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(51) Int.Cl.⁶ G01J 3/46, A61K 7/42, A61K 7/40
(30) 1997/03/19 (08/820,516) US
(54) **METHODE DE PERSONNALISATION DES FONDS DE TEINT
DERMATOLOGIQUES**
(54) **A METHOD FOR CUSTOMIZING DERMATOLOGICAL
FOUNDATION PRODUCTS**

(57) L'invention concerne une méthode d'obtention d'un fond de teint personnalisé pour couvrir les imperfections de la peau d'une personne. La méthode comprend plusieurs étapes. Il s'agit d'analyser de façon spectrophotométrique la peau normale du client afin d'obtenir les valeurs de coloration normale de la peau en ce qui concerne la clarté, la rougeur et le teint jaune, valeurs identifiées respectivement comme les unités L, a et b. Ensuite, les valeurs de coloration normale de la peau sont converties par calcul à une valeur modifiée déterminée par un programme prédéfini qui corrige les valeurs L, a et b. Puis, selon les valeurs modifiées, on formule un fond de teint facial dont la couleur respecte les valeurs modifiées. Des ajustements sont effectués pour la rougeur et le teint jaune selon un ensemble de tableaux déterminés par le rapport b/a. Habituellement, l'analyse et la détermination des imperfections de la peau sont exécutées par un dermatologue autorisé. La formulation et les ajustements sont effectués ailleurs qu'au bureau du dermatologue et qu'à l'endroit où la peau du client est analysée et évaluée. L'utilisation d'une machine de formulation à distance est grandement préférée pour convertir les instructions reçues à propos de la formulation modifiée d'un client pour doser et mélanger une série de compositions chimiques cosmétiques contenant plusieurs couleurs monochromatiques et agents à effet bénéfique pour la peau. La formule optimale dosée par la machine est emballée, puis expédiée au client.

(57) A method is provided for obtaining a customized skin foundation product to cover human skin imperfections. The steps include spectrophotometrically measuring a customer's normal skin to obtain normal skin coloration values of lightness, redness and yellowness respectively denoted as L, a and b units. Thereafter the normal skin coloration values are converted through calculation to a modified value determined by a set program correcting L, a and b values. Based on the modified value the next step is formulating a facial foundation having color pursuant to the modified value. Adjustments are provided for redness and yellowness according to a set of schedules determined by the b/a ratio. Normally the measurement and skin imperfection determination are performed by a licensed dermatologist. Formulation and adjustment is conducted at a site remote from the dermatologist office or place where the customer is measured and evaluated. Most preferred is the use of a formulation machine at the remote location to convert instructions received about a customer's modified formulation to dose and blend a series of cosmetic chemical compositions containing various monochromatic colors and skin benefit agents. The optimal formula dosed from the machine is packaged and then shipped to the customer.



ABSTRACT

A method is provided for obtaining a customized skin foundation product to cover human skin imperfections. The steps include

5 spectrophotometrically measuring a customer's normal skin to obtain normal skin coloration values of lightness, redness and yellowness respectively denoted as L, a and b units. Thereafter the normal skin coloration values are converted through calculation to a modified value determined by a set program correcting L, a and b values. Based on the modified value the

10 next step is formulating a facial foundation having color pursuant to the modified value. Adjustments are provided for redness and yellowness according to a set of schedules determined by the b/a ratio. Normally the measurement and skin imperfection determination are performed by a licensed dermatologist. Formulation and adjustment is conducted at a site

15 remote from the dermatologist office or place where the customer is measured and evaluated. Most preferred is the use of a formulation machine at the remote location to convert instructions received about a customer's modified formulation to dose and blend a series of cosmetic chemical compositions containing various monochromatic colors and skin

20 benefit agents. The optimal formula dosed from the machine is packaged and then shipped to the customer.

**A METHOD FOR CUSTOMIZING
DERMATOLOGICAL FOUNDATION PRODUCTS**

J6397(c)

- 5 The invention concerns a method for customizing skin foundation products at a central location away from a remote customer.

There are many reasons why consumers wish to purchase skin foundation products in private as opposed to the public spaces of retail counters. For example, patients seeking the medical advice of dermatologists for the
10 treatment of skin defects often experience underlying emotional consequences. Frequently, once the defect, such as acne, burn tissue or eczema has been treated, the healthy skin may appear blotched, mottled, scarred or uneven in texture or color. Healthy skin may also exhibit
15 rosacea (skin redness) or birth marks (port wine stains), regardless of the age or sex of the patient.

