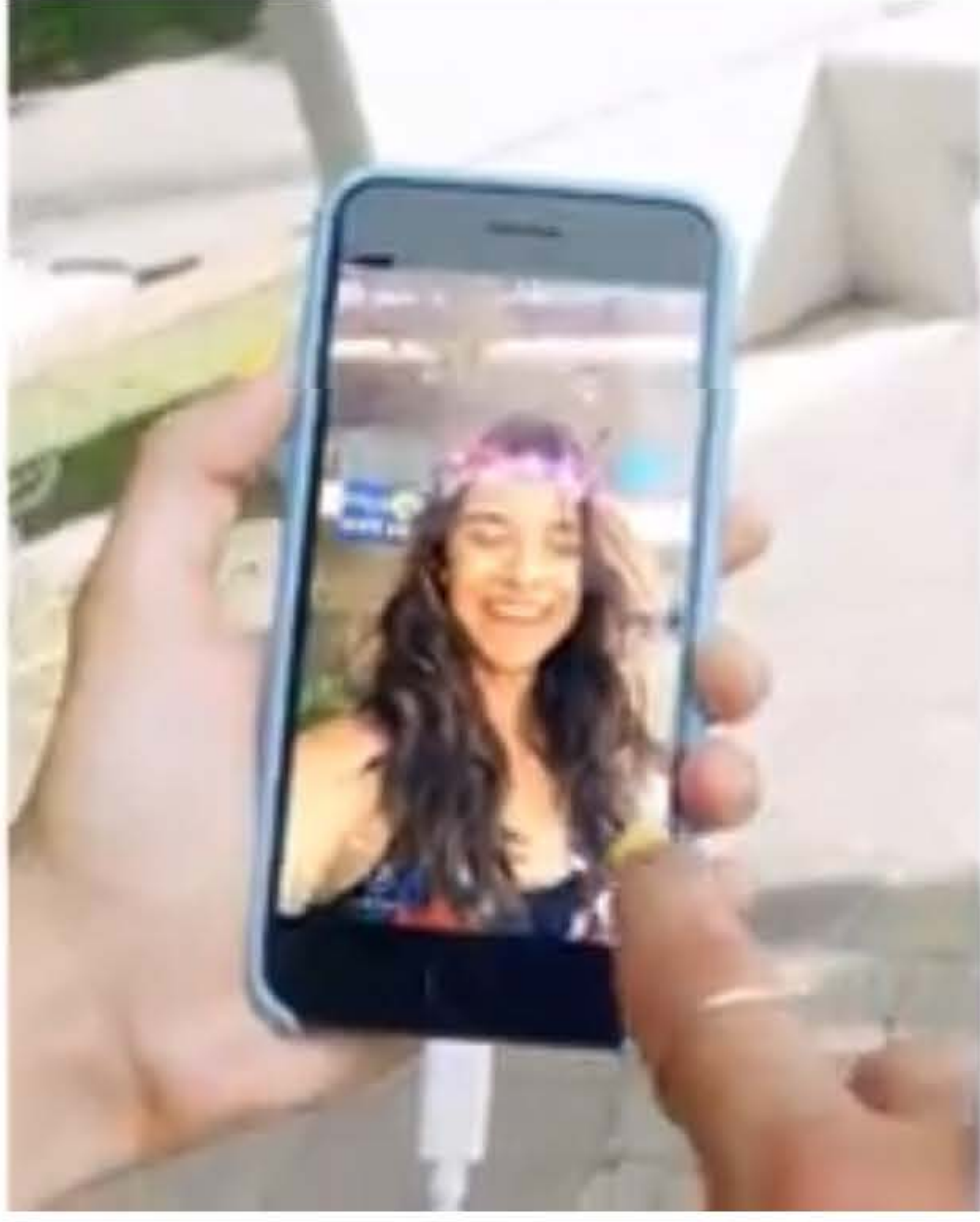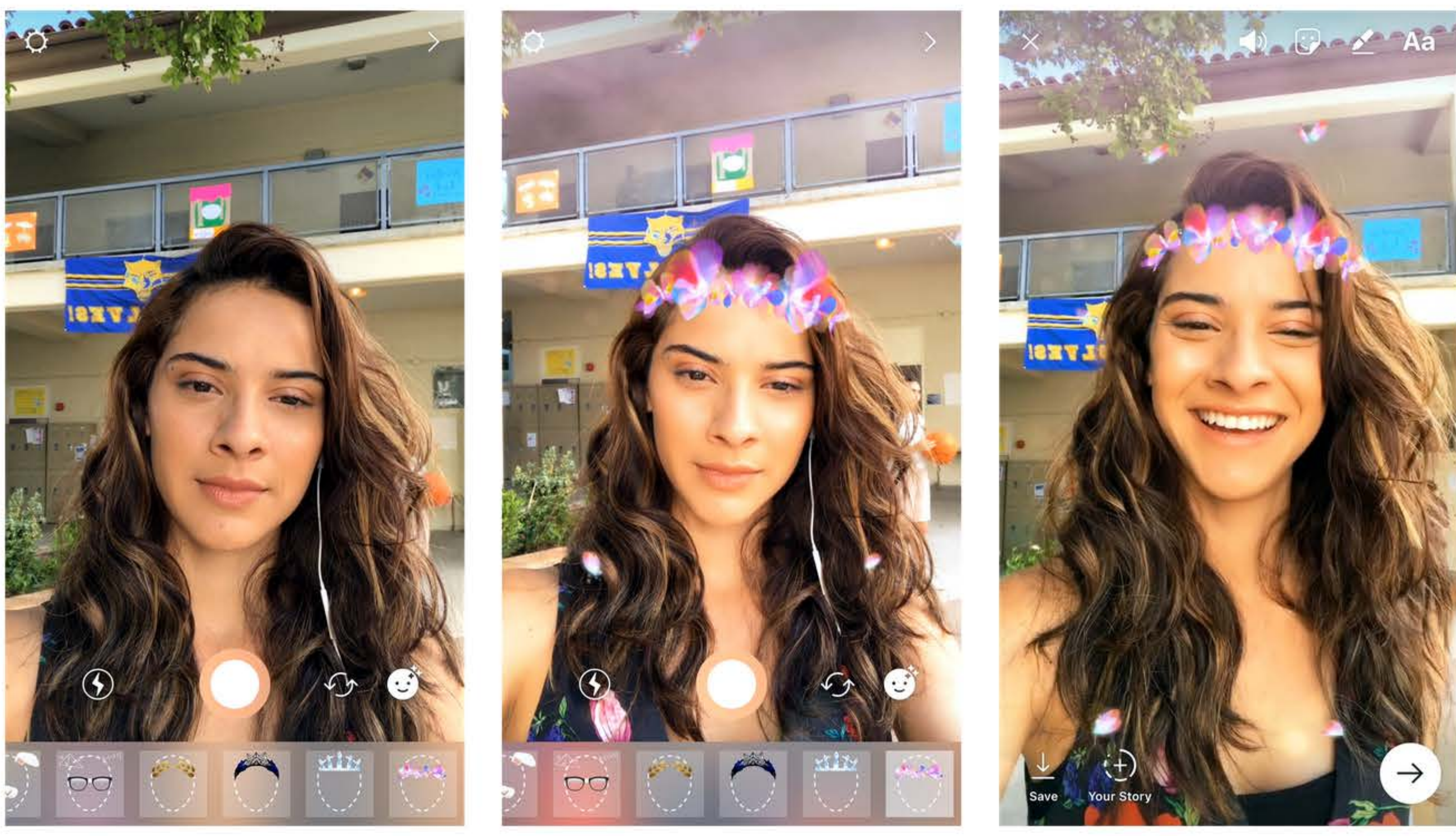# Introducing Face Filters & More on Instagram

