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The fusion of beauty and science.

Let's embrace technology and capture beauty.

Let's amplify self-expression.

Let's re-imagine wearable technology.

Let's ignite ideas, accelerate inventiveness.

Let's see how far we can go.

Let's not be held by what is.

Let's discover what can be.

Let's begin.



5.3 million
units of wearable tech
on the market today





In 2018 there will be
130 million





61% of consumers enjoy
experimenting with
new lip colors

INSPIRED BY



POWERED BY

SAMSUNG



Global Color Authority





The background is a deep blue with several large, overlapping, semi-transparent blue shapes that resemble stylized leaves or petals. In the upper right quadrant, the Samsung logo is displayed in white, bold, uppercase letters within a white oval. The logo is surrounded by a cluster of small, bright white dots, giving it a glowing or starburst effect.

SAMSUNG

Envision a future that is nothing like today

Leader in Color
Innovation Technology



Yun
Young-nam
The
Colorist



MAC + **SAMSUNG**

DISRUPT

the cosmetics category

RE-IMAGINE

the concept of wearable technology

LEVERAGE

Samsung technology across
all screens, all touch points

CAPITALIZE

on MAC's color authority



ECLECTIC

FUTURE FORWARD

SELFIE NATION

ALL AGES

ALL RACES

ALL SEXES

ALL MAC

Capturing all faces





KALEIDOSCOPE HD

INSPIRED BY **MAC**

POWERED BY **SAMSUNG**



KALEIDOSCOPE HD

Wearable technology is re-imagined with the first ever device that allows you to capture any color instantaneously and apply directly to your lips.

SEE IT. CAPTURE IT. WEAR IT.

INSPIRED BY MAC. POWERED BY SAMSUNG.
KALEIDOSCOPE HD will inspire the world and create the future.

Set your own trends. Be your own makeup artist.
WITNESS THE FUSION OF BEAUTY AND SCIENCE.



SEE IT



CAPTURE IT

MAKE IT



WEAR IT



Revolutionary Technology



Final Product Reservoir

Substrate Chamber

Pigment Cartridge

Optics



Device

SRP: \$79.00

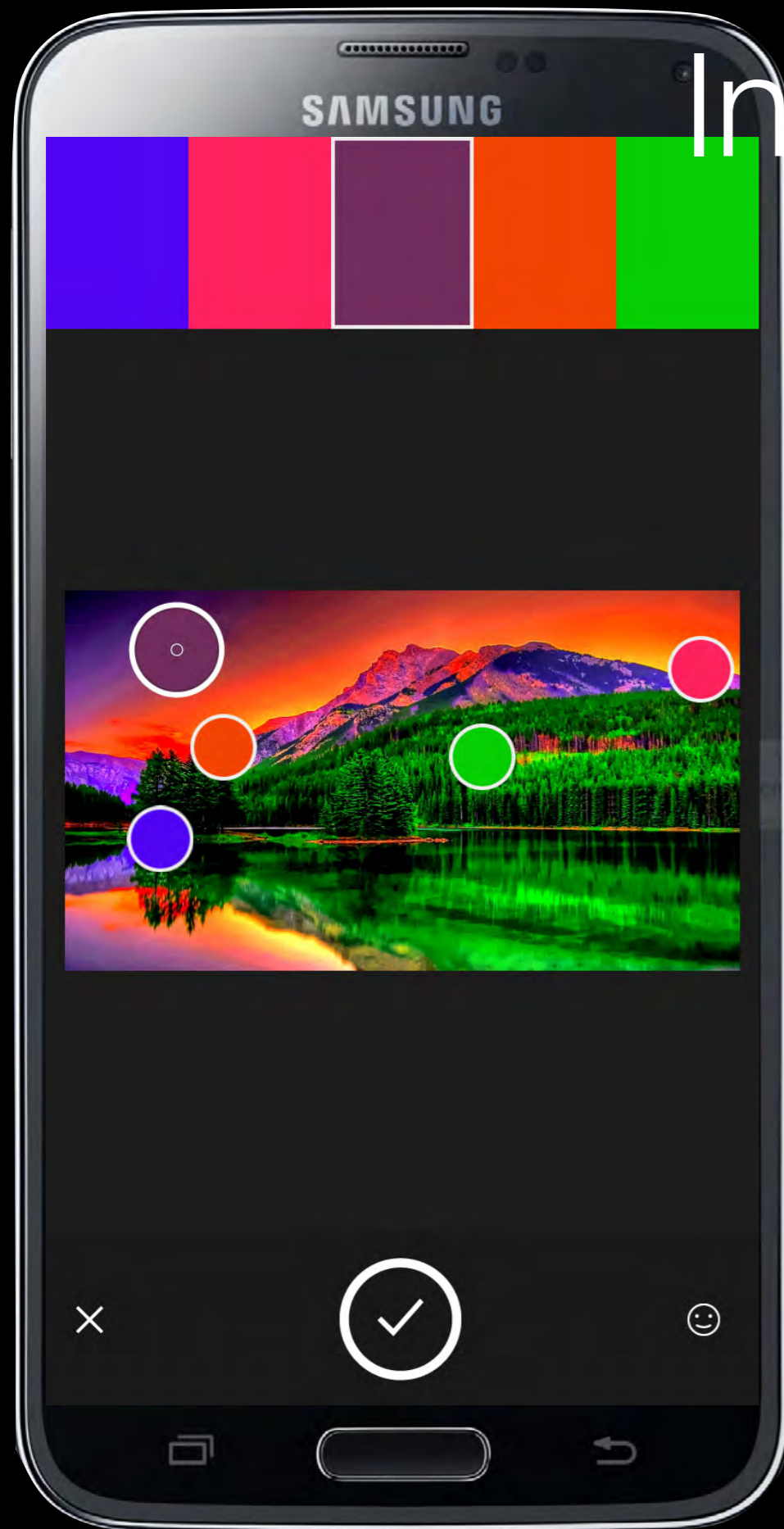
includes:
one product cartridge
+ one pigment cartridge

