3D printed masks | Photo source Ian Dooley on Unsplash

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3D PRINTED FACE MASKS ARE FITTED TO INDIVIDUALS 🇺🇸

Personalisation has been taken to a whole new level in the beauty industry with individualised face masks

Spotted: The beauty industry has been around for centuries, but has perhaps never before been as exciting as now. Technology has developed to offer intelligent accessories, such as this smart mirror, or even to revolutionise the products themselves, like this rehydratable powder shampoo. With the retail industry putting ever-increasing emphasis on the consumer experience, personalisation is essential to consider. 3D printing could provide a service that creates face masks perfectly matched to the face of the individual.

Neutrogena, a global skincare company, has launched custom face masks, using 3D printing to create a mask perfectly fitted to the customers' face. The MaskiD uses face images to create a mask that matches face shape and skin condition. For example, spots can be given localised treatments. It also allows for one face mask to do two different treatments at the same time. Users can provide images and data via the MaskiD app on iOS, and each mask can also deliver specific ingredients according to demand, such as vitamin C and feverfew.

The company has also addressed concerns about privacy by stating that they do not intend to sell any personal data collected by the app. There is nothing to stop them from using such personal information for internal market research or to inform their future product lines, however.

Neutrogena announced the masks at the tech showcase CES 2019, but have not yet revealed any information about costs. They will become available in late 2019.

Takeaway:

Creating smart beauty products is a clever way to combine two sectors. Furthermore, encouraging consumers to embrace technology connected with a brand, such as this app, can often open doors for further communication. For example, app notifications, other activities within the app, or simple email collection are potential further uses. What other beauty products could have a technological partner in future?