

# NEW CONFIGURATOR TRENDS IN THE COSMETIC INDUSTRY

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**Abstract:** *Product configurators are becoming more and more popular and necessary for companies to get more loyal and satisfied customers. However, what are the trends in the beauty industry. The products of this industry belong to fast consuming good, the characteristic of these products is that their lifespan is short and consumers are disloyal. Introducing consumers into the product creation process solves this problem. And if, with the help of the configurator, you manage to solve the problem that the consumer has, you will surely get a potential buyer. In this paper, an overview of the existing trend configurators from the beauty industry was made. Research has shown that in this industry, transparent and cosmetic ways of configuring products are the most used. Also in this paper, a proposal for the appearance of the product configurator for the product line was given, because after researching the trends of these configurators, it was concluded that by customizing the product line, it would be possible to satisfy the market of consumers who want to complete their cosmetic line and thereby obtain a certain effect and satisfy their needs which cannot be done with just one customized product.*

**Key Words:** *Mass Customization, Beauty Industry, Configurator*

## 1. INTRODUCTION

Mass customization of products means that customers get what will completely satisfy their needs. This differs from the standard model in the past which implied economies of scale. Also, if someone wanted to customize the product in the past, it would require large costs and a lot of time and special handling [1].

If we try to define a product or service, it would be like this: "satisfying certain consumer needs", however, products have long since ceased to have only that one characteristic. In addition to that basic feature, a product or service must contain some other items in order to be competitive. The competitiveness of a product or service is important for a company to stay in the market. The consumer's needs have become increasingly sophisticated and today we can often see products that, in addition to the basic purpose of "satisfying certain consumer needs", have and contain some personal characteristics that the consumer has requested. Features can be reflected in a certain color, print, packaging, etc.

the only limits to the changes that can exist are the creativity of the consumer. Solving the problem of finding the ideal product for the best possible positioning on the market can be solved by "mass customization". A few of the definitions of item mass customization are that it is "Mass customization alludes to the improvement, production, marketing, and delivery of a customized item or benefit that provides different customizing choices, empowering an person to discover precisely what they require at a sensible cost" [2].

In the cosmetics industry, the product must have one purpose: satisfying the need for beautification, however, as today cosmetics have become very affordable and available to everyone, the modern consumer wants to be different from the rest. The customization of cosmetic products allows the average consumer to adapt the product to certain characteristics that are necessary and desired for him. In the cosmetic industry, there are many ways in which we can customize products, this paper shows the ways of customizing certain cosmetic products, especially lipstick. Personalization in the cosmetic industry is finding greater application, precisely because the needs for care and beautification of the face of each person are different. Famous brands have recognized the importance of introducing personalization. Cosmetic products belong to the group of fast consuming goods, and one of the characteristics of this group of products is that consumers are not loyal to one brand, so the introduction of product personalization is one of the solutions.

We can show the importance of the beauty industry through a Compound Annual Growth Rate (CAGR) Contemporary trends have also changed trends in the cosmetic industry. Especially if we consider the situation after the COVID-19 virus. Costumed cosmetics started to be more and more present. The global mass beauty & personal care products market reached a valuation of around US\$ 450 Bn in 2020, and is slated to accelerate at CAGR of 6% to top US\$ 800 Bn by 2031. Demand for oral hygiene products is set to increase at a CAGR of 5% across the assessment period of 2021 to 2031. The scope of the report is limited to various products, like hair care, skin care, oral care, color cosmetics, fragrances, soaps and shower gels, and sun care products [3].

In this work will be represented the various of product configurator in beauty industry. One of the more curiously ones is the configurator it employments

Augmented reality. This innovation permits the clients to connected, control and observe 3D virtual media substance in a genuine environment and in genuine time. [4]. Augmented experience was perceived to be playful and credible while also acting as a strong driver for future behavior. We discuss opportunities and challenges that such technology brings for shopping and other domains [5]. One of the studies worked on the potential of mobile cosmetic shopping in the period of the COVID-19 virus. Research has shown that cosmetics through mobile purchases will have a large expansion after this disease. Research has also shown that mobile purchases of cosmetics will enter marketing strategies and that future campaigns for certain products will be formed in this way [6]. Other product configurators only change the visual identity of the product, which does not make them less important. At the end of this paper, a proposal for a product configurator of the entire product line will be given.

## 2. OVERVIEW OF COSMETICS CONFIGURATORS

Configuration is "... the development of a physical framework agreeing to determinations by selecting, parameterizing, positioning and assembling instances of suitable existing component types from a given catalog" [7].

The configurator implies certain program packages, interactive platforms and mainly contains three parts, the basis of which is the basic software, the feedback system and analysis tools. Configurators are systems that shape, size, vary and personalize electronic model products, defining the order specification.