Product + Pigment Cartridges



SRP: \$8.00

per replacement cartridge



Integrated Mobile App

Battery Life Indicator

Cartridge Replenishment Alert

Capture & Save

Magic Mirror

Social Integration



KALEIDOSCOPE HD



MAC

SAMSUNG

Start with the Artists



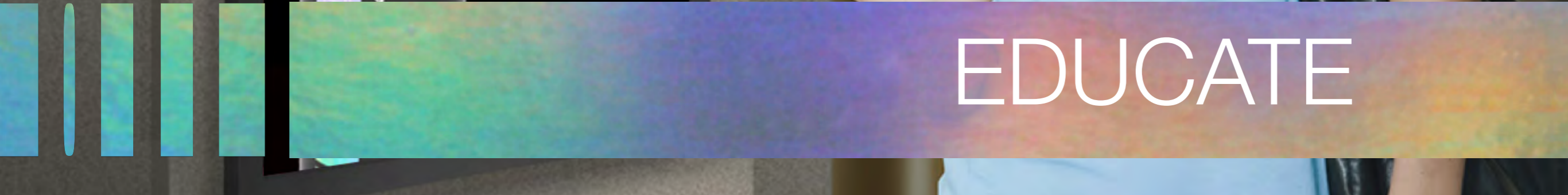
"I live in Mexico, a country full of culture, color and traditions."



"waking up. Opening my eyes to all the inspiration the world provides."



"There are no rules or boundaries, just endless possibilities."