Skin discolorations have been generally left to the patient to address by seeking help at a cosmetics counter or aisle. Even if the customer gets
20 past the embarrassment often associated with such public assistance, the selected product is often inappropriate for the skin type and need of the customer.

Cosmetic customers have been aided by a number of companies in the
25 industry who have sought to provide a means for selecting the customer's optimal color shade. For example, Clinique and Clarion have installed computers at sales counters for use by the customer. Information on color shade, oiliness and other properties of a customer's skin are punched into

the computer, which then determines the company's most closely matching product.

Custom blending is also offered by two major companies, Prescriptives
5 (division of Estee Lauder) and Visage (division of Revlon). They begin a sale by manually evaluating a subject's skin color. The salesperson then adjusts existing finished foundations so as to match the evaluated skin color. There are many disadvantages in manual blending. On many occasions there is a poor skin match, reproducibility is poor and extensive
10 training is required of the salesperson. Additionally, the process is a cosmetic one, which is embarrassing to patients unaccustomed to either buying cosmetics or who feel exposed at a public sales counter.

US Patent 4,871,262 (Krauss *et al*) describes an automatic cosmetic
15 dispensing system for blending selected additives into a cosmetic base. The system is intended for use at a retail establishment. A similar system is described in German Patent 41 10 299 Cl (Erdtmann), with the further element of a facial sensor. Although the aforementioned systems have advanced the cosmetic art, they are woefully lacking in addressing the
20 needs of a person wishing to purchase a cosmetic skin product in a private setting.

US Patent 5,622,692 (Rigg *et al*) reports on a method and apparatus for customizing a facial foundation product at the point of sale to a customer.
25 A skin analyzer is applied to a customer's face for reading skin properties. A programmable device then receives the reading and correlates it with an optimal formula. A formulation machine then prepares a facial foundation product based upon instructions received about the optimal formula. Chemicals are then dosed and blended together from a series of

dispensers, each containing a monochromatic color composition. The optimal formula may be altered through customer preferences by manual alteration of the selected optimal formula. A problem with this method is its failure to compensate for non-normal areas of the skin. The method
5 only focuses upon exact matching of color in the normal areas.

Accordingly, it is an object of the present invention to provide a method for matching the skin properties of a person with a particular optimum formula in a private setting, such as a doctor's office, customer's home,
10 hospital clinic, customer's office, etc.

Another object of the present invention is to provide a method for matching the skin properties of a person in a remote location with an optimal cosmetic formula manufactured in a separate central location away
15 from the point of skin measurement, in a manner that is both accurate and repeatable.

A further object of the present invention is to provide a method for matching the skin properties of a person with an optimal cosmetic formula
20 in a central location that requires only minimal training of the color advisor in selecting the proper product.

These and other objects of the present invention will become more readily apparent through consideration of the following summary and detailed
25 description which follow.

Thus, according to a first aspect of the invention, a method is provided for supplying a customized skin foundation product to a customer for covering skin imperfections, the method including:

- (a) spectrophotometrically measuring a customer's normal skin to obtain normal skin coloration values of lightness, redness and yellowness respectively denoted by L, a and b units;
 - (b) converting through calculation the normal skin coloration value to a modified value determined by a set program correcting L, a and b units; and
 - (c) formulating a facial foundation having color based on the modified value.
- 10 Under the invention, a method is provided for obtaining a customized skin foundation product to cover human skin imperfections. The steps include spectrophotometrically measuring a customer's normal skin to obtain normal skin coloration values of lightness, redness and yellowness respectively denoted as L, a and b units. Thereafter the normal skin coloration values
- 15 are converted through calculation to a modified value determined by a set program correcting L, a and b values. Based on the modified value the next step is formulating a facial foundation having color pursuant to the modified value. Adjustments are provided for redness and yellowness according to a set of schedules determined by the b/a ratio. Normally the
- 20 measurement and skin imperfection determination are performed by a licensed dermatologist. Formulation and adjustment is conducted at a site remote from the dermatologist office or place where the customer is measured and evaluated. Most preferred is the use of a formulation machine at the remote location to convert instructions received about a
- 25 customer's modified formulation to dose and blend a series of cosmetic chemical compositions containing various monochromatic colors and skin benefit agents. The optimal formula dosed from the machine is packaged and then shipped to the customer.

