



L*: 55.49 a*: 65.86 b*: -37.23

Color Management Solutions for Cosmetics

Facing the World of Cosmetics

Color is Power

Defining color and consistently ensuring its accuracy is fundamental to product success.

X-Rite is a global leader in quantitative color measurement and visual analysis. We pioneer innovative solutions that are scalable from a single location to a global, multi-facility enterprise. The results are improvements in productivity, reduced time-to-market, and profitability.

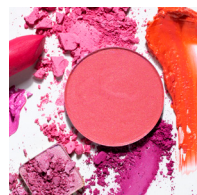
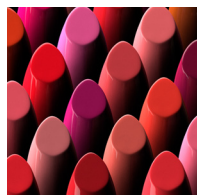
X-Rite's product portfolio offers solutions that communicate color accurately throughout the entire process. Ultimately, accurate color measurement produces numerous immediate and long-term benefits — cost savings through reduced product waste, minimal production downtime, elimination of off-color product shipments and rework, seamless management of the color process through a global supply chain or multiple locations, and the prevention of bid list exclusions because of poor quality ratings.

The Color of Success

Color quality control plays an essential role in consumer preferences and product development, creating both challenges and opportunities in the cosmetic global market. X-Rite offers the expertise and technologies you need to take full advantage of each opportunity that arises.

Whether you work with creams, liquids, lotions, powders, or special effect varnishes, we offer the tools you need to:

- Eliminate common visual errors caused by inadequate lighting or random visual inspection
- Integrate consistent, precise color quality control into your operation
- Reduce waste and rework caused by mismatched colors
- Achieve color harmony among locations and suppliers
- Reduce production times
- Improve quality analysis and overall control



Unique Solutions Designed for Cosmetic Color Control

X-Rite understands the unique needs of cosmetic manufacturers and offers innovative solutions to ensure the colors used in cosmetic products are right the first time.

Instrumentation



Handheld Sphere Spectrophotometer

Measures color with and without the impact of surface effects, including shimmer, sparkle, and reflectance.



Handheld 45:0 Spectrophotometer

Provides all density metrics plus colorimetric and spectral values.



Benchtop Sphere Spectrophotometer

Measures reflection and transmission on opaque, transparent and translucent samples.



Benchtop Non-Contact 45:0 Spectrophotometer

Measures color on scattering surfaces like paper and solid objects without angular effects.



Multi-Angle Spectrophotometer

Measures effect finishes to deliver complete characterization of color, sparkle, and coarseness.

Software



Formulation Software

Yields better matches in fewer steps and with fewer corrections through the industry's smartest formulation engine.



Quality Control Software

Ensures consistent color throughout the supply chain through adaptable and configurable software options.



Quality Assurance Software

Communicates and manages precise color and print specifications throughout the packaging and print supply chain.



Digital Standards

Specifies and communicates color standards digitally to all global supply chain stakeholders.



Instrument Performance Software

Verifies and optimizes performance of color measurement devices and reduces variance among instruments.

Visual Assessment



Light Booth

Replicates almost any lighting environment to visually verify color accuracy and integrity.



Visual Assessment Tools

Evaluates an individual's ability to discern color through easy-to-administer tests.

End-to-end solutions for a variety of cosmetic textures:

Application												
Lipstick	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓
Nail Varnish	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓
Cream	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓
Liquids & Lotions	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓
Powder	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓
Packaging	✓	✓				✓	✓	✓	✓	✓	✓	✓



Lipstick & Nail Varnish

Enhances features using strong colors and often a high degree of brilliance or reflectance.



Cream, Liquid, Lotion

Allows for easy, uniform application of foundation, concealer, eyeliner, and facial contouring products in which color is chosen based on application type.



Loose & Compact Powder

Sets makeup for longer wear and can mattify, bronze and highlight using a variety of application techniques including wet, dry, brushed, blotted, etc.



Packaging

Ensures brands are easily identifiable on the shelf and represents product color and quality through accurate color reproduction on every type of packaging.