EDUCATE



ENGAGE



MAC



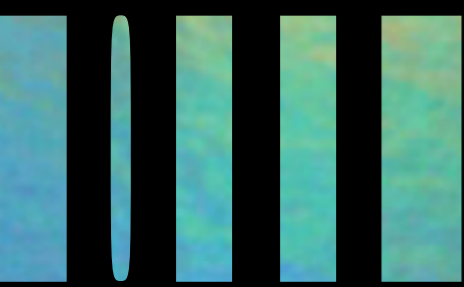
ENTERTAIN



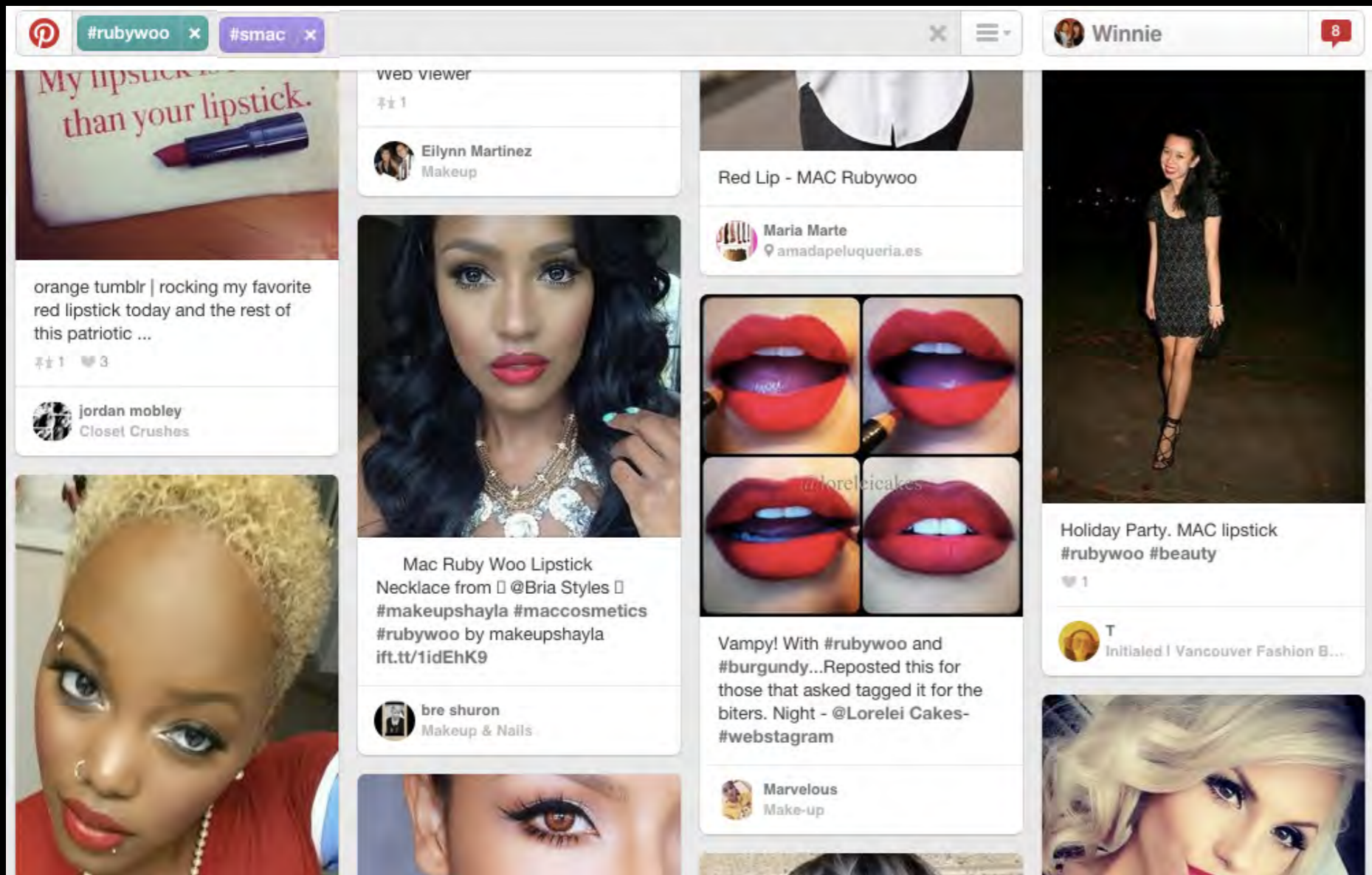
STREET SMART



#SMAC



SOCIALLY SAVVY

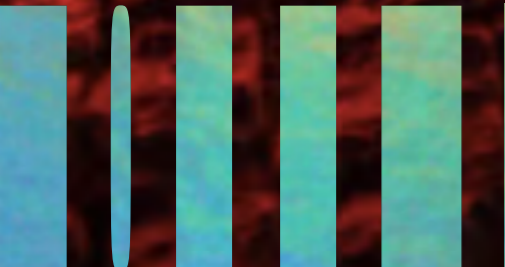


Who will
CAPTURE the
next Ruby
Woo?
#RubyWHO?

