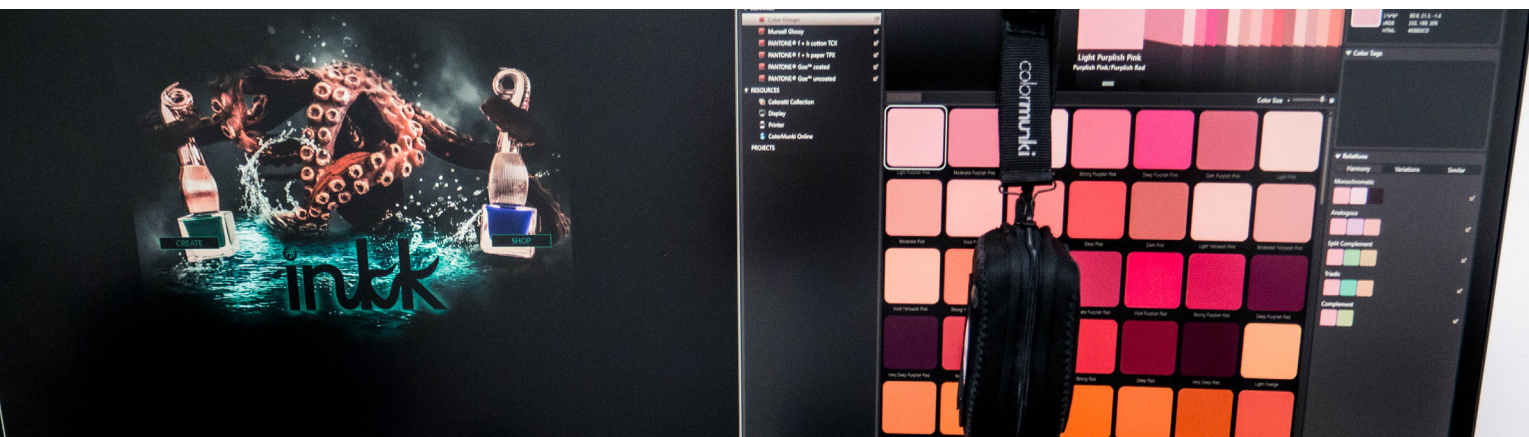# Nail Polish Color As You Imagined It!

The Situation

Ashley Morgan had an idea —to not allow a corporation to choose nail polish colors for us, but rather, allow women to create their own custom colors, colors that are meaningful to them, in a high quality polish. Perhaps they want to match their favorite outfit or bridesmaid dresses. Or perhaps they just want something unusual for a special event. She set about finding a way to make it happen. "I noticed how Home Depot used color measurement instruments and software to mix custom paint colors," she said, "and I thought there might be a similar solution for me."

"I'M SURE I COULD HAVE FOUND LESS EXPENSIVE OPTIONS; BUT THESE TOOLS ARE THE CORE OF MY BUSINESS, AND THERE WAS NO POINT IN TRYING TO CUT CORNERS. I WANTED TO PARTNER WITH THE BEST IN THE INDUSTRY SO I COULD OFFER MY CUSTOMERS THE BEST POSSIBLE SOLUTIONS." ASHLEY MORGAN, INKK

Color Formulation

With her X-Rite solution in place, Morgan can create custom nail polish colors in quantities as small as one bottle in a few minutes, often shipping product same day.

The Solution

Based on her research, Morgan determined that X-Rite was the most reliable choice. She opted for a Ci64 handheld spectrophotometer and Color iMatch formulation software to both develop her own library of colors and to formulate the colors her customers specified. She also added a ColorMunki Design for profiling and calibrating her monitor and printer.

Superior Training

"This has been a learning experience for me. The personal color training that X-Rite provided me was absolutely invaluable in getting my business launched."

"Based on what I learned in my training, I was able to formulate my own custom color catalog instead of depending on pre-existing paint catalogs."

Results

In July 2016, Morgan launched her brand Inkk at **www.yourinkk.com**, enabling a customer to use a color spectrum, upload a preexisting photo or use her Android or iOS app to take photos as the basis for creating custom nail polish colors. In most cases, Color iMatch allows her to formulate an accurate color recipe with only minor adjustments.