



The global pandemic will change the way we try on beauty products in-store | Photo source Charisse Kenion on Unsplash

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TOUCHLESS BEAUTY PRODUCT TESTERS FOR THE POST-COVID SHOPPING EXPERIENCE

 FASHION & BEAUTY

Meiyume has developed a series of touchless testers for skincare products and fragrances to cope with the new retail norm

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Takeaway:

The pandemic has massively limited what retailers are able to offer in terms of the "shopping experience". Sampling beauty products in stores raises safety and hygiene concerns, but the

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ster will allow customers to feel like they are shopping normally. With the beauty particular, mechanisms such as this will be vital in ensuring sales and confidence remain high.