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Revieve launches augmented-reality experience for online beauty shopping

Revieve, a global market leader in helping beauty brands and retailers personalize the beauty-shopping experience online, has recently launched its augmented-reality offering to help shoppers discover the impact of using their personalized makeup and skincare routines.

"We're extremely excited to help beauty brands and retailers provide the ultimately individualized shopping experience for every beauty shopper online. We've seen our selfie-driven online skin analysis result in an incredible 20% increase in average shopping basket size for our customers and with the recent launch of our augmented-reality offering, we're providing shoppers with the ability to virtually try on their personalized beauty routine directly inside the e-commerce store", explains Revieve CEO Sampo Parkkinen.

"The world of online beauty shopping is evolving rapidly and it's our belief that the beauty brands and retailers that can provide shoppers with a truly uniquely individualized shopping experience rivalling the in-store beauty consultant are the ones that will thrive in the coming years. It's our privilege to be working with many of the leading beauty brands and retailers globally in leading this industry transformation", continues Parkkinen.

The Revieve augmented-reality solution helps e-commerce shoppers visualize what their skin and face would look like if they were to use the selected beauty products based on Revieve's selfie skin analysis and is available for beauty brands and retailers globally.

For more information about Revieve:

Revieve is a leading beauty-technology company working with retailers and beauty brands across four continents in helping to bring the in-store beauty consultant to e-commerce. Revieve's white-labelled experience works seamlessly on desktop, mobile and tablet and integrates with any e-commerce platform.

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