OPTE

REVEAL THE REAL

PRECISION SKINCARE THAT REVEALS THE NATURAL BEAUTY OF YOUR SKIN

One of our biggest advancements in skincare in 200 years, Opte is not a laser, make-up or skin lightening cream. After 10 years of development and 13 patents, Opte combines the best of optics, proprietary algorithms, printing technology, and skincare in one device. Opte scans, detects, and corrects hyper-pigmentation with precision application to reveal the natural beauty of your skin every day.

CONSUMER INSIGHTS*

97%
want to look as good as they feel

94%
want the natural radiance of their skin to shine

82%
want to be seen as they see themselves

PRECISION WAND

SAFE LED LIGHTS
maximize the contrast in skin melanin (as it scans), allowing the camera to see significantly more pigmentation than the human eye, detecting visible spots, and the spots not yet noticeable.

INTEGRATED DIGITAL CAMERA
captures 200 skin images per second, resulting in 60,000 pictures of skin analyzed with each 5 minute use.

PRECISE COLOR ALGORITHM
micro-processes 70,000 lines of code to determine the size, shape and intensity of the spot in contrast to the adjacent surrounding skin.

MICRO PRINTER
contains 120 thermal ink-jet nozzles that deposit Optimizing Serum by the picoliter (one billionth of a liter) to achieve precise coverage with 97% less product on your skin than alternatives.

PRECISION SKINCARE

Optimizing Serum contains only the ingredients needed to achieve naturally beautiful looking skin while reducing the appearance of spots over time.

Mineral pigments provide immediate coverage and create an even, natural look.
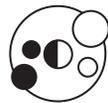
Spot lightening skincare ingredients proven to reduce the appearance of age spots over time.

Contains moisturizing ingredients that allow skin to retain moisture and stay hydrated.

SCANS
Skin to find tonal variations

DETECTS
Age spots and other hyperpigmentation

CORRECTS
Tonal variations with Optimizing Serum

*Base size 100. Representative US women 35-65 years old.

3 TONES COVER
99% OF WOMEN'S
COMPLEXIONS*

REAL WOMEN, REAL RESULTS

UN-RETOUCHED SKIN

OPTE RECOGNITION

USA TODAY REVEWED
CES EDITORS CHOICE

NEW BEAUTY
AWARD WINNER

CES INNOVATION AWARDS
2020 HONOREE

PARENTS
BEST FAMILY TECH AT CES

TECHLICIOUS
CES TOP PICK

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*Based on US population