Configurable items are an way to realize mass customization. A configurable product is designed once, and this design is used repetitively in the sales-delivery process to produce specifications of product individuals meeting customer requirements. Configurators are information systems that support the specification of product individuals and the creation and management of configuration knowledge, therefore being prime examples of information systems supporting mass customization. In any case, to the finest of our information, there's no orderly survey of writing on how mass customization with configurable items and utilize of configurators influence companies [8].

A key factor by which companies succeed in differentiating their products is customization. They direct product differentiation according to consumer preferences and desires. There are two ways to customize the product. The first option is the specific design and production of products for specific customer requirements using individual tools in a workshop where the product is made from scratch and resources are always used for each specific product. Another option is the implementation of mass customization, which aims to link mass production and adaptation. The main goal is to produce individualized goods with almost mass production efficiency [9].

There are four ways of mass customization, one of which may be a Collaborative Customization, Adaptive Customization, Cosmetic Customization and Transparent

Customization. In collaborative customization, customers select from predetermined components, and after that the item is custom made. In adaptive customization, as it were one customizable item is advertised and the item is outlined so that clients can change it themselves. Cosmetic customization, presents a standard item in an unexpected way to diverse clients. Transparent customization gives person clients with interesting merchandise without letting them know unequivocally that those items have been customized for them. Ordinarily, this sort of approach requires a long-term relationship between manufacturers and customers [10].

In the next paragraph are represented ways of using configurator in beauty industry. Only brands that are recognized by consumers and whose configurators are heavily used are shown. They are divided into four ways of mass customization mentioned below.

### 2.1. COSMETIC CONFIGURATORS USING TRANSPARENT CUSTOMIZATION

CoverGirl launched an app, Custom Blend, that analyzes people's skin tone, intensity, and undertone, generating a numeric indicator that matches them with the right products. The whole experience is personalized, right down to the packaging. People can select fonts and label colors, and even include their name on the bottle.

Shiseido has a skincare system that can determine someone's skin texture, pores and moisture content with a photo. It even takes into consideration variables such as temperature and humidity. From there, Optune transmits the data to its IoT-enabled machine, which dispenses the correct serum and moisturizer combination.

Visual Artist is a feature within the Sephora app, a feature that combines facial recognition and augmented reality. It allows consumers to "try on" different products. Skin tones have many subtle variations; so do cosmetics. And those differences don't necessarily translate the way you think they will.

Another leading brand in the field of customized cosmetics is GIELLA, which also offers the possibility of changing the composition of its products. In picture Fig. 1 shows the lipstick configurator. It is interesting that with this customizer you do not change the visual identity, but change the formula (it can be matte, glossy...) and change the taste and smell of the lipstick. In addition to the lipstick configurator, they have a configurator for powder, concealer, nail polish and lip balm. Because they change the formalization of the product, which does not affect its visual identity.

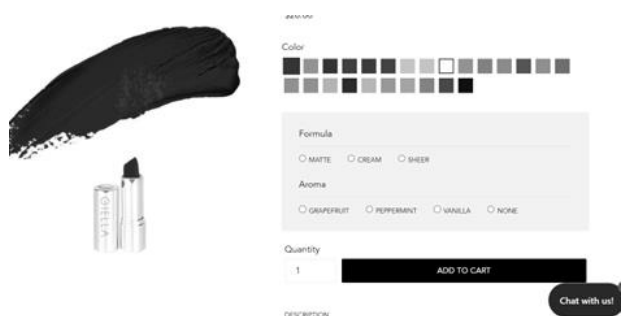


Fig. 1 Configurator Giella

Function of beauty is a company that produces hair care and skin care products. It also uses a configurator that is transparent, because the consumer fills in information about his and his face and after that, the configurator arranges the selected products based on the questionnaire and the consumer can change the color and smell of the product. The consumer has the task of defining what his hair and skin are like, after that he has to choose the offer and goals, to define the visual identity of the product, from the color, the smell, to the name on the package, as shown in Fig. 2. Also, as their brand is called "Function of beauty", after creating a personalized profile, the name is changed to "Function of (Name)". Perhaps this is the most complete configuration of cosmetic products that has been mentioned so far.



Fig. 2 Configurator »Function of beauty«

## 2.2 Cosmetic configurators

A brand that also has an interesting product configurator is the company KIKO. As shown in Fig. 3 KIKO cosmetics configurator allows that on specially offered products the consumer can choose the shades of the product if the product comes in several shades and that the consumer can engrave some of the offered designs on the packaging itself.

