

PULSAR*



Beauty in an AI age

Narratives around brands,
innovation and beauty standards

Where AI intersects beauty

Technology is reshaping perceptions of beauty, and its influence cannot be quantified by a simple roll-call of the latest innovations. Societal norms and cultural ideals are being systematically reshaped with every new filter and algorithm, and each AI-influenced or -enabled look.

It leaves brands facing a series of questions about what position to take. Do they want to celebrate the possibility and invention inherent in this technology? Or take a stand against its implications for beauty standards?

We'll be covering:


















- Emerging narratives around AI tech and the beauty industry
- How audiences perceive the rapid proliferation of AI across the sector
- What brands are doing to safeguard against unrealistic and harmful beauty standards.

Approach

Data Collection Period:

Feb 1st 2024 – January 31st 2025

Channels:

- | | |
|---|---|
|  X |  YouTube |
|  Reddit |  Tumblr |
|  Pinterest |  Twitch |
|  Facebook |  Threads |
|  TikTok |  Online News |
|  Instagram |  Podcasts |
|  Forums |  TV |
|  VK |  Radio |
|  Blogs | |

Markets/Languages:

Global data collection.
Analysis collects all mentions in English language

Sources:

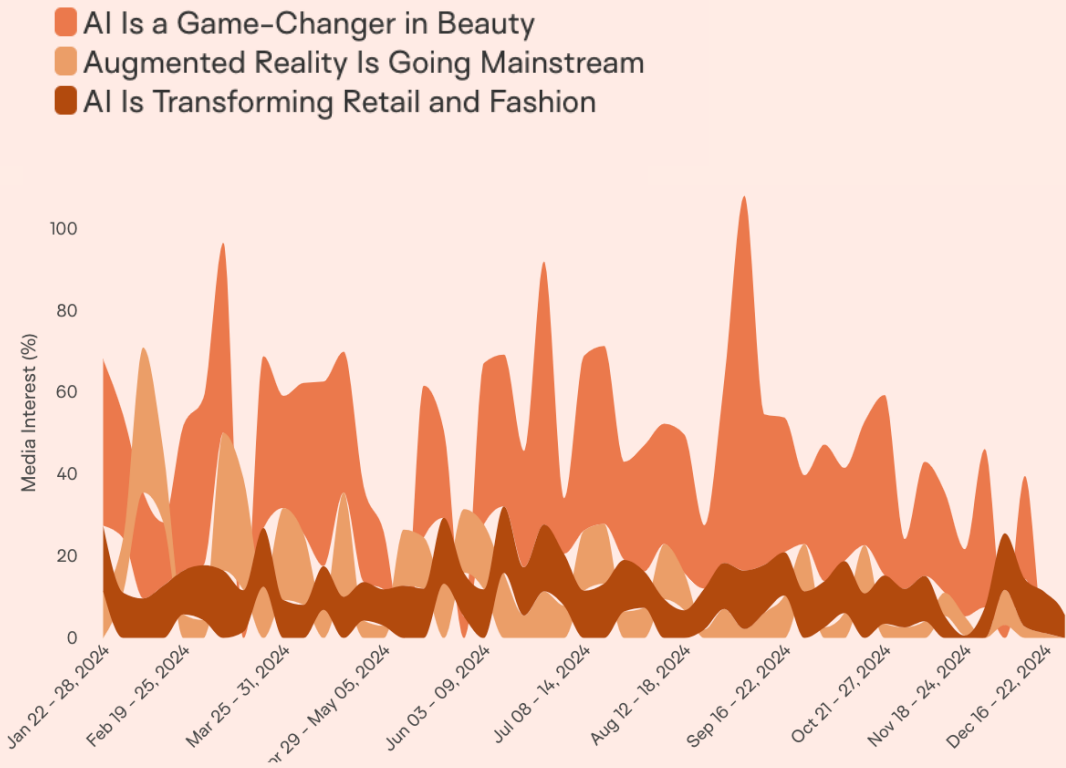
Pulsar TRAC
Pulsar Narratives AI

