

**CREATING ACCESSIBLE
AND INCLUSIVE
BEAUTY WITH AI**

Over the last decade, beauty brands have faced [increasing pressure to be more inclusive](#). When Fenty Beauty launched “Foundation for All” in 2017, consumers were inspired to call out the lack of inclusion in beauty and urged industry leaders to follow the “Fenty Effect.” [Investing in diversity, equity, and inclusion](#) (DE+I) as a cosmetics company not only satisfies shoppers' demands, but it also creates financial opportunity. In the beauty industry alone, DE+I initiatives represent a [\\$2.3 billion opportunity](#), and Fenty beauty alone earns almost [\\$600 million annually](#) because of their commitment to inclusivity.

The impact of the “Fenty effect” is clear, with [nearly half of the top beauty brands](#) today offering 40 or more foundation shades – but is that enough to be inclusive? As we redefine [what inclusion means in beauty](#), it's clear that true inclusivity encompasses a variety of different factors, from accurate shade matching to universal accessibility.

To meet the needs of all shoppers, some innovative brands are investing in beauty tech to go above and beyond the Fenty standard. In this piece, we'll explore how these brands have leveraged AI and other advanced technology to enable [hyper-personalization](#) with custom-made products and prioritize accessible design, ensuring that those who often feel excluded in the beauty space feel more represented.

WHAT DOES INCLUSIVE BEAUTY LOOK LIKE TODAY?

Beauty inclusion has been in the spotlight the past few years. Brands like Fenty Beauty and Rare Beauty were the first to truly establish the standard for inclusive beauty. However, minority communities still feel like an afterthought, with [one third of African American beauty shoppers](#) feeling discriminated by and excluded from the cosmetics industry. Just this year, beauty brand Youthforia expanded their shade range to appeal to darker skin tones, but shoppers noticed these new shades were so unrealistically dark, they could be compared to [jet black face paint or “tar in a bottle.”](#)

Brands today are expected to have already taken the initiative to be more inclusive, and at the very least, do it right. The “Fenty Effect” only succeeds when companies are willing to fully commit to inclusion by [incorporating diverse voices](#) both internally and during the feedback process. Missing this mark on inclusivity not only raises ethical concerns, but it could lead to profit loss as [over 30% of US consumers](#) refuse to shop from a non-inclusive brand. In an oversaturated industry like [health and beauty](#), it'll take more than an expanded shade range to really stand out as an inclusive brand. For instance, some companies are being recognized for cleverly intersecting beauty with technology to [enable a more inclusive and individualized beauty space through customization](#).

DCYPHER

DCYPHER, a bespoke cosmetics brand that specializes in foundation, is not only following in Fenty's footsteps, but is pushing their inclusive strategy to the next level through AI. DCYPHER's founders noticed popular brands were still limiting their shade ranges, leaving a gap for those with [extremely pale or dark skin, rare textures, or unique undertones](#).

To solve this age-old issue in cosmetics, DCYPHER turned to technology to develop a highly advanced, AI-powered skin tone identification system. The intelligent scanner identifies users' unique shade ID to create their custom foundation from scratch. Users can make free, unlimited adjustments to shade and can specify preferences on coverage or finish.

DCYPHER is the first to offer this one-of-a-kind product that is truly inclusive as it not only impacts women of color, but it [also caters to those with fair skin](#) or rare undertones. With companies like DCYPHER pushing the narrative, brands who still offer mass-produced foundations are falling behind. DCYPHER recognizes that true inclusivity is only met through custom-made products, and their goal is to make sure beauty shoppers won't have to compromise with the next best shade.

Parfait

Parfait is a custom wig company that leverages AI and facial recognition technology to create a high-quality wig that comfortably fits and complements your complexion. After choosing style preferences, shoppers submit four pictures for measurement and in days, will receive their custom-styled, made-to-fit wig that is easy to install at home.

Wigs, like most cosmetics, are still designed to be one-size fits-all, meaning they often fail to meet the unique needs of such a diverse market. Additional services are usually required, like salon styling and installation, which makes [the entire process very costly](#). Parfait's innovative custom-wig creation process, leveraging the power of AI, simplifies the shopping experience to be more personable and enjoyable and will have [significant impact on the industry](#) standard for inclusivity.



THE GAME-CHANGER: ACCESSIBILITY

While [diversity and inclusion](#) are at the forefront of the beauty industry, there is still a significant gap many brands overlook – accessibility. Consumers with developmental or intellectual disabilities reportedly have over [\\$1.9 trillion in annual disposable income](#). Despite this, beauty brands are still neglecting to consider their needs, with only [4% of all beauty products](#) catering to those with physical disabilities. Shoppers noticed and are beginning to [call out this lack of accessible beauty](#).

