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BUSINESS

# First robotic manicure system in NY opens inside Yonkers Ulta Beauty



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Beauty lovers in Westchester can now get a manicure from a robot.

10Beauty, a Boston-based robotics company, has opened its first New York location inside Ulta Beauty at 5160 Xavier Drive in Yonkers.

The machine gives customers the chance to receive an automated, full-service manicure while they shop. The Yonkers location is the company's fifth store overall after first launching in retail locations in December 2025.

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## How the robotic manicure works

The automated system performs five key steps of a manicure: polish removal, cuticle care, nail shaping, color application and a top coat with drying.

Using seven high-resolution cameras, the machine creates a 3D map of each customer's nails before guiding a robotic arm through the service with sub-millimeter precision.

Co-founder Alex Shashou said one of the machine's unique features is that it completes one hand at a time, rather than alternating between hands in traditional nail salons. This allows customers to keep one hand free throughout the appointment.

Appointments take about 42 minutes, and customers can choose from 14 polish shades. Each manicure uses a single-use pod containing the polish remover, cuticle care products, brushes, nail polish and topcoat. Every pod is used only once to provide a clean and hygienic experience.

Customers can also customize their manicure through the machine's touchscreen interface by selecting nail shapes, colors and other preferences. First-time customers pay $20 for a manicure, while returning customers pay $25.

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## Making manicures more convenient, with safety, innovation in mind

Customers can pre-book appointments or walk in for service. An Ulta Beauty spokesperson said 10Beauty staffs nail technicians onsite to guide guests through the process, including nail polish application, polish removal, nail filing and cuticle care.

The spokesperson said the retailer is excited to bring the 10Beauty experience to its Yonkers store, giving guests another way to discover beauty services while they shop.

"At Ulta Beauty, we're always looking for new ways to help guests discover what's next in beauty, whether that's a new product, brand or service. Introducing 10Beauty is another way we're expanding the experiences we offer in our stores and giving guests more choice in how they shop and experience beauty," the spokesperson said.

Shashou said the idea behind 10Beauty was to address common frustrations people face when getting traditional manicures, including inconsistent results.

"There's a lot of friction getting a manicure," he said. "If you work, how do you fit it into your day? You have to find an hour every week to do it. The manicure quality might be inconsistent."

He said the automated system is designed to deliver a consistent experience while also prioritizing safety.

"If I was sitting there in person, I'd tell people I'd be comfortable with my 5-year-old daughter using it," Shashou said.