The evolving narratives around AI beauty

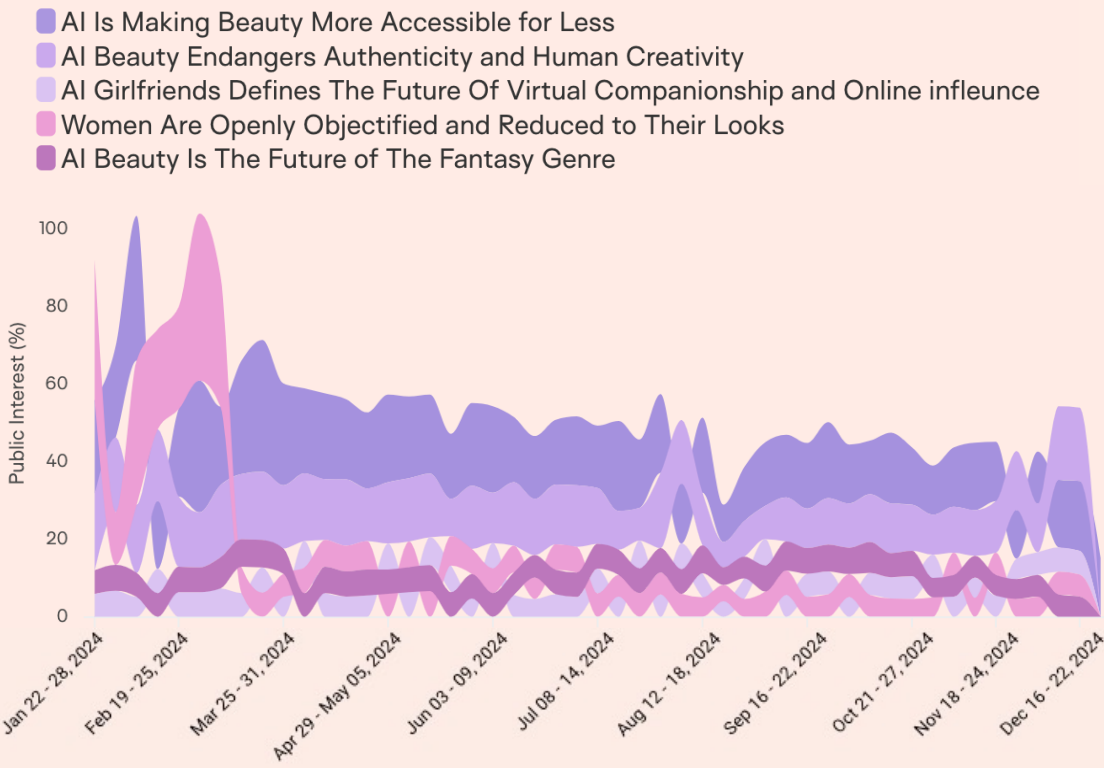
While media narratives focus on the commercial and technical opportunities of AI and beauty, public conversations are more diverse.

This public narratives incorporate everything from affordable beauty tech and the ethical and cultural dilemmas that come with such rapid technological change.

If some of these public preoccupations are more open to discussing speculative technology like AI girlfriends, they also contain some of the most strongly-voiced concerns.



Media Top Narratives



Public Top Narratives


Top selected narratives on X and online news, Jan 22 – Dec 22, 2024. Source: Pulsar Narratives AI


How do audiences link AI to beauty?

There are many ways audiences link AI to ideas of beauty. The largest – and noisiest – of these are around AI Art that ranges from portraits of women presented as attractive, super-real, and lifelike in appearance, to those which present a heightened reality.

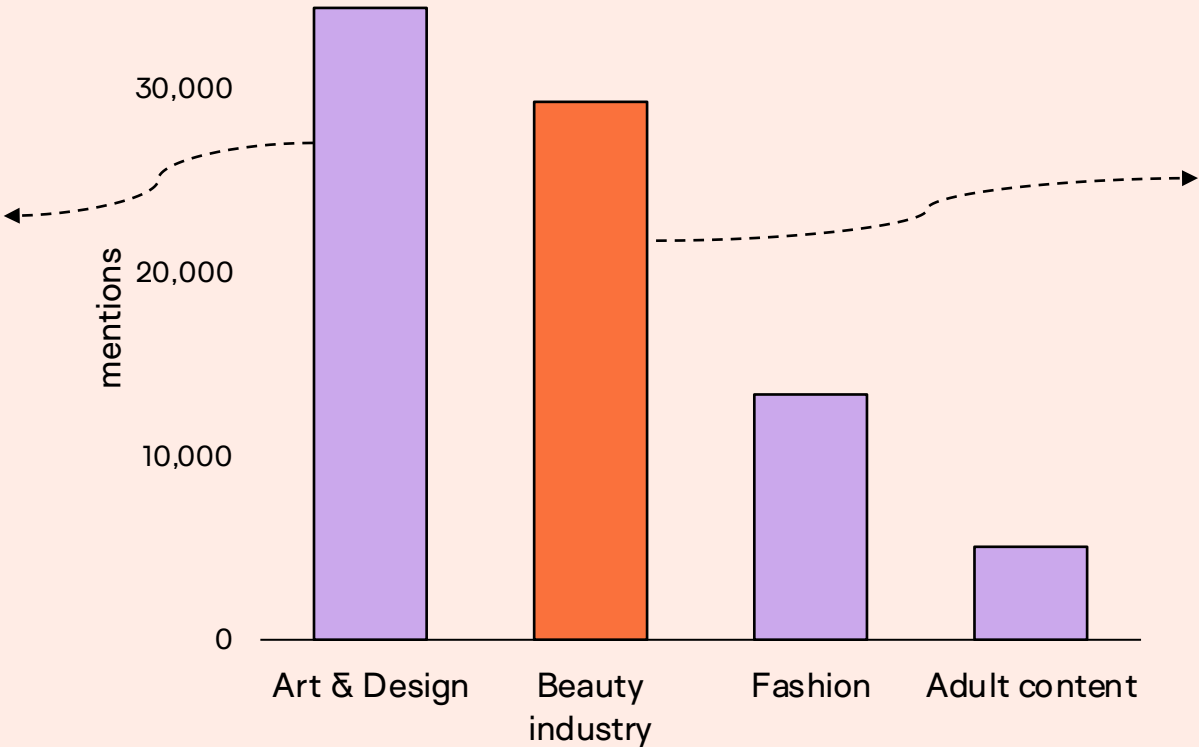
On a more practical level, beauty is evolving beyond traditional cosmetics – something AI facilitates by blending beauty with fantasy, enabling a broader scope for personal expression. There's also growth in fashion and adult content, which often proves to be a precursor to broader cultural trends.