To be labeled as an inclusive brand, it's equally important to make a conscious effort in accessibility. About [40% of U.S consumers](#) agree that inclusivity also means creating products for everyone to use, regardless of their physical abilities. Guide Beauty focused their brand strategy on this by designing easy-hold applicators and easy-open caps. However, some innovative companies are taking that one step further by [leveraging AI and engineering to foster more accessibility](#) and gain the competitive edge needed to stand out as a leader in beauty tech.

Lancôme

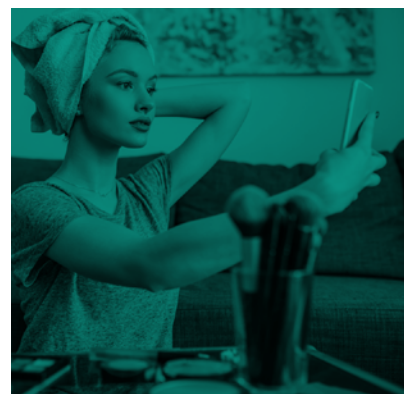
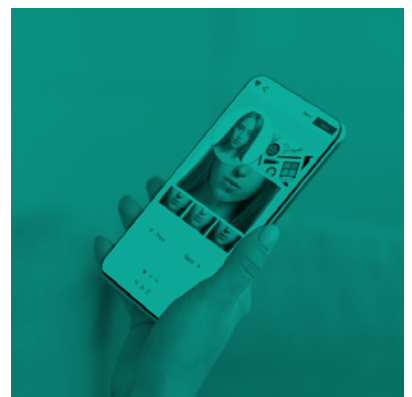
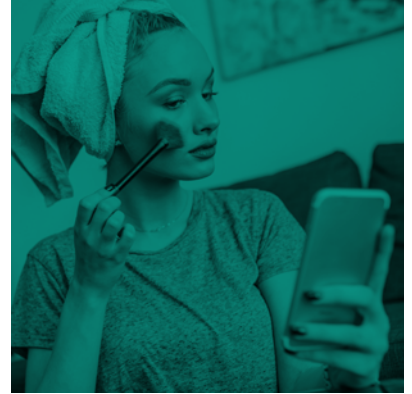
Lancôme – a luxury brand owned by L'Oréal – recently developed HAPTA, a technologically advanced, motion-stabilizing makeup applicator. With self-leveling technology, HAPTA enables precise application, even with limited hand mobility. The ergonomic design also improves range of motion, no matter the user's physical abilities. As a result of its intuitive design, HAPTA was listed as one of the [best inventions of 2023 in TIME Magazine](#).

HAPTA brings awareness to the lack of disability representation in the beauty space and proves the capabilities of technology in [enabling a more accessible industry](#). Turning to beauty tech enabled Lancôme to offer products that prioritize accessibility along with inclusion, which impacts a majority of shoppers in the beauty market.

Estée Lauder

Estée Lauder, an industry leader in cosmetics and [skin care](#), recently turned to AI technology to develop a Voice-Enabled Makeup Assistant (VMA) that audibly guides visually impaired users through their makeup application. The mobile app's AI algorithm scans the users face to provide real-time feedback on symmetry, coverage, and smudges.

For many in the blind and low-vision community, [applying mistake-free makeup requires additional assistance](#). Now with the VMA app, makeup application is revolutionized for this underserved community, and it enables these individuals to confidently apply makeup independently. Seeing major industry leaders like Estée Lauder leveraging AI proves how beneficial this technology can be in [creating a more accessible beauty space for all](#).



THE FUTURE OF BEAUTY TECH

It's clear to see the impact beauty tech has on driving inclusivity throughout the industry. Fenty Beauty paved the way, but brands who are willing to take the extra step and make the financial investment in beauty tech are proving to be the true leaders of DE+I beauty; and they are [reaping the financial benefits as a result](#). Innovations like DCYPHER's custom foundation and Lancôme's HAPTA prove the positive impact technology can have on inclusive beauty.

These advancements highlight the brands' commitment to ensuring that everyone—no matter their appearance or physical ability—can find products that work for them. As technology continues to evolve, it's setting even higher standards for a future of inclusive and accessible beauty.

Partnering with an experienced [DE+I consulting](#) firm is key to ensuring your inclusive efforts are both genuine and effective. If your company is looking to invest in a solution that enhances your DE+I strategies, contact our industry experts at [Clarkston Consulting](#).

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