

# 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

 map&apply

**Lifescience**, dedicated to wellness screening

 check&guide

**Aeronautics**, specialised in aeronautics

 fly&enjoy

The map&apply and check&guide concepts **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**

♡ map&apply

# The map&apply Concept



Map your customer's skin  
and hair with Soft FX



Apply your products  
& treatments

## Services and Collaterals



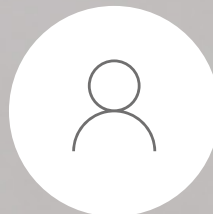
On-site training



Online refresh  
courses



Webinars &  
Workshops



Campus Day  
Events

# 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

### Areas analysed

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

### Technological innovation

Real-time results through objective analysis powered by AI technology

### Statistics

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

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.

### Product recommendation

Full product recommendation based on each individual analysis

### Digital communication

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

### Versatile solutions

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



### Smart consult modes

Choose the level of care the skin deserves. Whether it's a rapid check for immediate concerns or a detailed consultation for personalized solutions, each choice brings you closer to understanding and delivering solutions to clients

### Personalized Consultation Sessions

Fully tailor consultations and save your preferred configurations for future use

### One-Touch Experience

Scan and share results with clients in under a minute

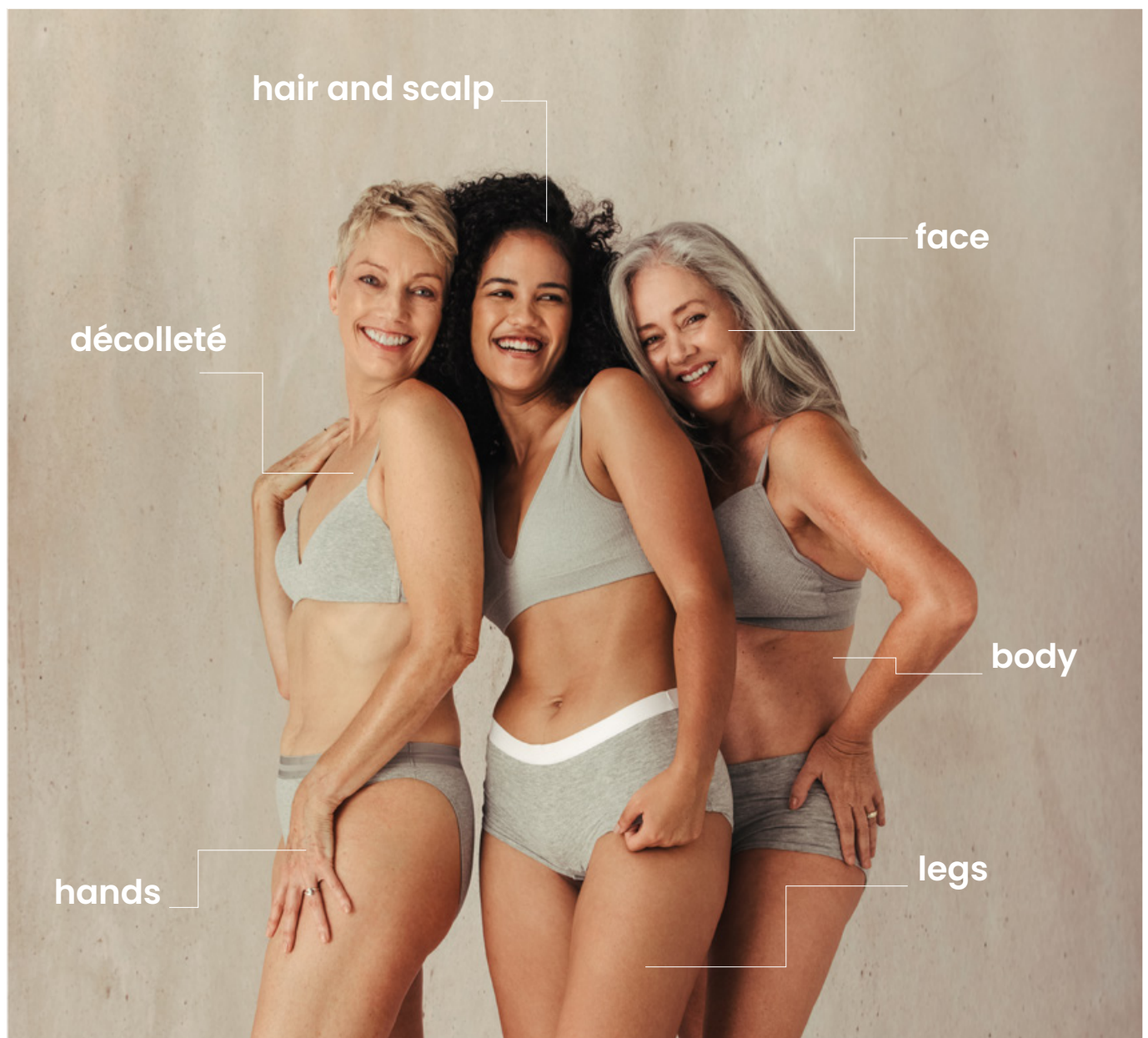
### Seamless Integration

By leveraging an advanced data transfer protocol, Soft FX facilitates connections with a variety of external platforms, enabling enhanced capabilities such as remote consulting services.

### Personalisation Options for Soft FX

Elevate your Soft FX experience with our Optional Packages, with the exclusive Hair and Scalp Consult as well as the fluid retention and cellulite analysis option with Legs Beauty Consult

## 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

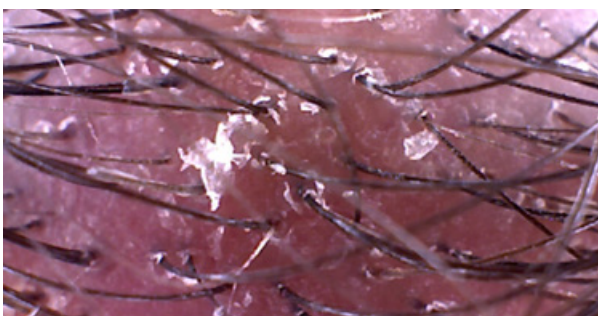
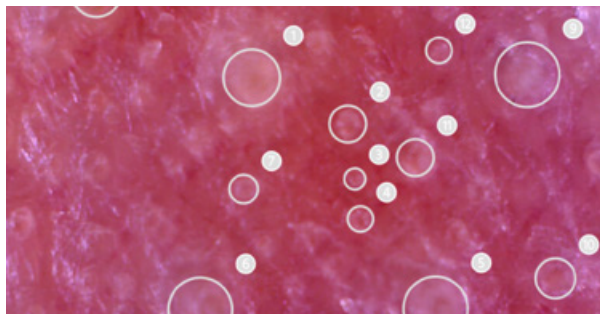
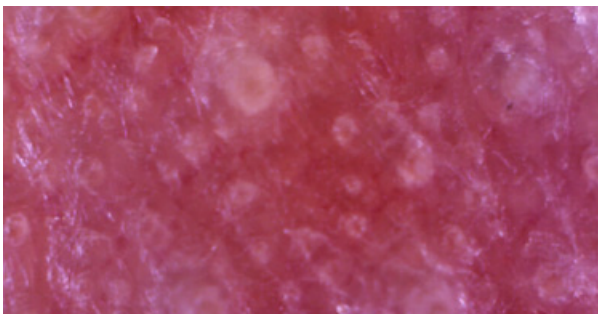
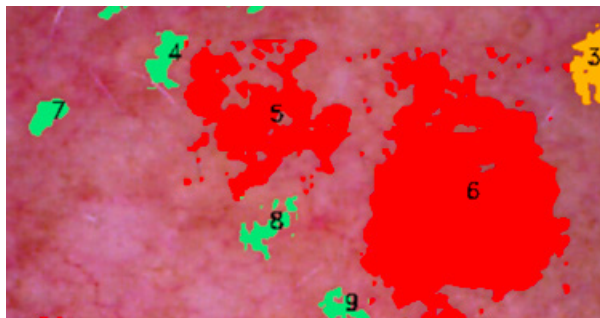
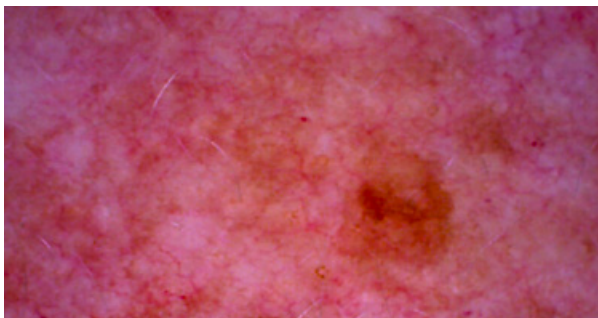
## 5 hair parameters

