

PERFECT

# Perfect Corp.

## The Leader in AR/AI Beauty Technology

Press Kit



# PERFECT Corp. Mission

Transform the beauty industry through AI & AR Innovation,  
while easing consumer pain points in a digital first world.

# About Perfect Corp.

[Perfect Corp.](#) is the beauty tech solutions provider behind the world's leading virtual beauty app, [YouCam Makeup](#), and photo editing toolkit, [YouCam Perfect](#).

## About Perfect Corp.

With over 850 Million downloads globally, Perfect Corporation is dedicated to transforming how consumers, content creators and beauty brands interact together through AI and AR technologies. Our experienced team of engineers and beauty aficionados are pushing the frontiers of technology to create the beauty platform of the future – a fluid environment where individuals express themselves, learn the latest about fashion and beauty, and enjoy instant access to the products from their favorite brands. For further information about Perfect Corp. please visit [perfectcorp.com](https://perfectcorp.com) and our [LinkedIn page](#).

The YouCam platform and suite of apps, including [YouCam Makeup](#) and [YouCam Perfect](#), is recognized for its hyper-realistic artificial intelligence (AI) and augmented reality (AR) try-on experiences being used by millions of beauty lovers via a robust consumer app, and hundreds of brands and retailers, via custom beauty tech solutions, worldwide.

With integrated solutions across multiple touchpoints, Perfect Corp. continues to lead the beauty tech revolution with creative, interactive, and engaging shopping experiences that re-imagine the way shoppers, brands, retailers, and content creators, discover, try, and shop for beauty.



*“We pride ourselves on pushing the envelope of beauty tech innovation to continue to deliver the most interactive and enriched beauty shopping experiences.”*

PERFECT CEO, Alice Chang.



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# About Alice H. Chang

Alice H. Chang is the CEO of Perfect Corp., the developer of the award-winning YouCam apps, where she leads the team in building the world's top virtual beauty platform powered by AR, AI, and machine learning technologies. Chang is one of the first visionaries at the intersection of tech and beauty. Merging her extensive experience in technology with her passion for beauty, she developed a quick, efficient, and fun way to empower the consumer beauty journey through product discovery, makeup trials, social sharing and seamless purchase from any smart device.

Chang's vision came to life through the creation of Perfect Corp., a suite of AR beauty apps that includes the award-winning YouCam Makeup, YouCam Perfect, YouCam Nails and YouCam Fun.

From 1997 to 2015, Chang was CEO of CyberLink Corp. where she propelled the company from a small startup to an award-winning global brand with rapid expansion. Chang currently resides in Taipei, Taiwan and holds an MBA from UCLA.

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## Recent Press

G L O S S Y

[Perfect Corp.'s Alice Chang: 'AI is a game-changer for beauty'](#)

allure

[AI and AR Technology Could Permanently Replace Makeup  
Testers for Beauty Retailers](#)

RACKED

[How One Makeup App Took Over the Industry](#)

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FASTCOMPANY

[How beauty brands are adapting to the age of staying at home](#)

Forbes

[The Strategic Digital Strategies Beauty Brands Can Use To  
Combat Social Distancing](#)



AUTHORITY MAGAZINE

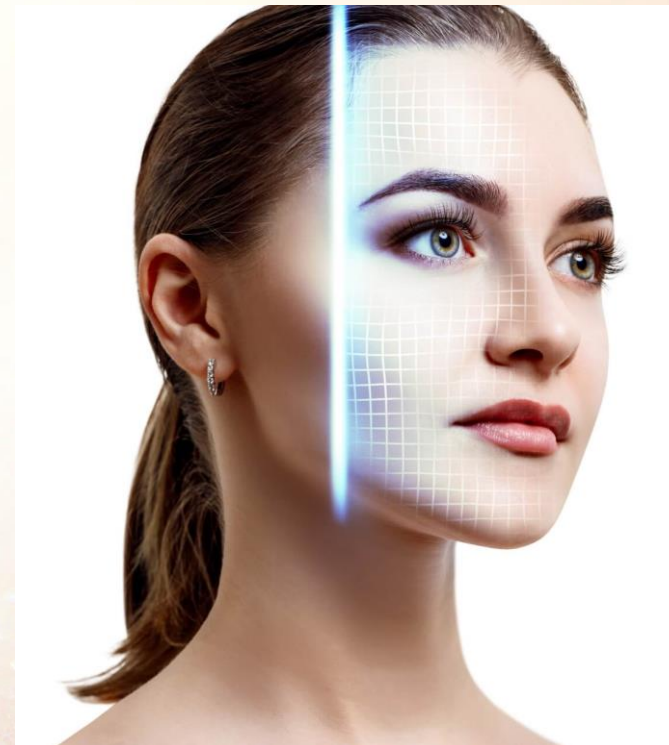
[The Future Of Beauty: "AI, AR, And Machine Learning  
Technologies That Aid The Beauty Shopping Experience", With  
Alice Chang of Perfect Corp](#)

