



The **Color** Of Beauty

X-Rite CAPSURE™ Cosmetic

The Portable Color Matching Solution for the Cosmetics Industry

Everyone wants to look good. Self-image has never been more important, nor more profitable. And, cosmetic manufacturers and retailers are continually challenged to meet consumer demands for new and exciting products. Consumers are not only looking for product value, but a positive experience as well.

We all know color is a critical factor when selecting cosmetics and skin tone products. In fact, a recent study showed that 78% of women say they would change their foundation if they could find a better color match.

We can help. CAPSURE Cosmetic delivers that perfect match with its award winning color technology for reading skin color and recommending matching cosmetic products.

Technology That Changes the Face Of Color Measurement

Even though human skin is translucent, multilayered, and not homogenous, CAPSURE's unique tri-directional illumination technology captures an accurate color image of the skin, independent of the local lighting conditions, and also takes into account the affect of the skin's texture and structure.

This ability to identify color subtleties in a variety of skin tones is a one-of-a-kind advantage. All this in a small hand-held device that can download, store, and retrieve color information in an instant.

CAPSURE's versatility creates opportunities throughout your cosmetics business. It can solidify brand loyalty, introduce new products, and drive sales of complementary products.





CAPSURE Cosmetic is as easy as evaluate, measure and recommend.



CAPSURE Cosmetic provides the perfect match and the next closest shade options.

A Foundation You Can Build On

Putting X-Rite CAPSURE into the hands of your beauty consultants simplifies the selection process and gives you immediate sales leverage. Having a strong color knowledge base enhances credibility and customer relationships. 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.

And your business will gain immediate benefits:

- Ability to offer a unique and personalized customer experience
- Increased sales and less returns in foundation and associated products
- Higher customer retention through improved service and advise
- Enhanced product and company value

The Right Support...Right On Time

Your customers won't be the only ones with the opportunity for a more positive experience. We take care of you, too, with as much support as you need when you need it.

- Custom product database creation and maintenance through our fully facilitated US laboratory
- Measurement and color proofing of your color collections
- Color harmony recommendations and palette building
- Color mapping of your current product ranges
- Project management for mobile app integration
- Customization of the device for your brand
- Device warranty extensions and field support
- Training and applications support
- Customer specific training videos
- On site seminars and education programs
- ... and more

The Perfect Match in Just 3 Clicks

Getting the perfect foundation color match with CAPSURE Cosmetic is as easy as evaluate, measure and recommend. Simply measure three areas of your client's face and CAPSURE will automatically display the best shade match to your product. You'll even receive close match shade options. Now that's a happy client!

Completing the Package With a Custom Skin Color Palette

CAPSURE Cosmetic addresses the variables involved in determining accurate skin color. Providing a benchmark for accurate matches is now possible by using this capability to develop a skin color reference tool.

Developed for industries that deal with the nuances of skin color—fashion, plastic surgery, animation, and photography, as well as retail cosmetics—skin tone guides organize colors by tone value and undertone, making the task of skin tone assessment easier.



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Isn't it time to deliver the perfect color match, every time?

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