

Press Release

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Quadpack gives a bold new look to Natio's anti-ageing line

The Renew Line & Wrinkle range was one of the major new skin care launches from the Australian skin care company Natio in 2013. Not only did it represent Natio's new approach to anti-ageing and wrinkle prevention, but the products were also packaged with a bold new look.

For the launch of the range, Natio once again turned to Quadpack – and principally Yonwoo's Jumbo – for the packaging concepts. This popular airless dispenser enables formulas to use fewer preservatives and keeps the product free of contamination, making it perfect for high-performance formulations.

In a break away from Natio's signature neutrals, the packaging has been dressed in glossy red, with a two-tone screen print and hot foil stamp on the pump rim for the 30ml Renew Smoothing Serum and both the 50ml Day Cream and Night Cream.

Natio is one of Australia's best-selling natural beauty brands, producing a complete range of skin care products that are based on plant actives and essential oils. Containing moringa butter and plant peptides, Renew Line & Wrinkle is a new range of anti-ageing creams and serums providing defence against free radical damage.

Its effectiveness has been recognized by the prestigious Prix de Marie Claire 2014 awards, which named the Renew Day Cream SP15 as the Best Skincare Product in the 'steal' category.

In the same range, the Roll-On Eye Serum is dispensed via a Quadpack roll-on tube, with a cooling metal roller ball that glides over the delicate eye area, for smooth, targeted application.

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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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