# PERFECT – The global leader in Beauty AI + AR technology

## Founded in June 2015

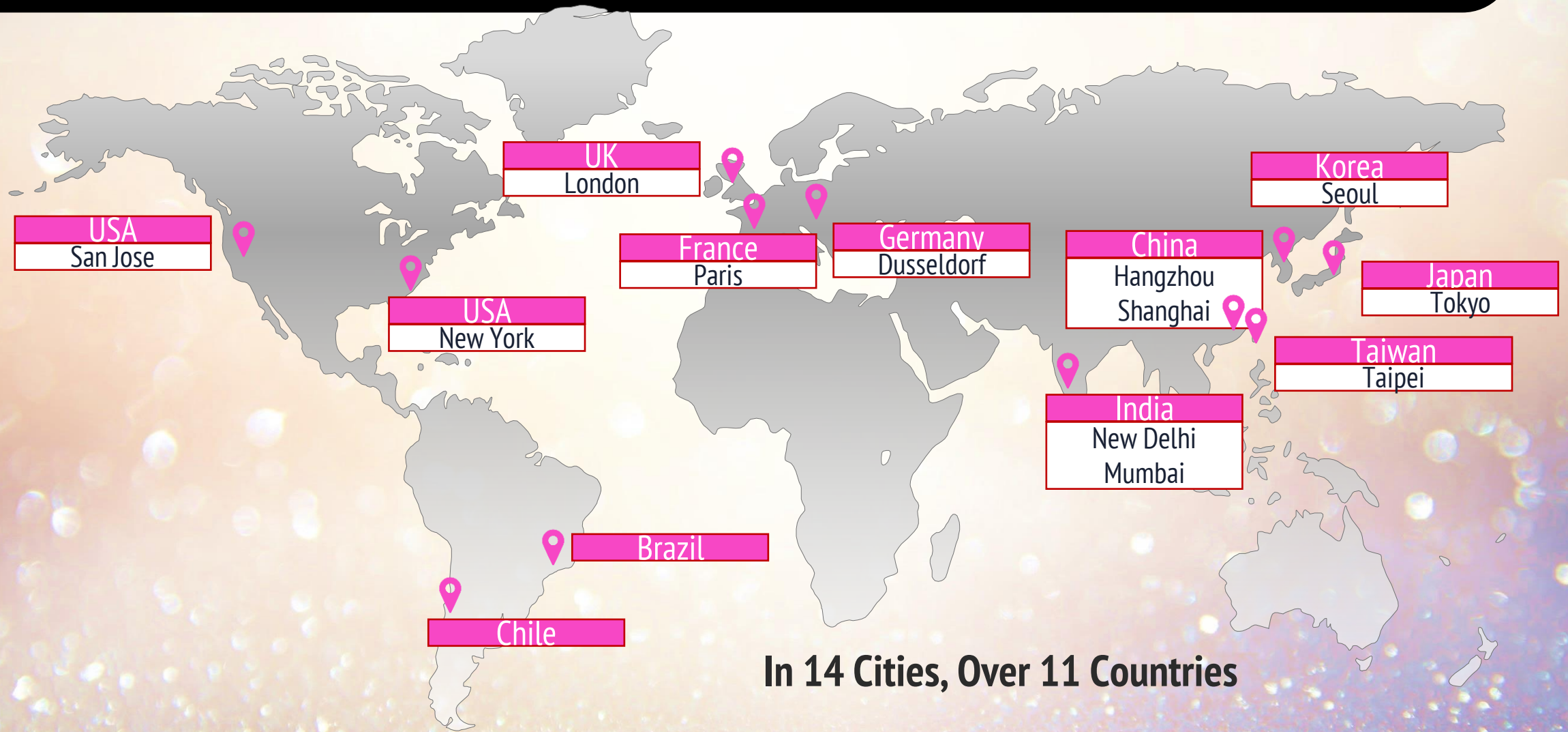
- Professional team of 230 people, in 14 cities, 11 countries
- 850+ million downloads in YouCam mobile apps
- Highly decorated:
  - 2019 Edison Award
  - 2019 Red Herring 100
  - 2018-2019 CEW Beauty Award
  - 2020 Big Innovation
  - 2019-2020 CES Innovation Award

Over **270 brands** worldwide have adopted PERFECT's Beauty **AI & AR** technology





# A **Global** Team to Support Global Brands



**In 14 Cities, Over 11 Countries**



10 BILLION  
AR Tries per year

270  
Brands  
Worldwide Already  
Adopting Beauty AR

Over 180,000  
Product SKUs  
ready to try virtually

SEPHORA YVES SAINT LAURENT

ESTÉE  
LAUDER  
COMPANIES

ARDELL®

ULTA  
BEAUTY

benefit  
SAN FRANCISCO

MAC

CLINIQUE

AVON

TOM FORD BEAUTY

NARS

oBoticário

LA ROCHE-POSAY  
LABORATOIRE PHARMACEUTIQUE

TARGET

Neutrogena®

elf  
eyes lips face

MAKE UP  
FOR EVER  
PROFESSIONAL - PARIS

SALLY BEAUTY

MADISON REED®

AVEDA  
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

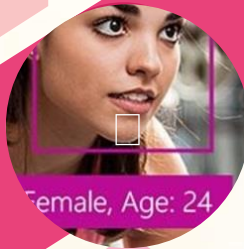
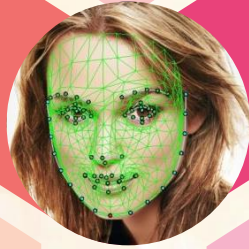
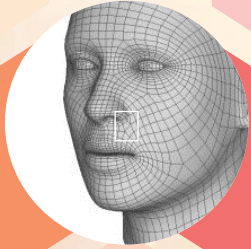
Confidential

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# PERFECT Corp. our Technology

