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
Envision a future that is nothing like today
Leader in Color
Innovation Technology
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
Selfie Nation
Capturing all faces
Future Forward
Eclectic
Selfie Nation
All Ages
All Races
All Sexes
All MAC
Capturing all faces
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
Revolutionary Technology

- Final Product Reservoir
- Substrate Chamber
- Pigment Cartridge
- Optics
SRP: $79.00

includes:

- one product cartridge
- one pigment cartridge
Product + Pigment Cartridges

Sheen Supreme
Mineralize Rich
Pro Longwear Lipcreme
Retro Matte

SRP: $8.00 per replacement cartridge
Integrated Mobile App

- Battery Life Indicator
- Cartridge Replenishment Alert
- Capture & Save
- Magic Mirror
- Social Integration
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.”
Who will CAPTURE the next Ruby Woo?

#RubyWHO?

SOCIALLY SAVVY
#CAPTUREtheCURE for World AIDS Day

SOCIALLY SAVVY
$222 million retail sales in Year 3

$59 million Profit
What's next?