

Skincare

YOU ARE UNIQUE



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The Callegari world

Vision

We are dedicated to delivering cutting-edge technologies to enhance communication between professionals and individuals, embracing each

person's uniqueness in the journey towards sustained health and well-being.

Mission

Each person is one of a kind. We are committed to developing technologies and solutions that benefit the community, providing tools for screening and assessment that empower professionals to offer personalised responses. Our core values of passion, commitment, and responsibility drive us to find

the most effective solutions for our customers as they strive for enhanced health. We integrate these professional values with a culture that prioritizes environmental sustainability and gender equality, continually seeking like-minded partners for a comprehensive, enduring future.

Our story

Callegari was established in Parma, Italy, in 1930. Since the beginning of the 1970s the company designs, manufactures, and distributes innovative professional equipment for the medical, pharmaceutical, beauty and wellness industries. Over the past 35 years, Callegari has grown and changed significantly. At first, the company focused on developing and selling self-diagnostic equipment across Italy.

It subsequently started introducing technologies to international markets rapidly setting up a wide, global distribution network. Continuous research has been the driving force for nearly a century, making Callegari one of the most prominent developers and manufacturers of innovative devices for the Point of Care sector in both Life Sciences and Skin Care.





Our business units

Callegari comprises three distinct business units, each with its own unique approach and concept:

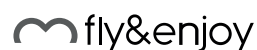
Skincare, focused on skin analysis devices



Lifescience, dedicated to wellness screening



Aeronautics, specialised in aeronautics



The map&apply and check&guide concept **introduce revolutionary approaches to skin care and wellness**. These approaches include **advanced screening** devices that provide **personalized recommendations based on individual assessments**.

Callegari offers vital support to operators through innovative devices and comprehensive education, ensuring effective delivery of these unique services. By leveraging technology and education, operators can provide **enhanced, tailored services**, resulting in greater client satisfaction and improved form, aesthetics, and wellness.

Commitment to the community

We are proud to support Parma Calcio FC and sharing their **values of passion and dedication**. Through this partnership, we aim to strengthen the connection between sports and the community, contributing to the success of the club and our region.

We strongly believe in the importance of making a social impact and work daily to promote initiatives that enhance the quality of life for our fellow citizens. Whether it's supporting local organizations, **promoting community events, or backing educational and sports activities** such as the University of Parma's multi-sports club (Cus Parma), we take pride in making a difference and contributing to the growth and well-being of our region.



YOU ARE UNIQUE



The map&apply Concept



Map your customer's skin
and hair with Soft FX



Apply your products
& treatments

Services and Collaterals



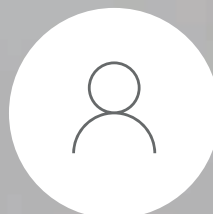
On-site training



Online refresh
courses



Webinars &
Workshops



Events &
Campus Days

Soft FX

The professional way of mapping hair, face and body, all in one

The map&apply concept starts with the powerful skin and hair mapping device Soft FX. Skin and hair are the first things people see: that is why clients want to understand the best treatment to address their concerns. Soft FX is designed to provide **comprehensive, impactful insights** into the skin and hair, empowering you to make informed decisions

about beauty regimens. With its technology, objective analysis and a range of unparalleled features to **deliver a unique analysis experience in all areas of the body**, it offers an **engaging approach** to understanding your client's concerns whilst **up and cross selling your skin care products** or treatments.

Areas analysed

Hair, scalp, face and body analysis in one to cover all your needs

Product recommendation

Full product recommendation based on each individual analysis

Technological innovation

Real-time results through objective analysis powered by AI technology

Digital communication

Impress clients with impactful reports shared to smartphone or via email from device

