

# YouTube launched new AR filters, allowing users to try makeup with the world's top beauty products

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Many women often complain that buying cosmetics is an expensive investment, sometimes they contain tremendous risks, especially when buying online or without the conditions to directly try the product. Temporarily put aside the quality problems, how do you know if you really match the other lip color? Or spending millions on a lipstick without trial conditions is not a 'risky' investment? No matter how authentic the ad is, or Feedback is so great that there is nothing to criticize, the trial still provides an irreplaceable, objective experience, in every field. so.

1. Google said Edge Chromium could not access the new YouTube interface because of an error, which was fixed



Catching up on these difficulties, Google recently announced that they will be adding some cool new features to YouTube, allowing YouTuber to try almost every product in video directions. Guide on Youtube with the help of enhanced virtual reality technology AR Beauty Try-On.

According to Youtube, experts have adjusted the algorithm to allow virtual cosmetics to be applied on all skin tones. At the same time, the world's largest video sharing website also announced to cooperate with the famous cosmetic brand MAC Cosmetics to allow users to try and use MAC products. This new tool will be available for

brands and advertisers starting late this summer.

1. YouTube Gaming application officially closed on May 30



Virtual try on



**Product Name**  
**Brand**  
\$15.99

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## *Try makeup with AR Beauty Try-On technology*

In fact, there are also a number of companies that offer similar experimental make-up apps based on AR, such as Virtual Artist of Sephora, GLAMLab of Ulta, or L'Oréal '. However, with the growth of YouTube, they can give users a better experience.

'We think this feature will help cosmetic brands as well as advertisers to bring customers more compelling content, contain more practical meanings and eventually, can bring effective in helping consumers make the best purchase decisions ".

1. YouTube deletes the famous musician's channel because of suspicion that it has directed the songs he composed

In related information, YouTube experts tested this feature earlier this year with the participation of a number of beauty brands and found that up to 30% of viewers have enabled the test feature. AR experience in YouTube application, and they spend an average of more than 80 seconds to try lipstick samples.

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