



Every skin has a story

*Professionalise your consult with OBSERV® Skin Tour*

**OBSERV® 320**

## OBSERV® Skin Tour

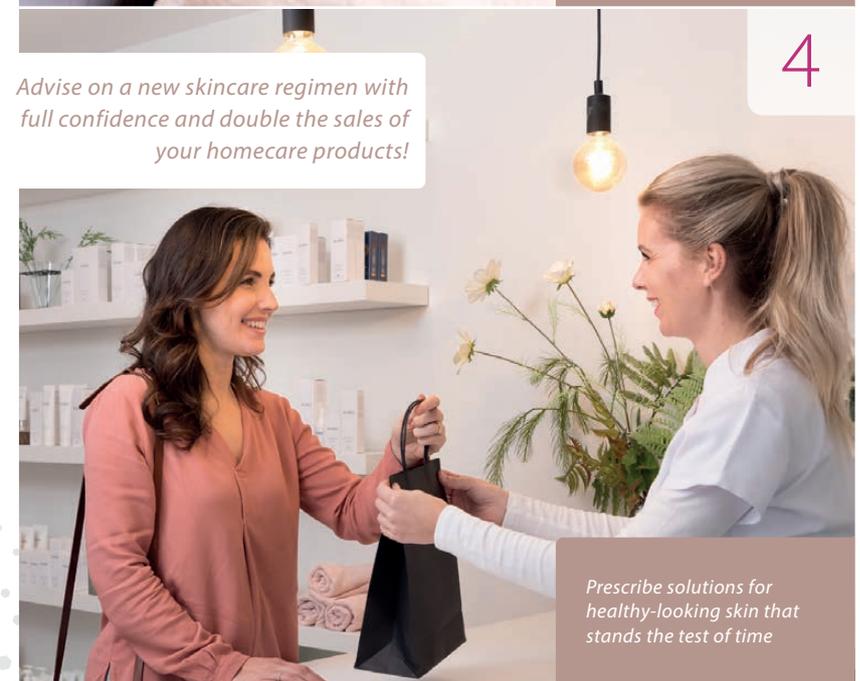
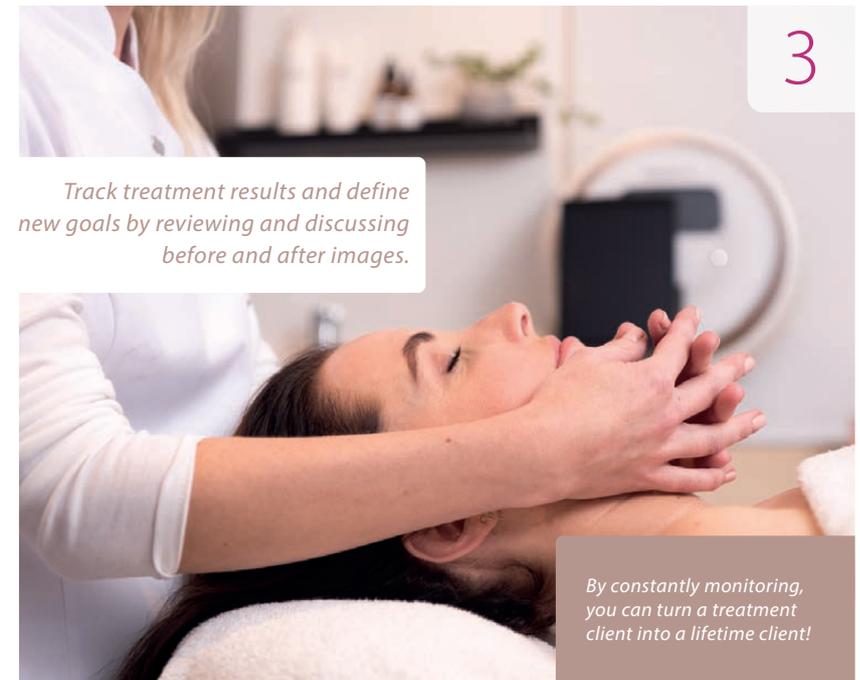
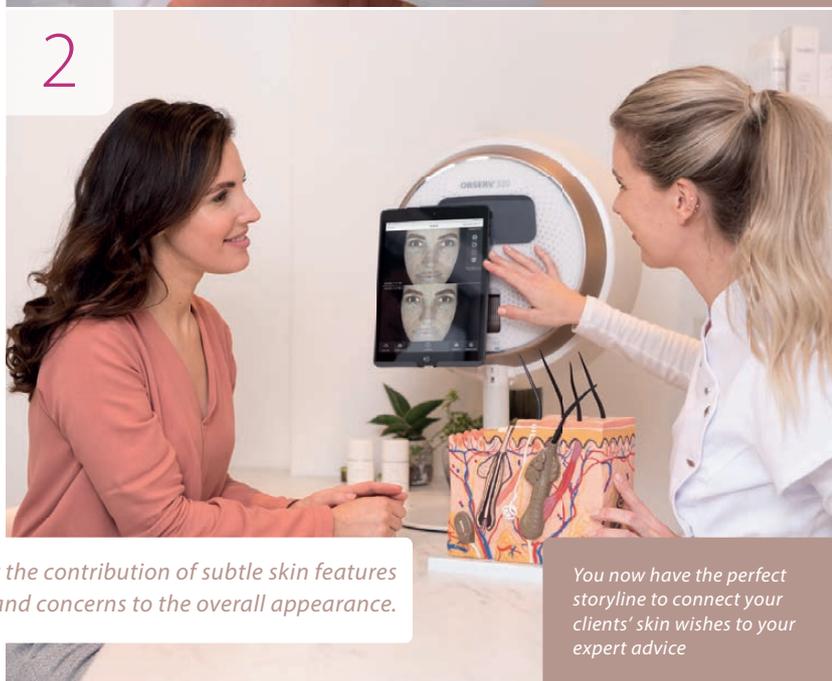
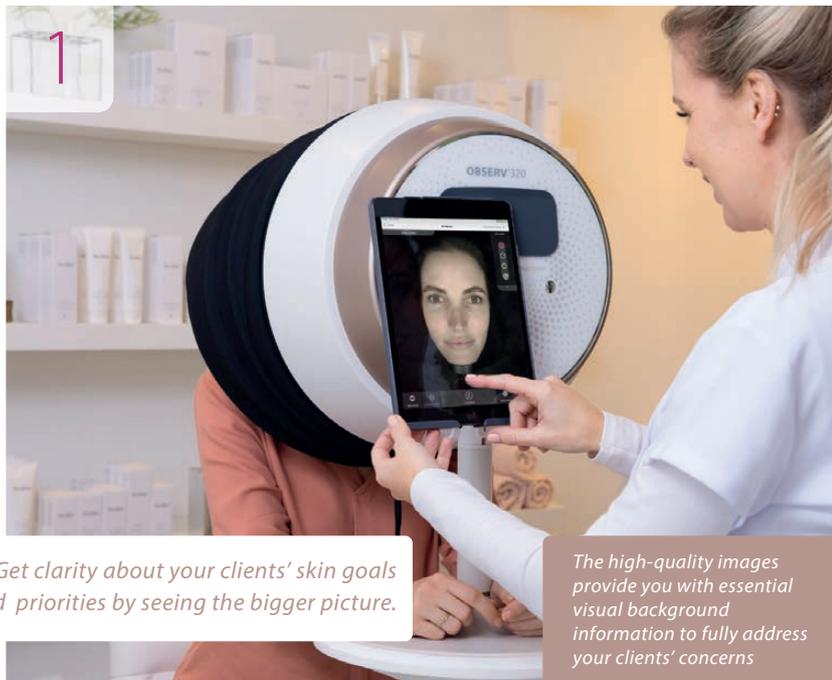
The creation of beautiful, healthy skin is teamwork: get your clients engaged by letting them play an active role in achieving their skin goals. Take them along the 4-step OBSERV® Skin Tour and achieve a win-win situation for your clients and salon!

