The world's true measure of color
HunterLab

# Elevating Color Consistency in Cosmetics

**Where beauty meets precision.** HunterLab color measurement technologies enable top cosmetics brands to achieve flawless shade consistency — safeguarding brand identity, ensuring uncompromising quality, and earning consumer trust worldwide.

# The Challenge

## Color is Quality. Consistency Builds Trust.

In the cosmetics industry, color accuracy is more than appearance — it's essential to brand integrity and consumer trust. From foundations and lipsticks to serums, oils, and powders, every product must deliver the exact shade, texture, and finish — consistently, batch after batch. Even subtle color variations can trigger:

- **Customer dissatisfaction**
- **Product returns and complaints**
- **Brand damage and lost sales**

## Key Challenges for Cosmetics Manufacturers

Batch-to-batch consistency: Small variations in raw materials or production processes can create visible differences in color.

Regulatory and quality standards: Strict requirements for uniformity and labeling demand accurate, objective color measurement.

Speed to market: Development cycles are shrinking; faster, reliable color control is critical to launch on time.

Complex formulations: High-gloss, opaque, translucent, and liquid products require versatile solutions for accurate measurement.

Relying on visual inspection alone is not enough — perception varies with light, environment, and the human eye.

# The Applications

## Measure. Control. Deliver.
## HunterLab brings science to color quality in cosmetics.

### Your competitive advantage with HunterLab instruments:

- Versatile instruments for objective color measurement
- Quantify what the eye sees with precise, repeatable results
- Application-specific accessories for special sample formats
- Reduced subjectivity in shade approval and production release

**Hair products**
- Hair dyes
- Hair care
- Hair colorants

**Oils & fragrances**
- Oils
- Fragrances
- Serums

**Body care**
- Gels
- Lotions
- Cleansers
- Moisturizers

**Makeup & skincare**
- Foundations
- Nail polish
- Balms
- Creams

**Color cosmetics**
- Powders
- Blushes
- Eye shadows
- Lipsticks

**Packaging**
- Bottles
- Caps
- Tubes

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# The Instruments

## ColorFlex L2 for powders, solids, pastes, liquids

- **Objective color data for batch-to-batch consistency**
- **Low maintenance and long-term reliability**
- **User-friendly interface with versatile accessories**
- **Seamless integration with LIMS and other systems**
- **Flexible accessories for powders, pastes, liquids, and solid samples**

## Vista L2 for liquids, gels, oils

- **Simultaneous measurement of color and turbidity**
- **Intuitive touchscreen and flexible connectivity**
- **Compatible with a wide range of sample containers**
- **Seamless integration into LIMS and other systems**

## With HunterLab, you can:

- **Deliver consistently uniform products that reinforce brand identity**
- **Accelerate research and development cycles**
- **Reduce waste and production costs through tighter process control**

HunterLab combines proven expertise in the cosmetics industry with more than 70 years of innovation in color measurement and a strong global partner network.

## Contact HunterLab EMEA:

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**Ensure color accuracy at every stage.**

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