At the same time, AI generated images are running rampant on social media. For example, realistic fake images of Rihanna and Katy Perry at the Met Gala went viral, sparking criticism around the need for social media sites to label images that are made with AI.


**r.gramm.ai and daisydream.ai**
1.5k & 9.5k followers



My deepest gratitude to my co-author @daisydream.ai for inspiring this collaboration—her admiration for one of my works led to the creation of this project. Stay inspired always.



**akbardedric**
80.5k monthly views




Discover incredibly lifelike AI-generated portraits of beautiful women!


Which aspects of beauty are mentioned alongside AI?

AI is mentioned alongside all aspects of beauty, with makeup, haircare and skincare each attracting audience and media interest. Often this relates to the development or application of IRL products.

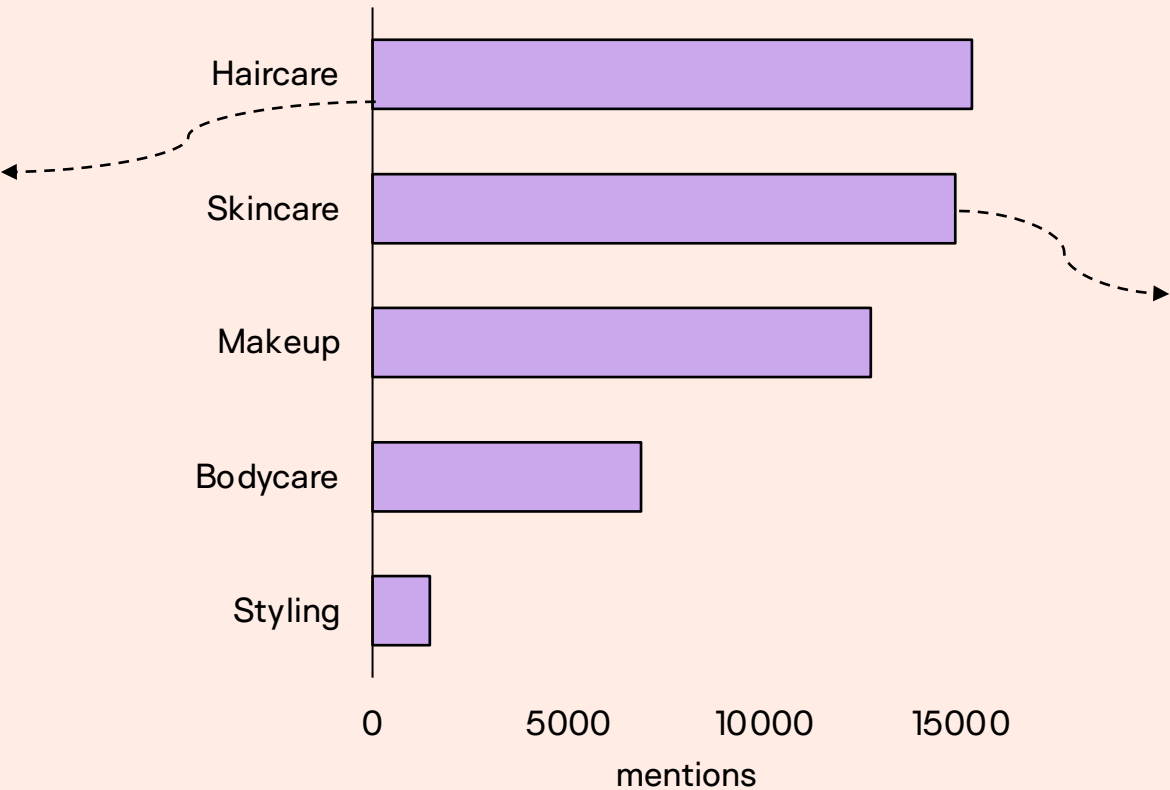
For instance, beauty influencers on Instagram and Pinterest 'test' their beauty ideas by asking AI for routines, or to visualize themselves with different looks.