106-point real-time facial landmarks to recognize user facial features

AI trained 3D facial recognition with real-time tracking



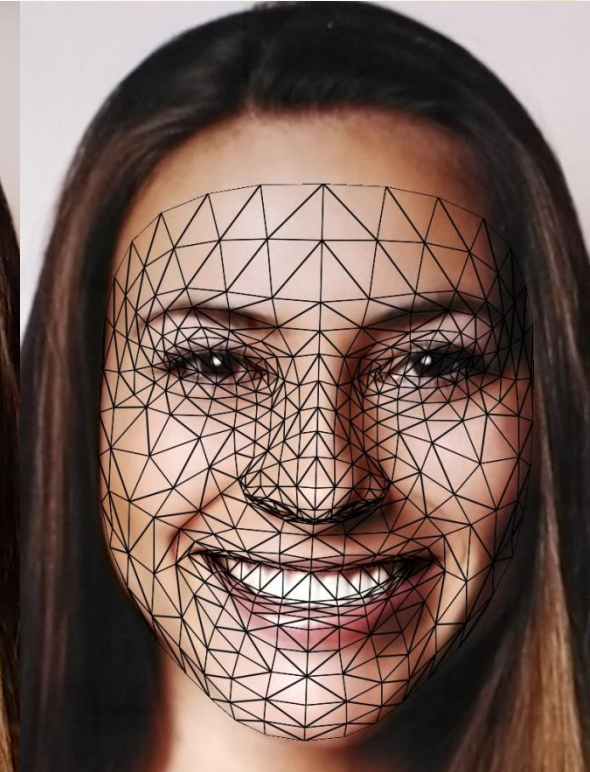
Visual Computing to generate real-time facial 3D Live Mesh with 3,900 meshes

AI deep learning technology for demographic and facial expressions analysis



PERFECT  
Facial 3D Live Mesh  
3,900 Mesh

vs.



Google  
ARCore  
900 Mesh



# PERFECT Corp. our Businesses

## B2C

Over **850 Million**  
downloads globally

- YouCam Makeup
- YouCam Perfect
- YouCam Video
- YouCam Fun
- YouCam Nails
- YouCam Shop

## B2B

AR & AI Technology adopted  
by over **270 Brands** globally

### Solutions

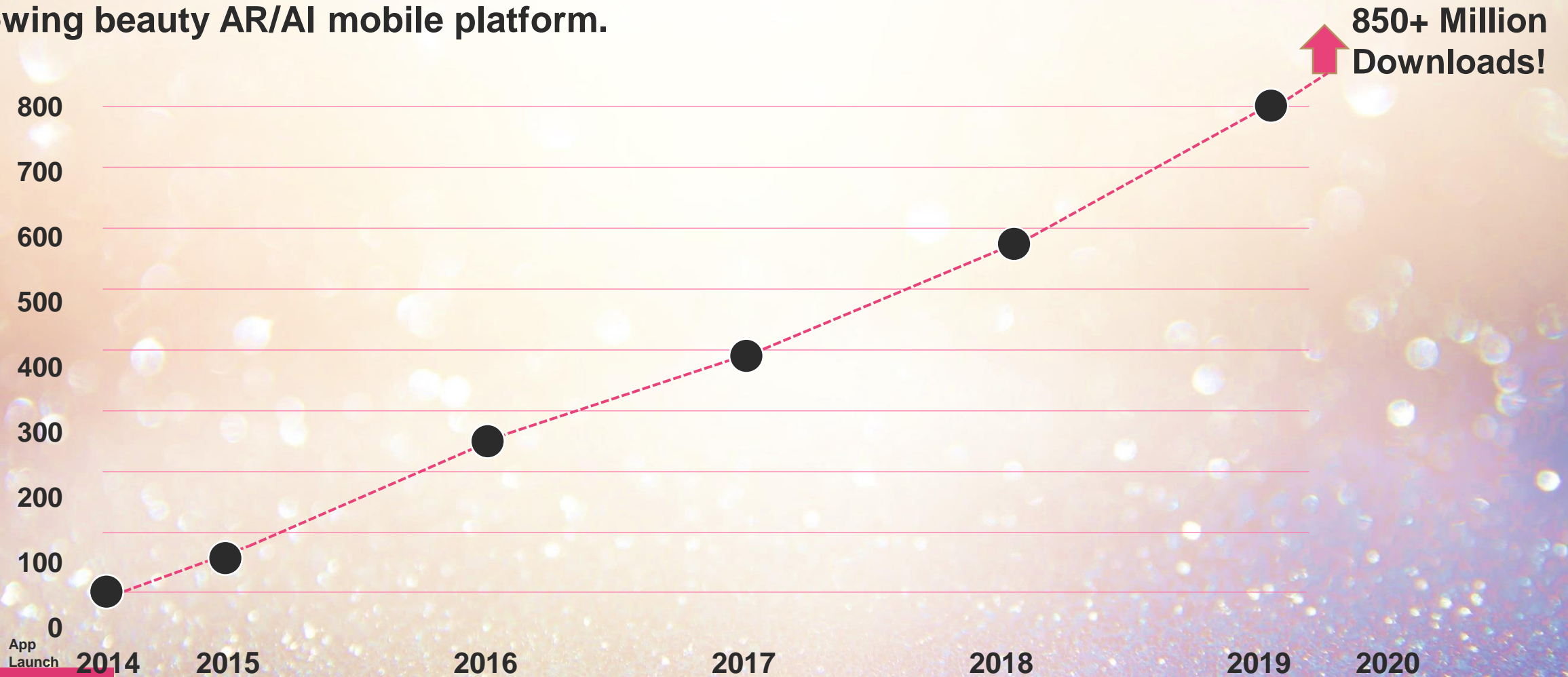
- Virtual Makeup
- AI Smart Shade Finder
- AI Facial Recognition
- AR Skin Diagnostic
- In-store Barcode Try-on
- Web Beauty Advisor 1-on-1
- Live AR Corp Training
- Web Live Streaming for Brands
- Live Hair Color
- Virtual Accessories

### Services

- In-store Consultation
- YouCam for Web (SMB)
- Mobile SDK
- Facebook AR Chatbot
- YouCam Makeup App Listing

## B2C Total App Users

YouCam Apps is the world's largest and fastest growing beauty AR/AI mobile platform.



