

70 % of all purchase decisions occur at the point of sale

A solution for your customers:

- Quick and easy to use.
- Product purchase recommendation.
- Advises treatment according to results and age group.
- Stores each customer's case history in order to monitor their progress.
- Prints the results and advice on the receipt.

dermo prime, a high added value service:

- It increases the sales of dermopharmacy products.
- Customers can buy products immediately after taking the test.
- It improves customer satisfaction.
- It stands out from the competition.



dermo prime

The first product from the new Davi&Cia line

Characteristics

- User Instructions through voice messages.
- Chip reader
- Short receipt with measurement results. High speed thermal printer (180mm/sec) with wide format (80mm) for easy reading of data.
- Interactive guide for use and configuration.
- Content easily updated using external USB.
- Option of visualising and choosing between 6 languages.
- Accepts up to six types of coin.
- High quality camera image 1/3 Sony Super HAD CCD.
- Uses a (30 macro lens, with three-way image processing).
- High resolution and sensitivity: 410.000 pixels.
- PC software in Windows.

Technical Specifications

- 46 (H) (33.5 (W) (53 (D) cm.
- Weight: 23 kg.
- Maximum consumption: 80 W
- Available colours: White.



dermo prime
Skincare
in your hands

DAVI & CIA
WEIGHING EQUIPMENT

c/ Murcia, 35 Nave G 08830 Sant Boi de Llobregat (Barcelona) • c/ Somosierra, 22 Nave 3E 28700 Sant Sebastián de los Reyes (Madrid)
t +34 93 654 32 32 • f +34 93 654 16 62 • www.davicia.com • info@davicia.com

DAVI & CIA
WEIGHING EQUIPMENT

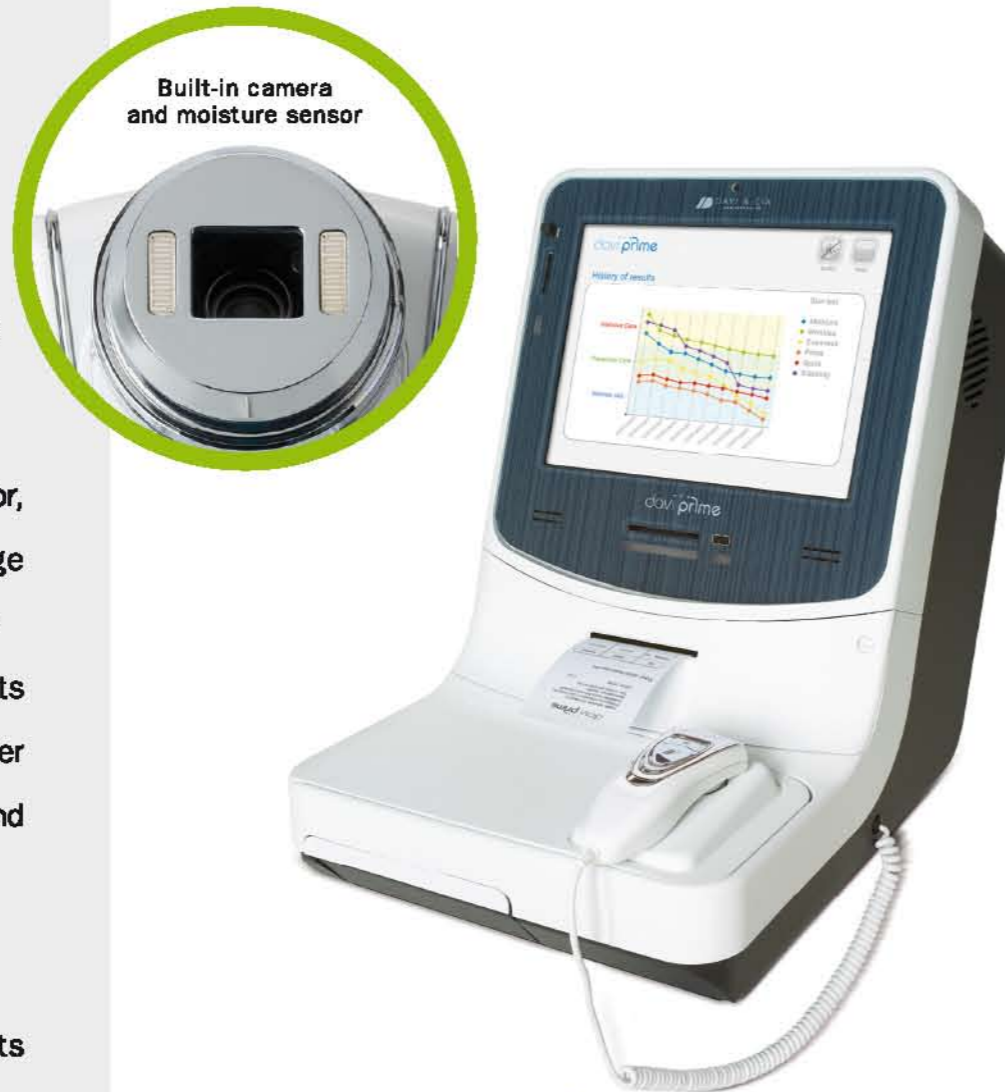
davi prime is the new line from **Davi&Cia**, the leading and most advanced range of measuring equipment which includes a fast and completely personalised customer service. What's more, it offers a service focused on the client's needs.

Davi&Cia, market leader in its sector, is launching this new product range after an exhaustive market study and strategic research whose results indicate a clear increase in consumer concern over health, well being and personal care.

Therefore, **Davi&Cia** is working towards being able to offer products which respond to the needs of these consumers, always keeping in mind the quality and precision which underpin the company.

dermo prime

The first product from the new **Davi&Cia** line



- ✓ Increase in dermopharmacy sales
- ✓ Attracting and maintaining customers
- ✓ Adviser and guide for customers during their purchase

The only completely automatic skin health test

dermo prime is the only fast and integrated personalized skin analysis system.

Accurate and fast

In just a few seconds it automatically carries out a complete diagnosis of **moisture, elasticity, smoothness, pores, blotches and wrinkles**. The user simply has to follow the instructions shown by the equipment to see the results, recommendations, treatment duration and the products to get at the pharmacy, with or without the pharmacist's assistance.

The most advanced technology

It uses a single three-way image processing lens which automatically carries out a complete analysis from the surface to the deepest layers of the skin.

Built-in double moisture sensor. System for cleaning the lens before and after each use, using ultra violet light (UV-C).

The results of the test will be stored in the system to enable personalised follow-up for each customer.

User friendly design

Its wide IntelliTouch touch screen and its innovative software which includes a multimedia sound and image system allow it to be used by all members of the public.

Beauty advice and product recommendations

The equipment shows the results of the measurements on the screen and prints them on a receipt. It indicates the treatment which should be followed and recommends products to buy. The pharmacist will be able to personalise the products according to offers, promotions or marketing agreements.



• Measuring screen



• Results screen



• Recommended product screen



• Customer case history screen