density, dandruff, diameter, structure and sebum



## 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**
- uniformity of skin surface **temperature**
- **sebum**



sebum

hydration

melanin

elasticity



# Soft FX: the revolution in personalised skin, scalp and hair analysis

Your business and clients are unique. **Soft FX empowers you to tailor consultations to meet specific needs and preferences.**

With Soft FX, you can develop fully personalized skin, body or hair care consultations for each client, all while adhering to your own analysis approach and business requirements.

The custom consultations feature empowers you to select tests tailored to needs and create your own consultation, enhancing client experiences for specific needs, Open Day events, or seasonal promotions. This flexibility allows for impactful and relevant engagements at every occasion.



# In-depth consultations: target multiple issues in one consult

Beyond customization, **Soft FX features an extensive selection of predefined consultations.** These consultations assist in conducting comprehensive and detailed analyses of skin and hair, ensuring a seamless and impactful experience.

Evaluating **different aspects of the skin in a single consultation and the relation between the parameters,** helps you fully understand clients'

## • Face Consultations

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

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.**

## • Décolleté Consultation

Décolleté Expert

## • Hands Consultation

Hands beauty

## • Body Consultation

Sun Protection

## • Legs Consultation

Cellulite specialist

# Apply the result 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.

In addition, tailoring the list of products and treatments within your Soft FX system enhances inventory management and facilitates stock planning.



# 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**.

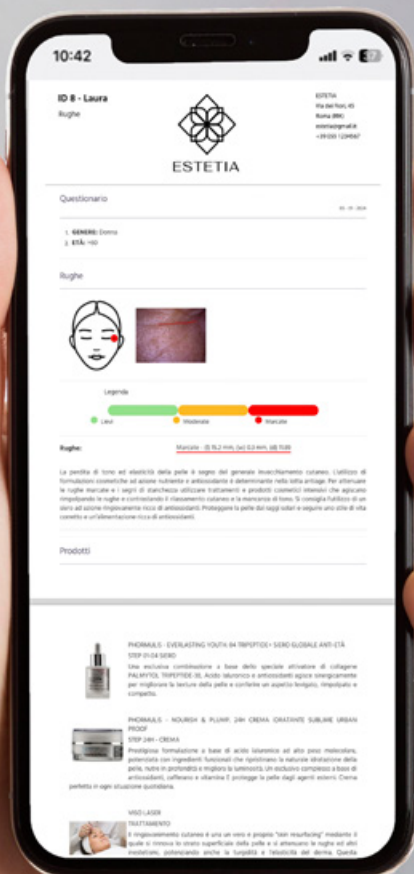
## Digital sharing

**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.

## Integrate with ease through a dedicated communication protocol

Thanks to the data transfer protocol used by Soft FX, it is possible to connect with a wide range of external platforms, paving the way for advanced services such as remote consulting. Customize the integration of Soft FX selecting the preferred platform of choice.



