

Press Release

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Thinking pink: Quadpack repackages breast cancer hydration spray

Breast cancer is the most common form of cancer among Australian women. The McGrath Foundation helps sufferers by training and dispatching especially trained breast care nurses to local communities. A unique launch from O Cosmedics will help raise funds for this invaluable work – and Quadpack is proud to form part of the team.

O Cosmedics is a niche line of skin care from Australia that has been developed within the principles of cosmedical skin care, skin solutions on the threshold of medicine. For the benefit of The McGrath Foundation, O Cosmedics' Antioxidant Hydra-Mist – a powerful liquid moisturiser made for instant and mobile hydration – has been repackaged by Quadpack in a bright pink Apollo mist spray bottle.

Marie Cocciolone, CEO of O Cosmedics explains:

"The Antioxidant Hydra-Mist is not only the perfect hydration for people on the go, but also for those who are too sick to get up and apply a cream. We felt this product was a perfect choice for the many women seeking extra hydration during treatment, not to mention the everyday busy individual."

Launched in October 2014 and available for a limited time only, O Cosmedics will be donating an incredible \$10,000 to the McGrath foundation. Quadpack has supplied the bottle at a special price, thus ensuring even greater revenue for The McGrath Foundation's fundraising efforts.

For O Cosmedics, being in the beauty industry implies a responsibility to their core clientele and the issues they face.

Cocciolone adds:

"Sadly, this means that many of them are challenged with breast cancer and the adverse effect treatment can have on the skin. The McGrath Foundation is a super special organisation and cause, so the packaging also needed to be memorable. With the help of Quadpack, I believe we

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have achieved this beautifully."

For further information regarding this promotion please visit www.ocosmedics.com.

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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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