



**AVEAL**  
consultation

Skin evaluation for every sales situation

# Introduction to the AVEAL consultation

Many customers do not know what their skin type and skin condition is and for this reason refrain from making the right skin care choices. Thereby skin type and conditions change throughout life due to exposure to the environment, changes in hormonal balance and genes.

The Aveal assists your beauty advisor in defining the customer's skin type and conditions. It offers your beauty advisor the possibility to approach the customer and build a relation. The customer can learn everything about her skin and the right treatment care program for her skin. The customer will feel assured and will come back after this memorable experience.



## The AVEAL Consultation

The Aveal consultation is based on a skin diagnostic device and App offering a complete skin evaluation by means of

measurements, observations and questions. The scoring of these combined indicators results in a characterization of skin profiles, skin type conditions and associated product recommendations.

### Aveal stands for:

**A**nalyse Make a quantitative assessment of indicators related to your customer's skin type and conditions.

**V**isualise Communicate the functioning of your customer's skin by visualizing its characteristics in an objective and convincing way.

**E**ducate Educate your customer about her current skin type and conditions.

**A**dviser Based on your customer's current skin type and conditions you can provide a personalized skin care regimen with matching product advice.

**L**oyalty Your customer will feel assured by a step-by-step communication presented in a logical and convincing way. This allows you to build trust and develop a customer relationship.

# The AVEAL consultation an opportunity for you

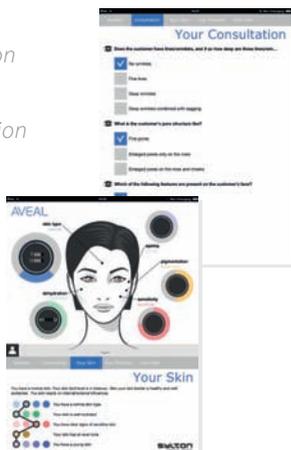
## A true assistant for your beauty advisor

The Aveal consultation offers your beauty advisor guidance in objectively and effectively finding the right treatment care program for the customer's skin. It assists her in building a bridge between the first customer contact to the actual product sale. It complements your beauty advisor's knowledge and will enhance her image as a confident skin care expert.

## Adaptable to your sales situation

The Aveal App allows you to either perform a complete skin profiling or a specific analysis based on your customer's concerns or a specific product promotion. The analyses you can perform are:

- Skin type
- Dehydration
- Sensitivity
- Pigmentation
- Ageing



## Enhance your in-store presence

By implementing the Aveal framework in your consultation process, you are able to directly communicate your brand values to your customers at the Point-of-Sale. This allows you to enhance your in-store presence and draw the attention of your customer to increase your sales efficiency.

## Easy-to-use

The Aveal consultation is based on a flexible workflow which makes the App easy and friendly to use. In just several minutes you will either have a complete skin profile or skin condition advice.



# The AVEAL consultation options

## 1. The SDK

The SDK includes the Aveal skin diagnostic device and the SDK allowing you to build your own App.

## 2. The Aveal kit

The Aveal kit consists of the Aveal skin diagnostic device and the Aveal kit including the Aveal App providing for your complete consultation.

## 3. The custom Aveal consultation kit

The custom Aveal consultation kit consists of the Aveal skin diagnostic device and the Aveal kit including the Aveal App which can be customized for your brand.

## Technical specifications Aveal diagnostic device

Evaluations	<i>Skin lipid and Desquamation</i>
Power	<i>3V; 2 x AA (HR6 or LR6)</i>
Dimensions AVEAL	<i>120 mm x 74 mm x 25 mm</i>
Weight	<i>140 gram</i>
Operation condition	<i>T: 10 - 40 °C</i>
Optimal conditions	<i>20 °C</i>
Storage condition	<i>T: 0 - 70 °C</i>



\*kits excluding iPad

## Create your own memorable experience

To explore your possibilities, contact us:

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