# ChatGPT’s rise as a beauty consultant sparks debate over bias and authenticity



Since its inception in 2022, ChatGPT has evolved beyond merely assisting with mundane tasks like email composition and meal planning; it has now entered the realm of beauty consultancy. Users are increasingly turning to the bot for brutally honest feedback on their appearance, with many reporting positive experiences and tangible results. This shift reflects a broader trend in which artificial intelligence is being harnessed as an unconventional beauty coach, as detailed in recent media coverage.

As individuals share screenshooted interactions on social media, it becomes evident that the AI's assessments can cover a wide spectrum—from detailed skincare regimens to recommendations for cosmetic enhancements, including Botox. For instance, Michaela Lassig, a bride-to-be, sought out ChatGPT’s advice to curate a skin-care plan within a strict $2,500 budget. The bot not only provided a tailored list but also accurately suggested the number of Botox units her practitioner might recommend.

The emerging role of AI in personal beauty advice has garnered mixed reactions from industry experts. Beauty critic Jessica DeFino expressed her approval of this trend, arguing that AI can deliver the objectivity that human feedback often lacks. Speaking about the potential biases involved, she noted, “If we’re trying to optimize ourselves as beautiful objects, we can’t consider the input of a human who is, say, in love with us.” This encapsulates the appeal of consulting a non-human entity, which, theoretically, can offer unfiltered perspectives.

However, this advantage comes with caveats. Critics caution that AI systems like ChatGPT are trained on extensive datasets that may perpetuate existing biases, particularly regarding beauty standards. Research has indicated that platforms generating visual content, including AI models like MidJourney and DALL-E, overwhelmingly depict women in narrow, often unrealistic categories—typically white and slender. This phenomenon raises questions about the authenticity of AI-generated beauty advice, prompting experts to highlight the risk of “automating the male gaze.”

Moreover, while the allure of AI-driven recommendations continues to grow, consumers should remain vigilant about the commercial motivations that may underpin these suggestions. As companies integrate product placements into their AI’s recommendations, users could unwittingly be steered toward specific brands or products for profit rather than genuine benefit. The caution shared by Emily Bender, a computational linguist, emphasises this point: “We’re automating the male gaze,” she stated, reinforcing concerns around the underlying biases in AI algorithms.

This tension between the desire for honest feedback and the potential dangers of bias is echoed in user experiences. Haley Andrews, a 31-year-old enthusiast of AI beauty consultations, encapsulated the sentiment by stating, “I told it, ‘Speak like an older sister who tells the truth because she loves you and wants the absolute best for you, even though it’s a little harsh.'” This illustrates both the personal nature and the emotional stakes involved in seeking artificial advice on beauty.

As various applications and models emerge—ranging from StyleGPT to dedicated skincare assistants—users are presented with an array of AI tools, each offering unique features tailored to individual needs. These platforms not only evaluate appearance based on submitted photos but also provide personalized beauty routines and product recommendations. However, as this technology continues to evolve, the challenge remains to ensure that beauty advice generated by AI is both responsible and reflective of diverse beauty standards.

In a world rapidly embracing AI for beauty consultancy, the pursuit of an external validation—especially one rooted in algorithms and data—poses significant questions about authenticity, representation, and the human experience of beauty. The way forward must tread carefully, balancing the benefits of innovation with a critical awareness of the societal impacts these digital tools can engender.

