



## The Color of Success

The health and beauty industry presents both challenges and opportunities. Color continues to play a significant role. X-Rite offers you the expertise and technology to make the most of your color opportunities...right from the start.

For more information, visit [xrite.com](http://xrite.com).

### X-RITE WORLD HEADQUARTERS

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## Creating beautiful first impressions.

Solutions for health and beauty color management





## The changing face of a growing industry

The health and beauty industry is constantly changing. New markets — South America, China, the Middles East. New products — cosmeceuticals, nutraceuticals, anti-aging formulas. New ingredients — organics, special effects. New formulating and production techniques— nanoencapsulation, software-driven costing. New packaging — green materials, color fade effects, bioplastics.

And with it all, new opportunities.

Color is at the center of health and beauty opportunity, now more than ever. From perfecting a look, introducing a new line, or developing packaging that catches customer eyes, color must be precise, repeatable, and measurable. Companies that can provide this assurance will realize their opportunities sooner and make lasting impressions with their customers.

X-Rite has the technology, experience, and global presence to effectively monitor color at all stages of production. For half a century we have been at the forefront of color measurement innovation and continue to introduce solutions that enhance color performance while simplifying color analysis and correction.

The X-Rite family of products has earned a reputation for ease of use, reliability, and durability that makes it a preferred choice for companies anywhere in the world.

*Euromonitor predicts the beauty market will, reach global sales of more than \$337 billion by 2012.*

*Global Cosmetic Industry magazine*



## Perfecting your color

A look at some of the major trends in health and beauty shows where and how color can make a difference in the appeal and sale of products. How color is used and measured is essential to perfecting each product. Consider the following:

### Product Development

*Sampling/Testing.* Color is an integral part of product development. Will blended ingredients be able to produce a desired color? Will our current process be able to consistently reproduce this color? A reliable color measurement program optimizes research and development.

### Formulation and Process

*Ingredients/dyes.* From organics to specialized multi-component ingredients, materials innovation continues to drive development. From incoming materials from varying sources to ensuring sample and batch consistency, accurate color measurement shortens process time and saves material.

*Formulation harmony:* In-plant formulation technology requires non-contact batch analysis to ensure color integrity. Automated In-line color analysis systems ensure objective measurement and process continuity.

*Product color control.* Products may often be produced at different plants, or even by different suppliers, before becoming part of your supply chain. A precise color program avoids mismatched colors and costly mistakes. and protects product image.

*Color harmony:* As ingredients are integrated with other formulas and special effects, repeatable color formulation and precise process QA are critical to producing consistent, and consistently appealing, products.

### Packaging

*Design and development:* Determining whether, and how, materials will be used or integrated with each other demands a color measurement system that provides for consistent reproduction throughout the process.

*New materials.* The evolving range of innovative plastics requires new methods of evaluating, measuring, and communicating color to ensure process quality and eliminate waste.

*Complex shapes.* Designers and manufacturers need ways to ensure that color remains stable within each design as well as matches with complementary parts and components.

*Point-of-Sale.* These materials are often processed elsewhere. A program using a consistent standard and measurement system is essential to creating support materials that enhance product displays.