

Robot manicures to AI-powered mirrors: Inside beauty salons new high-tech era #237402

By [Lollie Hancock](#) | Published: 16-Jul-2026



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As beauty professionals embrace technology-led launches and artificial intelligence (AI) integration within their services, discover how this new era of salons and clinics are embracing the advancing world around them



[Artificial intelligence \(AI\)](#)-led consultations, mirrors with built-in filters to try-before-you-buy, and [robot manicures](#) and massages are taking over the professional services side of the

beauty industry.

It is unsurprising given the evolving landscape these service-led businesses sit within, but the challenge comes as beauty salons and clinics look to integrate these advancements into their offering without taking away from what makes them unique in this technology-centered world: human touch.

"One misconception is that technology and traditional beauty services are competing with each other," explains Eve Oxberry, Head of Editorial for the Professional Beauty Group's professional-focused titles: *Professional Beauty*, *Hairdressers Journal International* and *Aesthetic Medicine*.

"In reality, they are increasingly working together.

"The beauty industry has always embraced innovation, whether that is new treatment devices, formulations or consultation methods.

"AI and automation are just the next chapter in that evolution."

Katherine Ledesma, founder of boutique marketing consultancy Atelier Skye, argues that the best salons and clinics will use technology to support "better consultations, education and personalisation, while allowing practitioners to spend more time doing what technology cannot – building trust, reading emotion and creating meaningful experiences.'

She adds: "Beauty has always been personal.

"Technology can enhance the experience, but expertise is still what earns a client's trust."

How the landscape has changed

Like the rest of the world, beauty services have had to keep up with change or risk getting left behind, especially as consumers seek out experiences more curated to their individual needs.

"One of the biggest changes has been the move from reactive beauty treatments to more personalised, data-driven experiences," explains Oxberry.

Beauty has always been personal



"Tools such as AI-powered skin analysis in beauty salons, scalp scanning in hair salons, advanced body composition technology in wellness spaces, and hormone testing in aesthetic clinics are helping beauty professionals understand clients in far greater detail than before."

Ledesma agrees, noting how technology is becoming part of the client journey rather than simply part of the treatment itself.

"It is also creating a much bigger opportunity for retail," says Ledesma.

"Better diagnostics and personalisation can lead to more relevant product recommendations, stronger client compliance and, ultimately, better long-term outcomes for both the client and the business."

From a business perspective, technology not only boosts a beauty salon or clinic's offering, but can also aid operations.



Samanta Cusick London's Liverpool Street location integrates AI to automate admin and elevate the client experience

"We are also seeing technology streamline the operational side of salons and clinics," shares Oxberry.

"AI is increasingly being used for appointment booking, tiered pricing structures, and marketing and business analytics, allowing salon teams to spend less time on admin."

How the beauty salon world will continue to evolve

As beauty salons and clinics continue to embrace technology, Oxberry predicts the treatment landscape is set to become increasingly personalised and predictive.

She explains: "We are likely to see more advanced diagnostic tools, increased integration between beauty and health, and more sophisticated treatment plans that adapt over time based on individual results."

Robot-led services are on the up and gaining a lot of attention, from new-age robot manicure services to in-room robot masseuses at luxury hotels.

Technology can enhance the experience, but expertise is still what earns a client's trust

While these treatments are targeted and claim to offer accuracy and consistency, technology does not act as an alternative for the human touch and personal interactions these treatments provide at a business.

"Those tools can absolutely enhance the client experience, but they should not replace the relationship between practitioner and client," says Ledesma.

"The human connection remains the differentiator"

Oxberry agrees that while technology's prevalence will continue to grow, the service worker is irreplaceable, so it needs to be a balance between the two.

"I do not think the future will be about gradually removing people from the equation because as technology becomes more prevalent in our daily lives, genuine human expertise and connection will become even more valuable," she says.

"People will increasingly look to spas and salons as a place of community and connection."

How technology and the human touch can work in harmony

So, how can beauty salons, spas and clinics keep up with the technological advances in the world around them without leaving their clinicians and therapists behind?

The answer comes in walking the fine line between a focus of technology versus a focus of human touch.

"Beauty and wellness treatments are rarely purely technical," explains Oxberry.

People will increasingly look to spas and salons as a place of community and connection

"A skilled professional is constantly assessing comfort levels, adapting pressure, responding to concerns and tailoring treatments in real time.

"There are also considerations around safety, regulation, liability and consumer trust.

"I think the future is more likely to be collaborative rather than fully automated, with technology supporting professionals rather than replacing them."

Outside of a traditional salon setting, placing these treatments in the right environment is key to their success, especially for robot-led services.



The Hoxton's Downtown LA location offers round-the-clock massage services through a robot masseuse

"These types of automated treatments work best in non-traditional beauty spaces like airports or shopping centres," explains Oxberry.

"Quick, convenient options will always have their place, but they are not going to replace a professional who can properly tailor a treatment to the needs of an individual.

"Automation works best for treatments that are repetitive and standardised, so we may see robotic technologies increasingly supporting services such as basic nail painting, hair washing and other aspects of beauty maintenance."

She also notes how the businesses most likely to succeed are those that "remain open to innovation, while staying focused on what most clients value: expertise, results and human connection".

Case study one: 10Beauty's robot manicure system



10Beauty, which offers a full-service, five-step manicure delivered by a robot system, is going from strength-to-strength as appetite for automated services grows.

The business [recently secured US\\$23.5m funding](#) as it looks to enter "its next phase of deployment".

The business was launched in response to a consumer desire for more flexible manicure services.

