

Domain Introduction:

The beauty industry consists of a wide range of products and services relating to skincare, haircare, makeup, fragrance, and various other personal care products. It caters to a diverse variety of customers of all ages and genders. The goal of a beauty cataloging system is to organize, categorize, explore, and find information about beauty products currently in the market. It will allow users to find specific information about ingredients, brands, formulations, customer reviews, and pricing, of beauty products to find products that are suitable for their specific needs and skin and hair types. Beauty cataloging systems are often used by retailers such as Sephora and Ulta, which also offer product recommendation engines and subscription services. Key characteristics of a beauty domain involve structured and filterable data (e.g product types, product information, price, brands, ingredients, reviews, and ratings), and tags (e.g cruelty free, clean makeup, fragrance-free, vegan, acne-safe). Common challenges include managing a wide variety of products, managing product recommendations, search engine optimization, as well as filtration of products. Some examples of such domains include the online Sephora, Shoppers Drug Mart, and Allure catalogs.

Glossary:

Commonly used beauty tags that will be used for categorization and filtration:

Beauty Product: products that contribute to physical beauty and health.

Hair products: hair oils, gels, dyes, masks, and serums

Skin-care products: moisturizers, exfoliants, serums and masks

Make-up products: base products, eye products, lip products, setting spray

Fragrance products: perfumes, body sprays, body oils, and lotions.

Hygiene products: shampoo, conditioner, shower gel, soaps, bubble bath

Nail products: fake nails, nail polish, cuticle oil

Popular product: a product that has been viewed more than 10 times and has positive reviews

Paraben-free: Makeup with no Paraben in it

Paraben: an environmental contaminant that causes adverse health effect

Sulfate-free: A product with no sulfate in it

Fragrance Free: A product with no fragrances in it

Alcohol Free: A product with no alcohol in it

Vegan: a product that is made without any ingredients that are derived from animals (honey, beeswax)

Cruelty-free: a product that has not been tested on animals

Water-resistant: a product that will remain intact when made wet

Transferring: This process involves when a make-up product will rub off or leave residue when touched. This is common with lipsticks and foundations.

Pigmentation: refers to how bold or vibrant the colour payoff is in a product. The more intense the pigmentation, the more vibrant it will appear

Base products: make-up products that contribute to an even complexion on the skin such as foundation, concealer, powder, contour, highlighter

Stippling brush: a brush used to evenly disperse complexion products

Eye make-up: eyeshadow, eyeliner, eye-brow gel

Lip products: lipstick, lip liner, lip gloss, lip tint

Exfoliant: a product that removes dead skin and blemishes from the surface

Hydration: a product that provides moisture to the skin

Cleansing: removes debris and impurities from the skin

Sources:

Current Sources:

Sephora:

[Sephora Website](#)

A reference makeup catalogue:

<https://www.marykay.ca/en-ca/shop/makeup/eyes>

Key makeup terminology:

<https://www.lorealparisusa.com/beauty-magazine/makeup/makeup-trends/makeup-terms-to-know>

Shoppers Drug mart Catalogue:

<https://Shoppers.ca/ThingyThatHasStuff//main>

Allure Catalogue

<https://www.allure.com/beauty-products/best-of-beauty>

Cosmetic Associations:

<https://libguides.vcc.ca/c.php?g=409222&p=2786426>

Possible Sources:

- Allure
 - American women's magazine focused on beauty, published monthly
- Cosmetics Magazine
 - Is a trade beauty brand

- **BeautyCouncil**
Formerly the Cosmetology Association of Western Canada (CAWC). Offers a Certificate of Qualification and an online safety and hygiene training and certification.
- **The Allied Beauty Association (ABA)**
Canadian trade association of manufacturers and distributors of professional beauty products and equipment. Represents 90% of hair and nail suppliers in Canada.
- **Cosmetics Alliance Canada**
Formerly the Canadian Cosmetic, Toiletry and Fragrance Association (CCTFA). A Canadian trade association representing more than 150 member companies who manufacture, distribute, and supply personal care products marketed in Canada.
- **Canadian Aesthetic Association (CAA)**
A regulatory organization recognized by Health Canada. Establishes a set of standards to which members must adhere and runs seminars for continuing education.
- **Leading Spas Of Canada**
Supports the development of the Canadian spa industry. Represents spas, spa suppliers, and spa education institutions. Establishes standards of practice and a code of ethics, which members must follow.
- **Spa & Wellness Association of Canada (SWAC)**
Establishes a professional Code of Conduct, to which members must adhere. Members gain access to research and education resources.
- **CIDESCO: International Beauty Therapy Association**
Offers trainings, congresses, awards, and a range of beauty and spa qualifications. Based in Zurich, Switzerland.
- **International Spa Association (ISPA)**
US-based professional organization representing health and wellness facilities and providers around the world.
- **Associated Skin Care Professionals (ASCP)**
US-based. Offers professional liability insurance, education, and career support for members.
- **Professional Beauty Association (PBA)**
US-based. Offers education, scholarships, and discounts, and organizes annual events.
- **Cosmetic, Toiletry and Perfumery Association (CTPA)**
UK-based. Represents British cosmetics companies and the interests of the industry as a whole.
- **National Association of Screen Make-Up (NASMAH)**
UK-based association for professional make-up artists and hairdressers who work in film, television, and theatre.

Stakeholders:

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- Customers
- Beauty Companies: L'Oreal, Sephora, Ulta Beauty, Kylie Cosmetics
- Beauty Artists: Dermatologists, Estheticians, Influencers, Makeup Artists
- Regulatory Bodies: FDA, EU, Health Canada
- Suppliers: Cosmetica Laboratories, Total Body Care Crescita Therapeutics, Empack Spraytech, Hunter Amenities, Apollo Health and Beauty Care

Elicitation Plan :

- How beauty brands classify and organize product catalogues
- What metadata is needed to catalogue beauty products
- Scope of retailers
- Specifics, such as functionality and scale

Assign specific tasks to each team member for follow-up before the next lab:
done through slack

at least 5 questions to ask the customer in the next lab:

What is the scope of this project? (is it for personal use? large populations? etc)

Ask to roleplay and see how the functionality is supposed to work, have the ta be the software and vice versa

ask about the priorities, is it most important it looks nice? runs fast? search functions? any kind of purchase? etc.

ask about the intended use, why do you want this software? and what problem will it solve?

ask about any specific features needed in the project.

Tasks:

Hanveer: research Skincare products

Aminah: Makeup

Gillian: research into fragrances

Riley: Haircare

Jonathan: Nails

All: Come up with possible questions for customer meeting, Browse other Beauty Catalogs