Source: 2020 Google Play, App Store

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## B2C our Apps



YouCam  
Makeup

**YouCam Makeup** is the smart cosmetic kit, harnessing the most accurate facial mapping technology for a true-to-life virtual makeover. Apply hundreds of cosmetics products in real-time with Makeup Cam or to selfie photos. [Video Overview- See More Here](#)

**YouCam Perfect** is the best beauty camera & selfie photo editing app, providing you with all the selfie and photo editing tools you need – face beautify, collages, filters, effects, templates, HSL, fonts, stickers, and more!

[Video Overview- See More Here](#)



YouCam  
Fun

**YouCam Fun** is the playful sister in the YouCam apps suite, using powerful augmented reality technology to create a fun real-time experience. Try hundreds of awesome effects at your fingertips.

**YouCam Nails** where anyone can be a nail artist! Create hundreds of unique designs by applying polish, drawing patterns, and adding cute nail decals, without the hassle of nail polish remover.

### App Availability

[YouCam Makeup](#) is available for free download on the [App Store](#) and [Google Play](#).

[YouCam Perfect](#) is available for free download on the [App Store](#) and [Google Play](#).



YouCam  
Perfect

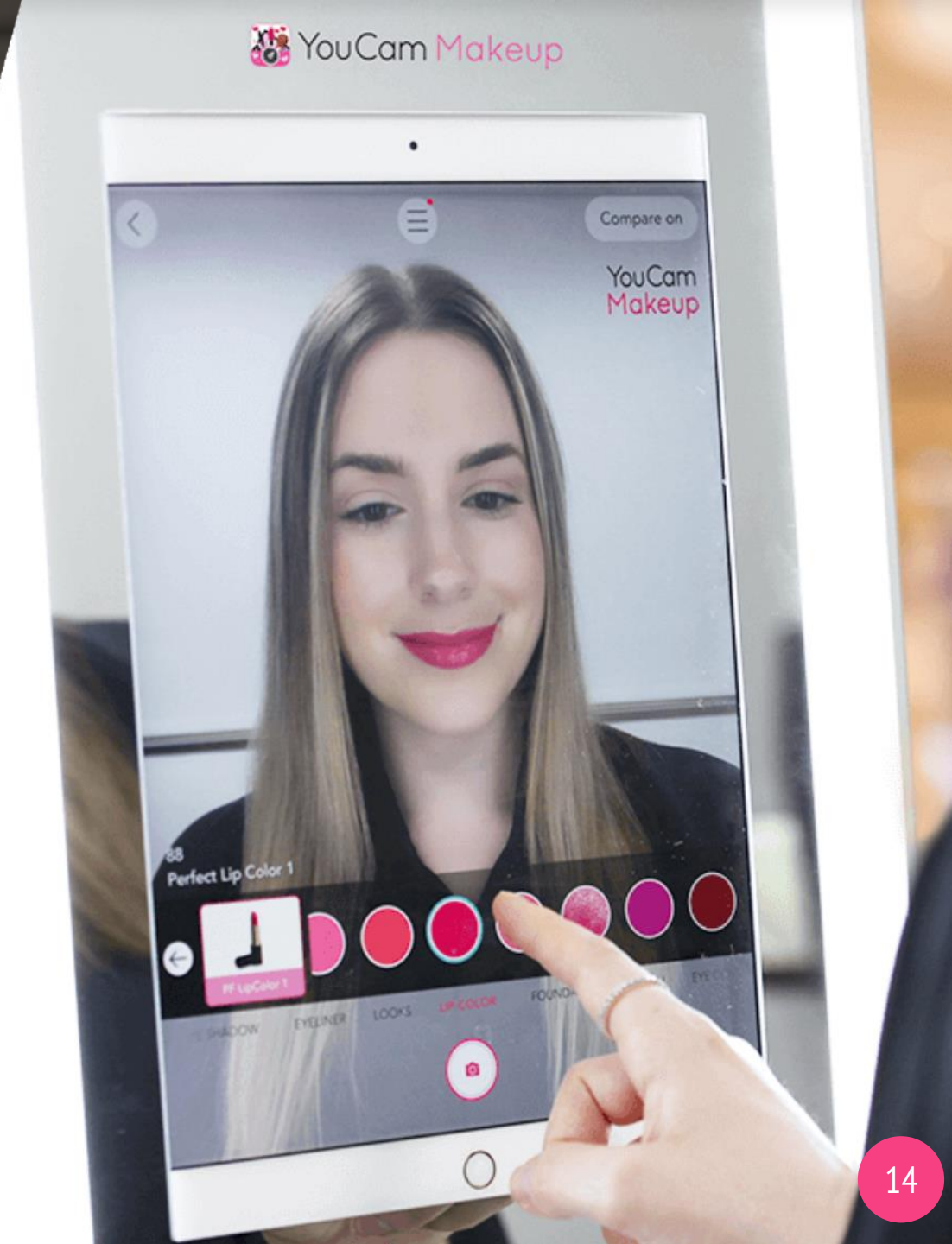


YouCam  
Nails

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# B2B Capabilities

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## B2B Solutions



**Virtual Makeup** Accurate color matching using deep learning and AI allows for true-to-life AR makeup try outs on your products. This technology allows for the most accurate color match to real life products, so consumers are confident that the color they try matches the product they want to buy. [Video Demo](#)