Several skincare brands have capitalized on this nascent trend by launching their own AI-powered apps, which offer highly personalised solutions to the consumer.


 **the_moments**
210k followers



Not AI convincing me to chop my hair 🤖😂 should I do it?
[#ai](#) [#aibeauty](#) [aimademedoit](#)



 **MirrorFashion**
4.4k followers




I used AI to design my ideal skincare routine and the results after 30 days surprised me.

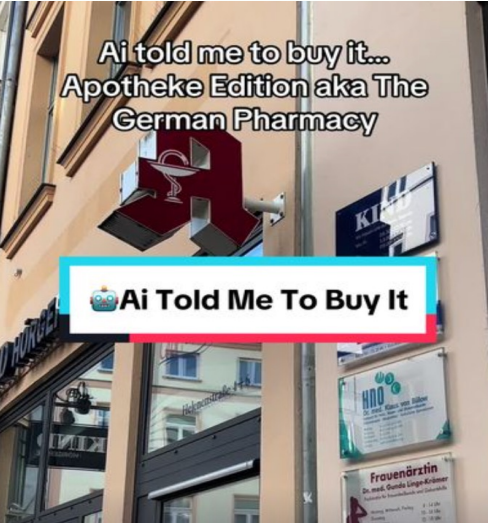
The applications of AI in beauty

A growing audience is embracing AI for personalisation – such as bespoke designs – to enhance their beauty. As AI democratises personalisation and virtual try-ons, it creates valuable opportunities for beauty and makeup enthusiasts seeking affordable

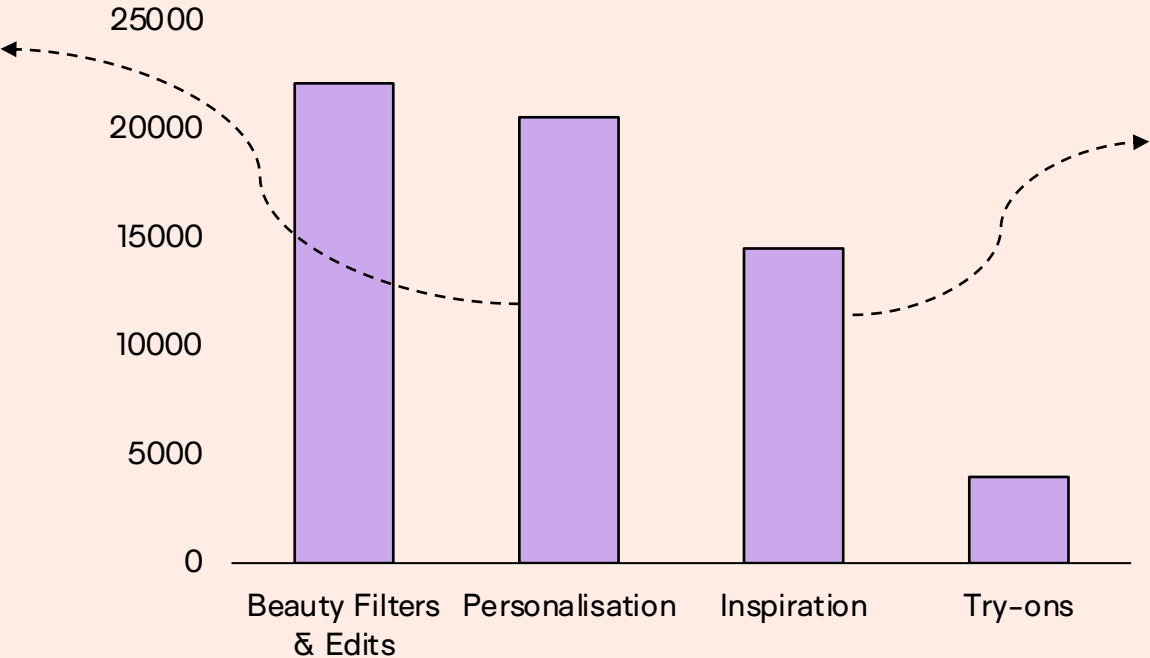
high-tech solutions. Beauty filters and editing are helping the AI beauty conversation go viral, with TikTok and Instagram users embracing default filters and apps for creative inspiration. However, other platform users are more concerned about the darker


