SV | SEAVISION

SEA Vision's end-to-end traceability solution safeguards the authenticity of cosmetics, ensuring transparency, quality, and customer engagement while actively combating global counterfeiting.

END-TO-END
TRACEABILITY SOLUTION
FOR THE COSMETIC INDUSTRY

THE VALUE OF AUTHENTICITY AND TRANSPARENCY

In today's market, **safety, sustainability, healthy formulations**, and **environmental impact** significantly influence consumers' purchasing decisions. As brand owner you want your products to be safe, capable to convey your company values and you want to gain visibility over your entire supply chain.

In the global world the main challenge is how to **control the products along each step of their distribution** along the supply chain, and at the same time give to your customers products that they can perceive as safe, sustainable and natural. Thanks to innovation and advances in technology, today the beauty industry is able to produce products that provide customers with information that goes beyond what is required by law. This is thanks to a **digital label** applied on these products, which generally takes the form of **QR codes, NFC** or **RFID tags**.

UNLOCK THE TRUE POWER OF DIGITAL LABEL

A standard **QR code** or **NFC tag** can create connection to digital experiences but is not sufficient to gain the traceability of product materials and supply chain or protection against counterfeits.

Your products needs to **become unique** using a unique identifier, thereby **unlocking the true power of a digital label**.

UNIQUE IDENTIFIER

End-to-end traceability consists in the **application of a unique identifier** on each cosmetic product. The unique identifier is **recorded in multiple databases** and is **readable along the entire supply chain** from different points.

There are multiple methods to apply a unique identifier to your product.
It can be directly printed using various printing technologies such as inkjet, laser, thermal transfer, etc., onto different data carriers like QR codes, Datamatrix, or 1D codes. Alternatively, the identifier can be written onto RFID and NFC tags. The most suitable solution for your product is determined based on your specific requirements and product characteristics.

Unique identifier tracking along the entire supply chain

Unique identifier recording in database

Unique identifier application

THE SOLUTION

SEA Vision offers a **comprehensive full-stack solution**, leveraging an **extensive experience** in track and trace technology to drive your company to the next level.
With our complete hardware and software solution, you gain the ability to monitor your products along the entire supply chain, from the production to the end-user, regardless of the sales path.
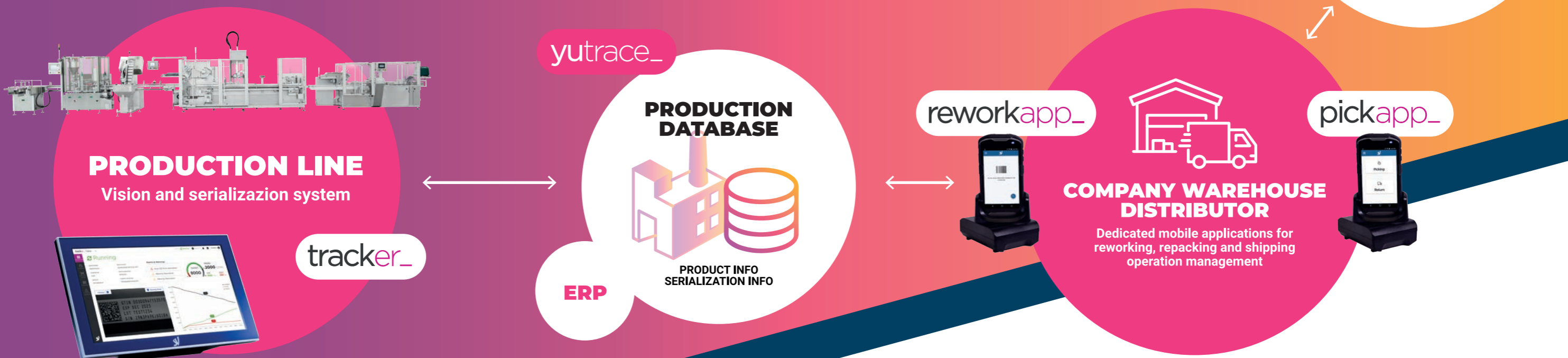

Yutrace autogenerates the unique identifier used to trace the product and stores it in a protected database.

Tracker manages the in-line identifier printing and verifies its correctness.

Reworkapp and **Pickapp** manage reworking and picking operations in the warehouse and distribution centers.

Production and Distribution databases allow you to trace your products along the supply chain. The production database can't be accessed from outside of your company so as to ensure maximum safety.

A dedicated **brand web page** retrieves the information from the distribution database and manages the control along the Supply chain. Our system can be tailored with specialized functionalities for distinct user roles (company agent, retailer, end-user), all focused on verifying post-marketing product authenticity.

INSPECTION AGENT
Checks the product authenticity and its position on the distribution channel

END USER
Checks the product authenticity and marketing info

BRAND WEB PAGE
brandapp_

RETAILER
Checks the sales order. Tracks product info and logistic reference

DISTRIBUTION DATABASE (on cloud)
PRODUCT INFO LOGISTIC REFERENCE, SALE-PURCHASE ORDERS

yutrace_

PRODUCTION LINE
Vision and serializazion system
tracker_

PRODUCTION DATABASE
ERP
PRODUCT INFO SERIALIZATION INFO

reworkapp_

COMPANY WAREHOUSE DISTRIBUTOR
Dedicated mobile applications for reworking, repacking and shipping operation management

pickapp_

THE ADVANTAGES OF CHOOSING SEA VISION

SEA Vision has extensive **expertise in end-to-end traceability solutions**, earning the status of preferred supplier for 50% of the TOP10 Pharma companies globally, with over 1500 lines deployed worldwide.

Our solution is **renowned for its proven reliability**, ease of integration and scalability and capability of adapting to your unique production processes.

1. IMPROVES PRODUCT SAFETY

The SEA Vision end-to-end solution prioritizes customer safety. Through your brand's webpage, you can transparently publish the list of all ingredients used, **ensuring a deeper level of safety for your customers** also when customers scan products, we conduct an authenticity check.

By implementing track and trace strategies, you safeguard both consumer health and your brand from recalls, warnings, and other issues commonly associated with fake products.

2. INCREASES PRODUCT QUALITY

Our solution **safeguards your brand against grey market activities and product counterfeiting**: when customers scan products if the product is genuine, you gain valuable market insights into the sales channels used for purchase. If counterfeit, customers can directly contact you to initiate an investigation.

Our technology serves as **protection against parallel importation**, providing visibility into your distribution chain and insights from business partners to combat unauthorized imports.

3. INCREASES CORPORATE RESPONSIBILITY

Supply chain visibility provides a **clear view** of inventory, warehouses, and sales activities on individual countries. The goal of supply chain visibility is to obtain further information and **reduce risks** (delays, non-delivery, unsold,...). By combining the information obtained from its different elements, the supply chain can be optimized to be as efficient as possible.

CONTACTS

Via Treves, 9 E Pavia (Italy)
Ph. +39 0382 529576
marketing@seavision-group.com

Learn more on
www.seavisionbeauty.com

FOR MORE INFORMATION

Discover more about SEA Vision solutions for cosmetic industry

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