Statistics

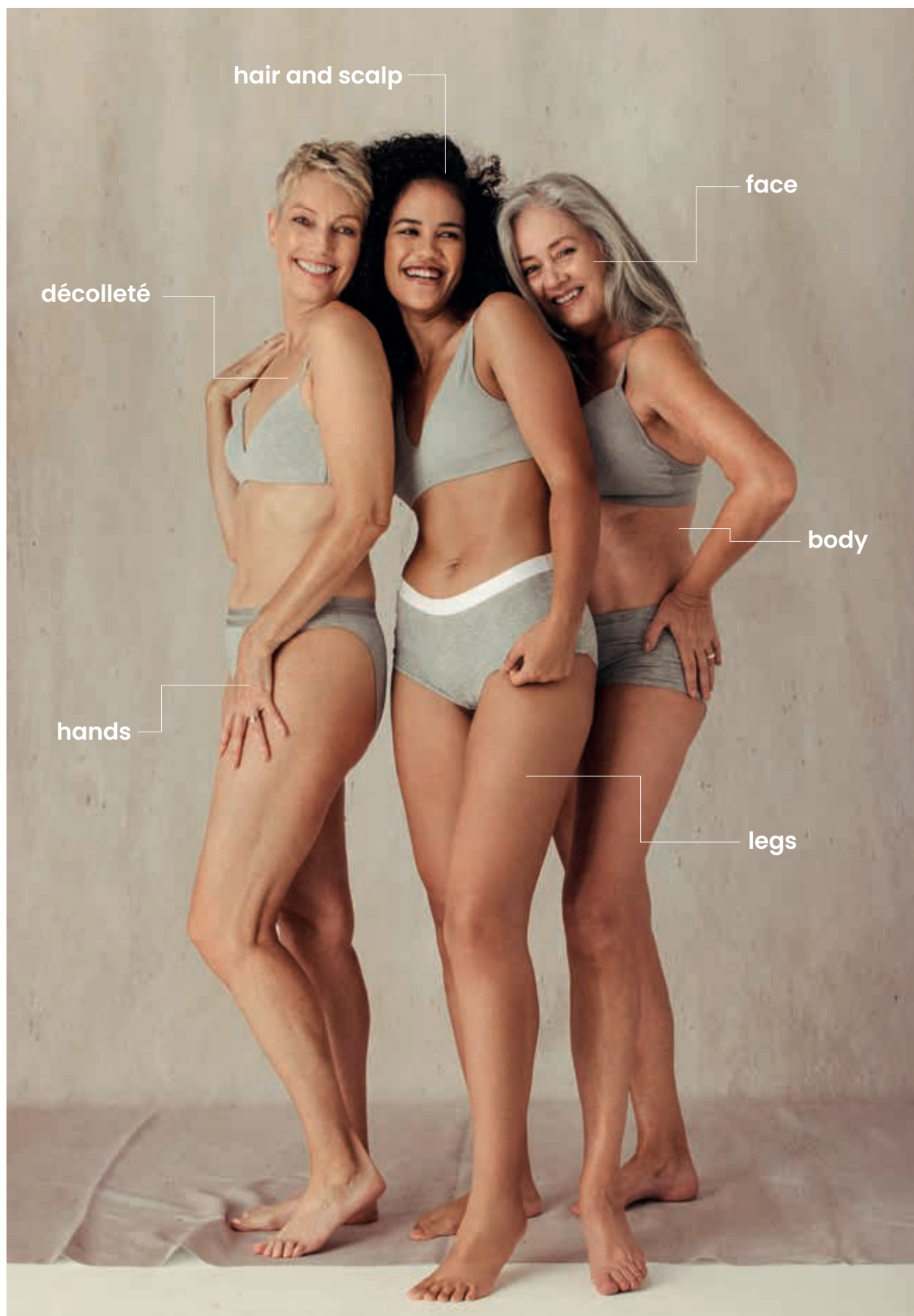
Track, document and demonstrate trends, fostering long term client loyalty

Versatile solutions

A stand-alone device with a distinctive design that can be easily accommodated in any point of sale



The full body analysis experience



High definition visualisation for a unique experience

With its **striking high-definition imaging** and **AI-powered software**, Soft FX's microcamera lets you uncover and demonstrate the **true depth of your client's skin concerns**. This allows for real-time recommendations, providing a distinctive customer experience and creating engagement with your clients on all areas of the body.

