



MEDIA INFORMATION

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For immediate release

Learn about airless make-up and foam pump innovations at Quadpack's stand

Make-Up in Paris, 23-24 June 2011, Paris, France, Stand EST 22

Visitors to the Quadpack stand at Make-Up in Paris will be able to learn about the latest innovations in airless and foam pump technologies. The international cosmetic packaging provider will unveil an exciting new foamer by Apollo designed for make-up removal, as well as Yonwoo airless cosmetics containers and customised make-up packs developed for leading brands, including Klorane, Dr Schrammek, Make Up For Ever and Beate Johnen.



“Quadpack brings a great deal of technical expertise in skin care packaging to the colour cosmetics market, particularly in terms of product preservation, dispensing innovation and luxury presentation,” said Quadpack CEO Tim Eaves. “Our stand will house a variety of solutions to show how creativity, technology, safety and ease of filling can combine to provide striking make-up packs that help build brands.”

Quadpack will use the show as a platform to launch Apollo's cutting-edge foamers, reinforcing its penetration in the make-up removal market. Apollo foam pumps use patented technology to achieve outstanding foam quality. The manufacturer's new foamers avoid metal parts in the product path, thereby greatly reducing product compatibility issues.

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Exclusively from Yonwoo, Quadpack will show the very latest airless make-up containers that protect products from external contamination and preserve their integrity. These will include the Dual 2-in-1 packs that marry foundation and concealer in a single tube or bottle; the glass-effect Crystal range; and an airless spot pen with brush applicator, offering clog-free precision dosage and targeted application of foundation.

Besides foundation and make-up removal, lip colour will headline among the make-up innovations. Quadpack's airtight lipstick is designed to prevent the common inconvenience of the product drying out. The metal lip gloss roll-on gives a great cooling sensation, while a new small brush tube allows professional application of lip colour. Quadpack will also display the latest range from lip-gloss and mascara specialist Brivaplast.

Branded packs on display will include Beate Johnen's new hot-selling face cream contained in an airtight Yonwoo compact, Klorane's well-pump cleansing water and Dr Schrammek's foundation and concealer pack.

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About Quadpack Group

Quadpack is an international provider of enhanced packaging solutions for beauty and skin care brand owners and contract fillers. With offices in the UK, France, Spain, Germany, Italy, Turkey, Australia and the Far East, and a strategic network of manufacturing partners, Quadpack sources and develops customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.net.

Quadpack is a founding member of the Airless Pack Association (APA):

www.airlesspackassociation.com.

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