



Discover new perspectives on color cosmetics

Color Measurement
Training
Digital Swatches
Assortment Benchmarking
Consulting

OUR MISSION IS TO PROVIDE A NEW APPROACH TO CATEGORY ANALYSIS IN COLOR COSMETICS

Are you aware that current category analysis does not cover product color, although it is one of the most important business drivers?

The absence of professional solutions is creating cumbersome workarounds across the industry. Product managers around the globe are forced to visit outlets to manually create color swatches by daubing the products on plain white pieces of paper, which then need to be matched with Excel data for category analysis.

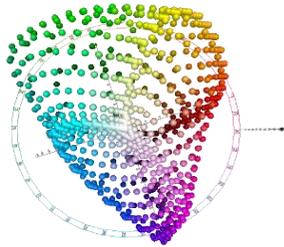
Our approach is to leverage accurate color measurement for category analysis. The measured color values enable us to:

- Create color-fast digital swatches, which can be inserted into Microsoft Excel to simplify shade analysis
- Automatically segment the category by color, allowing break-outs by Color Family, hue and other color properties.
- This creates entirely new perspectives on the category and provides a solid foundation for fact-based business decisions in Product Management.

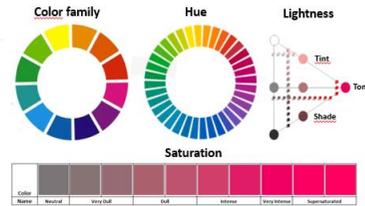
We first began with nail polish to develop the methodology and we will soon expand our services to other color cosmetics categories.

We make shade analysis easier

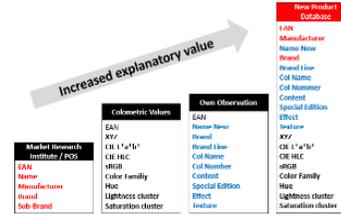
MEASURE COLOR AND OBSERVE DESCRIPTORS



CLASSIFY PRODUCTS BY COLOR PROPERTY



CREATE A NEW PRODUCT DATABASE



CREATE AND UPDATE DIGITAL SWATCHES



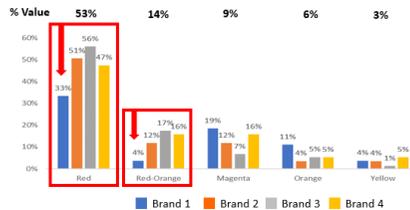
Our Solutions

EXCEL HITLISTS FROM YOUR OFFTAKE DATA

EAN	SKU Name	Manufacturer	Brand	Digital Swatch
74170439625	SH-CSM-Stellar Style-156	Coty	Sally Hansen	[Swatch]
74170444339	SH-CSM-Naked Ambition-210	Coty	Sally Hansen	[Swatch]
74170444377	SH-CSM-Nude Now-230	Coty	Sally Hansen	[Swatch]
74170446586	SH-CSM-Mauvin' on Up-242	Coty	Sally Hansen	[Swatch]
74170444421	SH-CSM-Plum's the World-360	Coty	Sally Hansen	[Swatch]
74170398892	SH-CSM-Gilly Party-361 130	Coty	Sally Hansen	[Swatch]
74170446520	SH-CSM-Affordable-323	Coty	Sally Hansen	[Swatch]
74170444537	SH-CSM-Back to the Fuchsia-330	Coty	Sally Hansen	[Swatch]
425122242010	Catrice-ICO-Beetlejuice-18	Cosnova	Catrice	[Swatch]
30107267	ESSIE-EC-a cut above-275	L'Oréal	Essie	[Swatch]
50095946	ESSIE-EC-aruba blue-92	L'Oréal	Essie	[Swatch]
50095366	ESSIE-EC-jamaica me crazy-34	L'Oréal	Essie	[Swatch]
50095540	ESSIE-EC-thigh high-52	L'Oréal	Essie	[Swatch]
74170443592	SH-CT-Powder Room-200	Coty	Sally Hansen	[Swatch]
30117877	ESSIE-EC-flowerista-363	L'Oréal	Essie	[Swatch]
74170423297	SH-MG-Game of Cromes-510	Coty	Sally Hansen	[Swatch]
50095666	ESSIE-EC-too too hot-63	L'Oréal	Essie	[Swatch]

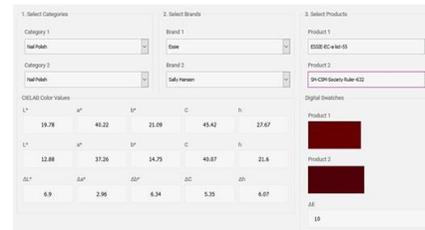
We enrich your Excel data with our digital swatches, making shade analysis quick and easy. Sorting and filtering answers most of your questions immediately.

ASSORTMENT BENCHMARKING



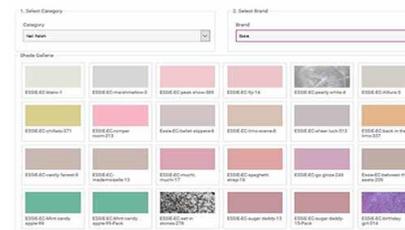
Allocate SKUs of your brands based on the importance of color families in terms of value sales and benchmark vs. your competition.

ONLINE COLOR DISTANCE ANALYZER



How often do you want to describe a color perception without having the right framework? Our online color-distance calculator helps you describe the characteristic differences between two products.

ONLINE DIGITAL SWATCH GALLERY



You want to have an overview of the entire color range of a competitive brand but you do not have all the samples at hand? No Problem with a subscription to our online digital swatch gallery.

SYSTEMATIC DETECTION OF ASSORTMENT GAPS



Systematically detect color segments by hue which account for the majority of category / competitive sales but your brand is not covering so far.

COLOR-FAST BANNERS



Do you have problems finding color-fast banners for websites? We create banners in different shapes and styles.

Market Segmentation by Product Color

Size and development of color families and hues; each combination of hue, saturation, and lightness drives the market

Assortment Benchmarking

The systematic approach to find and leverage hidden sales potential or white spaces

Custom Analyses

Initiative / Limited Edition / Promotion Analysis and seasonal offtake patterns by color family or hue

Shade sequences in beauty bar design

Get your shade sequence to define SKU placement in your beauty bar ordered by color family, hue, and lightness