EVERYTHING YOU EVER WANTED TO KNOW ABOUT #SELFIES AND MORE

PERFECT | YouCam Makeup
Hi Beauties,

It’s no secret that selfies are taking over our lives and news feeds in a very major way. And after dodging at least a dozen selfie sticks on a recent trip to New York, it’s clear the selfie is showing no signs of slowing down.

Our mission at Perfect Corp., is to help users discover endless beauty and fashion inspiration and express themselves through the art of selfie-taking. When we first launched the YouCam brand in 2014, I never would have dreamed that in only two years’ time over 300 million people would be looking to us for exactly that. We are proud to be the number one interactive platform offering users the complete beauty journey, from selfie expression to makeup experimentation, and empowerment through social sharing.

Our team at YouCam Apps encourages selfie lovers to use this book as a resource for everything you ever wanted to know about selfies, and we hope it inspires you to take a few more yourself!

Enjoy #SELFIENATION,

Alice Chang
Alice Chang
Perfect Corp. Founder and CEO
WE ARE LIVING IN A SELFIE NATION

SINCE 2012, THE WORD “SELFIE” GREW IN POPULARITY MORE THAN 17,000%

93 million SELFIES ARE TAKEN EVERYDAY

#SELFIE HAS 304 million posts ON INSTAGRAM

36% OF PEOPLE USE FILTERS & APPS TO EDIT THEIR SELFIES

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
SELFIES ARE “THE MARKER OF A NEW TECHNICAL AGE OF SELF-PORTRAITS”

1839
First known selfie from American photographer Robert Cornelius

1920
The first group selfie taken by James Byron Clayton on a rooftop in NYC

1966
Buzz Aldrin takes the first selfie in space during the Gemini 12 mission

1969
A device that could be considered an extendable selfie stick appeared in the Czechoslovak film “I Killed Einstein, Gentlemen”

1981
Andy Warhol first experiments with self-portrait photographs using a Polaroid camera

2002
The first use of the word selfie in any paper or electronic medium appeared in an Australian Internet forum

2003
The Sony Ericsson Z1010 mobile phone introduced the concept of a front-facing camera

2004
The earliest recording of the hashtag #selfie first appears on Flickr accounts

2010
Apple unveils its first front-facing camera on the iPhone 4, arguably increasing the popularity of selfies

2011
Jennifer Lee was the first Instagram user to tag her photo #selfie

2014
Ellen DeGeneres’ Oscar selfie was the most re-tweeted tweet of the year

2014
The selfie stick was listed in Time magazine’s 25 best inventions of 2014

2015
Kim Kardashian releases a book of selfies titled Selfish

2015
Perfect Corp introduces the Instant Makeup selfie camera in the YouCam app.

2016
June 21 is deemed National Selfie Day in the U.S.

2013
Selfie named Oxford Dictionary’s word of the year

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
MORE THAN
16 billion
SELFIES TAKEN ON YOUCAM APPS SINCE LAUNCH

30 million
SELFIES TAKEN DAILY

800 million
MINUTES ON SELFIE CAM EVERY MONTH

OVER
140 million users
LOOK TO YOUCAM’S BEAUTY CIRCLE
SOCIAL PLATFORM TO DISCOVER
BEAUTY AND FASHION INSPIRATION

OVER 40% OF USERS SPEND
MORE THAN 5 MINUTES
PER SESSION PERFECTING THEIR SELFIE

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
TOP 5 BEAUTY APPLICATIONS ON YOUCAM MAKEUP IN THE U.S.