May 16, 2017

Today, we're introducing face filters in the camera, an easy way to turn an ordinary selfie into something fun and entertaining. Whether you're sitting on the couch at home or out and about, face filters help you express yourself and have playful conversations with friends.

From math equations swirling around your head to furry koala ears that move and twitch, you can transform into a variety of characters that make you smile or laugh. To see our initial set of eight face filters, simply open the camera and tap the new face icon in the bottom right corner.
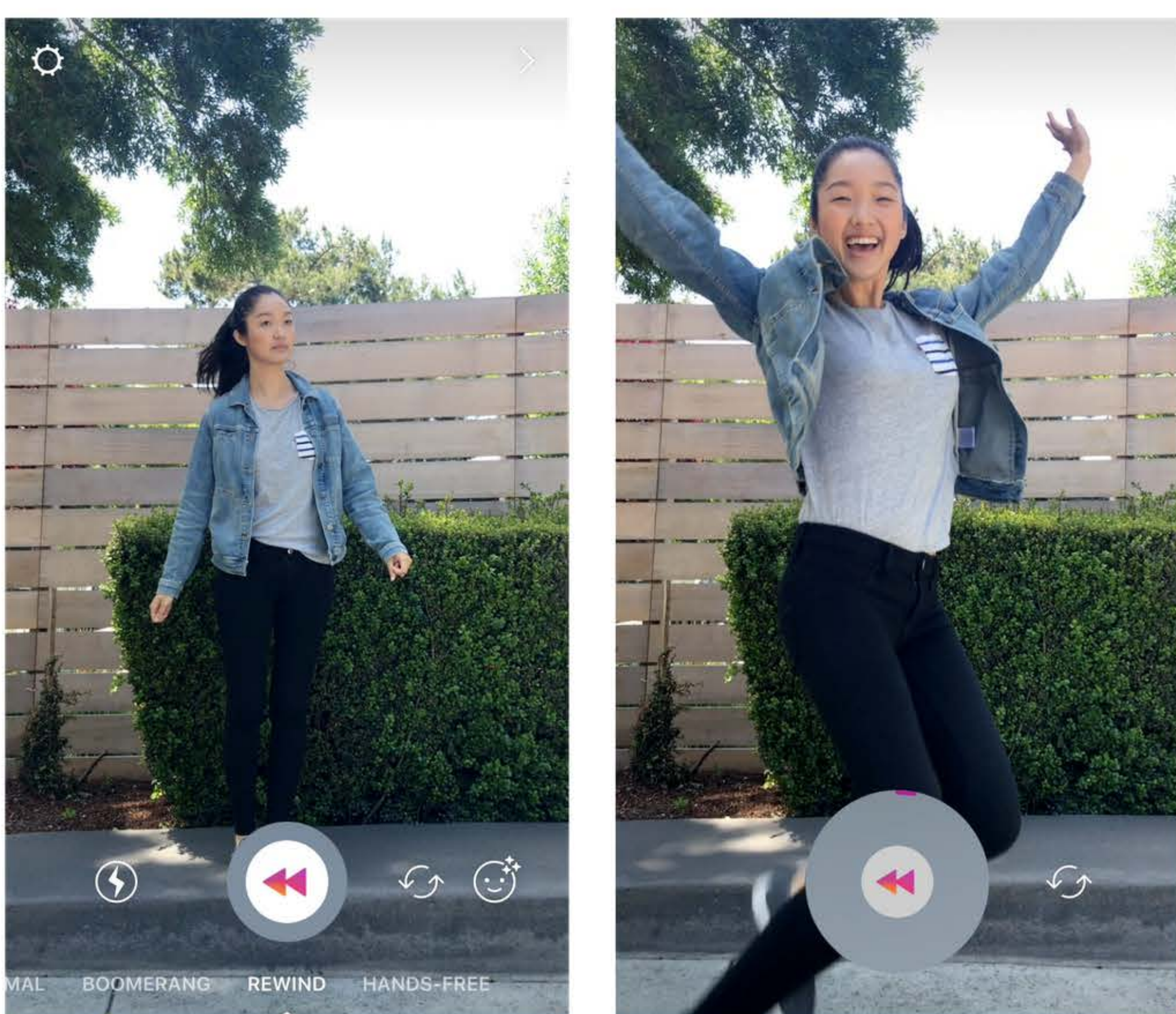

Tap a filter to try it on, and keep an eye out for ones that work with a friend. Take a photo or video using the front or back-facing camera – they even work with Boomerang, so you can easily add an unexpected twist to what you share! When you're done recording, you can send it to your best friends through Instagram Direct or add it to your story.

And more!