**AI Smart Shade Finder** Providing the most accurate foundation match through smart detection of up to 89,969 shades with unlimited grades from light to dark, as well as unlimited undertones from warm to cool. Highly accurate AR facial detection and machine learning technologies detects and matches customer skin tone. [Video Demo](#)



**AI Facial Recognition** Powerful AI technology recognizes users' age and gender using highly accurate biometric facial tracking. AI Facial Recognition taps into deep-learning algorithms to provide facial mapping for a true-to-life makeover experience. Combined with market-leading AR technology, users can experience a realistic makeover with true color and texture matching of real-life products. [Video Demo](#)



## B2B Solutions



**AR Skin Diagnostic** Customers can easily analyze their skin using a mobile phone camera, eliminating the need for specialized tools. The AR skin diagnostic tool utilizes deep learning technology to provide consumers with real-time skincare analysis and product recommendations.

[Video Demo](#)

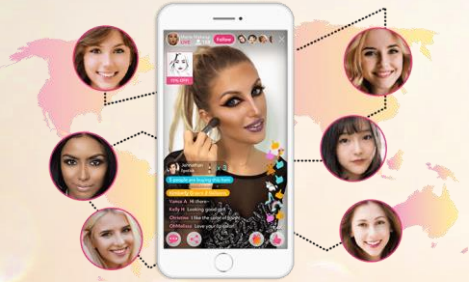
**In-Store Barcode Try-on** Customers can try products they like in seconds, reducing wait times and increasing product tryout volumes. With In-Store Barcode Try On, you never have to worry about products running out. [Video Demo](#)



**Beauty Advisor 1-on-1** Customers can get instant answers to all their beauty and makeup queries, while beauty pros can promote your products in real time. Let expert Beauty Advisors help identify the best colors for your skin tone, find your most flattering makeup styles, and address your unique beauty needs. [Video Demo](#)

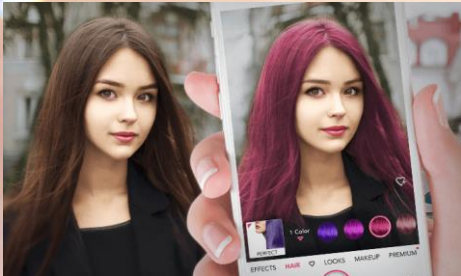


## B2B Solutions



**Live AR for Corporate Training** Connecting beauty advisors worldwide online anytime and anywhere through mobile Beauty Live Training to save time and costs. Take advantage of the flexibility of Live AR to improve your corporate training sessions. [Video Demo](#)

**Live Streaming for Brands** AR-powered live streaming uses virtual look try outs to engage users in a real-time interactive experience. Consumers can interact during the live stream to ask questions and get immediate responses and feedback on products. [Video Demo](#)



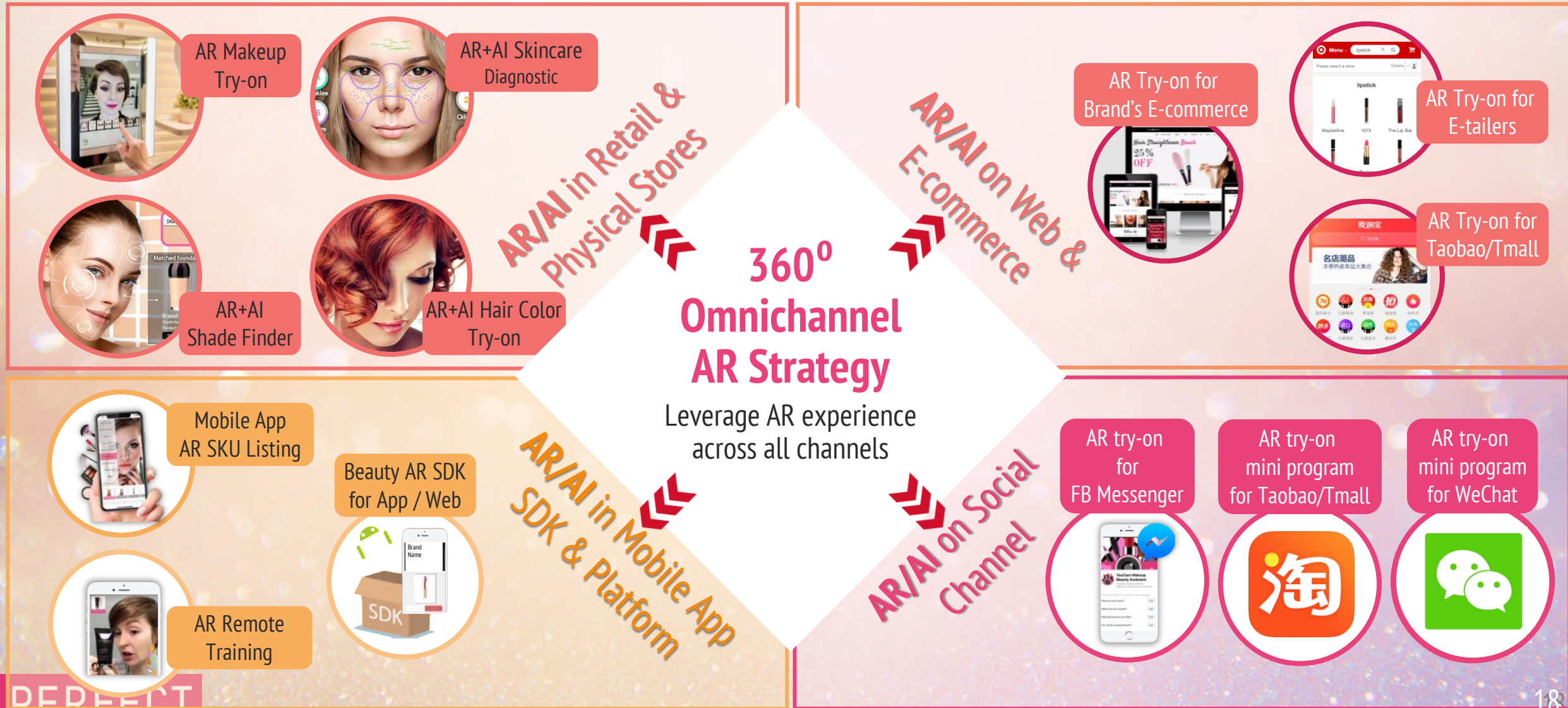
**Live Hair Color** Testing new hair colors is now instant, complete, and effortless, with no limit to hair color selection. Powered by AI and deep learning, customers can experience true-to-life 360° AR hair coloring in real-time. [Video Demo](#)

