



ColorRight POS

Hair Coloring Diagnostic and Guidance
System at the Point of Sale



The precise hair color you want. Every time.

The first and only automated diagnostic and decision support system (DSS) for hair coloring, enables consumers at the point of sale to choose the most appropriate hair color kit according to their hair characteristics and desired shade.

Revolutionizing Retail Hair Coloring

Most women between the ages of 18-65 color their hair, while nearly twice as many color their hair at home rather than at a salon. Therefore, it should come as no surprise that the worldwide retail hair coloring market is a multi-billion industry that keeps on growing. However, given the large number of retail brands and shades, hair color consumers typically are confused and uncertain about choosing the right product. At the same time, since hair coloring is based on a complex chemical procedure, the process often leads to an undesired outcome and unnecessary hair damage.

The availability of an automated, scientific hair coloring guidance system for consumers at the point of sale (POS) would not only address these challenges, but also revolutionize the retail hair coloring industry. By carrying out a precise, analytical diagnosis of the hair's pigmentation, such a system would improve hair coloring accuracy and minimize damage, leading to increased customer satisfaction and confidence. This, in turn, would generate greater revenues and profitability for retail hair color manufacturers as well as drugstores, cosmetic stores, supermarkets, perfumeries and other retail outlets.

Strengthening Consumer Confidence

To allay the anxieties of both current and potential hair color consumers, ColorRight offers **ColoRight POS**. The first and only automated diagnostic and decision support

system (DSS) for hair coloring, **ColoRight POS** enables consumers at the point of sale to choose the most appropriate hair color kit according to their hair characteristics and desired shade. By achieving unprecedented coloring accuracy while virtually eliminating unnecessary hair damage, **ColoRight POS** gives consumers peace of mind.

The guidance system also provides hair color manufacturers and retailers with a unique marketing platform. Designed as a floor-standing or shelf-mounted point-of-sale kiosk, **ColoRight POS** can be used for carrying out advertising, gathering market intelligence, and providing customized consumer services (e.g. up-sells, cross-promotions, coupons) at the point of sale.

System Components

Built with patented software, **ColoRight POS** is comprised of two easily integrated components – the HaiReader scanner and a computerized analysis unit.

- **HaiReader:** The consumer uses the HaiReader to scan the hair via light spectroscopy technology in order to gather all information related to its composition.
- **Analysis Unit:** Synthesizing the information gathered by the HaiReader together with hair color target data, the analysis unit delivers the appropriate personalized color plan.





How it Works

ColoRight POS involves a rapid and easy three-step process that requires no prior computer know-how on the part of system operators:

- 1. Data Collection:** The consumer simply places the HaiReader device at a particular spot on the hair, and clicks it in order to collect data on the hair's composition, relative amounts of pigmentation, and gray concentration.
- 2. Color Selection:** After the achievable target colors are highlighted, the consumer selects the desired color from either the hair color catalog or the hair itself (achieving color uniformity of both roots and length).

- 3. Recommended Recipe:** The system recommends suitable hair color kits available at the point of sale, as well as a complete personalized procedure, to be carried out at home, for achieving the desired color.

Applications

ColoRight POS provides solutions for all of the hair coloring needs of retail hair color consumers:

- Coloring of natural hair
- Coloring of previously dyed hair
- Coloring of gray hair
- Bleaching

Value Proposition

Hair Color Manufacturer Benefits

- Increased revenues and market share due to:
 - Brand switching
 - Higher hair coloring frequency among veteran consumers
 - Higher hair coloring adoption among new consumers
- Enhanced competitive advantage
- Greater brand prominence
- Strengthened innovative, customer-oriented brand image
- Advanced in-store marketing platform
- Transition from product supplier to full-solution provider

Retailer Benefits

- Increased hair coloring revenues
- Greater cross-selling opportunities
- Enhanced competitive advantage
- Increased customer traffic
- Built-in professional advice
- Unique customer-centric marketing platform
- Strengthened innovative, customer-oriented brand image

Consumer Benefits

- Improved hair coloring outcomes and confidence
- Reduced number of errors and need for color corrections
- Optimized hair coloration process
- Minimized hair damage
- Greater creative hair coloring possibilities

ColoRight MIX: Next-Generation Hair Coloring

ColorRight's next-generation offering, **ColoRight MIX**, further revolutionizes the retail hair color industry by enabling consumers to achieve their exact desired outcomes. Helping consumers confidently obtain a virtually unlimited number of shades from just a few basic colors, rather than dozens of pre-defined color kits, **ColoRight MIX** improves hair coloring accuracy, predictability and flexibility. From initial analysis to on-the-spot

preparation and mixing of hair colors at the POS, **ColoRight MIX** is personalized to give consumers the chance to express themselves in the hair coloring process. Customizable to any color form with the option of supporting multiple mixing machine interfaces, **ColoRight MIX** increases hair color repurchases while reducing inventory costs, storage space and shelf space – a retailer's most expensive resource.



About SeeThrough

ColoRight is a pioneering provider of cutting-edge beauty-tech solutions that overcome the challenges posed by hair and skin pigmentation. Founded in 2002, ColoRight combines sophisticated software tools with electro-optics and chemistry know-how to offer a line of groundbreaking hair coloring guidance solutions. Bringing together science and art, the ColoRight offering optimizes the hair coloring experience by enabling hairstylists and consumers to identify and achieve the exact desired shade. With a world-class R&D team, patent-protected technology, and solid financial backing from leading private high-tech investors, ColoRight is poised to revolutionize hair coloring and color cosmetics worldwide.