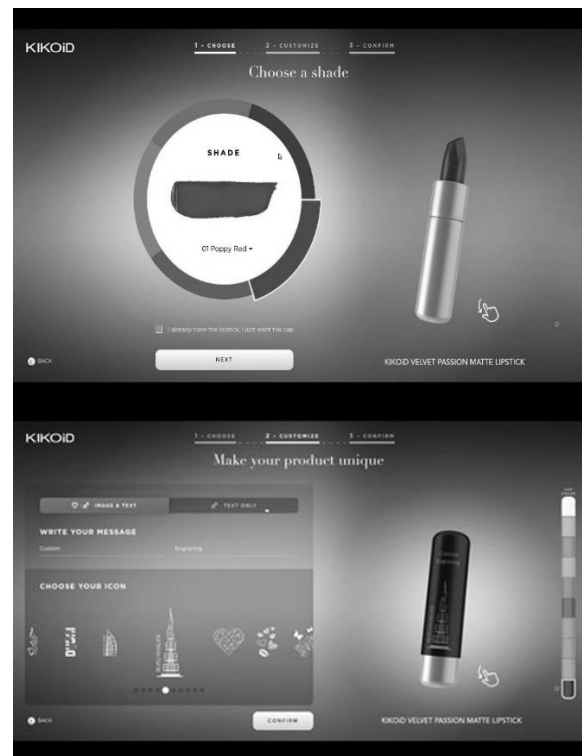


Fig. 3 Configurator »KIKO cosmetic«

Carolina Herrea (hereinafter referred to as CH), a luxury brand from the fashion and cosmetics industry, has also developed a type of configurator, lipstick customization. The consumer has more involvement here than with the configurator offered by KIKO cosmetics. CH has created such a configurator that is able to allow choosing the texture, shape, cover, letters, pendants... Also, in addition to these possibilities, the configurator also allows you to try the lipstick by impregnating the image. CH also using some sort of augmented reality. Figure 4 shows the product configurator of CH cosmetics.

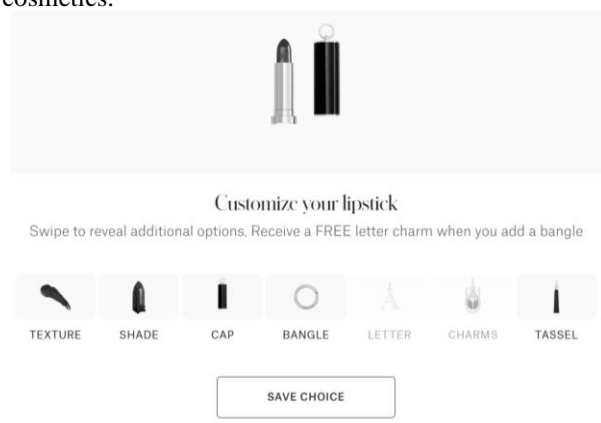


Fig. 4 Configurator »CH cosmetic«

Another product configurator that is worth mentioning is the GUERLAIN brand configurator, which allows the consumer to choose lipstick shades and packaging. In addition to the personalization of lipstick, the GUERLIAN brand also enables the personalization of perfumes. Figure 5 shows the product configurator of GULERIAN cosmetics.

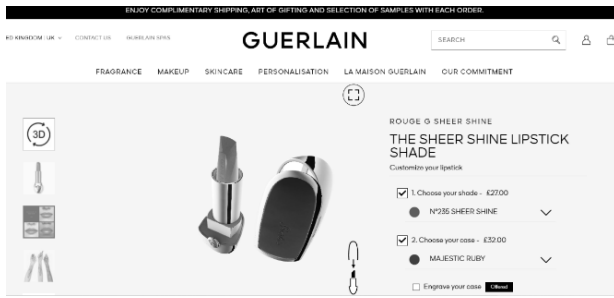


Fig. 5 Configurator »GUERLAIN«

### 3. CONTENT PROPOSAL OF THE COSMETIC CONFIGURATOR

Most of configurators in every sense rely more on the cosmetic and transparent way of customization products. This is justified for the reason that certain brands want to retain customers through interaction with them by changing only the visual identity of the product, while others want to gain brand loyalty through complete customer satisfaction with the product. Everyone likes to have their own personalized product. In the cosmetics industry, many products are loved by consumers precisely because they are personalized, as we can see at the beginning of the KIKO, GULERIAN and CH collections.

The configurator proposal model should look like the site will have a Custom Comestic website in order to be competitive, the website must contain:

- **An algorithm that will recognize the wishes of customers** - On the basis of certain parameters in the questionnaire or on the basis of a scan of a face image, certain conclusions should be reached as well as proposed solutions.
- **A special package that solves certain problems** - Each skin deserves a different treatment, so it is necessary that the products can satisfy the consumer by solving certain problems. If we are talking about lipsticks, someone has dry chapped lips while someone wants more volume, so we can offer a texture that cares for the lips and a texture that can affect the volume of the lips.