**Virtual Accessories** AR tryouts in real time allow your customers to discover products they love in seconds with a few easy steps. Tapping into the powerful 3D face modeling engine allows for true-to-life trials of accessories including eyewear, hairbands, jewelry and more. [Video Demo](#)



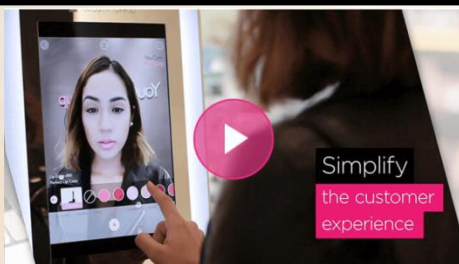


# B2B PERFECT's Omni-Channel Approach



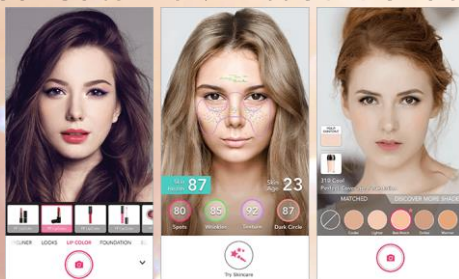
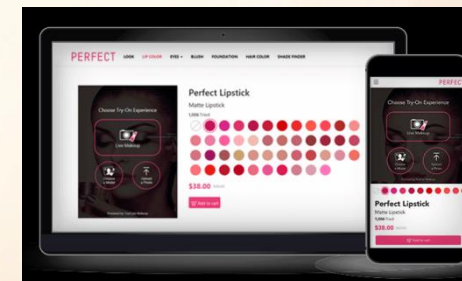


# B2B Services



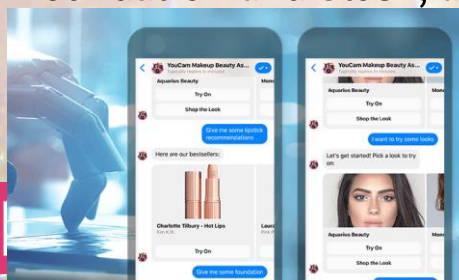
**In-Store Consultation** Boost your business with effortless in-store virtual makeup and product tryout, live hair color try-on, skincare analysis, and much more.

**YouCam for Web (Enterprise)** Set up virtual product try-on on your desktop, mobile site, or app webpage to reach more customers trying your products. Customers can also speak with a consultant via Web Beauty Advisor 1 on 1 service.



**Mobile SDK** From virtual makeup and skin analysis, to our shade finder SDK, YouCam offers the most powerful AI & AR technology tailored to your specific needs.

**YouCam Makeup App Listing** Powerful AI & AR technology allows virtual product try outs with 6 different makeover categories including lip color, eyeliner, eyeshadow, mascara, foundation and blush, along with skincare, hair dye, and integration of accessories.

