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Glossier Launches AI Skincare Tool for Personalized Beauty

New feature delivers custom routines based on real-time skin data

Glossier announced today the launch of its new AI-powered skincare tool, designed to deliver personalized product recommendations based on individual skin needs. The feature will be available on Glossier's website and app starting May 2026.

The tool aims to simplify skincare by using data-driven insights to match users with products tailored to their skin type, concerns, and environment.

The Future of Personalized Beauty

The new tool allows users to input details about their skin, including:

- Skin type
- Sensitivity levels
- Current skincare routine

It then generates a customized routine using Glossier products.

Industry reports show that "72% of consumers prefer personalized beauty experiences."

What Glossier Says

"Our goal has always been to make beauty more personal and accessible," said a Glossier spokesperson.

"This tool brings technology and self-care together in a meaningful way."

Designed for Digital-First Users

The feature is optimized for mobile use and integrates directly with Glossier's shopping experience, allowing users to purchase recommended products instantly.

Multimedia Integration

1. Image (AI Skincare Tool Interface)

A clean, minimal image of Glossier's AI skincare tool displayed on a smartphone screen. The interface shows a user answering questions about skin type, concerns, and environment, with soft pastel colors consistent with Glossier's branding.

Caption: “Glossier’s AI-powered skincare tool creates personalized routines in seconds.”

Purpose: This image visually introduces the product and helps audiences quickly understand how the tool works.

2. Video (Short Social Media Demo Clip)

A 30-second TikTok-style video showing a user completing the skincare quiz from start to finish. The video includes quick cuts of selecting answers, followed by a personalized skincare routine appearing on screen, ending with recommended products and a “Shop Now” button.

Caption: “Discover your perfect skincare routine with Glossier’s AI tool.”

Purpose: The video demonstrates the user experience in an engaging way, making the tool feel easy, fast, and accessible for a social media audience.

3. Infographic (Personalized Trend Data)

A simple, visually appealing infographic featuring key statistics about personalized trends, including:

- “72% of consumers prefer personalized beauty experiences”
- “Over 60% of Gen Z shoppers value customized skincare solutions”
- “Routine generated in under 60 seconds”

Caption: “The growing demand for personalized skincare solutions.”

Purpose: This infographic adds credibility by supporting the announcement with data and helps reinforce why the product is relevant and newsworthy.

Social Media Components

(Instagram Post)

Your Skin, but smarter!

Meet our NEW AI-powered skincare tool—personalized routines made just for you.

Find what your skin actually needs in seconds.

#Glossier #SkincareRoutine

(LinkedIn Post)

Glossier is advancing personalized beauty with the launch of its AI-powered skincare tool.

Designed for a digital-first audience, the feature delivers customized product recommendations based on individual skin needs, reflecting growing demand for tailored consumer experiences.

#Glossier #BeautyInnovation

(Shareable Summary)

Glossier Launches AI-powered tool for personalized skincare routines.

Call to Action

Try your personalized skincare routine today and discover products tailored just for you:

www.glossier.com

Links & Resources

Website: www.glossier.com

Skincare Tool: www.glossier.com/skincare-tool

Media Contact: press@glossier.com

Media Kit: www.glossier.com/press

Strategy Reflection

For this assignment, I focused on turning a traditional press release into something that actually fits how people read content today. One of the main things I worked on was making it more scannable and easy to read. Instead of writing long paragraphs, I broke everything up into shorter sections with clear headings and some bullet points. This makes it easier for someone to quickly skim through and still understand the main idea, especially since a lot of people read things on their phone.

I also included different types of multimedia to make the release more engaging and realistic. I described an image of the skincare tool, a short video showing how it works, and an infographic with statistics about personalized beauty. I chose these because they each do something different. The image helps people visualize the product, the video shows how easy it is to use, and the infographic adds credibility by including data. Together, they make the story feel more complete and interesting than just text.

Another thing I focused on was making the release work well for social media. I wrote separate posts for both Instagram and LinkedIn, and made sure each one matched the style of the platform. For example, the Instagram post is more casual and visual, while the LinkedIn one is more professional. I also added hashtags and a summary so the story can be shared easily. This reflects how news is usually spread now—through multiple platforms instead of just one.

Finally, I made sure the story was actually newsworthy. The idea of an AI-powered skincare tool connects to current trends, especially the growing demand for personalization in products and services. I also included a statistic to support that this is something consumers are interested in. By tying the announcement to a bigger trend, it makes the story more relevant and important, rather than just being a simple product launch.

Overall, this assignment helped me understand how PR writing has changed and how important it is to adapt content for digital audiences by focusing on readability, visuals, and social sharing.