

every
skin has a story

Boost your consult
with Observ®

OBSERV® 320



Make your customers' day

Observ 320 helps you demonstrate your expertise and contribute to the clients' experience, satisfaction and loyalty. Observ 320 allows you to better understand their needs, so you can engage them in a conversation about their skin.

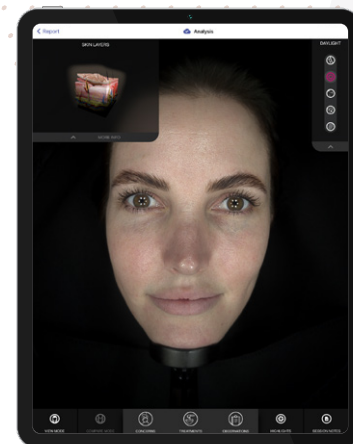
Reveal the subtle signs of causes for skin aging, use before and after pictures to demonstrate the effectiveness of your treatments and easily showcase your best work on social media. Observ 320 does it all, while increasing the total sales of treatments and products by up to 40% in the process!





Your beauty should shine
through your skin

Give your clients a deeper insight in their
skin condition and directly advise on
products in the app.



OBSERV[®] 320

Striking Skin Tour

Get clarity about your clients' skin goals and priorities by seeing the bigger picture.





5 HD images within seconds

Taking images has never been this fast. Reach a deeper level of skin care advice without losing time.

Intuitive iPad App

No difficult visualisations or computer programs are needed to analyse the skin's condition and concerns. Just a very intuitive iPad app that will wow your clients and help you give insight. Easy peezy.



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 beauticians to show clients their current skin condition before prescribing tailored solutions.

Observ has given our team
the opportunity to create great
outcomes for our clients

Tina Paku The Lab





step 1

See the bigger picture.

Observe 320 helps you to identify your clients' skin goals through high quality images. These provide visual feedback to fully address your client's needs.

step 2

Look beneath the surface

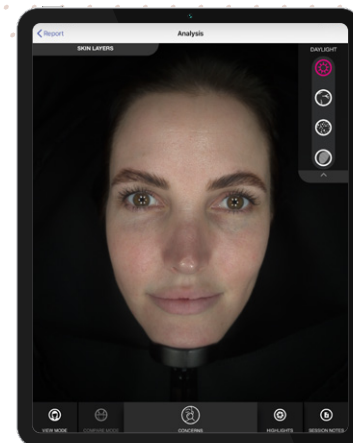
With a treatment plan and skincare regimen tailored to each individual client, you meaningfully connect clients to your team of skin experts and salon. By sharing a personalised skin report, including pictures coupled with tailored advice, you create an experience to remember.





You now have the perfect storyline
to connect your clients' wishes to
your expert advice

The easy to use iPad app of Observ
can be personalised to reflect your
branding in the reporting



step 3

Make a difference

Show clients what treatments like hydrafacials, peelings, microneedling and microdermabrasion do beneath the surface. Take them along on their journey to a healthy and glowy skin with before and after pictures.



By constantly monitoring, you can turn a treatment client into a lifetime client!



step 4

Next level skincare

A better and healthier skin is a joint effort. This does not happen overnight, and that means you are both in for the long run. Although your expert salon treatments help clients to immediately see results afterwards; their skin journey continues at home by using your prescribed and recommended products.

Prescribe solutions for
healthy-looking skin that
stands the test of time



Skin Appearance

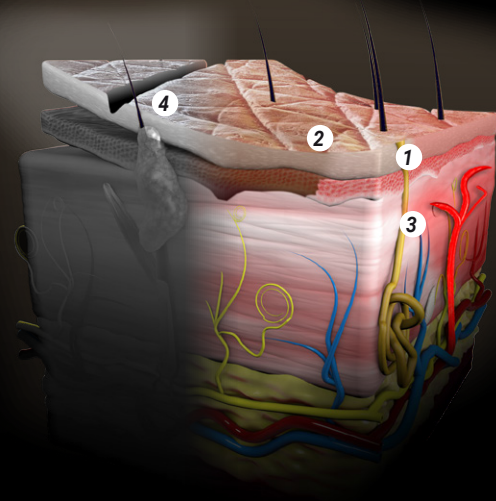
A Travel Through the Layers

From the surface layer to below, Observ 320 uses different patented LED light sources and filters to reveal how subtle signs of aging 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.

Look Deeper, See Clearer and Treat Better

Make your salon stand out from the competition by offering an exceptional 'Skin Tour'. 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!

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

Dry lines

Skin roughness

Pores

Wrinkles



2. Pigmentation
is partly responsible for skin
tone and colour

Sun damage

*Hormonal
pigmentation*



3. Redness
is a network of microvascular
structures

Skin irritation

Broken capillaries

Comedones



4. Firmness
reveals the signs of aging skin

Loss of volume

Sagging facial outline

The Observ Experience

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. 25 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 40% 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 Observ 320 device
- ✓ An easy-to-use Observ 320 app
- ✓ The Observ travel bag
- ✓ Quick reference guide for common concerns
- ✓ A chinrest for one or three picture angles
- ✓ Free voucher for 2 years Sylton Safe
- ✓ Observ Headband
- ✓ Observ Cape

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.