6 skin and body parameters

pigmentation, pores, wrinkles, texture, keratin and redness

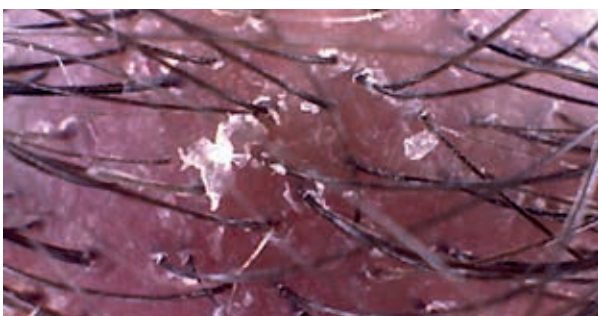
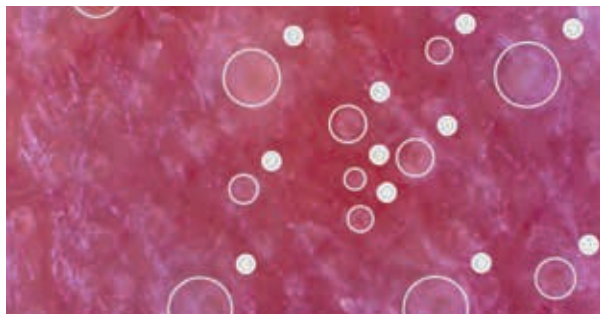
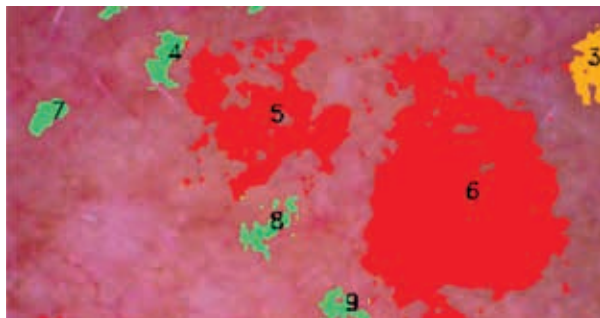
4 hair parameters

density, dandruff, diameter and structure



The Camera reveals what your clients cannot see

The software **harnesses AI technology for image processing** to highlight and assess skin conditions, creating **impactful imaging and generating astounding results** for your clients.



Scientific and objective analysis: power to your advice

The technology that powers Soft FX's **probes** delivers **accurate, real-time, objective readings**, supporting your treatment and product recommendations on different areas of the body.

The measurements that can be carried out instantly with the probes are:

hydration
elasticity
melanin
pH
uniformity of skin
surface **temperature**
sebum



In-depth consultations: target multiple issues in one consult

Evaluating **different aspects of the skin in a single consultation and the relation between the parameters**, helps you fully understand clients' skin health. By assessing hydration, sebum levels, sensitivity, and signs of aging **at the same time**, you will gain a comprehensive, **integrated view**

of the skin condition. This **approach allows you to create a personalized skin care routine** to better address specific needs. Ultimately, this results in **tailored solutions that enhance your time, build customer loyalty, and deliver visible results for your clients.**

- **Face Consultations**

- Check Up
- Check Up Pro
- Age Perfect
- Age Perfect Pro
- Sun Protection
- Purit.y
- Sensit.y
- Illumin.y
- Phototype

- **Hair Consultation**

- Scalp focus

- **Décolleté Consultation**

- Décolleté Expert

- **Hands Consultation**

- Hands beauty

- **Body Consultation**

- Sun Protection

- **Legs Consultation**

- Cellulite specialist

Customise the consultations around your business needs

Your business and clients are unique. Soft FX allows you to **personalise consultations according to requirements.** The custom feature offers you the option to select which tests