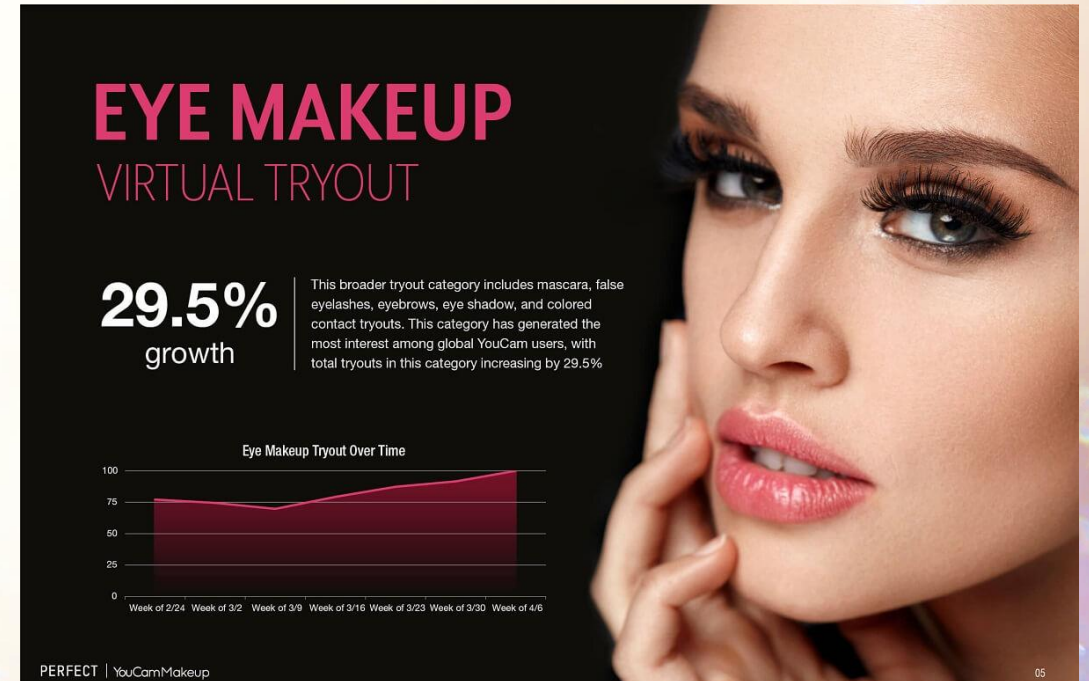


**Facebook AR Chatbot** Discover a new way to interact with your brand's Facebook fans through an AR chatbot that can give personalized product recommendations



## Draw conclusions from over **850 Million** beauty lover habits

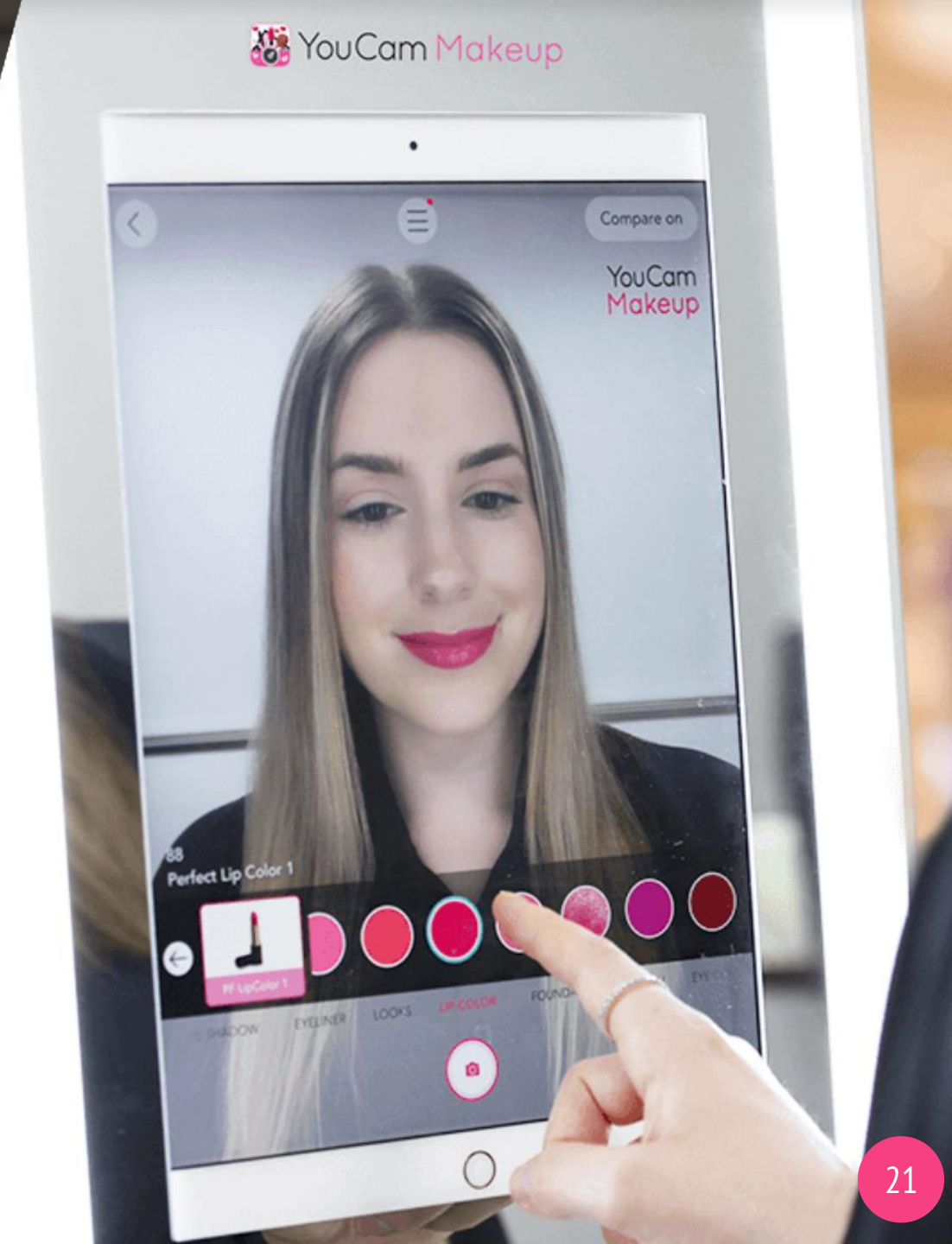
- Custom reporting by region, age, gender, category
- [Quarterly trend reporting](#)
- Data for editorial features
- Instant Surveys