side of AI in beauty. What's fascinating is AI's growing influence in personal decision-making, with more people saying 'AI told me to buy it,' as AI takes on the role of a personal beauty consultant.


thebeautepost
32.2k followers



AI told me to buy it...
#aiskincare



femi.beauty
11.5k followers




Duo-chrome ai beauty make-up & nails inspo obsessed 🤩 I got the idea from @karlacosmetics

Which brands dominate discussion?

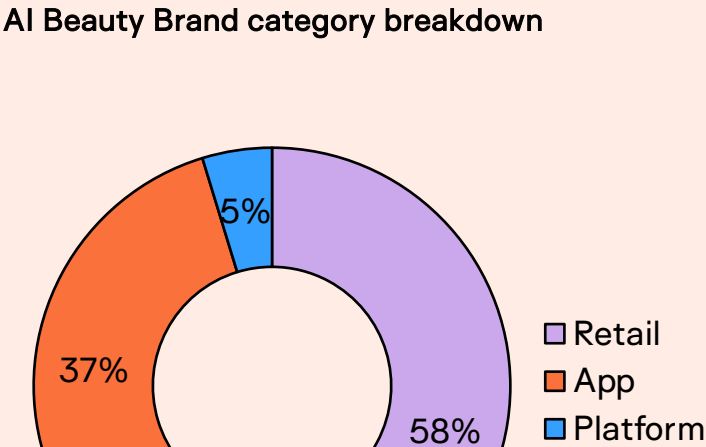
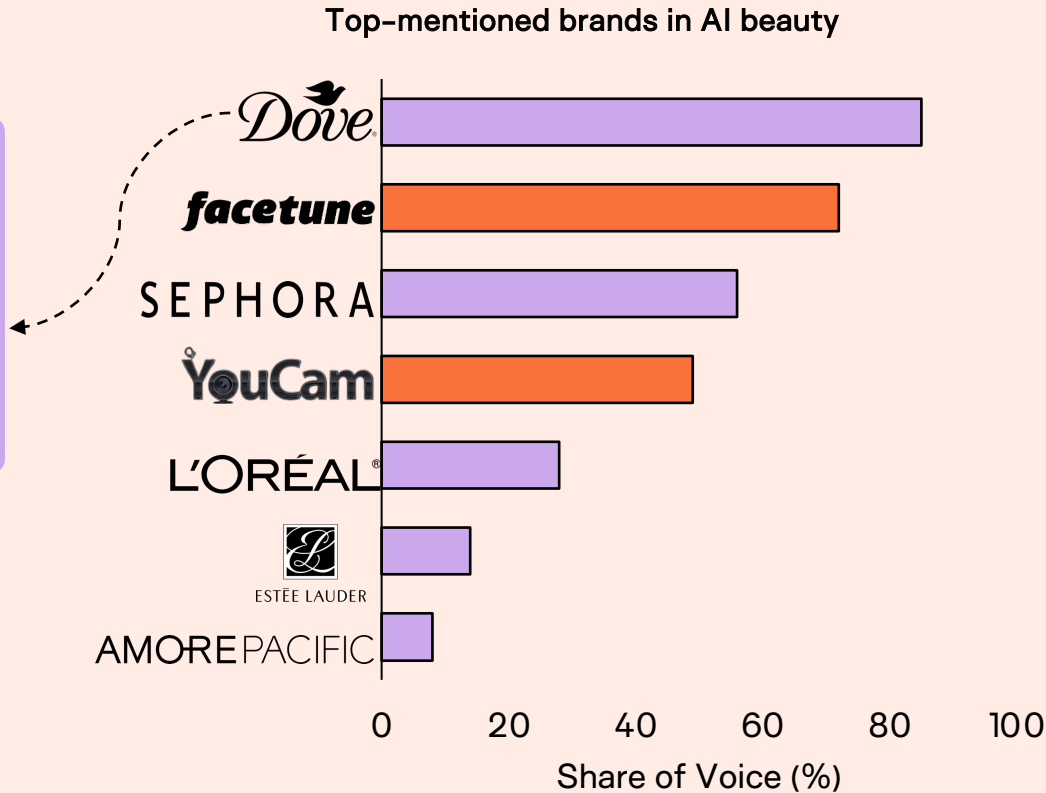
Beauty brands and apps are learning how they fit into the AI and beauty space just as much as audiences are, and whether they want to reject or lean into it. Dove and Freeda, for example, have pledged never to use AI-generated humans in their campaigns,

celebrating diverse, real women. Beyond beauty brands, the large volume of mentions around Facetune and YouCam, highlight how tech companies (more specifically, those that offer filters) are elbowing their way into the wider beauty discussion.