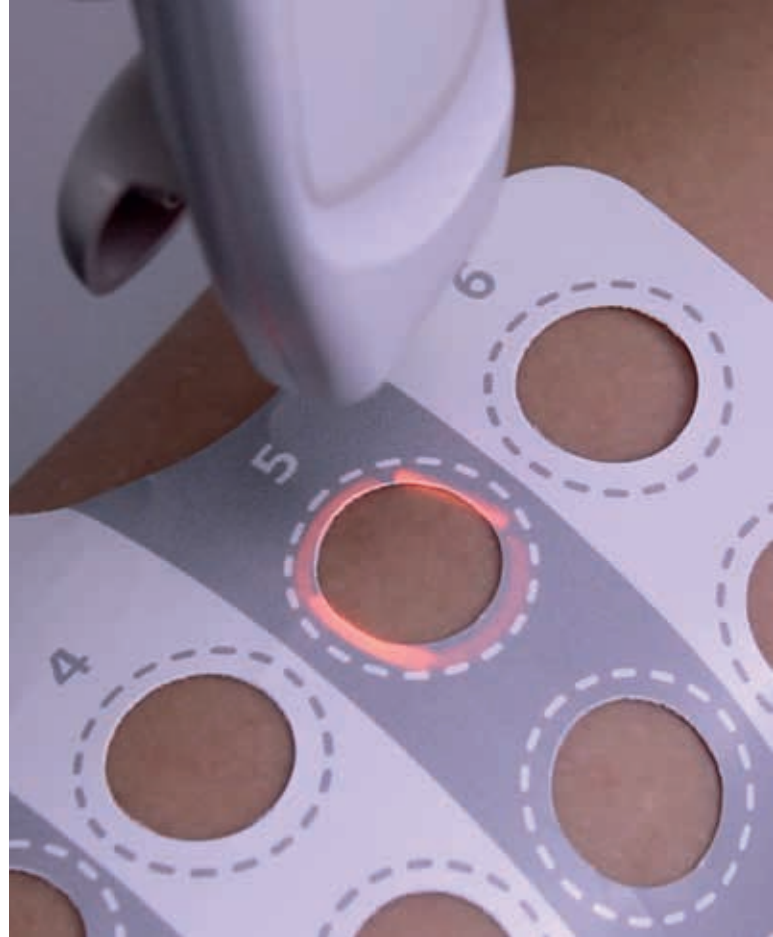
you wish to perform in a single consult for open day events, promotion of treatments, retail products or skin and hair care solutions on a daily basis.



Cellulite specialist: the professional option

Dealing with fluid retention and cellulite can be challenging, and assessing these conditions is essential for creating effective treatment plans. But how can you objectively assess cellulite and fluid retention?

The Soft FX system uses a thermal scanning probe to detect and classify these conditions. It can identify early stages of cellulite and fluid retention and track even micro changes during treatment. This tool helps provide enhanced guidance, identify any issues early, and motivate customers to follow your advice.



Apply the results to boost your cross and up selling potential

Deliver your recommendations based on the results of analysis. In addition the Soft FX uniquely allows you to upload products and treatments so that these are recommended based on the

individual results of analysis, generating support to your recommendations, boosting cross and up selling of products and treatments for all body areas.



Impress clients with impactful, clear reports shared to phone

Generate compelling reports

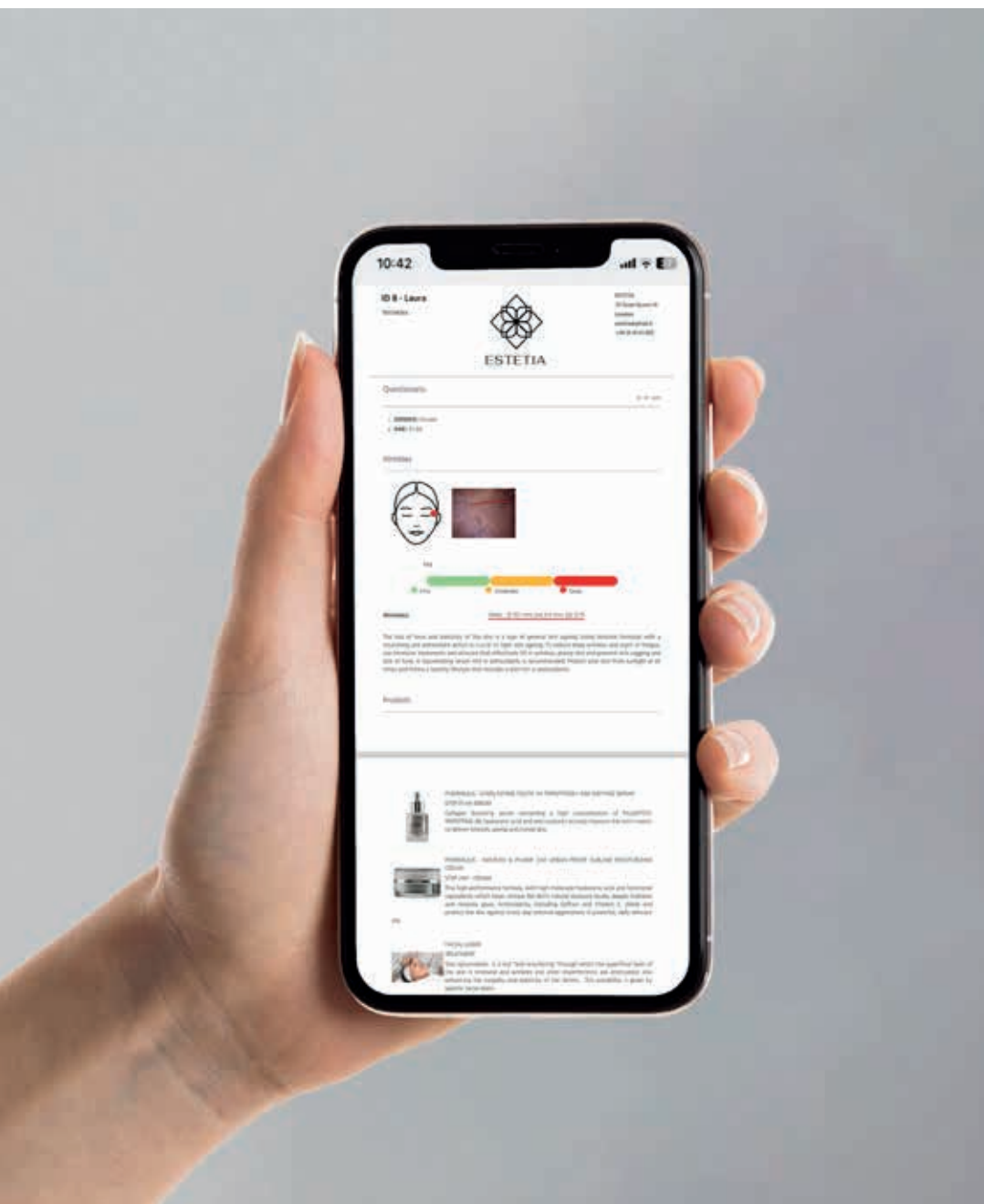
The smart report is designed to present results in a **clear and comprehensive manner** through the use of traffic light colour-coding, numerical values, imaging and interpretation of the analysis.