Lipstick & Nail Varnish

Applying Bright Ideas to Decorative Cosmetics

Fashion trends create demand for new colors and effects, opening the door for cosmetic brands to deliver a competitive advantage. Precise color measurement tools and techniques can completely characterize color and sparkle to ensure expensive pigments are right the first time so you can be first to market.



Formulation

- Deliver accurate formulation of colorants to meet customer-provided standards.
- Achieve the tightest tolerances.
- Process color data to provide optimal initial color matches.



Quality Control

- Evaluate and control metallic samples.
- Achieve precise color measurements despite interference pigments.
- Consistently measure against a standard and ensure a color quality audit trail.



Visual QC

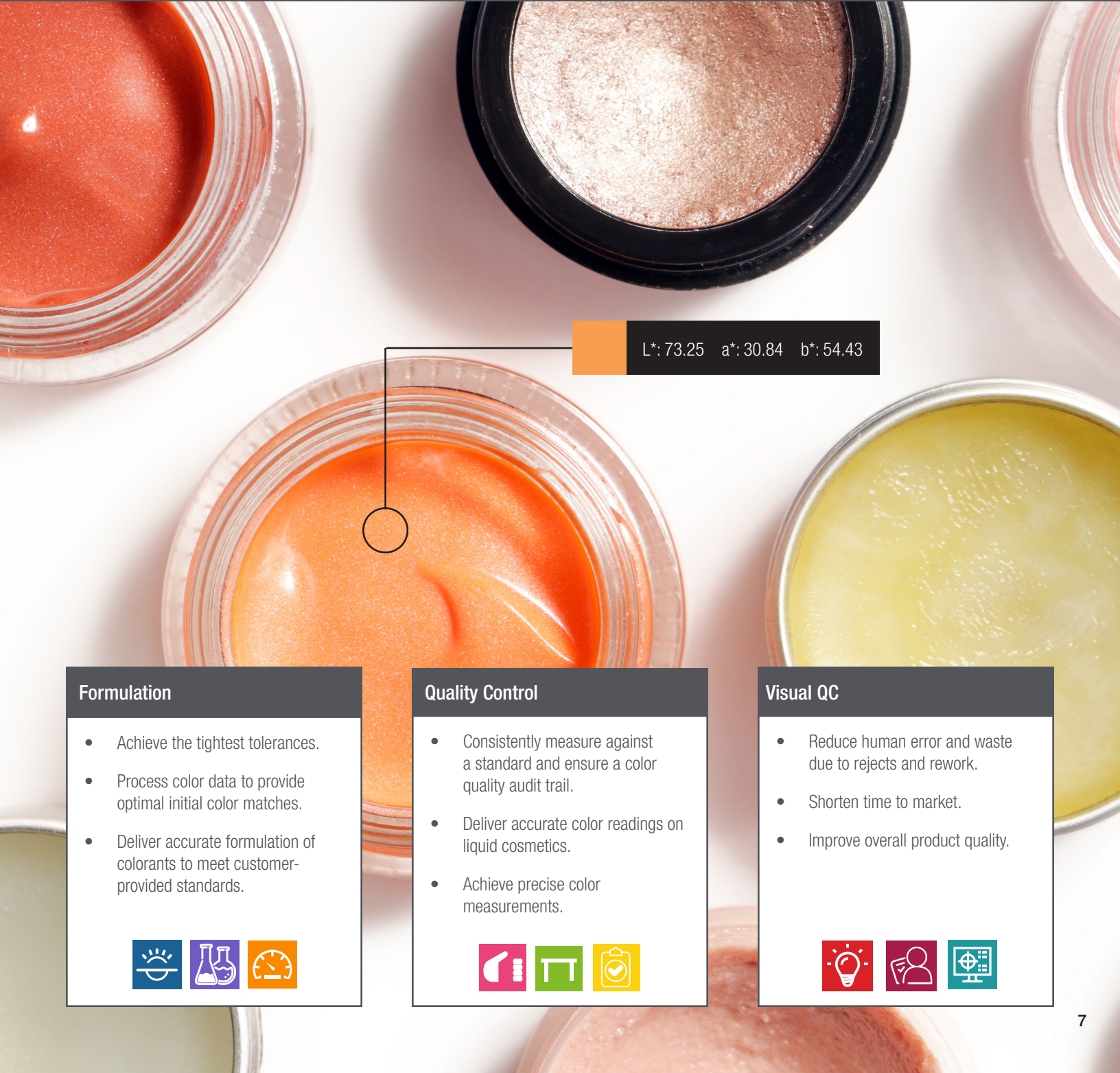
- Eliminate subjectivity in pass/fail decision making.
- Standardize lighting and viewing conditions.
- Improve overall product quality.



