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# Capsum's hypnotic serum formula activated by Yonwoo's dropper

Cosmetic pearls are the secret behind Hypnotic Serum, Capsum's new anti-ageing treatment unveiled at in-Cosmetics earlier this year. The French contract manufacturer partnered with Quadpack to devise a delivery system that complemented the high-tech nature of the product. Hypnotic's 'NeoPearls' are now activated and delivered by Yonwoo's innovative Twist & Mix dropper.

Capsum specialises in encapsulation and Hypnotic represents the latest generation. Each pearl harbours a complex mix of beneficial oils. Argan, rose hip and apricot oils combine with commipheroline to nourish, tone and restore density to the skin.

The crystalline pearls are held in a 25ml bottle, topped by a cap containing a liquid serum in a sealed compartment. Twisting the shoulder automatically breaks the seal. In a single gesture, the bottle fills with liquid dissolving the outer shell of the pearls. With a shake, these are transformed into a richly smooth, delicate serum, ready to be applied using the pipette dropper.

Both the SAN bottle and the cap are transparent, keeping the pearls visible and allowing the transformation to be seen. A silver metallised collar gives the finishing touch to this state-of-the-art packaging solution.

Sébastien Bardon, Capsum's CEO and co-founder, said:
"When Quadpack proposed Yonwoo's Twist & Mix, we immediately saw just how perfectly it matched our concept. Now the packaging reflects the sophistication of the formula, performing both technically and aesthetically, while engaging the consumer in the transformation of the product."

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***About Quadpack Industries SA***

*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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