



“X-Rite Pantone Cosmetics Services provide the most efficient route to empowering beauty consultants with confidence in color knowledge, allowing them to make efficient, accurate color decisions for happy customers”

—Matthew Abdy MARKET MANAGER, X-RITE, INC

▲ Our cosmetics services offer an easy way to ensure beauty consultants deliver the best products and consulting, generating revenue and loyalty.

Cosmetics Services



Overview

Many cosmetics brand owners and retailers are taking advantage of X-Rite Pantone cosmetics solutions to quickly and easily determine the perfect match to a person's skin tone. And it has delivered tremendous success—in fact, several large retail cosmetics businesses using our solutions report a significant increase in make-up sales! Empower your beauty advisors with confidence in color knowledge, allowing them to make efficient, accurate color decisions resulting in a reduction of returns and an increase in customer loyalty. The X-Rite Pantone Cosmetic Color Services include:

Color Mapping

A color evaluation service that maps your products among real known skin tones, identifying gaps and setting parameters for new and existing color collections. It provides data that supports both sales and development efforts, supports color palette development and serves as a catalyst for unique sales and marketing strategies.

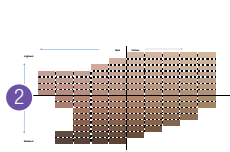
Pantone Color Institute Custom Color Services

A combination of color services that effectively integrate color into a design and marketing strategy, including:

- Color palette recommendations and development to enhance brand recognition and positioning, from packaging to consumer products.
- Identification of color messaging and meanings, including cultural preferences, to ensure brand colors can have a positive impact on consumer engagement.
- Tailored color presentations workshops and education, helping participants learn how to select, coordinate and communicate color effectively and manage color workflow throughout the brand.

Digital Finish Capture

X-Rite knows how color and appearance attributes can impact product photography. Using our depth of industry knowledge, we have developed the tools and processes to accurately capture any material for use in rendering, print media and web, including a variety of cosmetic materials.



- ① Customize cosmetics services to your specific needs
- ② Optimize your skin tone library
- ③ Beyond foundation for a full color palette

Recommended Hardware

CAPSURE™ Cosmetic

CAPSURE Cosmetic is a convenient handheld instrument that measures skin tone for a perfect match and recommends corresponding cosmetics products for consumers. This small handheld device can download, store, and retrieve color information in an instant. Our X-Rite lab works with you to create a complete, customized database of your color collection. Beauty consultants quickly become heroes!

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 encourages online purchasing of cosmetics with the confidence that color will meet expectations.

Training & Education

X-Rite offers a full range of color training services to meet the needs of everyone, from color novices to experts, including:

- **Customized Onsite Training** is tuned to your staff's specific needs and equipment. An X-Rite Color Expert works side-by-side with you in educating your team. Train your staff in their own environment and for their specific job duties.
- **Fundamentals of Color Seminar**, a one-day must-take course for anyone who is new to color. Attendees explore how color is measured visually and numerically through hands-on exercises that demonstrate the science of color, the effects of different light sources, and the perception of color.
- **Color Formulation Workshop**, a comprehensive four-day class that builds on the fundamentals of color and appearance plus two additional days focused on ColorMaster Formulation software. Gain an understanding on how to create standards for your cosmetics, formulate, and perform corrections.
- **Color Measurement Essentials eLearning**, an ideal course for industry professionals. Videos and interactive exercises teach the basics of color theory and how to get the most out of your device in your environment.
- **Color Theory: Understanding the Numbers of Color eLearning**, a convenient self-paced course that teaches you to not only view color, but also delivers an in-depth understanding of color and color communication.