"There is a huge group of women who want manicures more often than they get them, but the barriers are the same ones that keep any beauty service inconsistent – hard to book, an extra stop in an already full day, and a result that varies depending on who is doing your nails that day," explains 10Beauty co-founder and Co-CEO, Alex Shashoua.

"We saw real demand for [consumers] getting a manicure [done] while getting [their] hair done, while shopping, after a workout, at a hotel, wherever the time actually exists in someone's day."

The business is set on differentiating itself from traditional salons, currently rolling out into retailers [Ulta Beauty](#) and Nordstrom stores across Illinois, Massachusetts and New York in the US, alongside selected salon locations.

Shashoua explains: "We see it as expanding the market.

"Right now, how many manicures a woman gets in a year is mostly determined by how much friction is in the way: scheduling, driving somewhere, waiting around.

"If we remove some of that friction, more people get manicures more often and that is more total demand for the category, not a smaller slice split differently."

Shashoua believes 10Beauty offers another income stream for salons, too.

"For a salon, this is revenue that does not require another chair or another stylist," she says.

"Think about a client getting colour and sitting for 30-to-45 minutes while it processes, or someone under a dryer after a blowout.

"Right now that time is dead.

"A manicure during that window is an extra service booked without additional labor cost and, for the client, it means leaving with two things done instead of one.

"That is the true upside: more revenue per visit, without requiring additional staffing."

Case study two: Hair stylist Sam Cusick's interactive mirrors



Hair stylist Samantha Cusick recently opened the doors to Samantha Cusick London in Liverpool Street – the salon group's technology-led third location in the UK capital.

The new location also uses technology to automate a lot of the admin side, freeing up the team to focus solely on the clients in their chairs.

"For the team, all of this takes admin weight off their shoulders and gives them more space to do what they are actually brilliant at," shares Cusick.

"A stylist's energy is finite – when the check-in process, consultation tools and in-salon communication are all working beautifully, they can pour everything into the craft."

Beyond staff support, a number of technologies set out to elevate the client experience.

"The technology in this space is something I am really proud of because it all has genuine purpose behind it, nothing is tech for the sake of tech," shares Cusick.

"The interactive mirrors are really exciting.

"Clients can explore colour inspiration and styling ideas in real time during their consultation, which completely changes the dynamic.

"It puts the client in the driving seat in a way that feels really empowering and it helps our team communicate more clearly and confidently about what's achievable.

"When you can actually show someone rather than just describe it, everything becomes so much easier.

"It closes the gap between expectation and reality in a way that is genuinely exciting."

While Cusick is delivering a masterclass in integrating technology into a salon's offering, she stays aware that it cannot fully take over.

"Technology is going to play an increasingly important role but only when it is used thoughtfully and with real purpose," she says.

"The interactive mirrors and immersive screens at Liverpool Street work because they genuinely enhance the experience rather than just being a gimmick.

"That is always going to be the test."

Case study three: The Hoxton Downtown's robot masseuse



Boutique hotel The Hoxton Downtown LA, in Los Angeles, US, has integrated a robot masseuse into its wider offering.

Aescape is an AI-powered massage therapist located in the hotel's second floor, offering 24/7 services to both in-house and outside guests.

A spokesperson from The Hoxton Downtown shared how: "The Hoxton is always looking for innovative ways to provide memorable experiences that push the envelope when it comes to travel.

"Sometimes a vacation means simply logging off and getting right to relaxation."

While a robot masseuse may initially raise eyebrows, the spokesperson says that "the reaction from guests has been fantastic and having it available 24/7 is a total game changer".

Looking ahead at other ways to integrate technology into the hotel's offering, the spokesperson shared: "While we appreciate the ultimate personalisation, for us, pushing innovation forward is about finding smart and fun tools that make life easier.

"We will continue exploring thoughtful partnerships and new ways to enhance the guest experience, always with that philosophy in mind."

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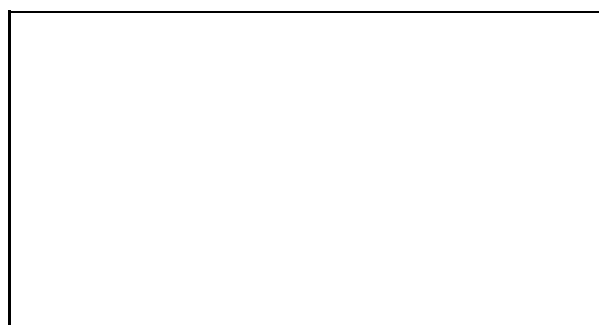
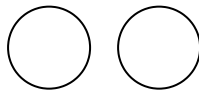
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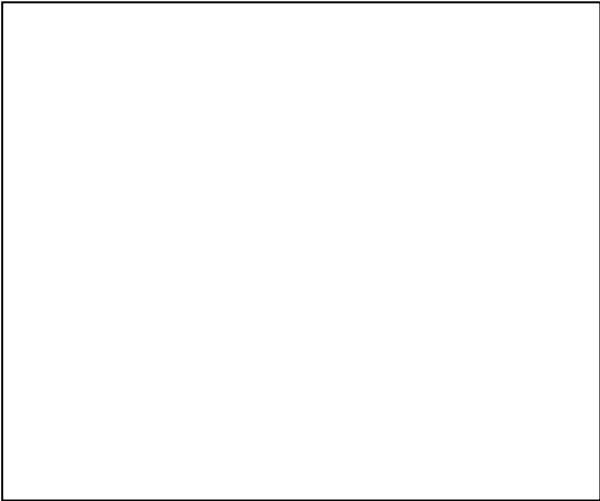
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