



“Color is a critical factor when selecting cosmetics and skin tone products. In fact, 78% of women say they would change their foundation if they could find a better color match. CAPSURE Cosmetic delivers that perfect match.”*

—Matthew Abdy MARKET MANAGER, X-RITE, INC

▲ PICTURED: Fast, easy measurement of skin tone delivers instant recommendations for the best possible foundation match.

CAPSURE™ Cosmetic

Portable Spectrophotometer



Overview

CAPSURE Cosmetic is a convenient handheld instrument that measures skin tone for a perfect match and recommends corresponding cosmetics products for consumers. It captures an accurate color image of the skin, providing the perfect foundation color match in just three clicks! It's as easy as evaluate, measure and recommend. Simply measure three areas of your client's face, and CAPSURE Cosmetic will automatically display the best shade match in your product portfolio as well as close match shade options.

Key Benefits

Putting X-Rite CAPSURE Cosmetic into the hands of your beauty consultants simplifies the makeup selection process and gives you instant sales leverage. Consultants will eliminate less accurate selection by eye, reduce trial and error and gain the confidence to recommend the perfect foundation match and complementary color palette. You'll gain increased sales, reduce returns and solidify brand loyalty through a unique and personalized customer experience. And we'll take care of you with exceptional support.

- **Fast, Accurate and Easy to Use.** It's intuitive, operable with minimal training, and includes an onboard tutorial. You can even preview the sample area before measuring.
- **Portable, Convenient.** It goes wherever you need it; it's lightweight and powered with a USB rechargeable battery, or select the Bluetooth option.
- **Saves Data, Saves Time.** Our lab works with you to create a complete, customized database of your color collections. CAPSURE Cosmetic stores your complete collection and features a built-in microphone to create an audio record if desired.
- **Enhances Cross Sell Opportunity.** Quickly identify complementary color palettes for other cosmetics products for a larger sale and a happier customer.

For more information regarding this product, visit www.xrite.com/capsure-cosmetic

*Survey was conducted by X-Rite.



- ① X-Rite cosmetics experts help develop product databases
- ② Color palettes can be defined for eye, lip, and foundation color
- ③ Empower your beauty consultants with technology

Recommended Solutions

CAPSUREme

CAPSUREme is a unique solution from X-Rite for determining the perfect foundation match, extending your reach into the consumer's home or office using custom printed cards and a smartphone. Take this technology to the end user in an affordable, easy-to-use manner that extends your reach even further and creates even more customer loyalty. It even encourages online purchasing of cosmetics with the confidence that color will meet expectations.

Color Mapping Service

A color evaluation service that maps your products among real known skin tones, identifying gaps and setting parameters for new and existing color collections. Mapping your products to a regionally-developed grid allows you to identify color gaps and recognize opportunities in your specific market. It also provides data that supports both sales and development efforts. Color mapping multiple cosmetics collections supports color palette develop and serves as a catalyst for unique sales and marketing strategies.

Service Support & Warranty

Drawing on our extensive color expertise, X-Rite offers the right level of services on-site, online or on the phone, to support and nurture your business. For additional protection beyond the one-year warranty, take advantage of our extended warranty program. With global full service contracts, you can ensure your devices are well maintained through X-Rite's Annual Five Point Checkup, uniquely developed to keep devices performing to original specifications. With twelve global service centers, we make it easy to reach us. For more information about extended support options, visit www.xrite.com/extended-warranties-services

Specifications

Measurement Geometry	45°/0° Image Capture
Illumination Spot Size	9mm
Measurement Cycle Time	1.8 Seconds
Measurement Spot	8mm
Software Development Kit	Bluetooth iOS, Android and Windows
Battery	Lithium ion
Calibration	Integrated white calibration slider

Full list of specifications available at www.xrite.com/capsure-cosmetic