

Facetune maker launches new app that brings facial retouching to video

July 29 2020, by Dalvin Brown, Usa Today

The makers of the photo editing app Facetune have launched a new version that's focused solely on retouching faces in videos.

Facetune's parent company Lightricks launched the standalone Facetune Video app on Tuesday and it primarily helps you beautify portrait-style footage to share on your Instagram Story or Snapchat.

The app includes tools that let you digitally adjust your [facial features](#) so you can make your eyes wider or lips fuller on a single frame, and AI applies the edits to a moving [video](#).

It works similarly to the regular Facetune photo app. Just upload a video from your camera roll, and reshape your eyes, eyebrows, nose or facial structure to your liking using a built-in slider. Slide left to make features smaller or thinner, slide right to spread them out.

You can also dust the brightness of the video, add filters or smooth out your complexion. Save a copy to your smartphone and you can upload it directly to [social media platforms](#).

It's a new frontier for mobile retouching apps, which traditionally only allow you to enhance your face on still photos. Meanwhile, apps like Snapchat come with baked-in video filters that are mostly for fun and noticeably airbrushed and unrealistic.

The new app comes at a time when people are spending more time

editing their posts for [social media](#).

Since the start of the pandemic, Lightricks has reported an 11% increase in downloads, as well as a 16% spike in daily usage. People have increasingly used photo editing apps to touch up their hair and skin since many hair and beauty salons temporarily closed to curb the spread of the coronavirus.

FaceTune Video is free on iOS and it's coming to Google Play soon. There are, however, in-app upgrades which start at \$7.99 for one month or you can pay \$23.99 for a year-long subscription. The company also offers a \$69.99 top-tier version for lifetime access.

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