The set program of the present invention has been obtained by studies matching patients with many types of skin imperfections to their appropriately colored foundation. Adjustments have been calculated for red and yellow imperfections.

5

Yellowness requires adjustment in the "a" unit of the normal skin coloration values according to the following schedule:

- where b/a is no greater than 1.5, then from -0.5 to 2.5 a units are added, but preferably zero a units are added;
- 10 where b/a is greater than 1.5 to 1.8, then from -0.5 to 3.0 a units are added, but preferably 0.25 a units are added;
- where b/a is greater than 1.8 to 2.1, then from 0 to 3.5 a units are added, but preferably 0.5 a units are added;
- and where b/a is greater than 2.1, then from 0 to 4.0 a units are added,
- 15 but preferably 1.25 a units are added.

Redness requires adjustment in the "b" unit of the normal skin coloration values according to the further following schedule:

- where b/a is at least 1.5, then from -0.5 to 4.0 b units are added, but
- 20 preferably one b unit is added;
- where b/a is 1.3 to less than 1.5, then from -0.5 to 4.5 b units are added, but preferably 1.5 b units are added;
- where b/a is 0.9 to less than 1.3, then from 0 to 5.0 b units are added, but preferably two b units are added; and
- 25 where b/a is less than 0.9, then from 0 to 5.5 b units are added, but preferably three b units are added.

Sometimes a customer may not be fully pleased with the calculated optimal formula of modified value. In this instance, a further modification

is performed to enhance redness, pinkness, yellowness, lightness or darkness but all within the context of a preset customer preference program. L, a and b modified values are further revised based on numbers found from the clinical group studies.

5

Besides color, consideration must also be given to coverage. The term "coverage" means the percent of pigment within a foundation product. Coverage is determined by the type of skin condition to be hidden. For instance, rosacea (level 2 coverage) needs less than a birthmark (level 3 coverage). Thus, the method further provides the optional step of determining the skin imperfection type, and adjusting coverage of the foundation to insure the imperfection remains hidden,

10

The measuring device for the method may be a spectrophotometer/colorimeter having a visible light source, such as light emitting diodes (LED), xenon-arc, tungsten-halogen, etc. in the wavelength range of 400-900 nm. The visible light source may form the sensor portion of the spectrophotometer/colorimeter. Both visible and infrared wavelength light may be utilized in connection with the sensor portion.

20

The method prior to step (b) further provides a step of transmitting the normal skin coloration values and information on the type of skin imperfection as signals over a cable or as written on paper to a central monitoring location. Typical cables include telephone, facsimile and Internet. Mail or courier may be employed instead of any electronic transmission.

25

The formulating step may be performed manually or optionally through a machine which includes:

- 5 (i) a mechanism for receiving information on the normal skin coloration values modified by correction of L, a and b values and for converting the modified information into a set of operating instructions;
- 10 (ii) a set of four dispensers, each of the four dispensers containing a different color chemical composition, the chemical compositions being colored respectively as a red, yellow, black and white monochrome composition;
- 15 (iii) a mechanism for activating dosing to a common dosing chamber of certain of the colored chemical compositions and at certain concentrations as determined by the set of operating instructions to form a dosed formula; and
- (iv) a mechanism for delivering the dosed formula into a container as a skin foundation product.

Delivery of the customized skin foundation product to a customer may either be by mail or a courier service.

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Generally the formulating step will occur at the central monitoring location or at a site remote from the central monitoring location as well as remote from the measuring location. The term "remote" is meant to be any location further than 500 meters away, usually at distances over 10
25 kilometers.

Besides skin coloration, a variety of other skin characteristics may be measured. These include moisturization, oiliness, texture, irritation

sensitivity, skin tone and markers of skin health such as radiance, skin damage, or age such as age spots.

Advantageously, at least some of the colored chemical compositions will
5 include further skin benefiting ingredients such as emollients, sunscreens, moisturizers, perfumes, solvents, anti-wrinkling agents, skin-aging inhibitors, anti-acne, oil control agents, skin tighteners, antiseptics and antibiotics. Alternatively, these ingredients may be dosed via compositions separate from the colored chemical compositions, kept in
10 separate dispensers.

