Pinterest Expands Skin Tone Range for Makeup Try-On Feature

Beauty is one of the most popular categories on Pinterest, and the app is giving users more and more reasons to flock to it to try and buy products.

The augmented reality Try On feature, added in January, allows users to see what a shade of makeup would look like on them in real-time. And this week, Pinterest is making the augmented reality feature more inclusive and useful.

Pinterest's new algorithm offers users a range of products that match their skin tone, from beauty to fashion. When you try on a lipstick shade, for example, the app suggests "more like this look" with your skin tone automatically factored into the results. Didn't love that shade of pink? Pinterest will show you a range of similar shades on photos of people who share your skin tone.

"No one should have to work extra hard to uncover personalized ideas, and all should feel welcome," said Annie Ta, product manager at Pinterest, in a blog post. "With these updates, Pinterest is becoming a more inclusive place to discover and shop for beauty ideas."

As part of the Try On AR expansion, Pinterest is also adding three new beauty brands: NARS, Clé de Peau and Thrive Causemetics.

Because of the way Pinterest serves as a sort of inspiration board—allowing pinners to browse everything from interior

design ideas to haircuts before embarking on their own life changes—the company has increased in-app shopping to streamline the buying process.

At the start of the pandemic, Pinterest said shopping activity increased by 44% on the app. In response, Pinterest launched new features in April including curated shopping lists from pinned boards, a Shop Similar algorithm and shopable style guides.

In a blog post Tuesday, Pinterest said that since launching augmented reality in January, pins enabled with the Try On feature have resulted in five times more purchase intent than standard pins.

“Pinterest is the home of inspiration, but it’s hard to be inspired if you don’t feel represented,” Ta wrote. “We’re making each person’s Pinterest experience more relevant to them through new technology and ways to control the beauty results they see.”

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