Cream, Liquid, & Lotion

Creating a Foundation to Stay Ahead of the Curve

Decorative cosmetics go beyond vibrancy to include colors that are lasting and memorable. The aesthetic success of cosmetics is the result of consistent, accurate color, driven by reliable and easy-to-use color measurement solutions.



L*: 73.25 a*: 30.84 b*: 54.43

Formulation

- Achieve the tightest tolerances.
- Process color data to provide optimal initial color matches.
- Deliver accurate formulation of colorants to meet customer-provided standards.



Quality Control

- Consistently measure against a standard and ensure a color quality audit trail.
- Deliver accurate color readings on liquid cosmetics.
- Achieve precise color measurements.



Visual QC


- Reduce human error and waste due to rejects and rework.
- Shorten time to market.
- Improve overall product quality.



Loose & Compact Powder

Applying Versatility and Convenience to Cosmetics

Cosmetic powders, both loose and compact, come in many colors to preserve or enhance a makeup look. Since color impacts more than just aesthetics, you need color measurement instrumentation you can trust to achieve accurate and consistent color, time after time.



L*: 79.80 a*: 27.94 b*: 0.53

Formulation

- Establish the strictest color standards.
- Process color data to provide optimal initial color matches.
- Set and digitally communicate global tolerances.



Quality Control

- Versatility to measure a variety of powder cosmetics.
- Provide actionable data to drive process improvement.
- Enable real-time color harmony monitoring across the supply chain.



Visual QC

- Standardize lighting and viewing conditions.
- Reduce human error and waste due to rejects and rework.
- Shorten time to market.



Packaging

Brand Color Matching from Design to Print to Shelf

From virtual try-on's to innovative packaging, accurate representation of color is more important than ever. With X-Rite Pantone's color measurement, management, and control solutions, you can establish achievable color print specifications and remove subjectivity throughout file preparation, proofing, and production, resulting in reduced time to market and lowered quality control costs.



L*: 89.86 a*: 4.55 b*: 57.51

Formulation

- Provide optimum initial color matches for the intended viewing condition.
- Consider substrate color to formulate accurate inks.
- Use existing assortments of recipes to save time and minimize waste.



Quality Control

- Allow stakeholders to work to the same achievable standards.
- Comprehensive production reporting to identify, evaluate, and correct areas of opportunity.
- Seamlessly communicate QC results for closed-loop production.



Reporting

- Receive one number that reflects the level of compliance with a specification.
- Maintain color and print quality across various shifts and sites.
- Maximize current investments across all areas of production.



Why Partner With Us?

Minimize Risk & Protect Your Investment

To achieve the highest color accuracy, you must maintain your color investments. X-Rite offers Service Care Packages to ensure your device continues to operate in peak condition once it leaves our factory so you can deliver the color your customers specify.

Service Care Plan Options

	Premium	Certification Plus	NetProfiler Plus	Protective	Basic Warranty
Product Defects (Labor & Parts)	✓	✓	✓	✓	✓
Break-fix Coverage (Labor & Parts)	✓	✓	✓	✓	
NetProfiler License and Tiles	✓		✓		
Annual Preventative Maintenance (Inspect & Clean)	✓	✓			
Email & Phone Support	✓				
Expedited Shipping	✓				

Invest in your most important asset – your people.

Our color training and services are customized to fit your needs, schedule, and budget. From introductory classes to advanced applications, our extensive library of courses spans every learning style to help you improve your color knowledge and ensure your workflow is the best it can be.