# A comprehensive report at the touch of a button

Customisable report header

**ID 8 - Laura**

Pores



ESTETIA

ESTETIA  
35 Great Queen St  
London  
estetia@gmail.it  
+44 20 81 45 802

Personal details of the customer

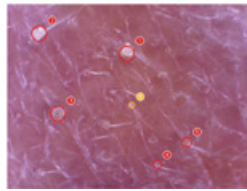
## Questionnaire

05 - 01 - 2024

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

## Pores

Analysis result with details of the area under examination



**Diameter:**

Very open 159  $\mu$ m

**Pores:**

(1) 205  $\mu$ m, (2) 205  $\mu$ m, (3) 205  $\mu$ m, (4) 113  $\mu$ m, (5) 135  $\mu$ m, (6) 89  $\mu$ m

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

Tailored product recommendation to boost up and cross-selling



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

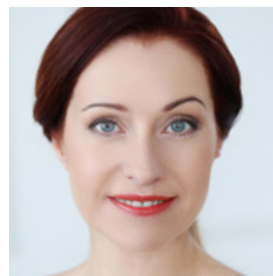
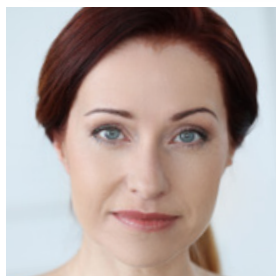
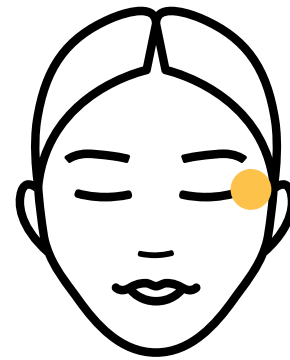
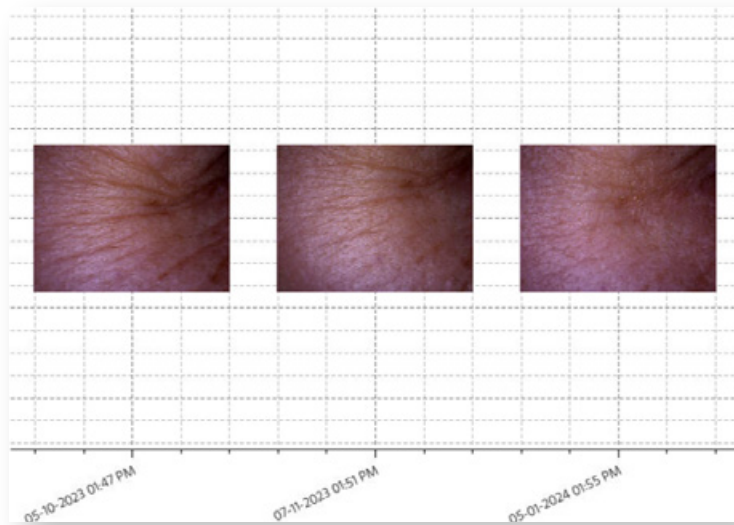
A combination of active ingredients, including OiLESS' CITY, organic coriander and lemon, work to purify the skin, refine the appearance of pores and reduce shine.

# Track, document and demonstrate results

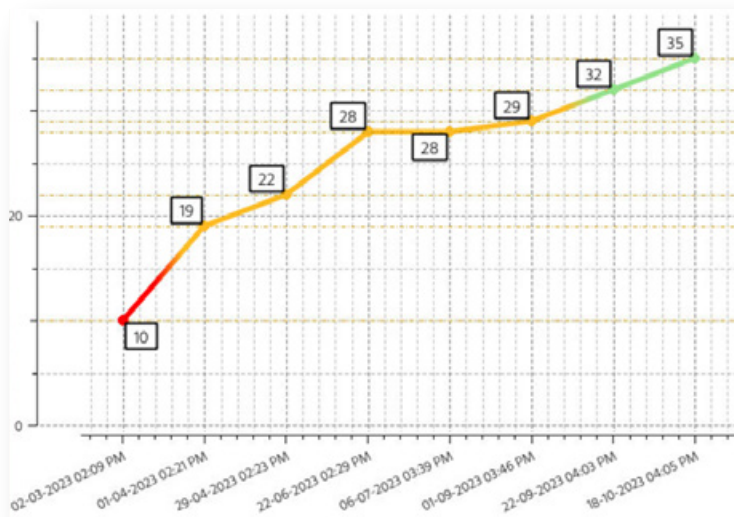
Results of treatments and products can be subtle and vary according to client. By picking up on **micro-changes in results of the skin**

