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Quadpack packages Dermophil Indien's first colour lipstick

The first lipstick from French laboratory Dermophil Indien combines the values of confidence and performance with luxury and glamour. The company's specially formulated products for the care and protection of lips, hands and skin are gaining ground and when married in with the season's fashion colour, with a chic Quadpack exterior - kiss hello to a winner!

Dermophil Indien's origins go back to 1918, when its founding pharmacist developed a formula to treat skin burns. Protection from all kinds of aggressions and soothing sensitive and irritated skin is still at the heart of the company, whose balms, hand creams and solar/everyday protective sticks are sold in pharmacies throughout France and worldwide.

The laboratory's first cosmetic lipstick comes in five fashion colours, yet still protects the sensitive lip area with a formula that contains nourishing shea butter, anti-ageing vitamin E and UV filters. Rather than present the product in its familiar green and white packaging, Dermophil Indien turned to Quadpack for a more prestigious look.
"Quadpack asked us a lot of questions during the development stage", says Pascale Bataille of Dermophil Indien's Purchasing Department. "This way, an accurate brief was drawn up from the outset, ensuring not only a sophisticated look, but also superior technical performance in the finished product."
Working closely with the lab team, Quadpack developed an elongated aluminium shell, glossy on the inside and matt on the exterior. The company's logo is screen-printed on the outside in black, putting the final touch on an elegant concept that successfully differentiates the lipstick from the rest of the range.

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About Quadpack Industries SA

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Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.

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