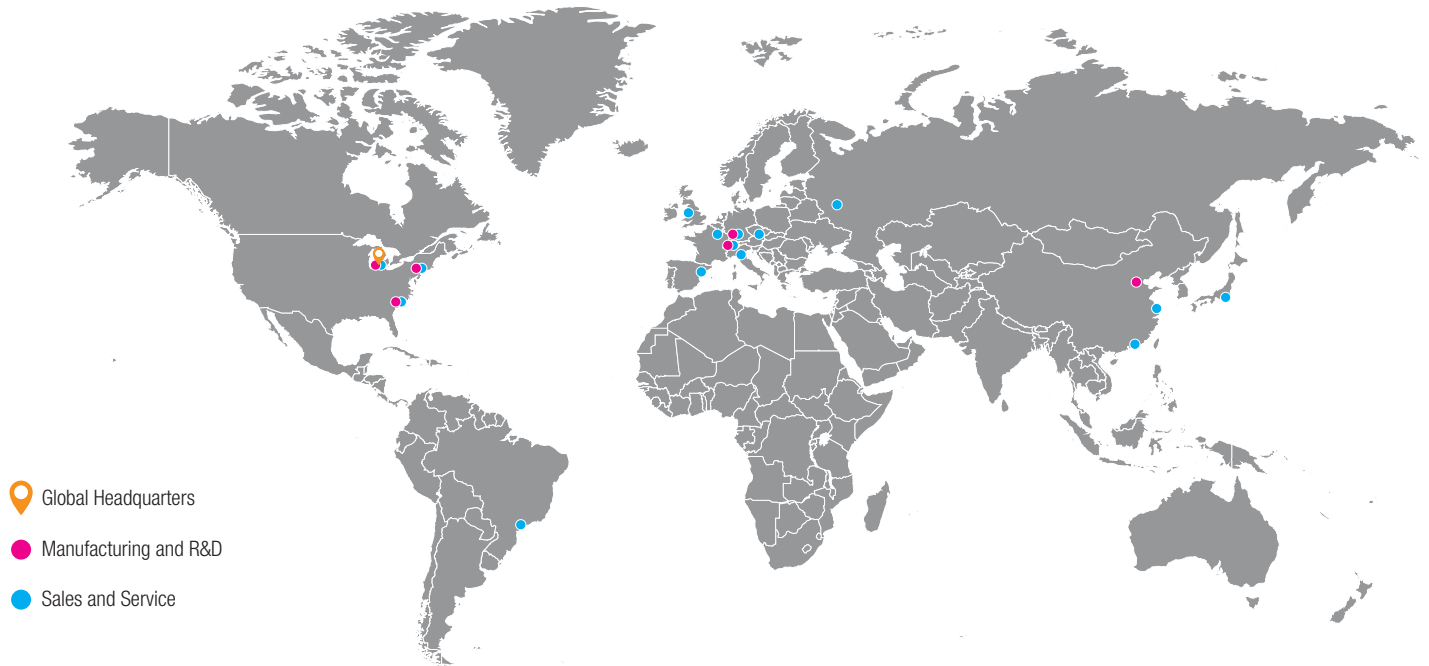
Training and Services Options

- Classroom
- Custom Consultation
- Onsite
- Color Workflow Audit
- Online
- Seminar



We're color experts.

We recognize that great color portrays great quality and know that your success hinges on the consistent and accurate production of this color. With so many places for color to go wrong, it can be hard to know how to get it right. That's where we can help. By blending the art and science of color, we help you achieve the highest level of color integrity so your product – and your customer's product – comes out ahead.



End-To-End Solutions

We provide solutions that span the entire workflow, from design through production, to ensure your color is optimized.

Innovation

Bridging the gap between color and appearance, we are blazing the trail for you to take your color operations to the next level.

Experience

With 60+ years of experience in color manufacturing, our expertise spans a range of industries.

Passion

Inspired by the great color our customers produce, our X-Rite color team provides quality support and training services.

Call **888-800-9580**
or visit **www.xrite.com**

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