An identification mark may be assigned to each customized facial foundation product. The mark may be labeled on the container. It may also be stored as information within a computer and permanently identified
15 with the customer. An especially useful form of the mark is a bar code.

A method has now been found which can provide a customized skin foundation product to cover skin imperfections. The system is particularly suitable for filling dermatologist prescriptions to cosmetically cover
20 afflicted skin areas. Of course, the method may have uses beyond cosmetic dermatology. It may be used to cover normal skin when a consumer wishes to lighten or darken their coloration to meet preconceived beauty shades.

25 The method begins by selection of an unafflicted area on a customer's neck/jawline typical of their general normal coloration. This area is cleaned preparatory to a reading. The spectrophotometer/colorimeter is then placed in proximity to the cleaned facial area. Visible light emitted in the 400-900 nm range by the device will be reflected off the skin

surface, and the reflected wavelength measured. A total of at least five skin readings along the neck/jaw line region will be taken. The total time for the reading will be approximately 30 seconds.

- 5 A first essential tool of the present invention is that of a skin analyzing module. The module is preferably a hand-held spectrophotometer/colorimeter operating with at least one visible light source such as LED, xenon-arc, tungsten-halogen, etc. Suitable skin analyzers are commercially available from Minolta Camera Co. Ltd, 10 Japan (Minolta Spectrophotometer/Colorimeter CM-2002), from Colortec Associates, Accuracy Measurements and X-Rite. The module is preferably portable so that a customer's skin coloration may be measured at a location remote to a central monitoring location. Such remote locations include a physician's office, a customer's home, hospital, clinic 15 or workplace.

The information obtained from the skin analyzing module at the customer's remote location is transmitted to a central monitoring site. Transmission may be performed via a telephone linkage, fax, postal 20 service or any other conventional means known in the art.

Normal skin coloration value is reviewed either manually or, more preferably, by computer program to modify L, a and b with respect to the "base" corrections listed under Table 1. The preferred corrections values 25 are listed under the "base" column. However, the invention is also operative over a broader range of corrections, as noted above.

For example, an L, a, b reading of 65/15/15 is modified as follows. The L value is reduced by 1.0 units. Since the ratio of b/a is 1, the base

correction for a is 0. Likewise, the ratio of b/a of 1 requires correction for b of 2.0 units. Thus the modified Lab value would be 64/15/17.

For a second example, an L, a, b reading of 70/10/13 is modified as
5 follows. The L value is reduced by 1.0 units. Since the ratio of b/a is 1.3, the correction for a and b would respectively be 0 and 1.5 units. Thus, the modified Lab value would be 69/10/14.5.

TABLE I

Color Correction Chart

CUSTOMER PREFERENCES											
Color Range	Base (None)	More Red		More Pink		Lighter		Darker		More Yellow	
		+1	+2	+1	+2	+1	+2	+1	+2	+1	+2
L	-1.0	-1.0	-1.0	0.0	1.0	0	1.0	-2.5	-4.0	-1.0	-1.0
a											
b/a: is no greater than 1.5	0	0.5	1.0	0.5	1.0	0	0	0	0	0	0
b/a: is greater than 1.5 to 1.8	0.25	0.75	1.25	1.25	1.25	0.25	0.25	0.25	0.25	0.25	0.25
b/a: is greater than 1.8 to 2.1	0.5	1.0	1.5	1.0	1.50	1.25	1.25	1.25	1.25	1.25	1.25
b/a: is greater than 2.1	1.25	1.75	2.25	1.75	2.25	1.25	1.25	1.25	1.25	1.25	1.25
b											
b/a is at least 1.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	3.0
b/a is 1.3 to less than 1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	2.5	3.0
b/a is 0.9 to less than 1.3	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	4.0
b/a is less than 0.9	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	5.0

5 Colors are the amount (in Lab Units) to apply for each situation (absolute, not relative to each other)

Each b/a value will be calculated from the default (b/a is at least 1.5) value. When multiple selected: Average is taken.

