples could reach an infinite number of people at almost no costs – something that physical ones can't. These people will be motivated to preorder your products and keep purchasing the fitting ones.



Minimal refunds

Handling returns well earns businesses a lot of goodwill with clients¹³. However, it is very costly. So why not get sales right on the first try?

- **Smart analysis.**

Your users don't have to answer lengthy surveys to help AI make fitting suggestions. TINT can determine a user's age and skin tone, as well as eye and hair color, and adjust the image to account for lighting. The customer will get exactly what they expected.

- **Image upscaling.**

A low-end camera is not an obstacle. TINT will adjust the image on the screen to look realistic and smoothen skin imperfections to help customers put their best face forward, literally.

- **Making a better choice.**

If a visitor is about to buy something that won't fit (and will get returned), the AI will suggest similar but more appropriate options for everyone's benefit.



Increased Retention

Customers, especially Zoomers, value a brand that speaks to them on a personal level⁷ and will keep returning to it again and again.

- **AR samples.**

Physical makeup samples help retain customers. But what if you could send out virtual ones? People would get them before the product is even delivered to the stores in their location and will have a chance to try everything at their leisure. Such attention is worth a lot. And 100% of digital samples are vegan and cruelty-free.

- **More email openings.**

Send promotional letters with a virtual sample enclosed and see your marketing skyrocket. Relevancy is important for increasing open rates, so what could be more relevant for a cosmetic user than a cosmetic product?



Quick Integration

TINT Makeup Virtual Try-On solutions is faster to integrate into your workflow thanks to a number of factors.

- **Fast digitization.**

You can create digital versions of your entire new collection in under 48 hours and have them displayed online or in a mobile app.

- **Accurate representation.**

The shades are lifelike and the cosmetics are applied to the face on the first try.

- **Vast catalog.**

Such solutions already include a huge number of digitized products. TINT Virtual Try-On, for example, has over 22,000 of them.

Virtual try-on has the potential to do wonders for sales, conversions, and reducing returns if done well; however, a poor solution could really hurt customer experience and damage brand loyalty. Continue reading about Banuba face tracking and makeup transfer technology to find out why TINT Makeup Virtual Try-On provides customers with an authentic realistic experience.

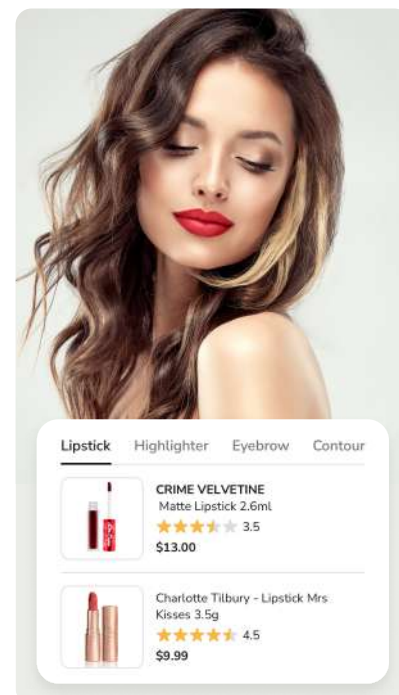


TINT Makeup Virtual Try-On

TINT Makeup Virtual Try-On is a ready-to-install Virtual Try-On solution created by the Banuba Group based on patented technology. It can be your differentiator, thanks to:

Features

- Web-based – accessible anywhere
- Realistic makeup try-on
- Complete look and single product try-on
- Looks by brand makeup artists
- AI beauty advisor for choosing the best-fit products
- Gift selection: upload a photo and get the right cosmetics
- Makeup recognition and recommendation based on a reference picture
- Image upscaling (camera resolution improvement & delicate skin smoothing)
- Multi-platform and multi-device support
- 22,000+ digitized beauty products are already included
- White labeling (fully customizable).



[See TINT Try-On in action](#)

Advantages

- Authentic revolutionary experience for customers
- Patented face tracking technology with 3,308 vertices
- Significantly faster technology and better accuracy
- Possibility for brands to own their virtual assets
- Analytics & reports inside the Virtual Try-On that are performed in accordance with all regulatory requirements (policy, standards, law)
- Fast Virtual Try-On integration that takes up to one week
- Digitization of new products in 48 hours.

We offer the possibility to make **any modification according to brand requirements** thanks to 100% patented face tracking technology.