Further revolves around TikTok and Instagram’s built-in filters, indicating the importance of these apps not simply as platforms, but as lenses through which the world is shaped and experienced.

 **madebymonks_**
15.3k followers

The way **Dove** consistently evolves their “Real Beauty” brand platform to remain culturally relevant is impressive. They consistently identify a fresh tension to push against: From Photoshop, to Instagram, and the workplace, to this latest take on AI.



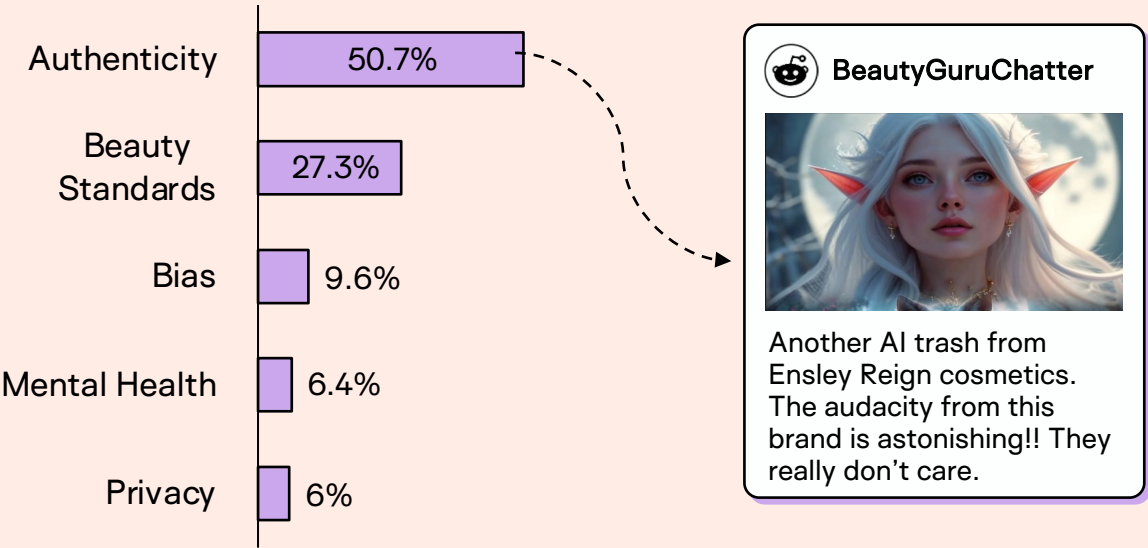
The societal implications of AI Beauty

AI’s influence in beauty is undeniable—but is it a revolution or regression? The fear amongst audiences is that AI all-too-often does not herald an expansion of personal expression and creativity, but rather a re-entrenchment of traditionally-held views.

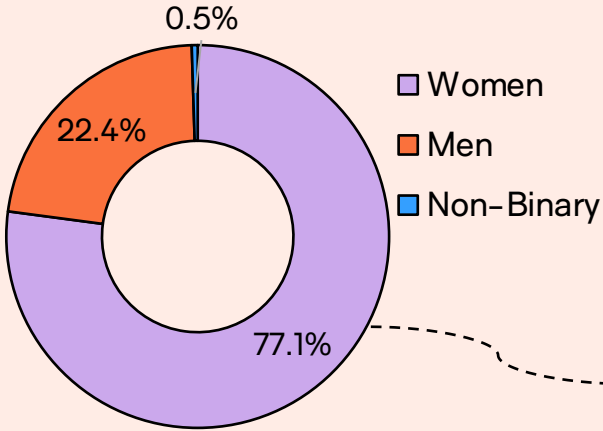
AI-generated influencers, brands, and content often feel hollow, lacking the emotional depth that makes beauty culture so personal. And when they do feel real or authentic, this only serves to underline a particular type of conventional beauty a cache 22 for the sector.

In replicating long-standing gender biases—overwhelmingly against women—such technologies can perpetuate broader social maladies, ranging from mental health challenges to fears around privacy and data loss.

