



ColorRight Company Profile

**Revolutionizing hair coloring and
color cosmetics**

ColorRight is a pioneering provider of cutting-edge beauty-tech solutions that overcome the challenges posed by hair and skin pigmentation when applying hair coloring and color cosmetics. Leveraging scientific expertise and patented technology, ColorRight has developed an innovative platform and a range of diagnostic tools and systems that are revolutionizing the way hair coloring and color cosmetics are offered to users. At the same time, by enabling on-the-spot preparation and mixing of hair colors and makeup, ColorRight's solutions provide users with personalized beauty products that help them achieve their desired outcomes. Blending together the best of science and beauty applications, ColorRight increases revenues and profitability throughout the hair coloring and color cosmetics value chains.

Groundbreaking Solutions

Recognizing the limitations of today's haircoloring process, ColoRight offers a line of scientific-based hair coloring guidance solutions. Available in both professional and retail formats, the ColoRight offering enables stylists and hair color consumers to achieve precise desired hair color outcomes while virtually eliminating mishaps and unnecessary hair damage. Incorporating the market's only automated diagnostic and decision support system (DSS) for hair coloring, the ColoRight line represents the first step in the Company's commitment to revolutionizing color cosmetics.

Patented Research

Synthesizing a deep understanding of beauty applications such as hairstyling and cosmetics, with electro-optics, chemistry, programming and algorithmic know-how, ColoRight is changing the face of color cosmetics. Dedicated to conducting state-of-the-art R&D, ColoRight maintains several research teams comprised of physicists, technicians, applications managers, and programmers with bioinformatics expertise. Leveraging its major R&D investments, ColoRight has developed myriad patent-

protected algorithms, technologies, designs, devices and applications that play an integral role in the Company's groundbreaking offering.

Solid Team

From global high-tech executives and entrepreneurs to leading research scientists and beauty application experts, the ColoRight team brings to the fore decades of experience and expertise in multiple disciplines. Founded in 2002, ColoRight is backed by several leading Israeli high-tech investors.

Dynamic Roadmap

With a continuous dedication to R&D and innovation, ColoRight always has an eye toward the future. From improved diagnostic and analytical tools to automated comprehensive systems, the ColoRight roadmap aims to optimize the hair coloring and makeup experience by addressing the markets' most demanding challenges. Through its unique combination of core technologies, domain expertise and forward thinking, ColoRight is poised to become the leading supplier of beauty-tech solutions for the hair coloring and color cosmetics markets.

