



ColorRight PRO

Hair Coloring Diagnostic and Guidance
System at the Salon





The precise hair color you want. Every time.

By achieving unprecedented coloring accuracy while virtually eliminating unnecessary hair damage, ColoRight PRO gives hairstylists and their customers total peace of mind.

Complementing the Hairstylist

For hair salon customers, "only your hairdresser knows" clearly resonates when it comes to hair coloring. Given the expertise, experience and artistic flair of hairstylists, they are the only ones who know which hair color suits each individual customer, and how to achieve that desired outcome.

Yet successful hair coloring is not solely a function of a hairstylist's abilities. Based on a complex chemical procedure, hair coloring requires a precise, analytic diagnosis of the hair's pigmentation to optimally determine the customer's desired shade as well as avoid hair damage. The availability of an automated, scientific hair coloring guidance system that complements the know-how of hairstylists would revolutionize the hair coloring industry. Such a system would improve hair coloring accuracy, increase customer satisfaction and confidence, and generate greater hair coloring demand and revenues for hair color manufacturers and salons alike.

Bridging the Gap

Recognizing the need to bridge the gap between hair coloring desires and outcomes, ColorRight has leveraged its patented, cutting-edge technology to develop **ColoRight PRO**. The first and only automated diagnostic and

decision support system (DSS) for hair coloring, **ColoRight PRO** enables hairstylists to determine the initial condition of their customers' hair, identify the desired shade, and deliver the right results. By achieving unprecedented coloring accuracy while virtually eliminating unnecessary hair damage, **ColoRight PRO** gives hairstylists and their customers total peace of mind.

Blending together science and art, **ColoRight PRO** increases hair coloring penetration and frequency, creating a clear competitive advantage for joint partners in the hair coloring value chain – hair color manufacturers and salons – that choose to capitalize on this revolutionary offering.

System Components

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

- **HaiReader:** Operated by the hairstylist, the HaiReader scans the customer's 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 color plan.

How it Works

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

1. **Data Collection:** The hairstylist simply places the HaiReader device at a particular spot on the customer's hair and clicks it in order to collect data on the hair's composition, relative amounts of pigmentation, and gray concentration.
2. **Color Selection:** The hairstylist, together with the customer, selects the desired target hair color from either the hair color catalog used by the salon, the hair itself (achieving color uniformity of both roots and length), or other hair color manufacturers' catalogs.

3. **Recommended Recipe:** The analysis unit automatically displays the exact expected customer target hair tones – based on the optimal hair coloring process – as well as a final coloring recipe that includes recommended color shades or mixes, application times and bleaching requirements, if necessary.

Applications

ColoRight PRO provides solutions for all of the hair coloring needs of salon customers:

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



Value Proposition

Hair Color Manufacturer Benefits

- Increased hair color revenues
- Enhanced long-term salon agreements
- Expanded global presence
- Innovative customer-oriented brand image
- Greater competitive advantage
- Transition from product supplier to full-solution provider

Salon Benefits

- Enhanced customer satisfaction and retention
- Increased hair coloring revenues
- Larger number of capable in-house colorists
- Differentiated cutting-edge image
- Strengthened competitive edge
- Unleashing of hairstylist's artistic creativity



ColoRight MIX: Next-Generation Hair Coloring

ColoRight's next-generation offering, **ColoRight MIX**, further revolutionizes the hair coloration process by enabling stylists to achieve exact desired outcomes while maintaining a limited number of stock-keeping units (SKUs). Helping hair colorists generate a virtually unlimited number of shades from just a few basic colors, rather than dozens of pre-defined color shades, **ColoRight MIX** improves hair coloring accuracy, predictability and flexibility.

From initial analysis to color mixing, **ColoRight MIX** is personalized for each customer, providing stylists with the opportunity to unleash their creativity and personal touch. Customizable to any color form with the option of supporting multiple mixing machine interfaces, **ColoRight MIX** enhances hair coloring efficiency while reducing hair salon inventory costs, storage space and waste.



About ColorRight

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.