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

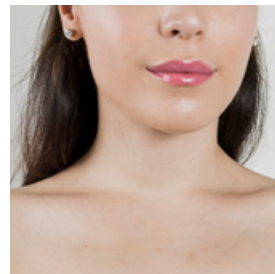
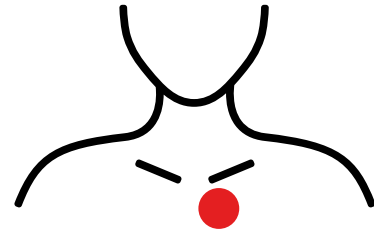
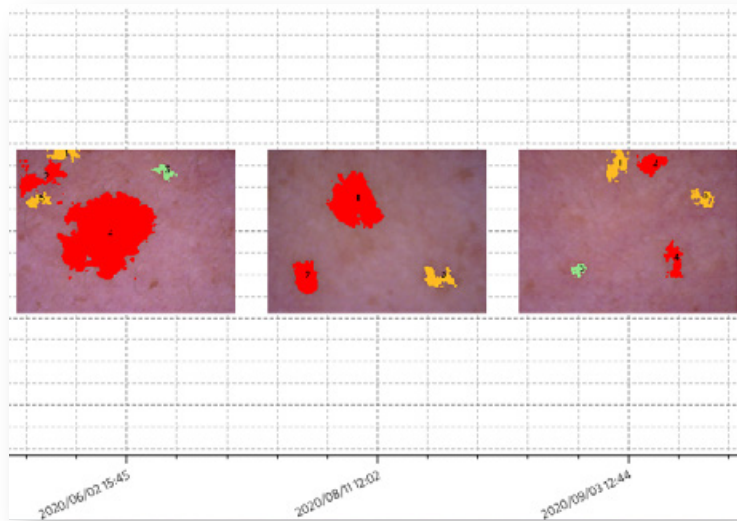
## Wrinkles analysis



## Hydration trends



## Pigmentation micro mapping trends



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 flexible solution that fits your business

## Tailor your Soft FX to your business needs

The Soft FX model is an innovative and versatile tool designed for comprehensive assessments across four distinct body areas: the face, décolleté, body, and hands.

### Its standard features include:

- The **MEL-HYD FX probe** for melanin levels and skin hydration
- The **ELA FX probe** to assess skin elasticity
- Sebum analysis utilizing the **TAPE FX** for oil measurements
- The **CAM FX-Skin microcamera**, offering a range of tests, which boasts a 100x lens, along with spacers and eyepieces for detailed skin examination.

**You can add on two packages – Hair and Scalp Consult and/or Legs Beauty Consult for cellulite and fluid retention – for a complete body analysis experience.**

Alternatively, as your analysis requirements grow, the Soft FX can be upgraded effortlessly with the two customized optional packages offered by Callegari, ensuring that it continues to meet your professional needs.

**The device is available in 13 languages.**

## Soft FX

Face, décolleté, body, and hands analyses



## Optional Packages

# Legs Beauty Consult

## Professional Cellulite Analysis

Cellulite is an irregular fat deposit that typically forms under the skin on the buttocks and thighs of women. Water retention, poor microcirculation, and the thinning of connective tissue are its primary causes.