No. 1 LIPSTICK
No. 2 SKIN SMOOTHER
No. 3 FOUNDATION
No. 4 COLORED CONTACTS
No. 5 EYEBROWS

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
SELFIE LOVERS ARE LIPSTICK OBSESSED
A FEW FACTS ABOUT YOUCAM MAKEUP’S LIPSTICK LOVERS:

1.6 million
VIRTUAL LIPSTICK TRY-ONS DAILY

Matte Lipstick
WAS TRIED-ON 2 TIMES AS MUCH AS GLOSSY LIPSTICK

Most Popular
LIPSTICK TRY-ON TIMES:
SUNDAY FROM 7:00-9:00PM

RED LIP COLORS
DOMINATE ACROSS ALL U.S. CITIES

WOMEN ON THE WEST COAST APPLY NUDE SHADES 2X MORE THAN WOMEN ON THE EAST COAST

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
TOP SELFIE-TAKING LOCATIONS FROM AROUND THE WORLD

- Top of the Rock, New York
- Empire State Building, New York
- Sagrada Familia, Barcelona
- Colosseum, Rome
- Big Ben, London
- London Bridge, London
- Disney World, Florida
- Disneyland, Paris
- Eiffel Tower, Paris
- Burj Khalifa, Dubai
TOP 5 SELFIE-TAKING LOCATIONS IN THE USA
(YOUCAM’S USA SELFIE COUNT)

1. California
2. Texas
3. New York
4. Florida
5. Missouri

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
THE ART OF THE PERFECT SELFIE: YOUCAST’S BEST TIPS FOR TAKING THE PERFECT SHOT

1. **Work the angles.**
   Keep your chin down and your camera up, holding it just above face level to capture the most flattering shot.

2. **Find the light.**
   **Natural light is your friend.** Face directly into or away from the light to avoid dark shadows across your face.

3. **Strike a pose.**
   Hand on your hip, popped knee, crossed legs, or ever so slightly turning your head to the side. **Find the angle that works best for you and rock it.**

4. **Golden hour.**
   When you can, plan your selfie-taking during sunset to capture that golden, lit-from-within glow.

5. **Crop it.**
   Cropping is your friend and allows you to cut out just about anything that’s taking away from your perfect selfie. Learn to love it, and use it wisely.

6. **Filters and edits.**
   You’re beautiful all on your own, but it sure is fun experimenting with some extra lashes, a new lip shade, or new hair color to dial up your look and try something new.
YOU CAM’S FAVORITE SELFIE TOOLS

THESE GENIUS TOOLS MAKE IT easier than ever TO AMP UP YOUR SELFIE AND CAPTURE THE PERFECT SHOT

LUMEE CASE: LED lighting on both sides of this phone case provides a soft, beautiful light perfect for selfie-taking anytime, anywhere.

SMARTPHONE-FAN: Get ready for your model shot! The mini fan attaches to your phone and helps to create that supermodel windswept look for extra-sexy selfies.

SELFIE BRUSH: Don’t let a bad hair day get in the way of a good selfie. This compact-paddle-brush-meets-cell-phone case gives you the tools for a quick hair fix before selfie time.

PHOSEAT SMARTPHONE STAND: For extreme selfies, this flexible phone stand allows you to capture the perfect angle without all that stretching and twisting.

ANTI-GRAVITY CASE: Millions of teeny tiny suction cups help this case grip and hold onto any smooth flat surface. In other words, perfect hands-free selfies anywhere you want them.
SELFIE-TAKERS AREN’T ONE SIZE FITS ALL
YOU CAM HAS IDENTIFIED 12 DIFFERENT SELFIE PERSONALITIES
WHAT IS YOUR SELFIE PERSONA?

1. MY SQUAD
2. FUNNY FACE
3. FAMILY
4. PARTY GIRL
5. GEN Z
6. GIRL POWER
7. ANIMAL LOVER
8. FOREVER YOUNG
9. FLIRTY
10. VACATIONER
11. DARE DEVIL
12. ROMANTIC
MY SQUAD: STRENGTH IN NUMBERS

Your Instagram feed reads more like a cheerleading roster, with big smiles and all your besties by your side. When you snap a selfie you make sure you get the whole squad. Taylor would be proud!

20% of photos taken in groups
(That’s 4 Times More than the average person)

8X more likely to have 3 or more people in photos

4X as many photos as the average user

YOUR BEAUTY GO-TO
Fanned lashes and bold brows that make your eyes the focus

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
2 FUNNY FACE: LIFE IS BETTER WHEN YOU’RE LAUGHING

You don’t take yourself too seriously and will sacrifice just about anything for a good laugh, including the perfect photobomb or fun filter whenever the opportunity presents itself.