Top-mentioned concerns in AI beauty convo



Gender Bias in AI beauty convo



vickibartel.brand.photographer
21.3k followers

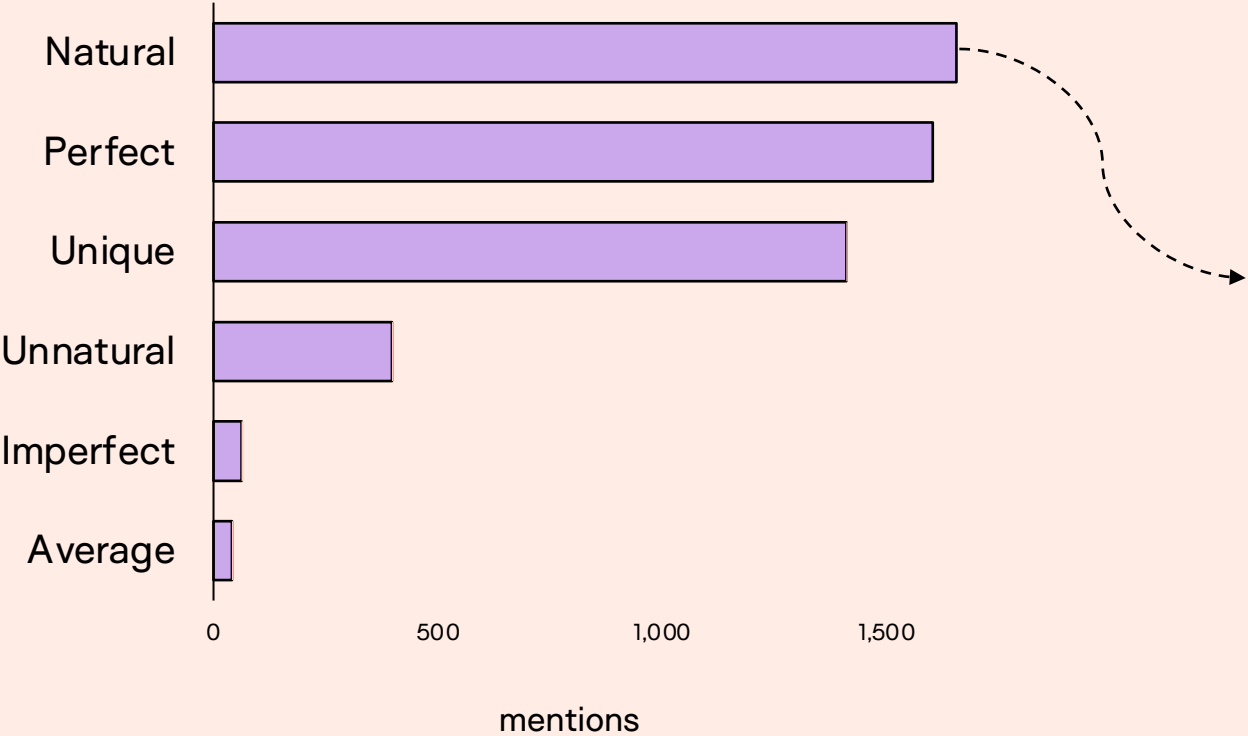
Right now, AI visuals of women are still highly unrealistic. WE control what we create in this space. [...] I focused on diversity in body size and age, testing AI to leave skin as “unretouched” as possible.


Blurring the lines between real and unreal


When it comes to associative words, a sense of the "natural" appeals to creators focused on developing AI-generated images. It's counter-intuitive but useful for brands to know people regularly refer to these synthetic creations as 'natural'.

Phrases like "nature meets high fashion" and "sunlight-kissed beauty" on human-like portraits emphasize how consciously false it is to call these natural – however, audiences have established the semantics of this space.

This phrasing feels more apposite when brands like Dcypher centre their influencer campaigns around their use of AI in achieving truly natural results – a concept that audiences appear open to receiving.



**minique_beauty**
4.3k followers



Achieving a natural, sheer finish has never been easier thanks to @dcypher.me foundation and concealer. What sets @dcypher.me apart is their use of AI-powered skin tone measurement tools and complex colour science to create an industry-defining skin tone identification process.

How does AI beauty content travel?

Clearly, the conversation here more closely follows the patterns of a typical 'beauty' conversation than a technology one – with pictures and videos featuring prominently, and rising.

It's interesting, however, to note that users are linking videos, pdfs and Chat-GPT prompts that contain information on how to do makeup right or how to style oneself.

