

# About makeup|SDK

When shopping for makeup, most people still like to try it on before buying. With makeup|SDK, you can create a virtual makeup try-on that acts like a virtual mirror, showcasing your products in an interactive and personalized - anytime, anywhere.

By letting customers try on your products from the comfort of their home, you can **grow sales and decrease return rates** at a time when customers are increasingly buying online.

For customers, having a chance to try on the products before buying **improves the overall shopping experience** and brings them closer to a purchase. It also increases the chance of them being happy with their purchase and buying from the same brand again.

## How does makeup|SDK work?

makeup|SDK combines face tracking and 3D rendering to create a real-time virtual makeup experience, and it offers skin tone estimation to enhance personalization for consumers. It lets you build a virtual makeup try-on solution that is:

- **Intuitive**, allowing customers to easily try-on makeup products using nothing but a simple camera;
- **Easily accessible**, letting your customers enjoy a personalized makeup experience on their favorite platform;
- **Realistic**, presenting a wide range of makeup products in real time;
- **Customizable**, showing off the true colors of your brand - from makeup features to UI.

## Real-time face tracking for optimal UX

makeup|SDK is integrated with [FaceTrack](#) - extremely fast and precise face-tracking technology used by hundreds of clients worldwide. FaceTrack detects and tracks more than **100 facial points** and returns a face mesh, ie. a **3D model of the person's face**. The 3D face mesh is used to pinpoint the facial areas needed to properly display specific makeup products.

Furthermore, the tracker processes images from any standard web or mobile camera. **Broad device reach and real-time processing** help create a truly intuitive virtual makeup try-on that provides the optimal experience with minimum user input.

Finally, real-time tracking makes sure that the makeup always "fits" perfectly, even if the customer moves their head. This way, customers can see how a specific product suits them from different angles - almost like looking at the mirror. All they need to do is turn on their camera.

## 3D rendering for realistic makeup representation

After detecting important facial landmarks, makeup|SDK automatically applies virtual makeup by blending the colors using carefully designed semi-transparent masks and appropriate post-processing, or provides a skin color estimate. makeup|SDK supports a [wide range of makeup features out-of-the-box](#) - all you need to do is to choose its color(s) and finish. This is done using our [simple yet powerful API](#).

## Easy integration for a faster time-to-market

Whether you're building a makeup app, upgrading an e-commerce website or powering a smart mirror in your store, makeup|SDK will help you create the optimal digital experience of your physical products. The SDK lets you easily integrate virtual makeup functionalities on the platform of your choice - iOS, Android and HTML5.



To get started or activate your free evaluation license, [get in touch](#).