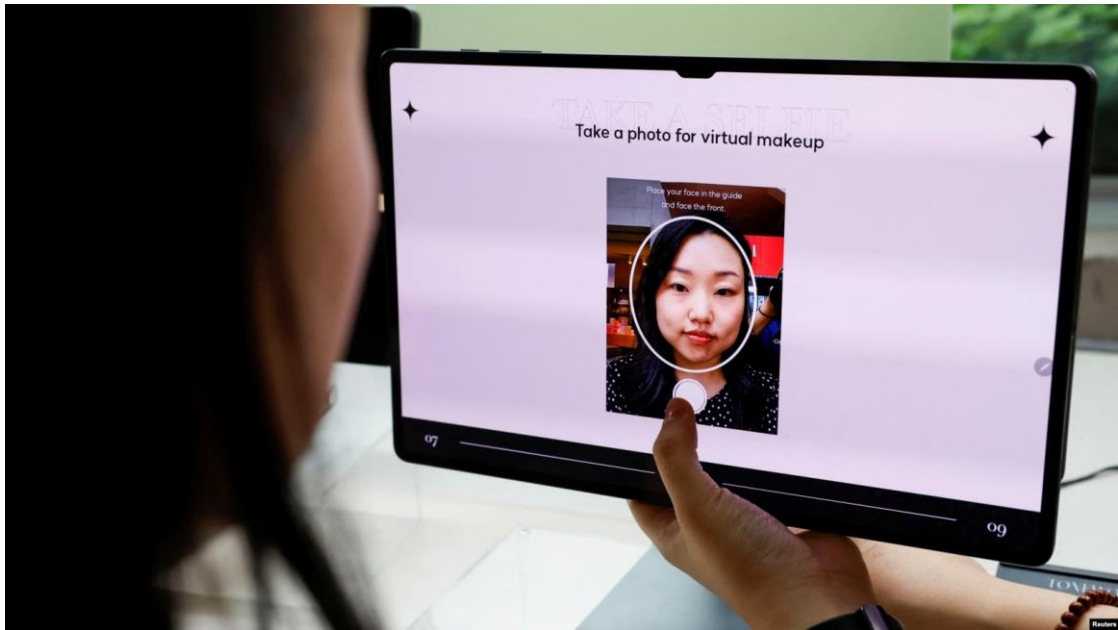


S. Korean Beauty Industry Using AI to Develop New Products

韓国では、AIを活用して一人ひとりに合った化粧品を提案したり、新しい商品を開発したりする取り組みが進んでいます。肌の色や状態は人によって異なるため、自分に合う商品を選ぶのは簡単ではありません。こうした中で、AIが美容の分野でも活用されるようになり、新しい買い物の体験や商品づくりへの期待が高まっています。あなたは、AIが選んだ化粧品を使ってみたいと思いますか。



1. Article

Read the following article aloud.

South Korean beauty products company AmorePacific has a new artificial intelligence (AI) laboratory that has become popular with customers.

At the lab, robots mix face products, and the latest technology recommends the best lipstick color for an individual.

Kwon You-jin is a 32-year-old customer at the company's skin cosmetics service.

"Everyone has their own specific skin tone, but usually they buy the most common color available over the counter," she said.

"Knowing more data about my own skin, and seeing the before-and-after firsthand, it's a very good experience," she said, after receiving an AI-created report on the condition of her skin.

A robot mixed a special makeup base, or foundation, that matched her skin color.

More cosmetics companies are using AI to increase sales. Internationally known brands such as L'Oréal and Sephora use the technology to make special products for customers.

Global beauty industry sales including cosmetics reached \$625.6 billion in 2023, climbing each year since dropping in 2020 during the COVID-19 pandemic.

That information comes from Statista Market Insights, a data and market research company.

AmorePacific said it uses AI to recommend the best choices for a customer from 205 different skin foundations or 366 different lip product colors.

Engineer Lee Young-jin, an adviser for AmorePacific's custom beauty business, said that developers used deep learning and machine learning methods to take the process that experts use to study data from many peoples' skins.

Experts said using AI instead of humans could speed up product [development](#).

Yang Yong Suk, of South Korea's Electronics and Telecommunications Research Institute (ETRI), was co-developer of a deep learning model for a cosmetic product's texture.

"No matter how professional an expert is, [individual](#) deviations can be large, and [evaluating](#) cosmetics by [consulting](#) 30 to 40 experts all the time is difficult," Yang said.

"These days, product development time has shortened, and an ever-larger amount of new products are launched faster," Yang added.

The market for using AI in the beauty and cosmetics industries is predicted to more than double from \$3.27 billion in 2023 to \$8.1 billion in 2028.

The market research provider Business Research Company said in January that services such as [personalized](#) beauty recommendations, skin examinations, and virtual makeup artists will likely grow.

Hyun Young Yi and Daewoung Kim reported on this story for Reuters. John Russell adapted it for VOA Learning English.

2. Key phrases and vocabulary

First repeat after your tutor and then read aloud by yourself.

1. development (n.) the process of creating or improving something

The development of the bridge took three years.

2. individual (n.) one person considered separately from others

Each individual solved the puzzle in a different way.

3. evaluate (v.) to judge the quality or value of something carefully

The coach will evaluate each soccer player's performance.

4. consult (v.) to ask someone for advice or information

You should consult a doctor if the pain in your arm continues.

5. personalized (adj.) made to fit the needs or wants of one person

Kirsty received a personalized birthday card from her friend.

3. Questions

Read the questions aloud and answer them.

1. How did AI help Kwon You-jin choose a makeup foundation?
2. Why do experts think AI can speed up product development?
3. How much is the AI beauty market expected to grow by 2028?
4. Would you trust AI to choose products for you? Why or why not?
5. Do you think AI should replace experts in some jobs, or should people always make the final decision? Why?