



Explore the other way of looking at skin

Convert aesthetic skin consultations to treatments & cross-sell products

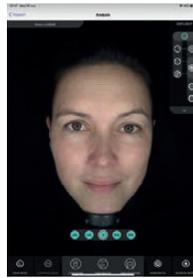
OBSERV[®] 520_x

Understanding Skin and Appearance

These days, there are many types of treatment to correct the different signs of ageing of our skin. The key to provide a tailored approach to your clients' skin needs and goals is to have unbiased insights and visual proof of the starting point, the skin the condition. OBSERV®520x enables aesthetic practitioners to capture the complexity of skin appearance & skin health, from the surface layer to below.



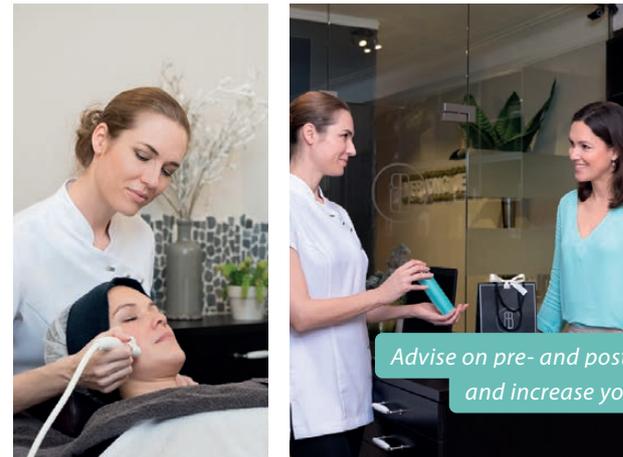
Turn aesthetic consultations into engaged customer experiences



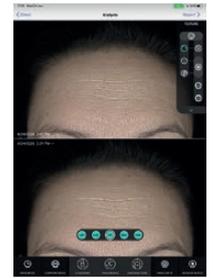
The full set of client images takes on average 10 seconds to complete as LED lights, filters and Face Positioning are preset.

Photo Documentation and Cross-Selling

Today, nonsurgical aesthetic treatments, such as injectables, chemical peelings, dermabrasion and laser resurfacing treatments, have increased substantially in popularity, and are accessible to just about anyone. Results of aesthetic treatments can be subtle and individual results may vary. By photo documenting your clients' data, practitioners can monitor and improve the progress of cosmetic treatments.



Advise on pre- and post-treatment products and increase your skincare sales



Consistent and standardised before & after photos are the visible result of what you and your clients achieved together.

Thorough Client Consultation

Professionalise your client consultations and enhance your expertise by introducing skin diagnostics into your practice. Based on visual information from the surface layer and skin health insights, clients will recognise the need for professional skin treatments and a new homecare regimen to prevent signs of ageing.

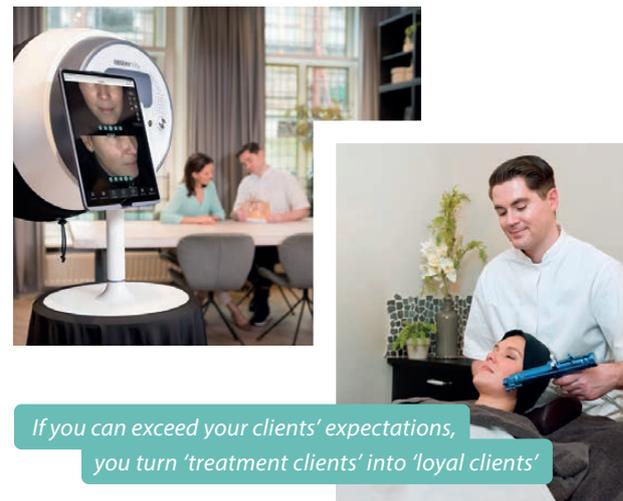
Work out a complete, result-oriented treatment plan and discuss the most appropriate priority



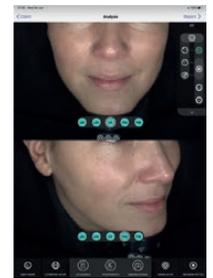
Use all possible views and compare modes to identify common skin disorders and mark potential treatment areas. Based on the initial examination and photo type, treatment device settings can be adjusted to the actual level required.

