

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

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:



HunterLab Europe GmbH, Murnau, Germany
Tel. +49 8841 9464
Email: sales@hunterlab.eu



Ensure color accuracy at every stage.