

Press Release

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## **Quadpack provides a touch of distinction for BioNike's OTC eye contour serum**

Founded in Milan in 1930, ICIM International is known in Italy and abroad through its leading dermocosmetics brand BioNike. Its mission: to provide innovative solutions that bring beauty and health to skin. Over the years, ICIM's formulation know-how has resulted in a product range distinguished by its 'Without Philosophy': without parabens, without perfume, without gluten and nickel-tested. This philosophy is reflected in its new Defence Xage Eye Lift, a hard-working eye contour serum that's packaged by Quadpack in a tube with a very special applicator.

BioNike wanted a local applicator with a modern, innovative look and Yonwoo's Finger Touch was a perfect fit. Its airless system protects the formula from environmental contaminants. What's more, it supports BioNike's nickel-tested claim, having no aluminium parts.

The product's crowning feature, however, is its finger-like applicator, which makes usage simple but precise. One press on the pump dispenses a dose of product. The applicator is used to apply it under the eyes and over the brow bone, moving from the inner to the outer eye area. Then, the serum is gently patted into the skin using your fingertips.

Besides functionality, the pack's look was adapted to the BioNike brand using silk screening on an injected colour tube.

BioNike Brand Manager Skincare Laura Auciello said: "When Quadpack showed us Yonwoo's Finger Touch, we loved the distinctiveness of the tube together with its innovative applicator and cost-effectiveness compared to a bottle. Quadpack handled the whole project with great time efficiency and flexibility."

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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](http://www.quadpack.com).*

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