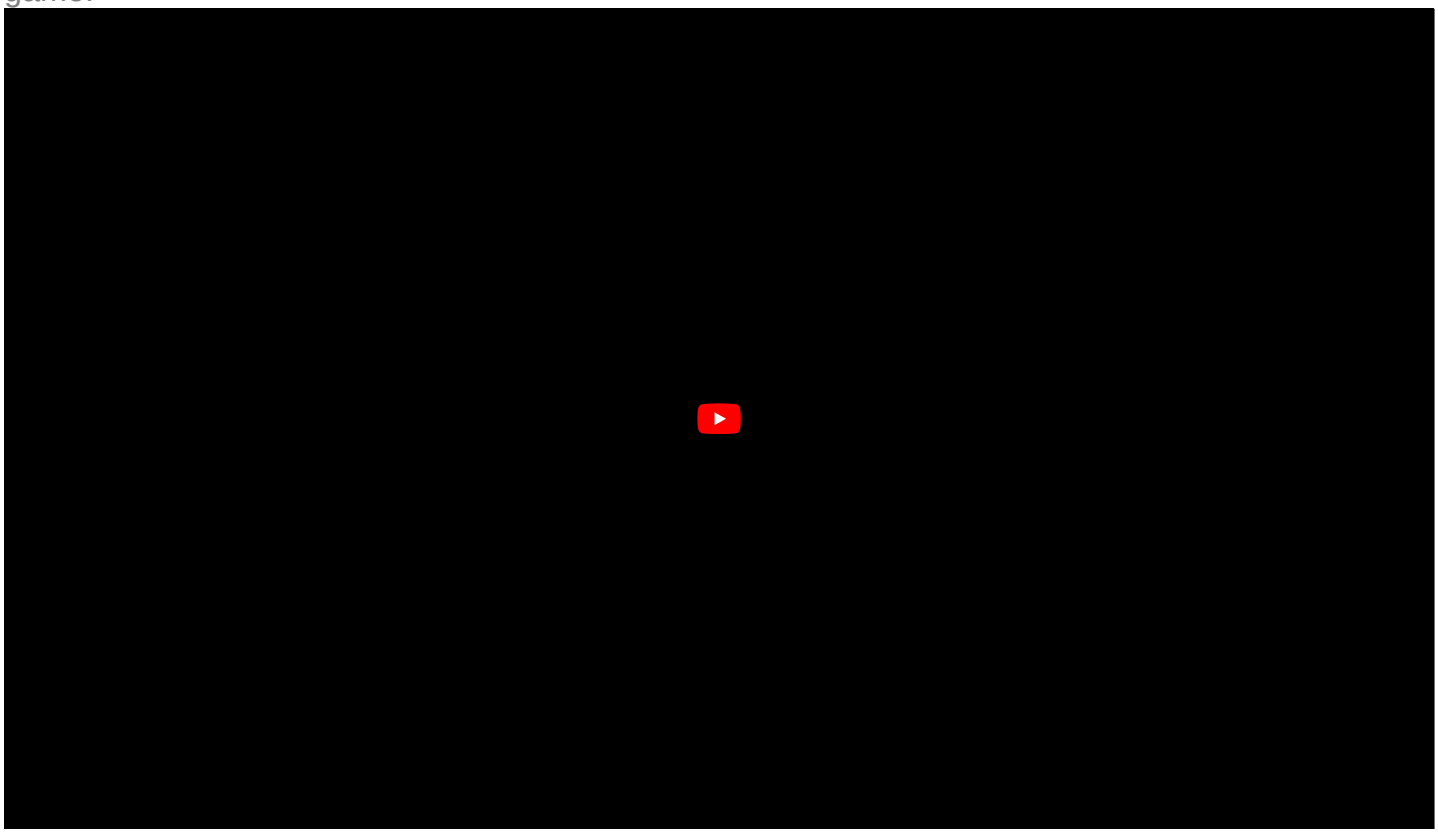
Press Release For immediate release - 21/09/2017

Original Link: *https://www.quadpack.com/assets/11654794/un-packaging-rivoluzionario-per-cosmetici-dalla-formula-asciutta/*

# The game-changing pack for dry formulas

The no-water trend is growing and with it, a fast-expanding range of dry formulas. Beyond their water-saving properties, powders have the capacity to delight, as the formula is ejected in a magical cloud. Baby powder, shimmering body powder, SPF powder, face powder, fragrance dusting powder; these are just some of the products available on the market today, with many more to follow.

"Dry formulas are going to be big. We're only seeing the start of it" says Julie Vergnion, head of Quadpack's Skincare Division. "It's a category in its own right which transcends market segments across skincare, make-up and fragrance. We can only guess at future applications – perhaps self-tanning or cleansing – but, whatever they may be, powders have the potential to change the game."



Contact Details

**Mariam Khan**

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: summit_media@compuserve.com

Dry formulas require packaging solutions that support their unique characteristics. Quadpack's new Powder Spray from Yonwoo is one such solution, specifically designed to handle a wide range of powders and subjected to rigorous testing in partnership with fillers, to ensure perfect functionality.

The pump dispenser doses powder evenly and effortlessly in a targeted puff, thanks to its high-pressure venturi system and flexible, wide dip tube. An on/off locking system makes it suitable for travel.

The Powder Spray has a flush design, can be decorated to match any brand's look and is all set and ready for the next amazing dry formula.

Check out Powder Spray in our online catalogue.

**--- ENDS ---**

***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.*

Contact Details
**Mariam Khan**
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

QUADPACK




Contact Details

**Mariam Khan**

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail: summit_media@compuserve.com