It also offers **personalised recommendations** based on the results and the option of **customising the report with your details**.

Digital sharing

Share the report with your customers quickly and easily: **via email or QR codes, the results will instantly appear on the client's smartphone, tablet or laptop, from the device.**

Additionally the report can be viewed at any time and shared with friends and family.

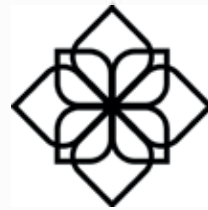


A comprehensive report at the touch of a button

Customisable report header

ID 8 - Laura

Pores



ESTETIA

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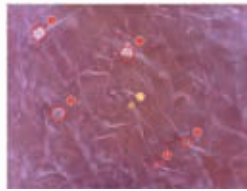
Personal details of the customer

Questionnaire

05 - 01 - 2024

1. **GENDER:** Female
2. **AGE:** 31-40

Pores



Diameter:

Very open 159 µm

Pores:

(1) 205 µm, (2) 205 µm, (3) 205 µm, (4) 113 µm, (5) 135 µm, (6) 89 µm

Analysis result with details of the area under examination

Full description of concerns

In the examined area, the pores are very dilated, which makes the skin less smooth and silky. Pore dilatation is an irreversible process caused by excess sebum and reduced skin elasticity. Gentle cleansing and the use of astringent tonics with a sebum-regulating action are recommended. It is also useful to use intensive treatments with an exfoliating and purifying action. Periodically use professional deep cleansing treatments. Serums which reduce the size of pores and level of oil are recommended.

Products



PHORMULIS - BALANCE & PURIFY. 02 OIL CONTROL SERUM
STEP 01-04 SERUM

A combination of active ingredients, including OiLESS' CITY, organic coriander and lemon, work to purify the skin, refine the appearance of pores and reduce shine.