3X MORE LIKELY TO EXPERIMENT WITH FACE FILTERS

SPENDS MORE THAN 36 seconds PERFECTING THEIR SELFIE FOR A GOOD LAUGH

YOUR BEAUTY GO-TO
A BRIGHT PLAYFUL PINK LIP

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
Every occasion is a frameable one when you’re with your nearest and dearest. It’s not a photo-op if the whole family isn’t in the frame, so grab your selfie stick and get ready for some serious togetherness.

SNAPS 3X MORE PHOTOS TO GET THE WHOLE FAMILY IN THE FRAME

FAMILIES CAN never agree WHICH MEANS YOU’RE EDITING MULTIPLE PHOTOS TO KEEP EVERYONE HAPPY (APPROXIMATELY 2 PHOTOS EDITED PER SESSION)

YOUR BEAUTY GO-TO TESTING A RAINBOW OF NEW LIP COLORS WITH THE MOST BRUTALLY HONEST GROUP

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
YOU’VE pampered and primped for a night out and you better have a dozen glammed selfies to prove it. Extra flared lashes, ultra-glossy lips, and selfies from the DJ booth make for one memorable night out.

PARTY GIRL: LIFE’S A PARTY

Party time
KICKS OFF WITH A SELFIE
PEAK SELFIE TIME: SATURDAY 7-9PM

A PARTY GIRL DOESN’T LIMIT HER FUN TO THE WEEKENDS
SHE TAKES MORE SELFIES ON WEDNESDAY NIGHT THAN THE AVERAGE USER

YOUR BEAUTY GO-TO
A DARK MOODY LIP, LIKE BLACK OR PLUM, MAKES A BOLD STATEMENT

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
GEN Z: SELECTIVE SELFIE-SHARERS

You won’t just change the world, but the selfie game, too. Your tech savvy can-do attitude and pop-culture prowess drives all aspects of your meaningful existence. The world looks to you to lead the selfie revolution.

70% OF GEN Z’ERS TAKE SELFIES
HOWEVER, THEY’RE MORE CONSCIOUS ABOUT SHARING AS COMPARED TO MILLENNIALS

GEN Z’ERS SHARES
40% FEWER SELFIES AS COMPARED TO MILLENNIALS

YOUR BEAUTY GO-TO
A POWERFUL CLASSIC RED LIP

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
GIRL POWER: EVERYONE LIKES SUPergirl Selfies

Fitness is a focus. You’re not afraid to set lofty goals for yourself because you know with your mindset you can accomplish anything. Encourage, inspire, motivate and take the perfect selfie to celebrate your latest victories, no matter how big or small.

Most Encouraging
SELFIE-TAKERS OF THE BUNCH

4X MORE LIKELY TO POST INSPIRING PHOTOS THAN THE AVERAGE USER
THE MAJORITY OF THESE SELFIE-TAKERS (87%) RECEIVE MORE LIKES ON THEIR FITNESS POSTS

YOUR BEAUTY GO-TO
A SMOOTH BASE AND FRESH FACE

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
Who can resist that adorable snuggly face trying to lick your phone while you selfie? Get ready to cuddle and share the spotlight because your social feed can’t get enough of your four-legged friend.

ANIMAL LOVER: CUTENESS OVERLOAD

Furry Friends
NEVER WANT TO BE LEFT OUT

10%
HAVE TRIED TO PUT MAKEUP OR FUN FILTERS ON THEIR PET

YOUR BEAUTY GO-TO
A CLEAN, POLISHED BASE.
THANK YOU, FOUNDATION

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
FOREVER YOUNG: AGE IS JUST A NUMBER

You may only be young once, but you can selfie forever. And they get even better with age. Plus let’s face it, technology is awesome and you’re in on the fun.

