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.

Creating beautiful first impressions.

Solutions for health and beauty color management
The health and beauty industry is constantly changing. New markets — South America, China, the Middle 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