## Reference Map:

* Paragraph 1 – [[1]](https://nypost.com/2025/05/26/lifestyle/if-youre-not-sure-whether-youre-hot-ask-chatgpt/), [[2]](https://www.washingtonpost.com/technology/interactive/2024/ai-bias-beautiful-women-ugly-images/)
* Paragraph 2 – [[1]](https://nypost.com/2025/05/26/lifestyle/if-youre-not-sure-whether-youre-hot-ask-chatgpt/), [[5]](https://chatbene.com/appearance-analyst/), [[6]](https://chatgpt.com/g/g-bjx5nnkGL-skincare-beauty-ai-face-body-photo-analysis)
* Paragraph 3 – [[3]](https://stylegpt.styleverse.io/), [[4]](https://chatgpt.com/g/g-Tvq4B2tas-ai-beauty-assistant-skincare-expert-care-advisor), [[6]](https://chatgpt.com/g/g-bjx5nnkGL-skincare-beauty-ai-face-body-photo-analysis)
* Paragraph 4 – [[2]](https://www.washingtonpost.com/technology/interactive/2024/ai-bias-beautiful-women-ugly-images/), [[5]](https://chatbene.com/appearance-analyst/)
* Paragraph 5 – [[1]](https://nypost.com/2025/05/26/lifestyle/if-youre-not-sure-whether-youre-hot-ask-chatgpt/), [[6]](https://chatgpt.com/g/g-bjx5nnkGL-skincare-beauty-ai-face-body-photo-analysis)

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## Bibliography

1. <https://nypost.com/2025/05/26/lifestyle/if-youre-not-sure-whether-youre-hot-ask-chatgpt/> - Please view link - unable to able to access data
2. <https://www.washingtonpost.com/technology/interactive/2024/ai-bias-beautiful-women-ugly-images/> - An investigation by The Washington Post into AI-generated images reveals that models like MidJourney, DALL-E, and Stable Diffusion predominantly produce images of women that are white and thin. The study analysed hundreds of images generated by these AI tools across various prompts related to female appearance, highlighting the biases present in AI-generated content. The findings underscore the need for awareness and correction of such biases in AI systems to ensure more inclusive and representative outputs.
3. <https://stylegpt.styleverse.io/> - StyleGPT is an AI-powered beauty assistant that offers personalized beauty advice tailored to individual skin types, preferences, and lifestyles. It provides guidance on skincare routines, makeup tutorials, and style inspiration, adapting to users' needs for customized recommendations. Additionally, StyleGPT serves as a personal shopping assistant, suggesting products that align with users' tastes, and offers health and wellness advice to promote a balanced lifestyle. The platform is accessible through its website, offering both free and subscription-based services.
4. <https://chatgpt.com/g/g-Tvq4B2tas-ai-beauty-assistant-skincare-expert-care-advisor> - This AI Beauty Assistant, developed by Aleksei, specializes in skincare and makeup advice, providing personalized recommendations based on users' preferences, skin types, and beauty goals. Users can upload photos of their face or body to receive instant skin insights, expert skincare tips, beauty routines, and product suggestions. The assistant aims to enhance users' appearance by offering tailored advice and is accessible through the ChatGPT platform, requiring sign-up or login to interact.
5. <https://chatbene.com/appearance-analyst/> - The Appearance Analyst, powered by ChatGPT, is an innovative tool that evaluates users' appearances and provides personalized tips and advice. Developed by beauty specialist @nilaygofficial, this custom GPT model rates facial features and overall appearance on a scale of 1 to 10. Users can submit their photos to receive detailed ratings and tailored recommendations, considering factors like facial symmetry, skin condition, and grooming. The tool offers a unique and convenient way to gain beauty insights and is accessible through the ChatGPT platform.
6. <https://chatgpt.com/g/g-bjx5nnkGL-skincare-beauty-ai-face-body-photo-analysis> - This AI-powered skincare and beauty assistant, developed by Linkify.ai, allows users to upload photos of their face or body to receive instant skin insights. It offers expert skincare tips, personalized care advice, beauty routines, and product recommendations tailored to individual needs. The assistant aims to enhance users' appearance by providing science-based advice and is accessible through the ChatGPT platform, requiring sign-up or login to interact.
7. <https://goodaitools.com/ai/chatgpt-faceanalyzer> - FaceAnalyzer is a web tool that analyzes users' facial features through selfies and provides styling recommendations based on the analysis. Aimed at enhancing users' confidence, it offers detailed insights into facial structures and suggests hairstyles, makeup techniques, and fashion choices. The platform features various pricing plans, including a basic plan for essential analysis and a premium plan with extensive features and personalized styling tips. FaceAnalyzer is accessible via its website and requires sign-up to use.