10 Table I further includes corrections for "customer preferences". If the facial foundation formulated through the base correction modified L, a, b color proves unsatisfactory to a customer, further adjustments may be

made. For instance, the customer with measured L, a, b of 65/15/15 may prefer a very slightly yellower shade. The b/a ratio is 1. Thus, the measured L will be decreased by 1.0 units, a will be increased by zero units and b will be increased by 3.0 units. As another example, the same customer may have a preference for a much darker color shade. In this instance, the original L will be reduced by the - 4.0 units, a remains unchanged and b will increase by 2.0 units.

Besides the spectrophotometer/colorimeter measurement, a trained facilitator such as a dermatologist conducts an independent determination of the skin imperfection by type. The skin condition types include: acne, rosacea, vitiligo, birthmarks, nevi, keratosis, hyperpigmentation, melasma, spider veins, telangiectasia, acid peels, scars, portwine stains, laser resurfacing, every day complexion problems, psoriasis and any other unusual conditions.

The overall amount of pigments added is determined from an imperfection coverage decision tree as set forth in Table II. Mild skin imperfections such as acne, rosacea, keratosis and the like will receive a Coverage 2. More serious imperfections such as vitiligo, birthmarks, nevi, scars and portwine stains require the higher Coverage 3. Amounts of formula monochrome (color) and modifier compositions to achieve Coverages 1 to 3 are reported in Table III. The term "modifier" refers to a translucent emulsion with talc. Modifier compositions have essentially identical components to that of the formula monochrome but without the color pigments.

TABLE II
Dermatology Coverage Decision Tree

SKIN CONDITION	COVERAGE 1	COVERAGE 2	COVERAGE 3
Acne		X	
Rosacea		X	
Vitiligo			X
Birthmarks			X
Nevi			X
Keratosis		X	
Hyperpigmentation		X	
Melasma		X	
Spider Veins		X	
Telangiectasia		X	
Acid Peels		X	
Scar			X
Portwine Stains			X
Laser Resurfacing		X	
Everyday Complexion	X		
Psoriasis		X	
Other		X	

5

TABLE III
Color Additive Levels

MAKE-UP VARIABLES	FORMULA MONOCHROMES	COVERAGE MODIFIER
Full Coverage 3	100.00%	0.00%
Full Coverage 2	77.00%	23.00%
Full Coverage 1	65.00%	35.00%

- 5 Formulation of the customized skin foundation products may be done manually, or more advantageously can be accomplished through a formulation machine.

10 A typical formulation machine may include a series of dispensers, each containing a different cosmetic chemical composition. Each of the dispensers may be connected into a common dosing chamber through respective tubing. An electronic control board may also be part of the machine. This board may receive electronic instructions as to the optimal formula necessary to be dispensed. Servomechanical activators may be
 15 present within the machine to operate discharge valves for the respective dispensers. In accordance with the selected optimal formula, the requisite valves may be opened and the length of opening time may be regulated pursuant to the required quantity of any particular cosmetic chemical composition to be dispensed. Advantageously, a dosing chamber for
 20 receiving the compositions may be in the form of a dispensing container provided directly to the customer and serving as the product's package. The package may be disposable, or designed for multiple use. The machine may also be capable of adjusting sample sizes of the dosed-mixed optimal formula.

25

A marking mechanism may be associated with the apparatus, preferably housed together with the formulation machine, The marking mechanism may utilize any numerical scheme, e.g. a customer's name, Social Security number, and/or other personalized identification, for connection
5 with the optimal cosmetic product selected through the skin measuring process. Advantageously, the marking will be in the form of a bar code symbol.

When a particular facial foundation is required, an optimal color shade is
10 delivered by combining a mixture of monochromatic compositions, each of which is dosed from a respective dispenser. These dispensers contain a cosmetic chemical composition exhibiting one of four monochromatic colors, i.e. Red 16, Yellow 18, Black 20 and White 22. These colors will typically be achieved by incorporation of a respective iron oxide pigment
15 (e.g. red iron oxide, yellow iron oxide or black iron oxide). White can be obtained from titanium dioxide.

The foregoing description illustrates selected embodiments of the present invention and in light thereof variations and modifications will be
20 suggested to one skilled in the art, all of which are within the spirit and purview of this invention.

THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

- 1 . A method for providing a customized skin foundation product to cover skin imperfections, comprising:
- 5 (a) spectrophotometrically measuring a customer's normal skin to obtain normal skin coloration values of lightness, redness and yellowness respectively denoted by L, a and b units;
- (b) converting through calculation the normal skin coloration value to a modified value determined by a set program correcting L, a and
- 10 b units; and
- (c) formulating a facial foundation having color based on the modified value.
2. A method according to claim 1 wherein the a unit of the normal
- 15 skin coloration value is adjusted according to the following schedule:
 where b/a is no greater than 1.5, then from -0.5 to 2.5 a units are added;
 where b/a is greater than 1.5 to 1.8, then from -0.5 to 3.0 a units are added;
 where b/a is greater than 1.8 to 2.1, then from 0 to 3.5 a units are added;
- 20 and
 where b/a is greater than 2.1, then from 0 to 4.0 a units are added.
3. A method according to claim 1 or claim 2 wherein the a unit of the normal skin coloration value is adjusted according to the following
- 25 schedule:
 where b/a is no greater than 1.5, then zero a units are added;
 where b/a is greater than 1.5 to 1.8, then 0.25 a units are added;
 where b/a is greater than 1.8 to 2.1, then 0.5 a units are added; and
 where b/a is greater than 2.1, then 1.25 a units are added.

4. A method according to any of the preceding claims, wherein the b unit of the normal skin coloration value is adjusted according to the following schedule:
- 5 where b/a is at least 1.5, then from -0.5 to 4.0 b unit is added;
where b/a is 1.3 to less than 1.5, then from -0.5 to 4.5 b units are added;
where b/a is 0.9 to less than 1.3, then from 0 to 5.0 b units are added;
and where b/a is less than 0.9, then from 0 to 5.5 b units are added.
- 10 5. A method according to any of the preceding claims, wherein the b unit of the normal skin coloration value is adjusted according to the following schedule:
- where b/a is at least 1.5, then one b unit is added;
where b/a is 1.3 to less than 1.5, then 1.5 b units are added:
- 15 where b/a is 0.9 to less than 1.3, then two b units are added; and
where b/a is less than 0.9, then three b units are added.
6. A method according to any of the preceding claims, comprising prior to step (b) a further step of transmitting the normal skin coloration value and skin imperfection type as signals over a cable or as written on
- 20 value and skin imperfection type as signals over a cable or as written on paper to a central monitoring location.
7. A method according to claim 6 wherein the formulating of the facial foundation occurs at the central monitoring location or at a site
- 25 remote from the central monitoring location and remote from a location where the measuring step was conducted.
8. A method according to any of the preceding claims, wherein formulating is performed by a machine comprising:

- (i) a mechanism for receiving information on the normal skin coloration values modified by correction of L, a and b values and for converting the modified information into a set of operating instructions;
- 5 (ii) a set of four dispensers, each of the four dispensers containing a different color chemical composition, the chemical compositions being colored respectively as a red, yellow, black and white monochrome composition;
- (iii) a mechanism for activating dosing to a common dosing
10 chamber of certain of the colored chemical compositions and at certain concentrations as determined by the set of operating instructions to form a dosed formula, and
- (iv) a mechanism for delivering the dosed formula into a container as a skin foundation product.

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9. A method according to any of the preceding claims, wherein the measuring is performed with at least one visible light source having a wavelength in the range of 400-900 nm.
- 20 10. Wherein measuring includes evaluating at least one skin characteristic other than coloration selected from the group consisting of a customer's skin moisturization, oiliness, texture, irritation, sensitivity, skin tone, aging markers and combinations thereof.
- 25 11. A method according to claim 8 wherein the chemical compositions include ingredients selected from the group consisting of emollients, sunscreens, moisturizers, perfumes, solvents, wrinkling and skin-aging inhibitors and medicines, oil control agents, anti-acne agents, skin

whitening actives, antiseptics, antibiotics, anti-inflammatory agents and combinations thereof.

12. A method according to any of the preceding claims, further
5 comprising the step of modifying the normal skin coloration values by consideration of a customer's color preference requests.

13. A method according to any of the preceding claims, further
10 comprising the step of assigning an identification mark to each customized facial foundation product, labeling the mark on a container for the product, and also storing the identification mark to permanently identify the customized facial foundation product with the customer.

14. The method according to claim 13 wherein the mark is a bar code.

15. A method for providing a customized skin foundation product as claimed in claim 1 and substantially as described herein.