After analyzing the existing configurations in the field of the beauty industry, there is one very large unmet consumer demand, which is the costumization of the entire product line.

What is achieved by this, in addition to one product that can be customized in the beauty industry, other accompanying products are always followed. For example lipstick, it would be an additional lip liner and lip care. If the consumer could customize the entire product line, he or she could be the creator and thus explain how he or she gets desired effects. This would trigger sharing on social networks and ensure greater consumption and brand loyalty. The final version of the cosmetic configurator should look as shown in Figure 6.

For the purpose of this work, we will show the necessary parts for building a product line. The product line when we talk about lips are lipstick and lip pencil as must-have products. The following figure shows a selection of possible choices as well as the appearance of the final product.

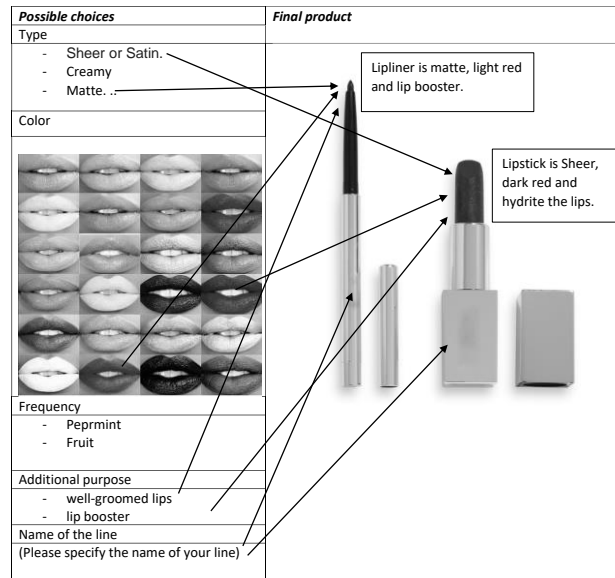


Fig. 6 Configurator of the product line

Also, this configurator would give the possibility of choosing completely different conditions for lipliner and lipstick, which would enable the creation of a unique combination of products and according to the different wishes and requirements of customers, would eventually result in a line of lip products. As in this example on the picture lipliner is a matte, light red, lip booster, while the lipstick is dark red, shiny and aims to hydrate the lips, and both products can be peppermint scented.

Once a company has chosen to offer customized items with an approach based on item arrangement, it should select the data system that supports such an approach. This can be not a direct assignment. The company has got to get it what is reaching to be arranged: creation, gathering or dissemination. Besides, distinctive item families may require diverse sorts of setups. Financial contemplations are required to complement the definition of the 'ideal' prerequisites of the item configurator. The comfort depends, on the one hand, on the points of interest in terms of way better effectiveness and administrations that clients may get and, on the other hand, on the costs related to the securing, set-up and support of the configurator [11].

### 4. CONCLUSION

Customization is very important both for products that are slow consumer good and fast consumer good. In addition to getting a product that will fully meet the needs of consumers, we also get a loyal customer. A company like Function of beauty makes products that are completely customized by the consumer and at the same time solve a specific problem that the consumer has. The GIELLA company does the same, which enables complete customization of cosmetics products for the purpose of the consumer.

Other companies, on the other hand, are based on the choice of a certain color and on personalized packaging, there are the companies KIKO, CH, etc. E-retailers should aim to develop a better understanding of their target customers to provide successful mass customization programs that allow consumers to satisfy

their extrinsic and intrinsic motivations for using a mass-customized product [12].

By customizing the entire product line, we would create awareness among the customers that he is the creator of the entire product. The preservation of the environment becomes a very important aspect, so companies that want to create product configurators and thus customize their products would have to include environmental care, which would additionally enable them to conquer the market of consumers who care about the environment. If we explained to the beggars that in addition to creating the product themselves, they can also help preserve the environment, product customization itself would become more popular.

Introducing a customized product will initially represent a cost, in terms of the application of the configurator itself on the company's website, the addition of new colours, packaging, etc. however what the company will get is much more valuable. First of all, the possibility of creating your own line of lip products will attract many consumers to try the product, this will lead to additional promotion of the company by consumers on social networks. What further means that in addition to loyal customers, by introducing product configurators, cosmetic companies will certainly get free advertising on social networks. It is necessary to point out that this advertising will also help in promoting the company because it will certainly reach the target audience in the cosmetics industry. Companies should not look at product configurator and product customization as a cost, because by meeting the individual needs of each customer, companies will get more loyal customers, which is of great importance in the case of the cosmetics industry, which belongs to fast consuming goods.

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