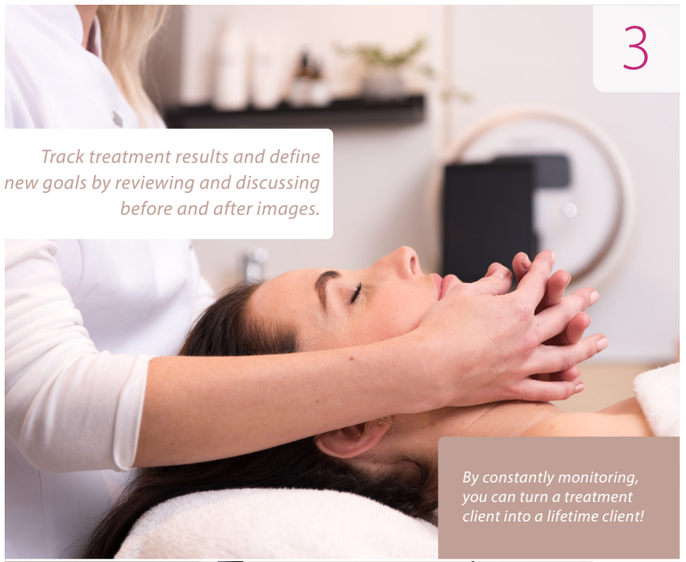
# Observ® Skin Tour

With a treatment plan and skincare regime tailored to each individual client, you meaningfully connect clients to your team of skin experts and salon. By sharing a personalised skin report, including pictures coupled with tailored advice, you create an experience to remember.



# The Observ® Family

The Observ®320 is made with today's beauty practitioner in mind and is part of the Observ®-family of skin diagnosis devices. Headquartered in Europe, Sylton develops and produces high quality and innovative aesthetic imaging instruments. 25 years of experience and partnerships with dermatological institutions and aesthetic professionals ensure you state-of-the-art technology to enhance your credibility and expertise.

## With Observ®320 you:

- Professionalise your consult with the 4-steps Skin Tour
- Create 'skin awareness' with unbiased proof
- Strengthen customer loyalty
- Generate 50% more sales of treatments and products
- Differentiate your salon from the competition
- Bring in a stream of new clients
- Showcase your best work on social media

*We highly respect client privacy, never share pictures without written consent*

## Your package contains:

✓ An easy-to-use Observ®320 app
✓ The Observ® travel bag
✓ Quick reference guide for common concerns
✓ A smooth set-up training

*Join the Observ® Community and showcase your best work #Observ*

* iPad not included

*Make the best use of your space.*
*The Observ® 320 is lightweight and easy to install.*
*Developed for beauticians who are eager to stand out and offer a unique client experience.*

# Every skin has a story

*Professionalise your consult with Observ® Skin Tour*

SYLTON®

Tel: 0031 (0)40 248 22 92 | contact@sylton.com | www.sylton.com | Dutch design made in the EU
With special thanks to Bijveraz – Veldhoven for the salon image(s)

OBSERV® 320

# Observ® Skin Tour

The creation of beautiful, healthy skin is teamwork: get your clients engaged by letting them play an active role in achieving their skin goals. Take them along the 4-step Observ® Skin Tour and achieve a win-win situation for your clients and salon!

The first step to get your client on board is to turn a 'standard' beauty consultation into a connected experience. Go from 'asking questions' to real understanding.

Globally Observ® images enable beauticians to show clients their current skin condition before prescribing tailored solutions.

*Get clarity about your clients' skin goals and priorities by seeing the bigger picture.*

*The high-quality images provide you with essential visual background information to fully address your clients' concerns*

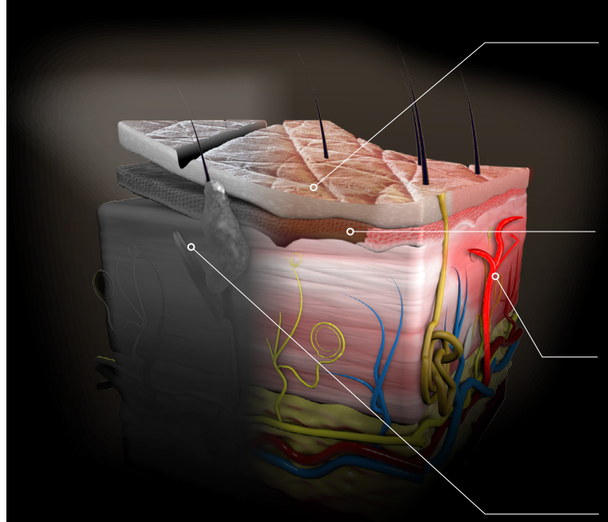
*Show the contribution of subtle skin features and concerns to the overall appearance.*