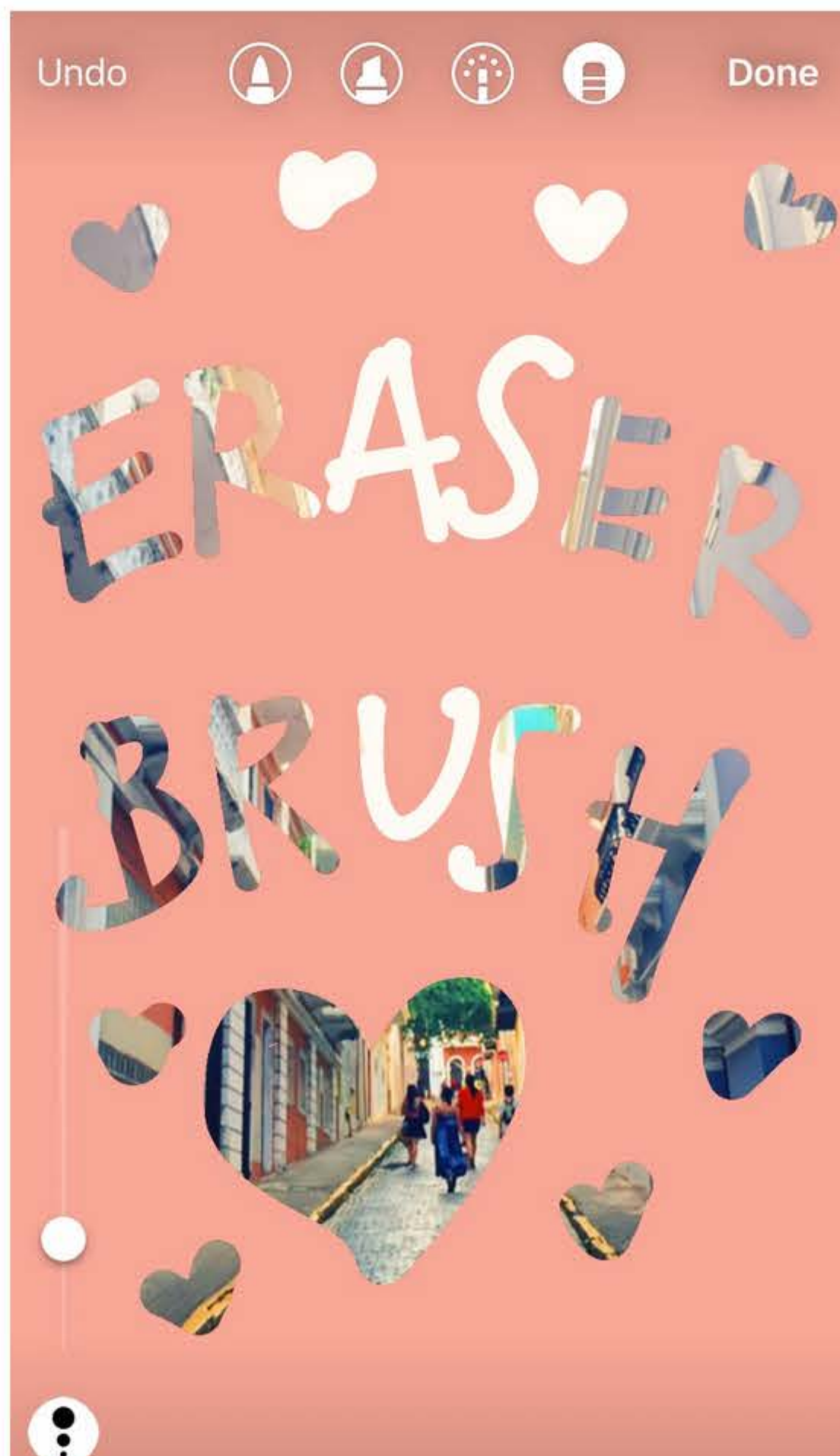Also today, we're rolling out more creative tools in the camera.

You can make videos that play in reverse with "Rewind," a new camera format next to "Boomerang" and "Hands-Free." Drop a microphone and watch it fly up into your hand. Capture a fountain in motion and share a rewind of the water floating back up. Experiment with some magic tricks of your own and defy the laws of physics wherever you are.

You can also add more context to your story with a new hashtag sticker. Just tap the sticker icon at the top right of your screen, select and customize the hashtag, then add it to your story. Like with mentions, you can add hashtags using regular text as well. People watching your story will be able to tap the hashtag sticker or text to visit the hashtag page and explore related posts.

Lastly, you'll see a new eraser brush when using drawing tools. You can erase other things you've drawn and play around with removing color. After you've taken a photo or video, select a drawing tool and tap and hold to fill the entire screen with color. Then, using the eraser brush, you can creatively reveal parts of your photo or video underneath.

From the very first photo filter to Boomerang and more, Instagram has always been the place you can go to turn regular moments into something you can't wait to share. Now, you have more fun and easy ways to express yourself and connect with the people you care about most.

To learn more about today's updates, check out the Instagram Help Center.

These updates are available as part of Instagram version 10.21 for iOS in the Apple App Store and for Android in Google Play.