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.

## OBSERV® Skin Tour

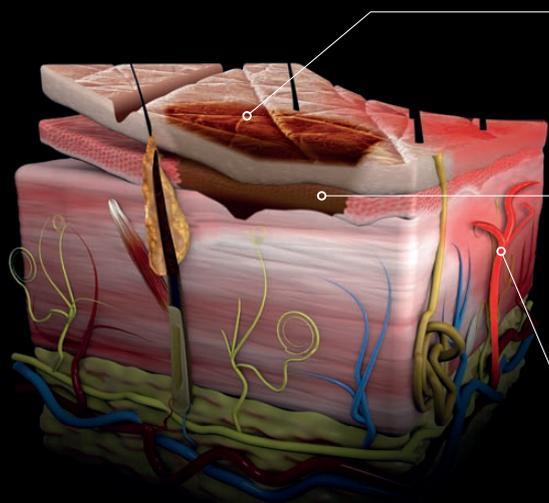
With a treatment plan and skincare regime tailored to each individual client, you meaningfully connect clients to your team of skin experts and salon. By sharing a personalised skin report, including pictures coupled with tailored advice, you create an experience to remember.



## Skin Appearance - A Travel Through the Layers

From the surface layer to below, OBSERV<sup>®</sup>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.

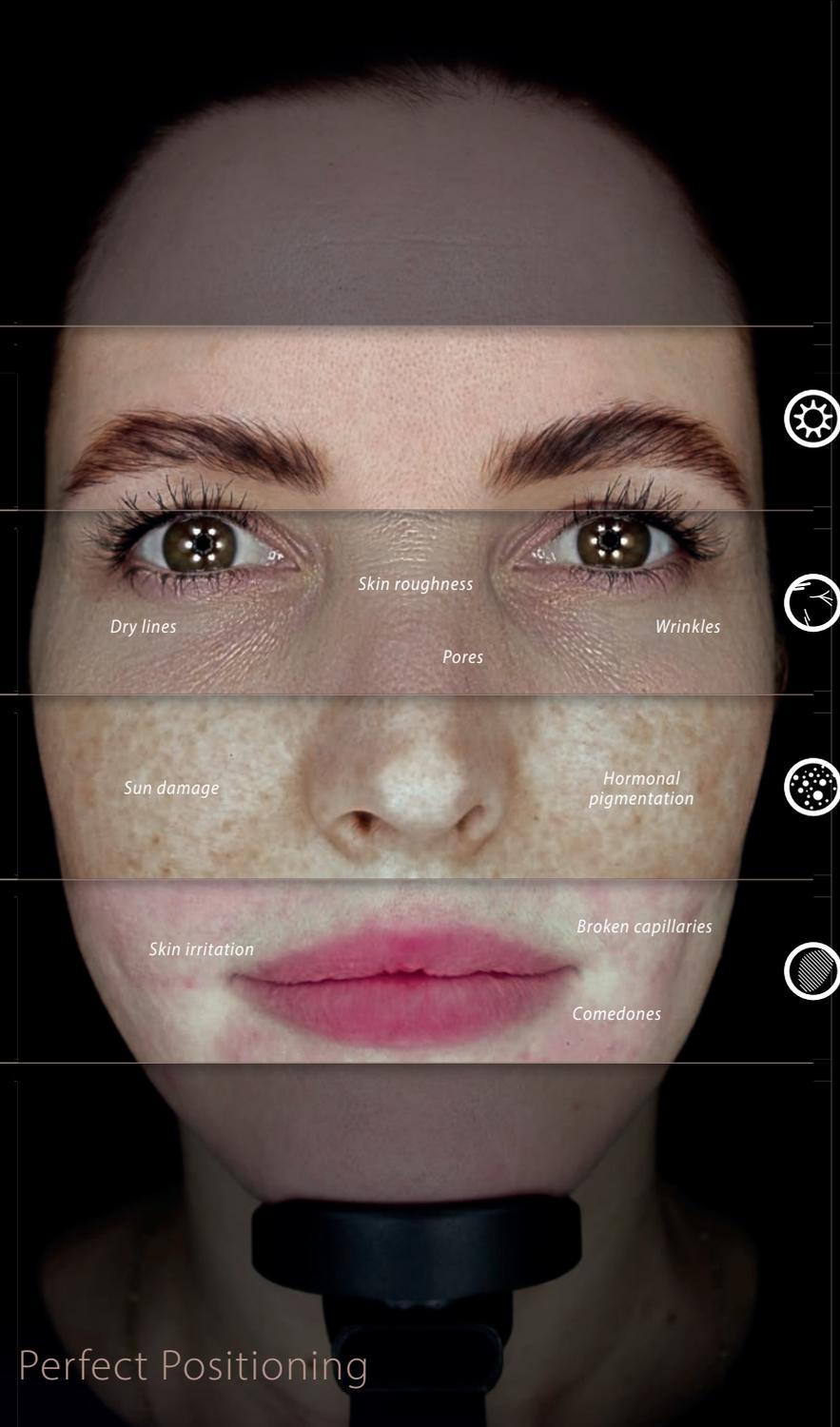


**1. Surface Texture** is the skin's topography

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

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

## Appearance Analysis

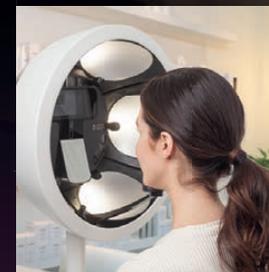


## Look Deeper, See Clearer and Treat Better



Make your salon stand 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!

## Perfect Positioning



To reveal and track even the most subtle changes of appearance, a perfect positioning for before and after pictures and stabilised light conditions are essential. Discover the ease of use of the new Face Positioning System (patented technology), 4 pictures of your client are captured within 5 seconds

# 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. 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®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:

- ✓ The latest technology including 'Face Positioning System' for reproducible 'before & after' pictures
- ✓ 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.*

**SYLTON®**