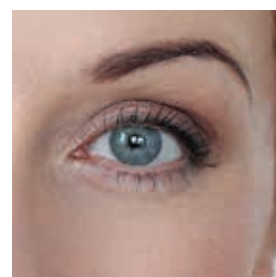
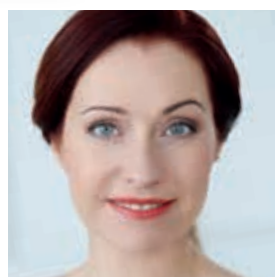
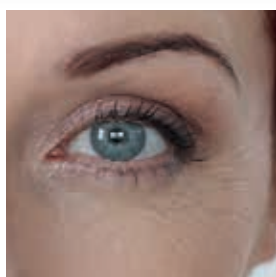
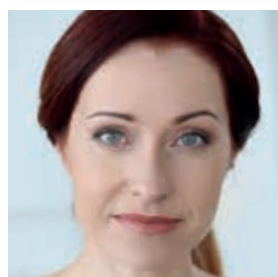
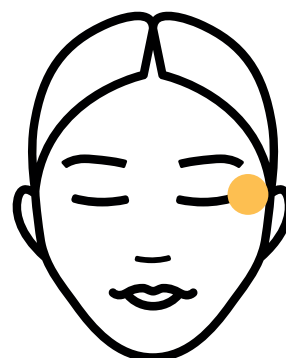
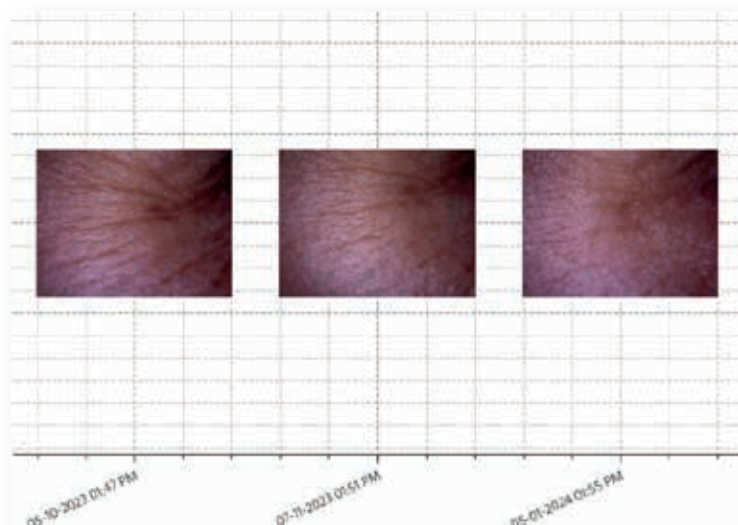
Tailored product recommendation to boost up and cross-selling

Track, document and demonstrate results

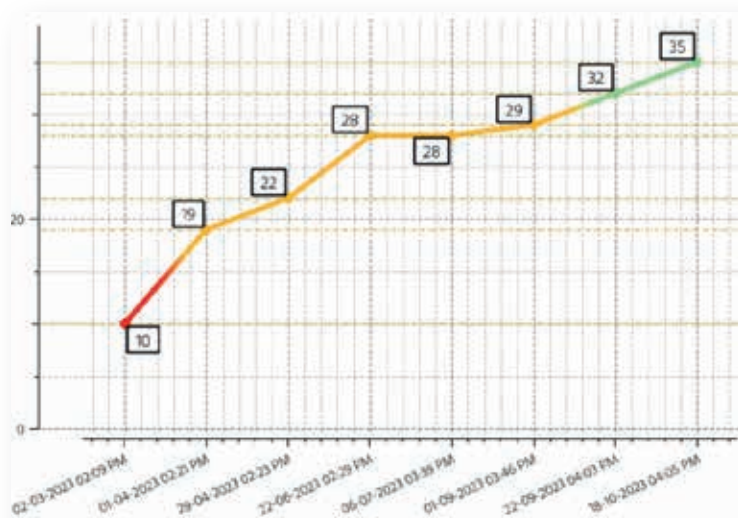
Results of treatments and products can be subtle and vary according to client. By picking up on **micro-changes** in results of the skin

or hair, you will be able to **document effectiveness of recommendations even at the early stages.**