About Us

The Banuba Group is a well-established augmented reality and computer vision company, with 30 patents to its name and brands like Gucci, Samsung, and Meta among its partners. The Banuba Group was established in 2016 as an AI lab creating the next-gen technology for the camera. AR, machine learning, and computer vision are our thing. And it all starts with the face.

TINT Makeup Virtual Try-On is created using a patented technology developed by the Banuba Group. That's why any product modifications are possible, as everything was developed exclusively by our team of experts and we have the rights to all inventions.

Our R&D department boasts the following:

- Banuba-based R&D center specifically focused on Face AR
- 6 years of continuous progress in AR technology
- 60% of the department has a Ph.D. degree
- Fully patented face tracking technology
- R&D team is versed in various aspects of engineering and science.



Dmitry Ogievich
CEO



Anton Liskevich
CPO



Alex Sakolski
CTO



Vadim Nekhai
CRO

Technologies

We use compressed neural networks trained on balanced datasets. It ensures our technology works well for all facial expressions, skin tones, ages, genders, and nationalities.

Key features of Banuba face tracking technology:

- 3D modeling of facial features with up to 3,308 vertices
- Multi-face tracking technology
- Up to 7 meters distance to the camera
- Extreme angles of detection, ranging from -90° to +90°
- Operates even in poorly-lit environments
- Works with up to 70% facial occlusion
- Stable detection even with facial accessories
- Supports 360-degree rotation of the camera
- Our solution can create a precise face mesh without putting too much drain on the device's CPU and battery.



Brands trust us

GUCCI

BrickMate

SHAMPOLOOK
HAIRDRESSERS SOLUTION

VIARA

EYEBOU

borderfree

Neha Nabi

TheForce.Trade

Looké
COSMETICS

immersive

Banuba is a world leader in Face AR, providing augmented reality solutions for over 100 companies. Our clients and partners include Gucci, Samsung, Meta, and other high-profile names.

Patents

The Banuba Group possesses more than 30 patents. Some of our patents for Face tracking and Makeup transfer functionality are the following:

IP NUMBER	TITLE
10049260	COMPUTER SYSTEMS AND COMPUTER-IMPLEMENTED METHODS SPECIALIZED IN PROCESSING ELECTRONIC IMAGE DATA
16/034267	COMPUTER-IMPLEMENTED METHODS AND COMPUTER SYSTEMS CONFIGURED FOR GENERATING PHOTOREALISTIC-IMITATING SYNTHETIC REPRESENTATIONS OF SUBJECTS
PCT/ IB18/000863	COMPUTER-IMPLEMENTED METHODS AND COMPUTER SYSTEMS CONFIGURED FOR GENERATING PHOTOREALISTIC-IMITATING SYNTHETIC REPRESENTATIONS OF SUBJECTS
10228972	COMPUTER SYSTEMS AND COMPUTER-IMPLEMENTED METHODS FOR DYNAMICALLY ADAPTIVE DISTRIBUTION OF WORKLOAD BETWEEN CENTRAL PROCESSING UNIT(S) AND GRAPHICS PROCESSING UNIT(S)
PCT/ IB18/000792	IMPROVING OPERATION OF COMPUTING DEVICES BY DYNAMICALLY ADAPTIVE DISTRIBUTION OF WORKLOAD BETWEEN CENTRAL PROCESSING UNIT(S) AND GRAPHICS PROCESSING UNIT(S), AND COMPUTER SYSTEMS AND COMPUTER-IMPLEMENTED METHODS IN ACCORDANCE WITH THEREOF
PCT/ IB18/000136	COMPUTER SYSTEMS AND COMPUTER-IMPLEMENTED METHODS SPECIALIZED IN PROCESSING ELECTRONIC IMAGE DATA
18744029.2	COMPUTER SYSTEMS AND COMPUTER-IMPLEMENTED METHOD SPECIALIZED IN ELECTRONIC IMAGE DATA PROCESSING

Feel free to **contact us** to find out more about these and other patents of the Banuba Group.

Contact Us

Sell makeup as no one else does.

As online makeup shopping continues to grow stronger, virtual try-on solutions are becoming increasingly popular. Provide your customers with the most realistic cosmetics shopping experience with our TINT Makeup Virtual Try-On.

info@banuba.com

Contact us to make a beauty revolution together!

Social media accounts



Sources

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