**Smart Makeup Mirrors: AR or AI?**

We can get significant advances in artificial intelligence (AI) and augmented reality (AR) consumers can try beauty products virtually wherever they are — on mobile, web or in-store. Leading brands are successfully using smart mirrors to give consumers innovative ways to experience beauty products using cameras. However, as the industry evolves, the difference between AI and AR makeup mirrors becomes more palpable.

With AR product experience the technology is capable of detecting the face and overlaying virtual makeup that looks as realistic as its physical copy. Using the camera, consumers can try on beauty products and find their perfect color match. AI makeup mirrors go further combining machine learning algorithms that analyze consumer facial characteristics like skin color, type or age and can recommend the best-fit products based on the individual data.

* **Realistic makeup visualization**. The lifelike presentation of virtual makeup is crucial - products need to look and behave as in real life. The lip gloss should shine in the light and the hair color must be as intense as the real hair dye. Thanks to the powerful rendering technology, all makeup colors, textures and shades can be perfectly digitalized and brought to consumers.
* **Real time try on**. Initially the makeup try on idea was realized via photo editing, however now, with robust face tracking optimized for mobile, consumers can enjoy the real-time virtual beauty experience, and use smart devices like true mirrors.
* **Makeup advisor**. By analyzing facial characteristics, virtual mirrors can find makeup items that are the best fit for a customer’s age, skin or eye color and showcase them in real-time. Brands can create preset makeup looks to recommend items that go together.
* **Beauty care personal assistance**. The most advanced solutions use not only augmented reality to visualize beauty items but also AI algorithms that can track your skin health and advice regimens, serving your personal digital assistants.