A collaboration

VERSO

OH MY CREAM !

Dialog

AI In Beauty
The New Battlefield

How Conversational AI is Reshaping
the Cosmetics Purchase Journey

Learning 1

Conversational AI is replacing Google as the first reflex for beauty research.

Consumers describe it as faster and more synthesized.

But AI is strong at exploration and almost inexistent at conversion:

it opens the funnel, it never closes the sale.

VERSO

Learning 2

Post-AI verification is near-universal.

Consumers systematically check reviews, TikTok, and in-store before acting on any AI recommendation.

Being recommended by AI :

Always necessary.

Never sufficient.

VERSO

Learning 3

Five trust barriers explain why AI recommendations don't convert:

Price blindness

Personalization deficit

Hallucination anxiety

Sponsorship suspicion

Sensory wall

VERSO

Learning 4

Consumers want AI at the point of purchase, not before it.

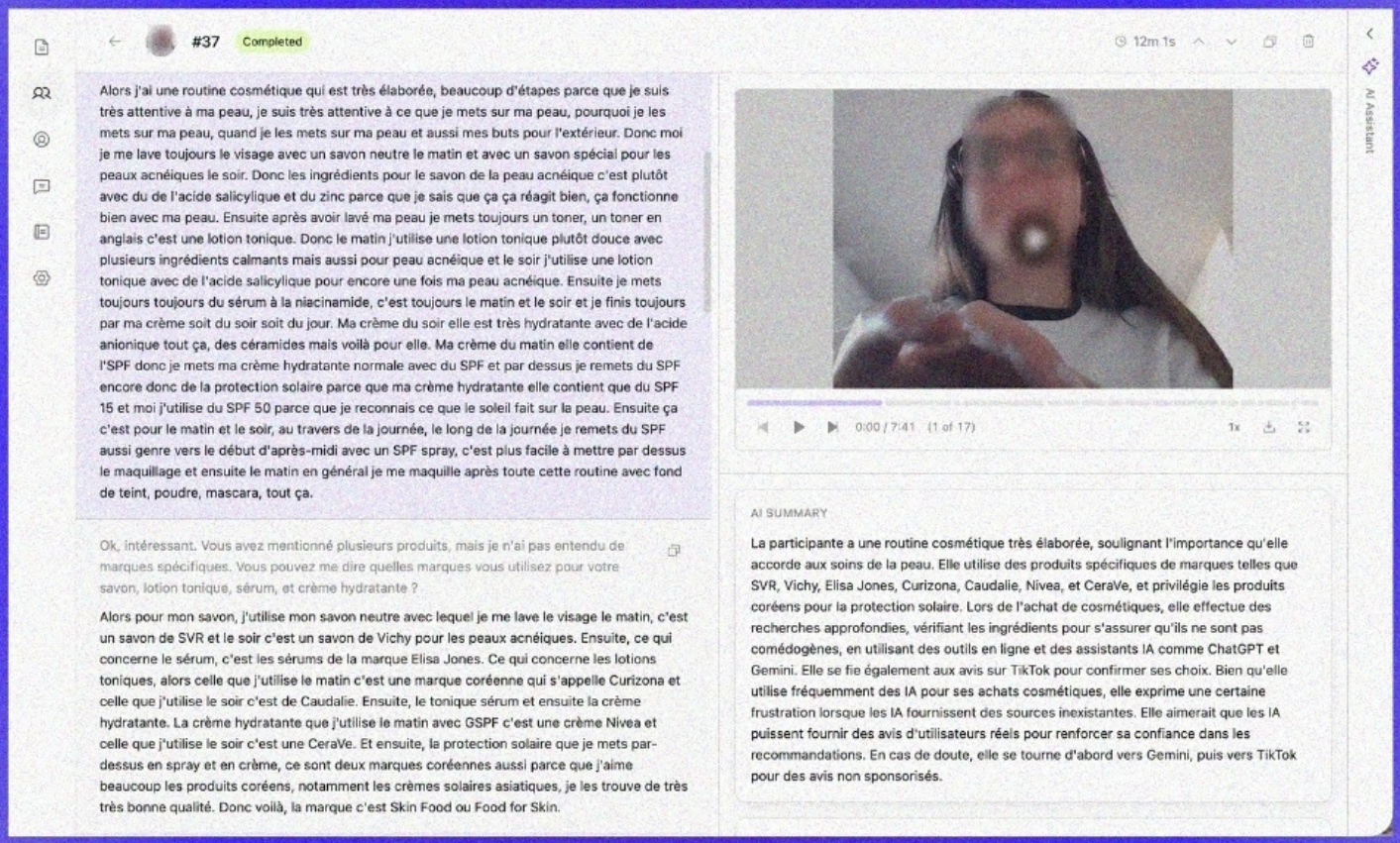
The biggest drop-off happens when consumers leave AI to go verify elsewhere.

Collapse the verification loop. Dramatically increase conversion.