Addressing water retention and cellulite effectively requires a precise, objective and scientific approach. An accurate evaluation is fundamental to designing successful treatment plans.

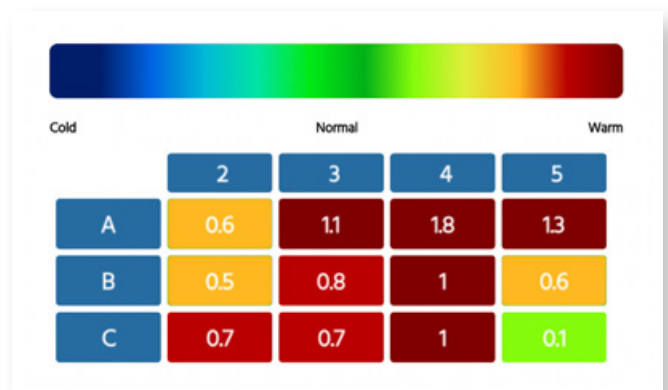
The **Legs Beauty Consult package** features the activation of **dedicated software**, a **TEMP FX probe** for measuring skin temperature and the exclusive **CELLU BELT FX**, ensuring standardised and precise readings.

The **Cellulite Specialist** program leverages infrared sensor technology to create a unique and comprehensive map of the analyzed area. The temperature sensor is user-friendly and provides immediate, objective results.

The Soft FX detects and classifies cellulite and water retention, allowing for a thorough, objective analysis. It can also identify early stages of cellulite and fluid retention while **tracking micro-changes throughout the treatment process**.

**Enhance client consultations and offer clear, scientifically grounded insights for tailored recommendations.**

Thermal mapping



## Optional Packages

# Hair and Scalp Consult

## Professional Hair and Scalp Analysis

Hair is one of the most immediately noticeable features of a person, and its appearance and vitality hold significant importance for everyone. While we often focus on external beauty, true hair health begins at the scalp and is rooted in its structure.

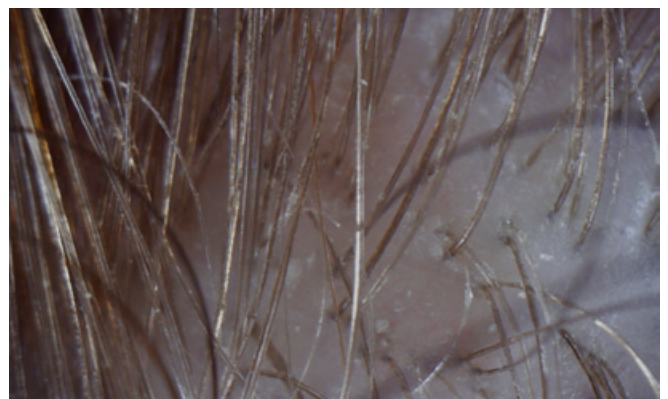
The Soft FX **Hair and Scalp Consult Package** offers a unique, comprehensive analysis, featuring **dedicated software** along with a **400X lens and an eyepiece for the CAM FX microcamera**.

**Hair and Scalp Consult Package** allows you to evaluate essential parameters, both individually and in combination via the custom consultations feature, including the following:

