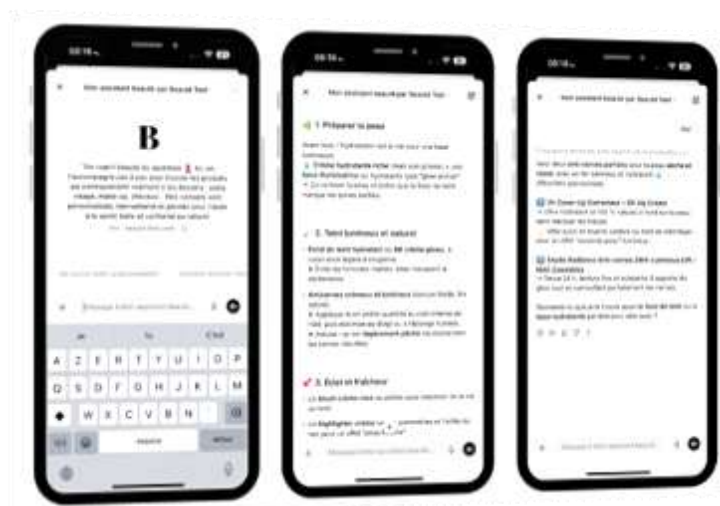


Beauté test

Communiqué de presse – 05/11/2025

BEAUTÉ TEST LAUNCHES BEAUTY AI VISIBILITY ITS NEW REFERENCING OFFER IN ARTIFICIAL INTELLIGENCE ENVIRONMENTS



Beauté Test, the Reworld Media group's benchmark website for the beauty sector for more than 20 years, today announces the launch of Beauty AI Visibility, a groundbreaking solution designed to boost brand visibility in LLMs (Large Language Models).

AI, the new beauty reflex for consumers

Beauty habits are changing rapidly and profoundly: no longer satisfied with search engines and influencers, consumers are now **turning to AI** in order to obtain tailored recommendations.

Beauté Test now deploys a complete conversational ecosystem that pervades each stage of the dialogue between user and AI:

- **In ChatGPT** via the Beauty Test Assistant, a beauty prescriber and marketing insights engine;
- **On the Beauté Test website** via a conversational AI integrated into the articles;
- **In LLM environments** (ChatGPT, Google AI Overview, Perplexity, etc.) thanks to content production optimised for visibility and citation by AIs.

Some key figures* to illustrate this sea change:

- **75%** of consumers already consult AI for beauty advice.
- **20-30%** of beauty prompts will be generated via LLMs by 2026.
- Around **27.5%** of French consumers have already used an AI for skincare recommendations.

This trend is particularly ingrained among younger consumers: **59.7% of 18-24 year olds** want to follow beauty trends and compare prices via an AI shopping assistant, while **around one third (32.4%)** have already discovered a product online before asking an AI for a cheaper alternative.

Beauty AI Visibility: a new visibility enhancer for beauty brands

In this new conversational context, visibility in AI environments is becoming a **major strategic necessity**.

A pioneer in beauty recommendation, the media brand is supporting this trend with the launch of **Beauty AI Visibility** — a comprehensive solution to help brands **optimise their indexing and presence in the responses generated by AI models** (ChatGPT, Perplexity, Google AI Overview, etc.).



Beauty AI Visibility stands on four complementary pillars:

1. **AI visibility audit** – mapping brand presence and positioning in the responses generated by LLMs;
2. **Content creation & optimisation** – producing content with high editorial value: articles, expert interviews, tests, routines and FAQs designed to be interpreted, contextualised and cited by AIs;
3. **Multi-channel amplification** – deploying and enhancing this content across the **Reworld Media group beauty ecosystem**: Beauté Test, Biba, Grazia, AUFEMININ, Top Santé, and more... a powerful editorial network recognised by AI as a **source of authority and reliability**.
4. **Continuous measurement & optimisation** – tracking AI signals, analysing performance and adjusting strategies to ensure permanent visibility.

Beauté Test, the No. 1 AI beauty source in France

Boasting over **140,000 indexed products**, **8,200 brands** present and **2.7 million consumer reviews**, Beauté Test is **France's leading beauty database**, now exploited by AI algorithms as a **reliable, structured and legitimate source**.

Beauté Test is taking a further step forward in its role as a bridge between brands and consumers by making products **visible, contextualised and recommended** in the conversations generated by AI.

Beauty AI Visibility is part of Reworld MediaConnect's innovation strategy, turning the conversation into a new space for connecting brands and audiences.

The goal: to go beyond the mere dissemination of content to become a **central player in these new interactions** between consumers, media and artificial intelligence.



“Beauté Test has established itself as a reliable and recognised source thanks to the richness of its database and the authenticity of its community opinions. With Beauty AI Visibility, we’re going one step further by supporting brand referencement in AI environments. This offer is a key component of our strategy of giving brands a head start in a rapidly changing market.”

Marion Collombat, Data Director & Beauté Test Editor.

Follow Beauté Test



Source :

* Study September 2025 – « Klarna lève le voile sur les nouveaux rituels d’achat des Françaises »

About Beauté Test - <https://www.beaute-test.com/>

Beauté Test is the leading beauty recommendation website in France. With over two decades of experience, the site has built a unique database featuring thousands of brands, products, and millions of consumer reviews. Its highly engaged community and the reliability of its content make Beauté Test a trusted reference for both consumers and industry professionals.

About Reworld MediaConnect - <https://www.reworldmediaconnect.com/>

Reworld MediaConnect is the advertising sales house of the Reworld Media Group, the leading media brand platform in France (No.1 consumer-focused thematic publisher and the 3rd largest thematic digital media group*). Reworld MediaConnect markets more than 80 media brands within the group, organized across 12 thematic verticals: Health & Wellness, Women & Parenting, Food, Gen Z & Next Gen, Automotive, Science & Culture, Entertainment, Tech & Gaming, Sports, Nature, Home, and Lifestyle. Reworld Media Group's publications reach 36 million** people in France every month—2 out of every 3 French citizens. The group's digital editorial offering reaches 32 million* unique visitors. Beyond media, Reworld MediaConnect leverages the group's marketing services expertise, including insights, content production, influencer marketing, events, and performance marketing with Tradedoubler. The deployment of print media brands across digital and social platforms, the combination of content and technology, the mix of media and non-media, and the synergy between branding and performance are key strengths that enable Reworld MediaConnect to address all brand challenges, deliver innovative solutions, and ensure the success of communication campaigns with measurable effectiveness and controlled costs.

*Mediamétrie//NetRatings - Internet Global May 2025 **ACPM - OneNext Global 2025 H1 Brand 30J

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