We also see how the language and aesthetics of beauty are referenced as proof points for innovations like Deepmind's Veo 2. The universality and set visual languages of beauty means that it provides plenty of training data for this and future models.

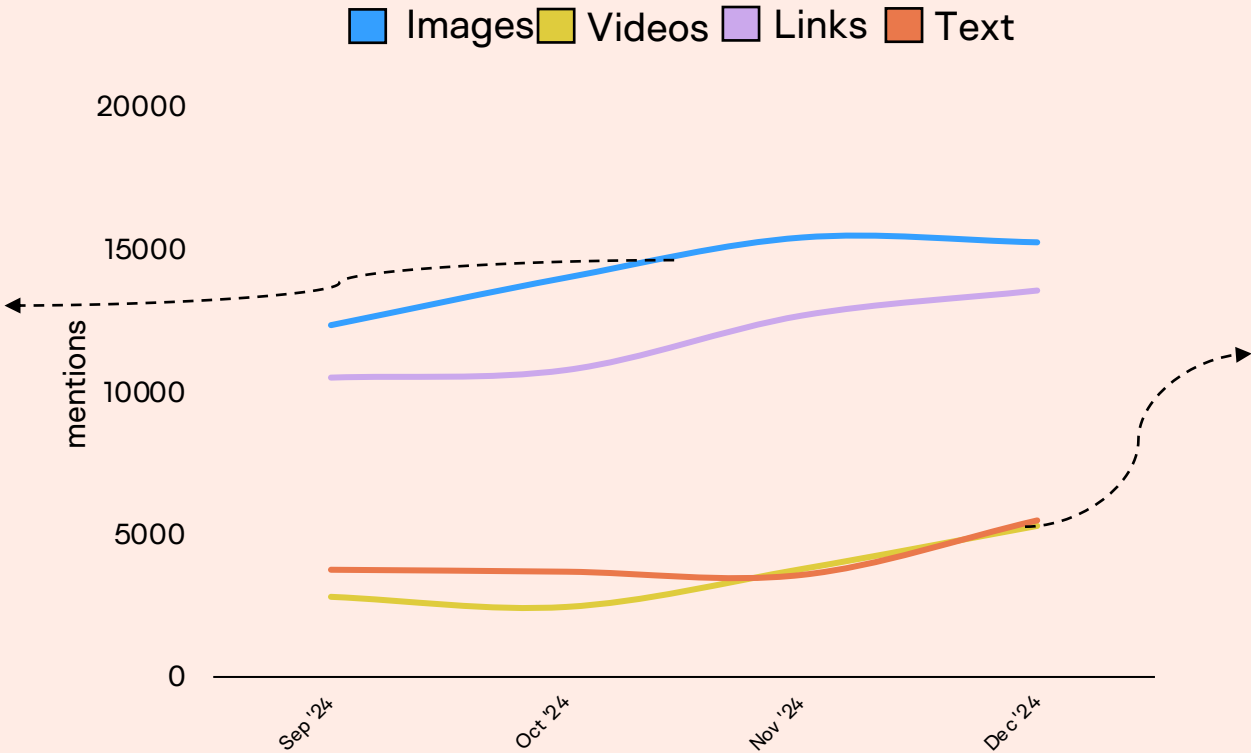



promptlab_laurabuechner and aihorrorising

1.9k & 1.4k followers



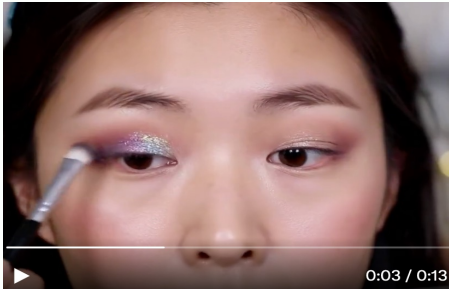
It's time to rethink the true cost of looking good—for the planet and for the people who make our clothes. 🌍 #aieditorial
#aifashionphotography





shedoesai

7.7k followers



0:03 / 0:13

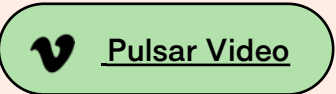
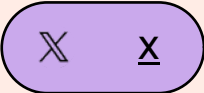
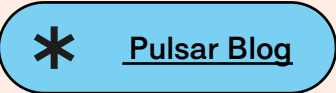
Veo 2 is Next-Level! People are creating stunning, cinematic, and ultra-realistic AI videos using nothing but text.

About Pulsar

Pulsar is the world’s leading audience intelligence platform—harnessing rich data sets, AI and human minds – so our clients can access nuanced and actionable insights that get straight to what matters most to their customers, their businesses and to society.

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