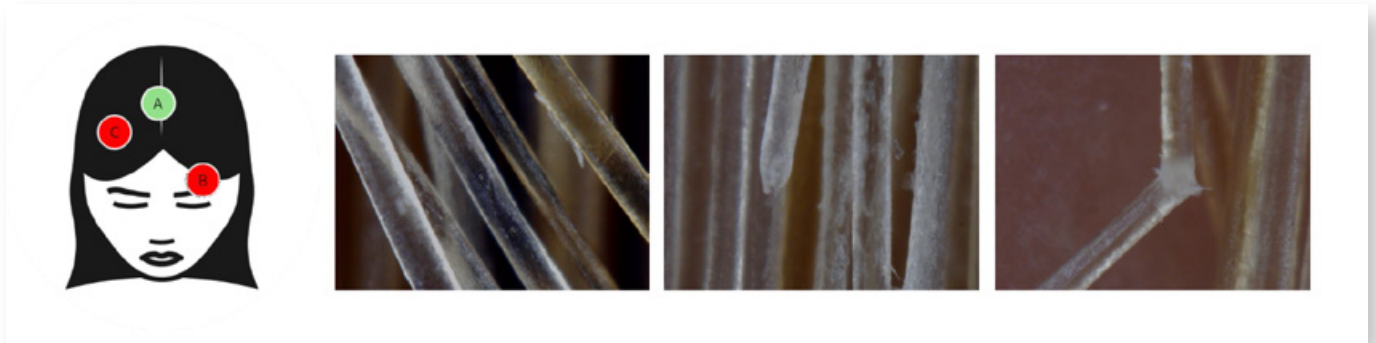
- **hair diameter**
- **structure**
- **density, including the vellus hairs count**
- **presence and types of dandruff**
- **sebum content on scalp**

The **Hair and Scalp Consult Package** facilitates targeted interventions for issues like hair loss, thinning, or damage caused by external factors such as chlorine, over-washing, styling and heat, using harsh or the wrong products based on the condition of the hair.

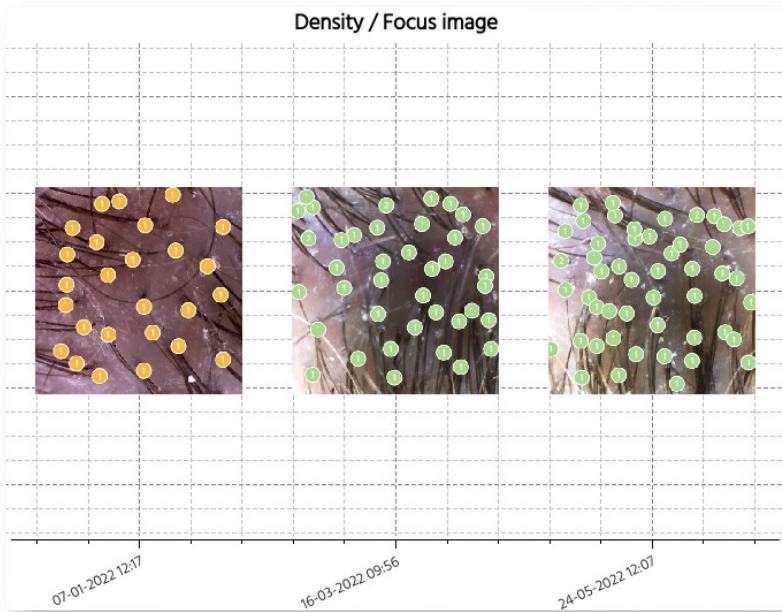
**Regular use of Soft FX not only tracks treatment progress but also provides tangible results based on science, fostering trust and enhancing adherence to your recommendation, paving the way to healthier, vibrant hair.**