FAVORS THE
SKIN SMOOTHER FILTER
MORE THAN ANY OTHER PERSONA (BECAUSE, DUH)

TRIES TO ERASE THE YEARS WITH
3X MORE
SELFIE ENHANCEMENTS, NO BOTOX NEEDED

YOUR BEAUTY GO-TO
OMBRE LIP BECAUSE YOU’RE NEVER TOO OLD TO STAY ON TREND

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
**FLIRTY: PUT YOUR BEST FACE FORWARD**

The world is your dating playground, and you’ve taken it by storm. Get ready for your close-up, because what’s a dating profile without a bombshell selfie to get the right swipe.

**SPENDS EXTRA TIME PERFECTING SELFIES, MAKING 2X MORE ENHANCEMENTS THAN THE AVERAGE USER**

*Single ladies make 4X MORE EDITS TO THEIR PHOTOS THAN WOMEN IN RELATIONSHIPS*

**YOUR BEAUTY GO-TO**

A FEMININE PINK LIP AND LENGTHENED LASHES FOR EXTRA FLIRTY FLUTTER

---

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
Those who wander are not lost because they have a flipbook of selfies to recount their footsteps all over the world. Travel to places unknown and share your selfies from around the globe.

**VACATIONER: LIFE’S A BEACH**

TAKES ALMOST AS MANY PICTURES OF HERSELF, AS OF THE *breathtaking view*

MAKES THE LEAST AMOUNT OF SELFIE EDITS, BECAUSE THE DESTINATION SPEAKS FOR ITSELF. #NOFILTER

**YOUR BEAUTY GO-TO**

KEEP IT SIMPLE WITH A PALE PINK LIP AND FRESH FACE

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
Swimming with sharks, jumping out of airplanes, hiking Machu Picchu: It obviously doesn’t count unless you have the selfie to prove it. Grab your selfie stick and shock the world with your adventures!

IT’S ALL ABOUT CAPTURING THAT MOMENT ON VIDEO.

DAREDEVILS TAKE 3X AS MANY VIDEOS AS AVERAGE USERS

YOUR BEAUTY GO-TO
A NEUTRAL NUDE LIP TO BALANCE YOUR DARING PERSONALITY

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
ROMANTIC: PURE, UNEDITED LOVE
You’re the kiss and tell couple who’s not afraid to show off with some PDA. Romantic lighting, candlelight, a rose—you know all the tricks for snapping the sweetest selfie of your life!

Romantic personas
LOVE THEIR SIGNIFICANT OTHER JUST THE WAY THEY ARE
YOU PREFER NATURAL, UNEDITED PHOTOS
(AVERAGE USERS MAKE 2X MORE EDITS THAN ROMANTIC SELFIE TAKERS)

DATE NIGHT:
MOST ROMANTIC SELFIES ARE TAKEN ON Sunday

YOUR BEAUTY GO-TO
A DELICATE PINK LIP AND VOLUMINOUS LASHES FOR A GLAM DATE NIGHT LOOK WITH BOO

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.
OUR STORY

PERFECT CORP is the creator of a suite of mobile applications dedicated to pushing the frontiers of technology to create a unique selfie experience and complete beauty journey for millions of beauty lovers daily.

BeautyCircle A growing social platform delivering endless beauty and fashion inspiration, transforming how consumers, content creators and beauty brands interact together.

YouCam Makeup The world’s most downloaded beauty app that allows users to virtually try-on makeup, instantly purchase products, and share selfies from their mobile device.

YouCam Perfect The ultimate photo-editing app that gives users endless features, filters, and frames to perfect every last detail.

YouCam Nails A digital nail art experience that allows users to instantly create custom virtual manicures directly from their phones.

YouCam Fun Perfect Corp’s newest app features a collection of animated fun filters providing endless selfie entertainment.

YOU CAM. EMPOWERING YOUR BEAUTY JOURNEY.
DISCOVER. TRY. SHARE. BUY.
BUT FIRST
LET ME TAKE A
SELFIE

FOR QUESTIONS OR ADDITIONAL SELFIE DATA PLEASE CONTACT PRESS@PERFECTCORP.COM

YOUCAM APPS ARE AVAILABLE FOR FREE DOWNLOAD AT AND AT PERFECTCORP.COM

All data is sourced from the YouCam Apps database and a panel of Beauty Circle users.