SOCIALLY SAVVY



**#CAPTUREtheCURE
for World AIDS Day**



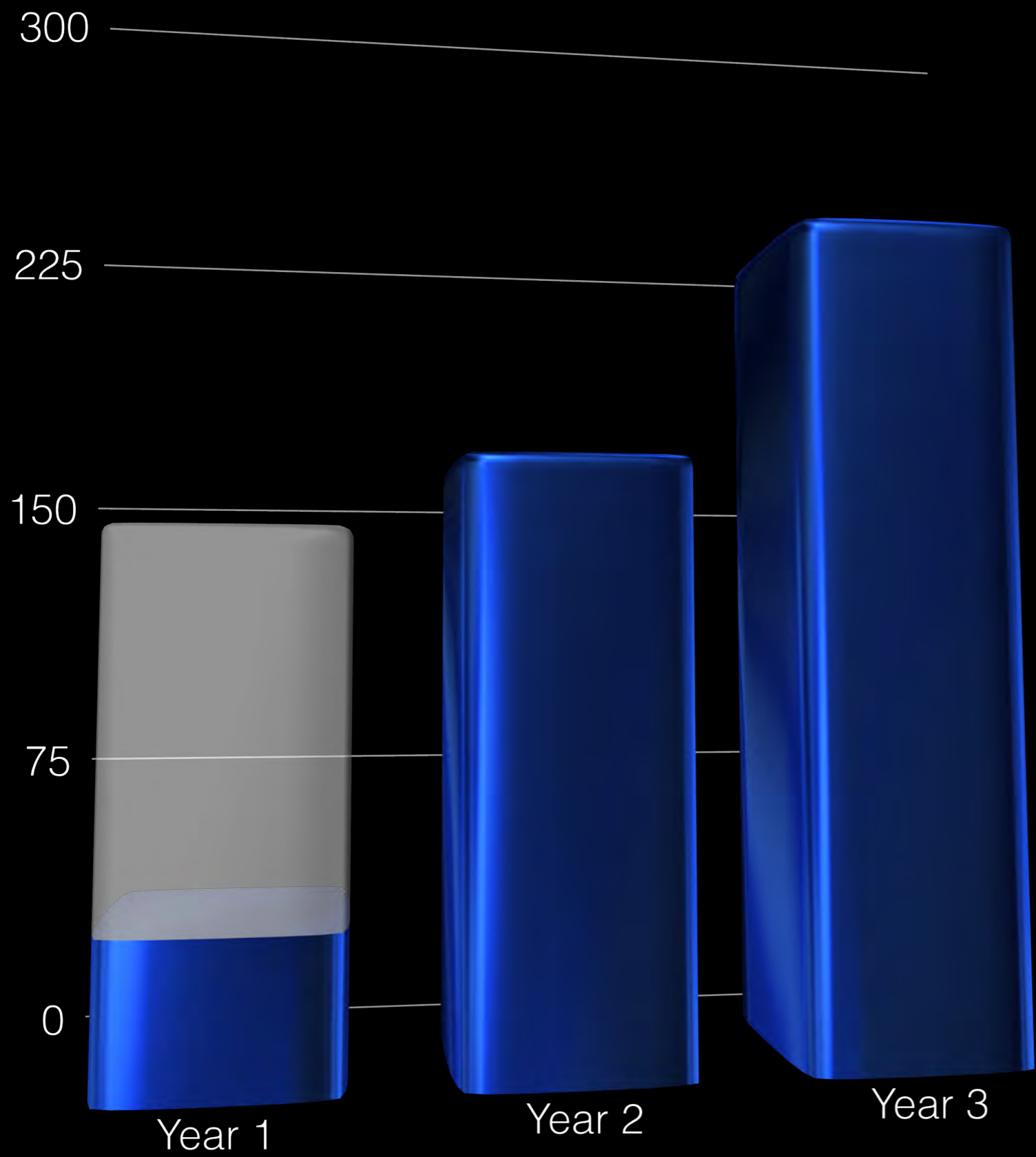
SOCIALLY SAVVY

Joint Venture

Die ... Südd



ADVERTISING
AND PROMOTION



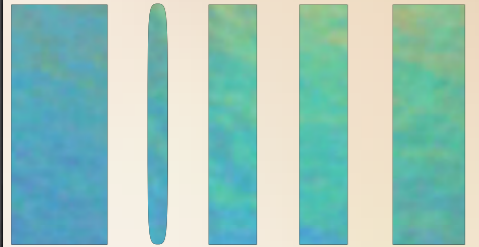
\$222
million
retail sales in Year 3

\$59 million
Profit



What's next?





KALEIDOSCOPE HD



MAC

SAMSUNG