

“This combination of digital skin imaging and quantitative image analysis is an infoimaging breakthrough.”

**—Greg G. Hillebrand, Ph.D.
co-inventor of VISIA™,
Procter & Gamble**



Procter & Gamble Changes the Complexion of Skin Care

New breakthroughs in skin care treatment are helping consumers around the world thanks to advance techniques in image analysis. VISIA™ Complexion Analysis System has boosted sales of SK-II and Olay products by 30% and doubled repurchase rates at European and Asian retailers. Developed as a research tool and adapted by Canfield Clinical Systems for medical use, VISIA™ uses a digital camera and image analysis software to evaluate a subject's facial skin, compare it with norms of age and ethnicity and indicate appropriate P&G products.

Visit www.VisualCommunication.info for details on this beauty make-over success story.