*You now have the perfect storyline to connect your clients' skin wishes to your expert advice*

# Skin Appearance - A Travel Through the Layers

From the surface layer to below, Observ®320 uses different patented LED light sources and filters to reveal how subtle signs of ageing and skin health contribute to appearance. This visible information enables beauty practitioners to understand the skin of their clients and provide result-oriented solutions tailored to the individual.

*From daylight, 'the baseline picture', to deeper layers. This is the starting point for any consultation. It shows the appearance as people see themselves in the mirror.*



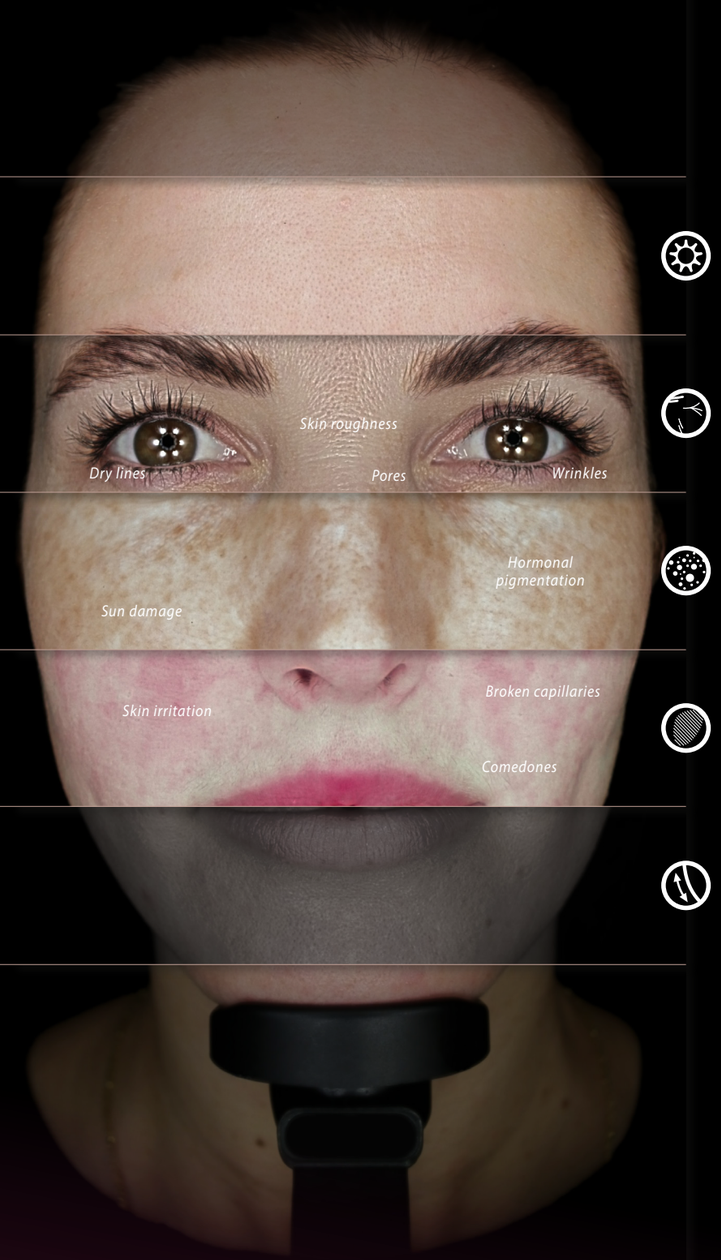
***1. Surface Texture** is the skin's topography*

***2. Pigmentation** is partly responsible for skin tone and colour*

***3. Redness** is a netwerk of microvascular structures*

***4. Firmness***

# Appearance Analysis




# Look Deeper, See Clearer and Treat Better

Make your salon stands out from the competition by offering an exceptional 'skin-travel-experience'. Create commitment to treatment plans and new skincare regimens by showing progress. Inform and educate clients about their skin and they become your ambassadors! Showcase your best work on all your social media channels and let the world know!