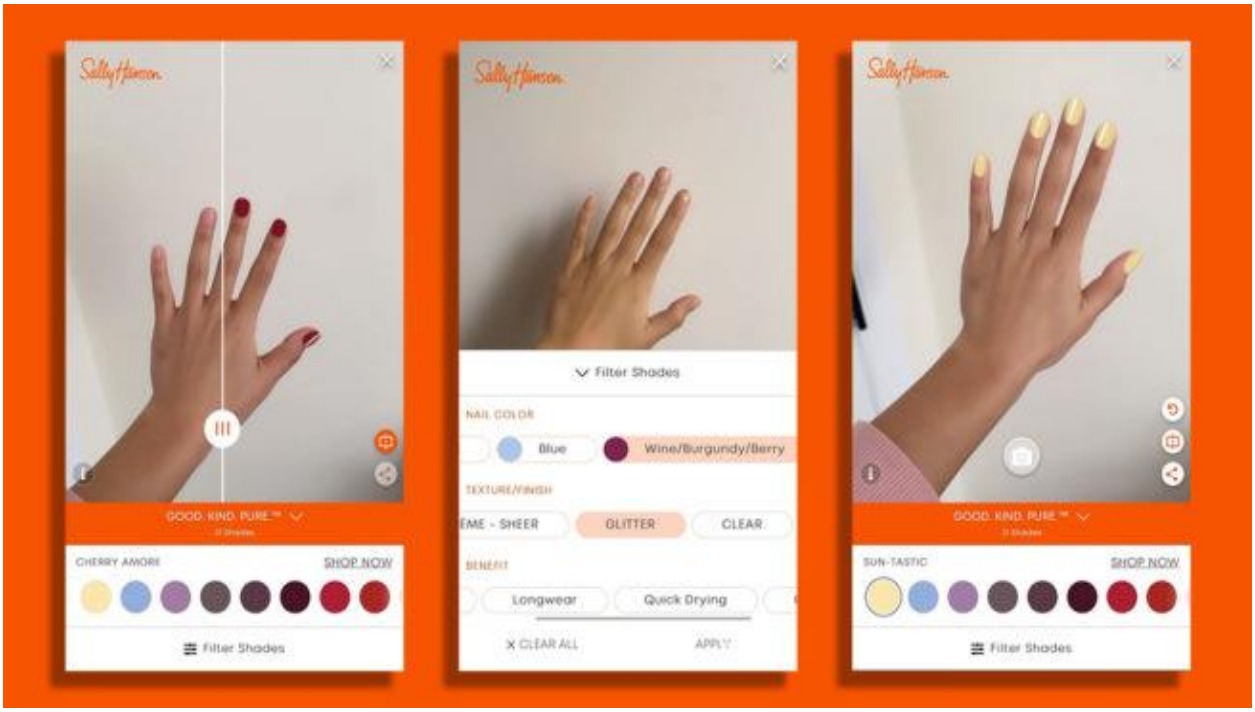
Sally Hansen Gets Into Virtual Try-On Tech for Nail Polish

The beauty brand teamed with Perfect Corp on the augmented reality tool



By Patrick Kulp
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Sally Hansen is rolling out a new virtual try-on tool.

Sally Hansen is rolling out a new way for shoppers to pick the perfect color of nail polish.

The cosmetics brand teamed with augmented reality (AR) startup Perfect Corp to release a new tool that superimposes a chosen nail color on a moving image of a consumer's hand. The tool can be used for both online and in-person shopping and is designed to eliminate the guesswork of figuring out how a nail color will look out of the bottle.
Perfect Corp first announced the AgileHand technology that powers the tool during the Consumer Electronics Show last month, and Sally Hansen is the first brand to take it to market. Sally Hansen previously worked with Snap to create an AR try-on filter within the app using the social network's SnapML technology in 2020.

"Nail polish is a highly impulsive category—consumers love to experiment with any number of shades and finishes. Now, Sally Hansen fans can feel free to play even more with our new virtual try-on tool," said Jean-Denis Mariani, chief digital officer at Sally Hansen parent company Coty, in a statement.

“The technology that Perfect Corp has created is truly unmatched in the market,” he continued, “offering an augmented reality experience where consumers see how a precisely color-matched polish performs on their exact skin tone and nail shape and in changing lighting.”

The tool is the first product of a multi-year agreement Coty entered into with Perfect Corp late last year in order to find ways for the latter’s machine learning and AR tech to enhance the beauty brand’s consumer experiences, such as more virtual try-on tools, skin diagnostics and personalized marketing.

Try-on augmented reality experiences have been gaining popularity in the last couple years as the pandemic has forced retailers to get more creative with how they virtually engage with consumers, and the beauty category has been leading the way on this tech, according to eMarketer. Companies like Pinterest and Gucci Beauty have also been experimenting in the beauty virtual try-on space.