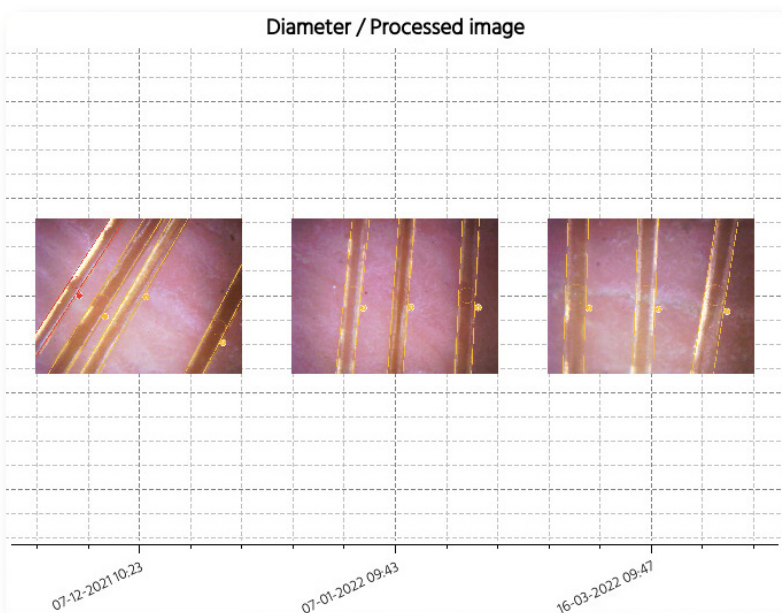
### Hair structure report



### Hair density trends



### Hair diameter trends



# 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

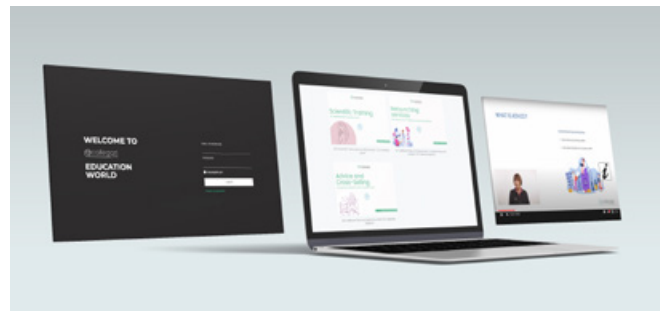
One of our technical experts will be at your point of sale to provide you with all the support and information you need to use the device, and how to take advantages of the features of the instrument of your choice.

## 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 map&apply 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 C<sub>1</sub>

The aesthetic work station solution.

The **Cloud C1** trolley is a practical solution assuring your device is always within reach. It is versatile and suitable for small environments and for small spaces.

The Cloud C1 multipurpose trolley features **3 shelves with electrical input, a drawer with soft-closing mechanism and integrated handle** for easy and fast handling when testing is conducted.

The **three slot-handles** are designed for **handling and positioning** as well as for **accommodating cords, cables and handpieces**, etc.

**Technical compartment** with **safety lock**, complete with **three electrical output sockets**. A drawer with a “full hygienic” front complete with custom-made insert for storing consumables and accessories.

**Wheels** with ball bearings and silent tread.



## Bracket and Monitor Kit

In order to fully exploit the potential of the Soft FX, a customised and **taylor-made bracket, designed to accommodate a monitor capable of transmitting the images displayed on the device on a larger scale, is available.**



## Soft FX Insert

In order to further support and enhance operations, bespoke practical inserts have been designed for the accessories of our devices.



# Optional accessories

Protect your device with our custom fit accessories.

The trolley is the **ideal solution for carrying your device** comfortably while guaranteeing total safety, **allowing you to carry everything you need with you whenever you have to travel.**

Its paddings are made of shockproof and waterproof materials.

## Trolley

(59x45x29,5 cm; extendable handle +53 cm)

Easily transportable thanks to wheels, handles and removable shoulder strap. The external covering is made of nylon, an indestructible and waterproof material.

The bag contains screen protectors, compartments for neatly storing probes, power cables and a dedicated, removable container lined internally with foam material to house the camera and related accessories.



## Bag

(32x45x25 cm)

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.**



**Not only does the design make our accessories functional and comfortable during transport, but the Made in Italy craftsmanship guarantees maximum attention to detail and a long-lasting high-quality product.**

**40+**

years of know how

**55+**

distribution networks  
worldwide

**50+**

countries served

**600+**

training session provided  
in the last 12 months

**8.500+**

hours of research  
and development

**where heal**



th happens

## Choose Callegari technology



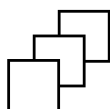
eco-friendly



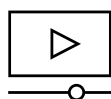
rapid



reliable



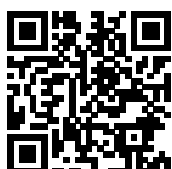
versatile



guided



profitable



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