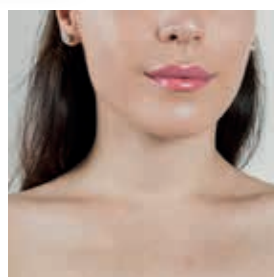
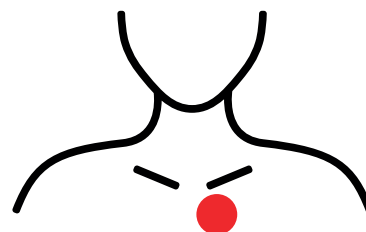
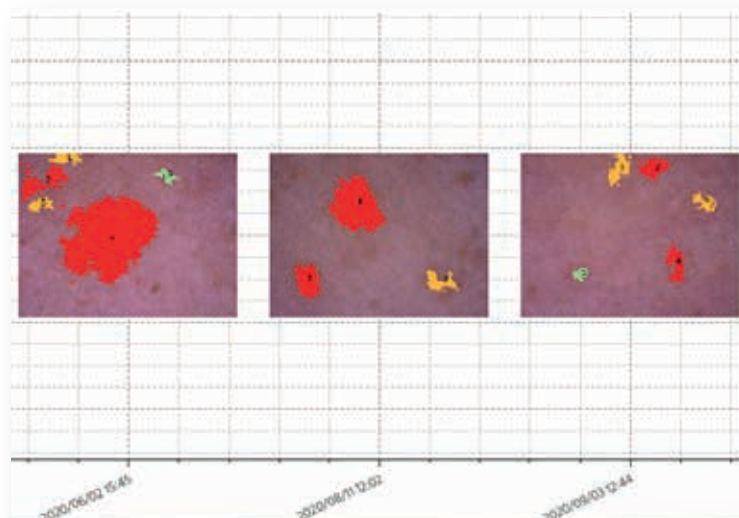
Wrinkles analysis



Hydration trends



Pigmentation micro mapping



The Soft FX generates statistics from independent tests and consultations for all body areas over time using images and graphs. The details are

stored in client files and can be easily shared with clients on their phone or email directly from the device.

Technical specifications

To consult the instrument's technical specification sheets, frame the QR code with your smartphone camera and download it from our website.





Soft FX: the solution that fits your business

Choose from **three models** according to the **body area of analysis**.

In addition, you can **choose to upgrade your device** with **additional areas of analysis over time** according to your business needs.

Complexion
Face analysis



Elite
Face, **hair** (and **scalp**),
décolleté, **body** and **hands**
analysis



Elite-G
Face, hair (and scalp),
décolleté, hands, **cellulite**
analysis



The device is available in 14 different languages

Mini2 FX

Melanin reader and phototype in one

Callegari delivers skincare companies, **device manufacturers and skin care professionals** a range of professional assessment solutions which are rapid and easy to use.

Solutions include **melanin and phototype** assessments via the Mini2 FX.

The Mini2 FX is a **professional device** that instantly measures the **melanin content of the skin** via reflectance photometry and **determines the phototype** according to an official value scale.

Professionals can benefit from a powerful and scientific device that offers a wide range of uses.

These include assessing the skin before any device treatment is advised to recommend the best products based on the client's skin type.

The Mini2 FX also allows **for evaluating the effectiveness of skin care products and treatments.**

By measuring the melanin values before and after using a product or treatment, professionals can effectively monitor the progress in the condition of the skin.

