**L'Oreal Leverages AI, AR to Keep Consumers Engaged**

L'Oreal's expanded deployment of virtual try-on tools using artificial intelligence and augmented reality has increased consumer engagement by inviting them to spend more time on brand channels without pressure to buy, said Robert Beredo, chief digital officer of L'Oreal Canada. The introduction of shoppable videos during the pandemic boosted conversion rates, as "consumers were craving and consuming content," he added.

***Consumer Goods Technology News 9.1.20***

[***https://consumergoods.com/ai-game-changer-loreal-it-explores-live-video-shopping***](https://consumergoods.com/ai-game-changer-loreal-it-explores-live-video-shopping)