

# Proving Skincare Product Efficacy Claims



ADVANCED PERFORMANCE EVALUATION  
WITH THE NEWTONE COLORFACE® SYSTEM

## WHAT IS NEWTONE COLORFACE®?

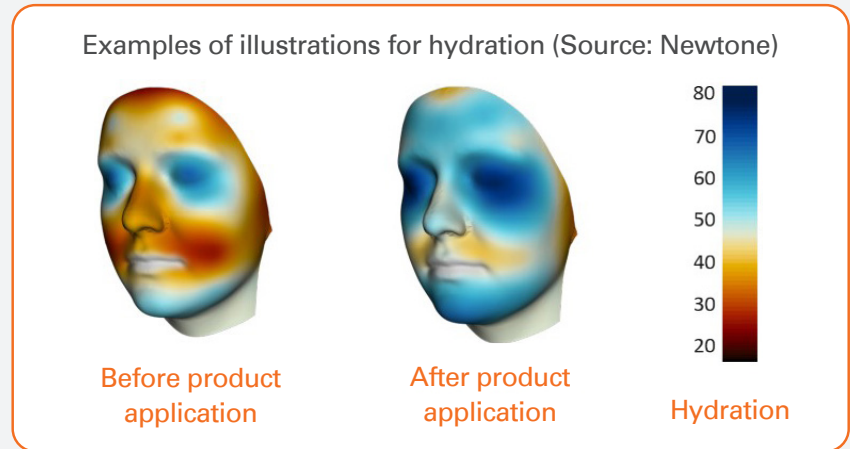
A dedicated facial imaging system using advanced algorithms and high precision sensors to accurately evaluate the effectiveness of skincare products.

**SGS**

# Reliable precision analysis and visualization for screening and clinical trials involving skincare products

Substantiate performance claims relating to improvements in a wide variety of skin conditions:

- Acne
- Dark spots and circles
- Pores
- Redness
- Roughness
- Whitening
- Wrinkles
- and more



Newtonne Colorface® enables the precise quantification of improvements to skin conditions using high resolution images with innovative 3D rendering.

## COMMUNICATE YOUR PRODUCT EFFICACY

Data can be used to create high resolution Before and After images of a composite face generated using an arithmetic mean of the scores received during the study. Since the images reflect a 'virtual' face, they can be safely used for marketing purposes.

## Benefits of Working with SGS

- First service provider with Newton Colorface® in China
- Accurate data for claim substantiation
- Innovative blended full-face images for marketing
- Global network of experts

### CONTACT

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## Facial cream. *Tested.*

Makes no difference if you have dry, sensitive or oily skin, if its formula is cocoa butter or botanical oil, if it's for daily use or just for spa day.

As the world's leader in inspection, verification, testing and certification, SGS helps to ensure that your facial cream is safe to use and effective. In the end, it's only trusted because it's tested.

Trusted means *Tested.*

SGS.COM

WHEN YOU NEED TO BE SURE