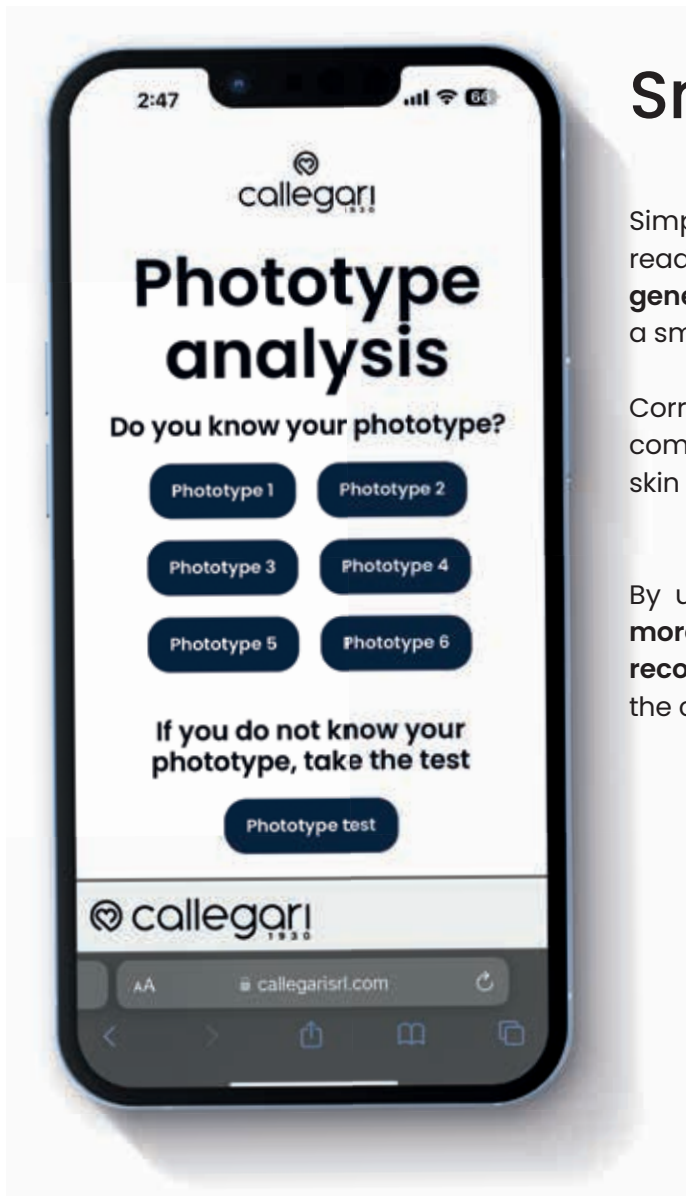


Smart, instant result

Simply **press the sensor on the skin** to obtain melanin readings. Once the melanin level is displayed, a **QR code is generated** which will allow operators to share the result to a smartphone and assess the phototype level.

Correlating melanin levels with the phototype will deliver comprehensive data on whether the melanin content of the skin is low, normal, or high for the determined phototype.

By using the Mini2 FX, **the analysis** performed will be **more accurate, leading to better product and treatment recommendations** that are targeted to the real needs of the client's skin.



Technical specifications

To consult the instrument's technical specification sheets, frame the QR code with your smartphone camera and download it from our website.



The services we offer

By becoming part of the Callegari world, a broad range of support, education and services are delivered including:

Ongoing training

One of our technical experts will be at your point of sale to provide you with all the support and information you need to use the device, and how to take advantages of the features of the instrument of your choice.

Support and online courses

Our experts are available to provide dedicated assistance, ongoing support, and education, ensuring you receive the support you require, as required with on-line or on-site education and training.

Webinars

With check&guide you can have access to webinars with scientific, technical, commercial and marketing content, available 24 hours a day on a dedicated platform.





Marketing Materials

Full marketing collaterals are available for the point of sales and social media.

We also periodically send out targeted marketing campaigns designed to promote analyses with devices.

The point of sales collaterals are thought provoking so that clients are driven to learn more about the services available.

Events and workshops

Experience professional workshops on scientific and technical-commercial topics and share your experience with industry professionals during our events.

Campus days is the event planned for professionals, with a focus on the most relevant

topics at the time, offering workshops held by carefully selected experts, accompanied by moments of networking and relax.

Workshops and Campus days aim to provide education and facilitate the sharing of experiences on a wide range of subjects.

Accessories

Cloud C₁

The aesthetic work station solution.

Cloud C₁ has **3 shelves and a drawer with soft-closing mechanism and integrated handle** for easy moving when testing. It also has a technical **compartment with a safety lock**, including 3 electrical sockets.

Bracket and Monitor Kit

To maximise the potential of the Soft FX, a custom-made bracket has been designed to hold a large monitor **that can transmit the images displayed on the device**.

Soft Fx insert

Custom-made inserts for our device accessories

Customised sponge inserts have been designed to facilitate the professional's work and act as a work station support





Trolley and trousse kit

Protection and functionality at your service

The trolley is the **ideal solution for carrying your device** comfortably while guaranteeing total safety, thanks to its padding made of shockproof and waterproof materials.

The trousse kit additionally provides an extra degree of protection, **allowing you to carry everything you need with you whenever you have to travel.**

Bag

The functional choice for your device

The bag is made of the same material as the trolley, for maximum protection of the device, and addresses the needs of those **who need to travel with the least possible encumbrance.**

40+

years of know how

600+

training sessions provided
in the last 12 months

45+

countries served

12.660+

satisfied new customers
over the last 12 months

8.500+

hours of research
and development

where heal



th happens

Choose Callegari technology



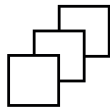
eco-friendly



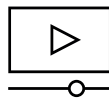
rapid



reliable



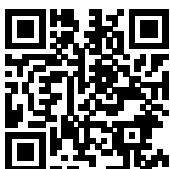
versatile



guided



profitable



Want to learn more?

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