How Can Kiosks Help the Makeup and Beauty Industry?

by Ashish Pandey

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Touch screen technology can help many different sectors including government, transport, hospitality, banking and retail. The cosmetic and beauty industry in the UK is reportedly worth billions of pounds but it is important that businesses stay on-trend and up-to-date with technologies to stand out from such a competitive crowd. By installing a self-service kiosk in your firm, it can aid in advertising product information, boosting sales and cutting overhead costs such as staffing numbers. Shopping centres all across Britain have deployed units that offer payment for the car, ticketing services for the cinema or payment for retail products.

Join the plethora of companies who are reaping the benefits of the technology and contact Protouch kiosk manufacturers today to install a kiosk for your makeup corporation. Touch screen monitors offer a greater visibility to increase brand awareness and although the traditional concept of selling cosmetics via an in-store salesperson is still effective, consumers are now demanding more independence when shopping. A kiosk cannot offer the practical selling of lipsticks, mascaras and foundation but it can offer all the information a fashionista needs on the product as well as offer discounts and vouchers. The great thing about kiosks is that the information is much easier to update with the latest news as opposed to reprinting out paper copies.

A very popular trend for British girls is to have a makeover to see what the products look like before buying them. This is really beneficial for weddings or proms when the day is very special and important so females want to look at their best. Latest touch screen units, similar to Protouch touch screen PCs, can help by providing virtual makeovers so shoppers can skip the fitting rooms and cosmetic counters. The technology enables women to see exactly how they look with certain makeup on but without the hassle of practically applying it to their faces in-store. There are examples on the net which have offered colour and style makeovers, to see what they would suit without actually cutting off their hair or dying it permanently.

The kiosks support the beauty industry by taking a picture of the user from head-to-toe and then beginning the transformation. The automatic facial recognition system detects the contours of the body and correctly aligns makeup products and clothing as realistically as possible. After the shopper has virtually put the items of clothing on, they can share the look via social networking sites such as Facebook. The new platform can enhance consumersâ€™ experiences in-store as well as for mobile phone users. The softwareâ€™s smartphone applications can take pictures of the user the same as the kiosk.

The advanced technology allows people to do whatever they want virtually to their bodies. From thickening hair, changing eye colour, losing weight, to wearing a new dress; the kiosks offer the complete makeover experience for any girl. It is much quicker for a woman to try a new top theyâ€™ve seen in a magazine via the kiosk simulation than physically go into a fitting room. So boost the in-store experience of your customers with your makeup products and services and install Protouch touch screen software with professional expertise.

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Ashish Pandey - About Author:
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