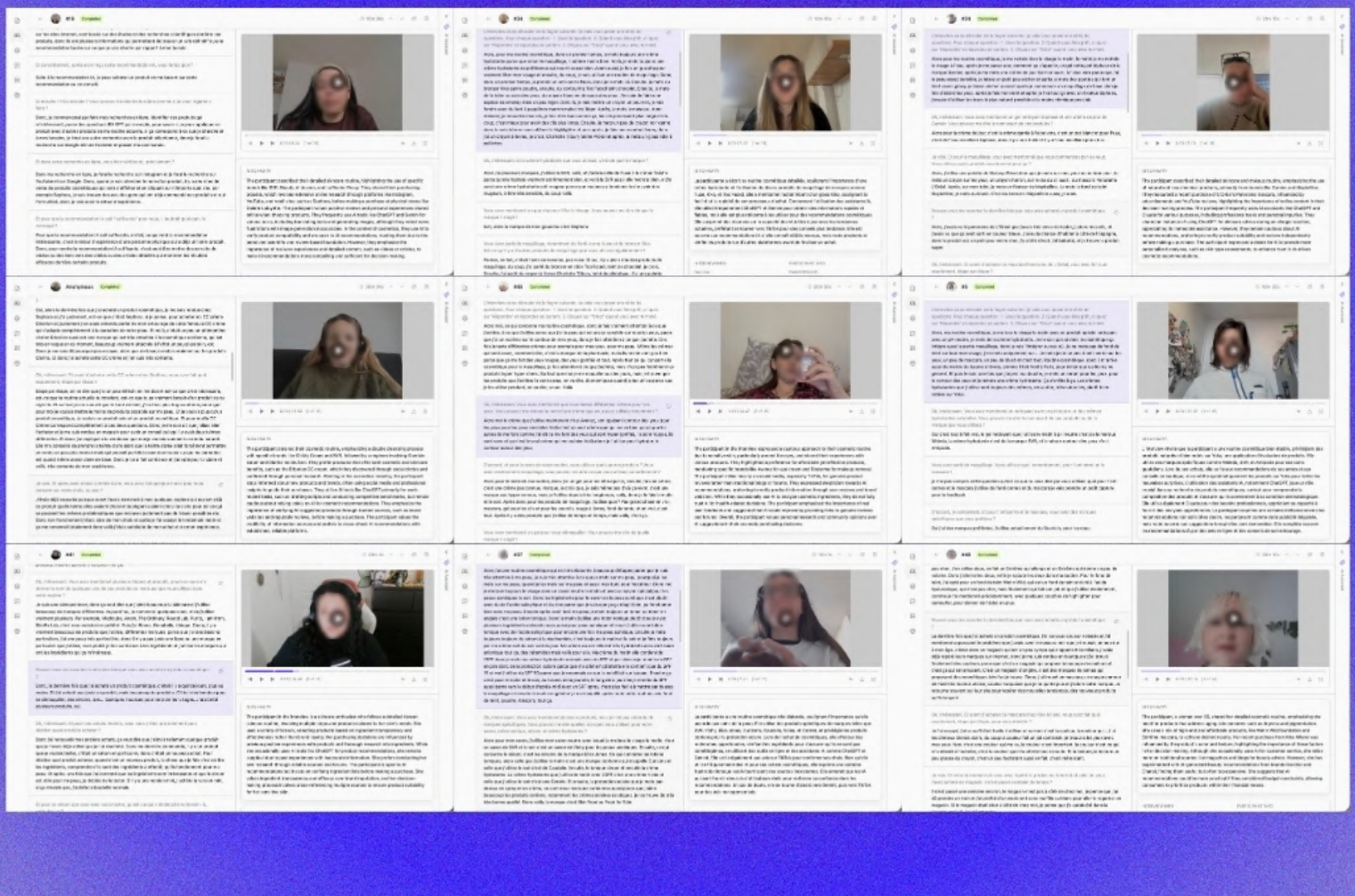
Integrate authentic reviews, personalized rationale, and product data directly on product pages.

VERSO

26m of average interview duration



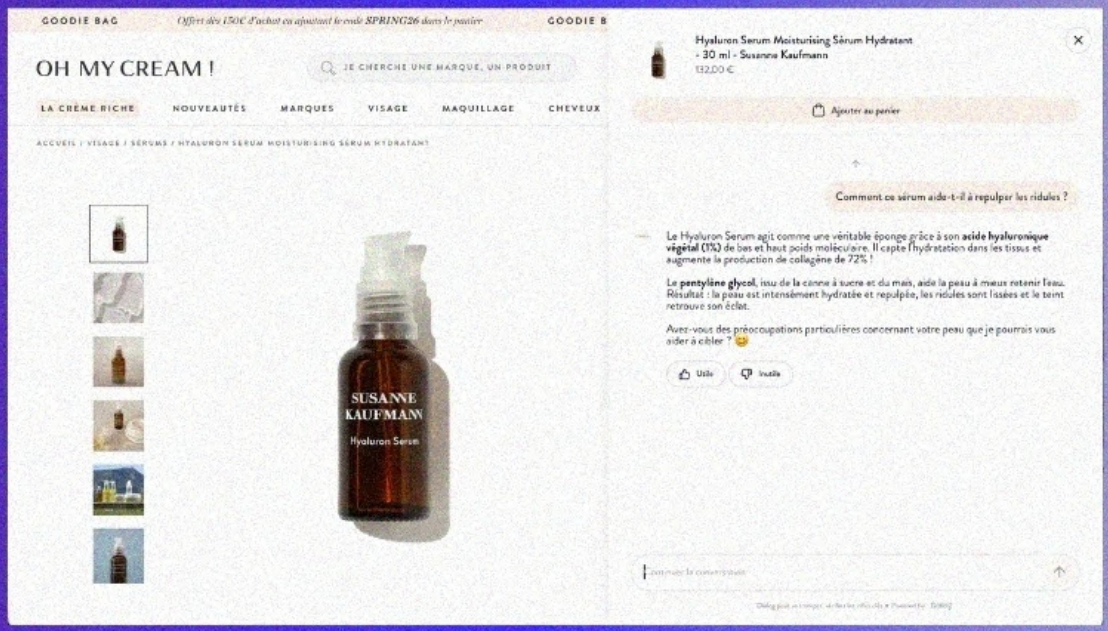
52 completed interviews



OH MY CREAM ! X Dialog

Bringing AI Where the Sale Happens

Dialog embeds AI agents directly on Oh My Cream's website.



Customers ask questions, get personalized answers based on real product data, and receive intelligent recommendations without ever leaving the page.

VERSO