# Case Studies

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# Estée Lauder High Tech to High Touch Consumer Experience

*“It’s not about just technology for the sake of technology. What we are developing for the Estée Lauder brand is technology to enhance the consumer experience.”*

Stéphane de La Faverie  
Global Brand President, Estée Lauder

**2.5X Higher Conversion Rate**  
**8,000+ YouCam Powered Devices**  
**17,000 BA’s using YouCam A.R.T**

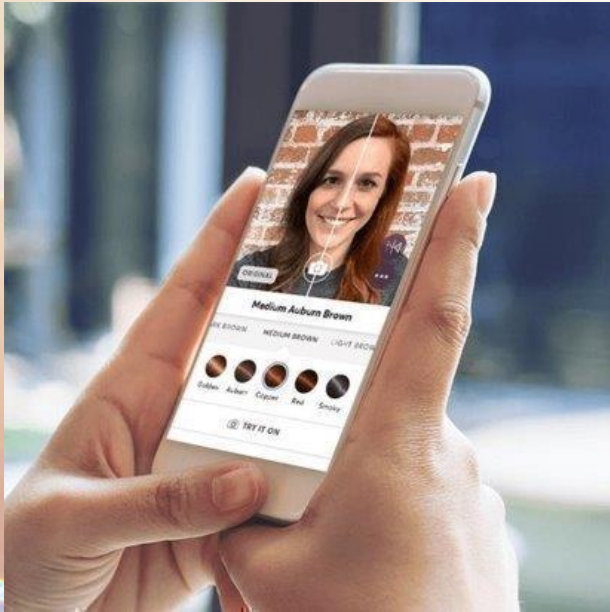
- Virtual try-on in-store consultation
- Virtual try-on web consultation
- AI smart shade finder
- YouCam AR Training
- YouCam Makeup App Listing





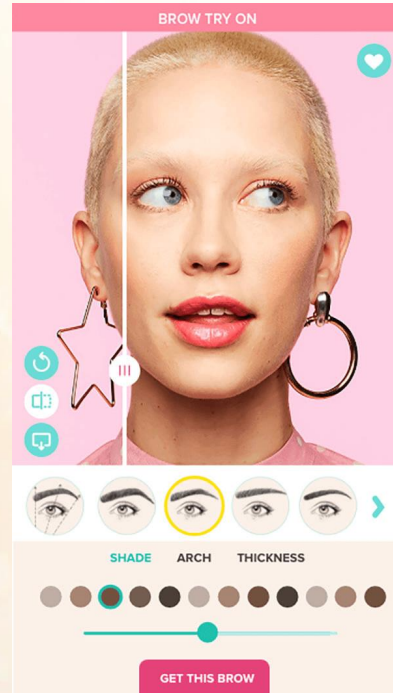
# Case Studies

MADISON REED®



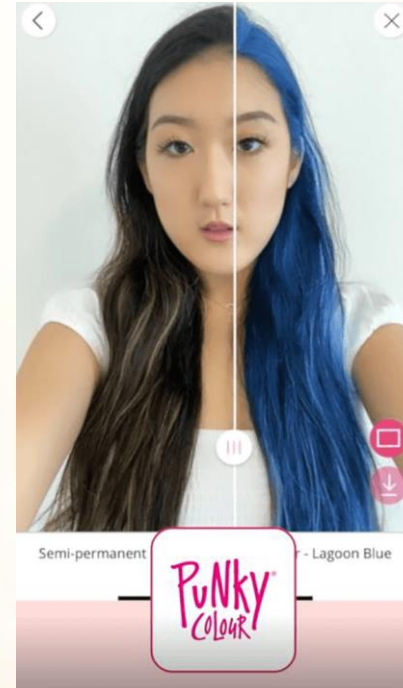
**+38% Conversion Rate**  
[View Full Study Here](#)

benefit  
SAN FRANCISCO



**+20% Add-to-Cart**  
[View Full Study Here](#)

PuNky  
COLOUR



**72 Million Hair color Try-ons**  
[View Full Study Here](#)

AMERICAN INTERNATIONAL INDUSTRIES

ARDELL®



**500 Million Lash Try-ons**  
[View Full Study Here](#)

PERFECT



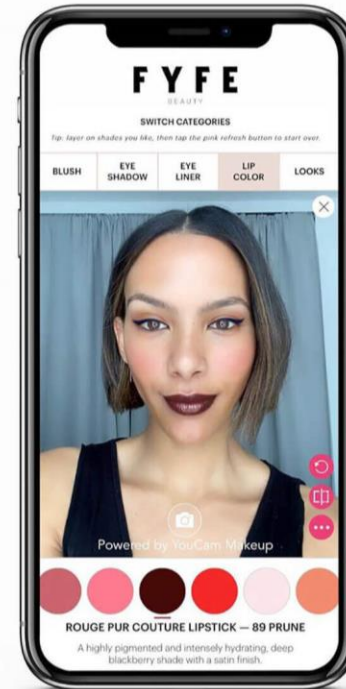
# Case Studies

## FAVES BEAUTY



**1 Millions Try-ons in 100 Days**  
[View Full Study Here](#)

## FYFE



**10X more consumer interactions**  
[View Full Study Here](#)



# Press Contacts

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**A selection of assets are available in the links below,  
for additional assets reach out to one of the contacts above:**

**Perfect Corp:** [Overview Video](#)

**YouCam Makeup:** [Videos](#)

**YouCam Perfect:** [Logos, Screenshots & Copy](#)



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# Embrace BeautyTech

The Future is Now

Thank you