From Treatment Client to Life-Time Client

OBSERV®520x is a powerful tool that accentuates the trusted value of your aesthetic team and quality of offered effective treatments. Showcase before and after images to illustrate and promote your aesthetic procedures and unrivaled client services.



If you can exceed your clients' expectations, you turn 'treatment clients' into 'loyal clients'

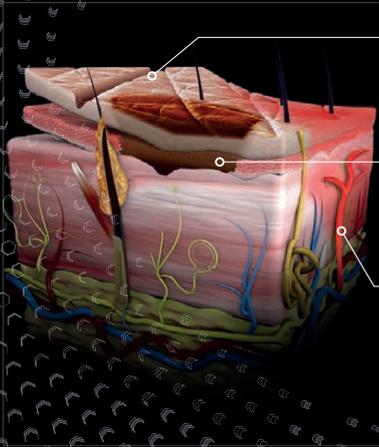


Create digital patient reports, care & treatment plans, side-by-side comparisons, tailored skincare regimens and more.

Appearance Analysis

From surface layers to below, OBSERV®520x reveals how subtle signs of ageing and skin health contribute to appearance. This visible information enables aesthetic practitioners to understand the skin of their clients and provide individual, comprehensive care and treatments.

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



1. **Surface Texture** is the skin's topography
2. **Pigmentation** is responsible for skin tone and colour
3. **Redness** is a network of microvascular structures

Skin Analysis

The skin analysis modes Parallel Polarised & Cross Polarised, True UV and Woods' provide analytical means, which help identify the root cause of specific skin concerns and conditions. OBSERV®520x uses different patented LED's and multiple filter technology, allowing far more clarity and accuracy, which results in an unparalleled view of the skin-above and below.

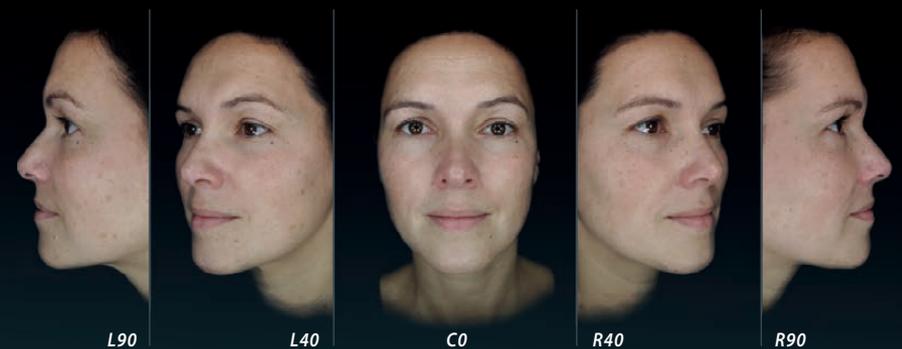


Patented Face Positioning System



To capture perfect standardised pictures, reproducible positioning is essential. The ergonomic chinrest can be adjusted to 5 angles; the app will automatically detect the chosen angle in the consultation.

OBSERV®520x is equipped with a patented Face Positioning System (FPS), which will facilitate the positioning of your client via visual feedback technology.



The OBSERV® Family

The OBSERV®520x is made with today's aesthetic 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. 20 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®520x you:

- Enhance every aesthetic consultation
- Become recognised for your client service excellence
- Create 'skin awareness' with unbiased proof
- Strengthen customer loyalty
- Increase cross-selling
- Differentiate your aesthetic practice from the competition
- Have before & after photos for expectation management, illustration of aesthetic procedures and marketing

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

Your package contains:

- ✓ The latest technology including 'Face Positioning System' for reproducible 'before & after pictures'
- ✓ An easy-to-use OBSERV®520x app
- ✓ The OBSERV® travel bag
- ✓ Quick reference guide for common concerns
- ✓ Skin condition guide for advanced practitioners
- ✓ A smooth set-up training

Join the OBSERV® community and showcase your best work #OBSERV



* iPad not included

*Make the most efficient use of your space.
The OBSERV® 520x is lightweight and easy to install.
Developed to convert aesthetic consultations
into loyal client experiences*

SYLTON®