

Press Release

For immediate release - 21/09/2017

Original Link: <https://www.quadpack.com/assets/11658173/epara-cuidado-facial-de-lujo-para-mujeres-negras/>

Epara: luxury skin care for women of colour

Epara has won the Luxury Packaging Award 2017 in the Personal Care category
Read the press release here.

When Ozohu Adoh couldn't find a skin care product that effectively treated her dry, uneven skin, she created her own. Using organic ingredients from her native Africa, she developed a formula that addressed the skincare issues faced by women of colour. Her brand, Epara, is a new luxury skincare brand for women of colour, exclusively available at Harrods.

Quadpack was a packaging solutions partner from the very start. Working closely with award-winning art director and designer Ben Johnston, Quadpack's team developed the packaging of four of the references, a bespoke zamak spatula and all of the secondary packaging for the range.

A Quadpack 250ml polyester jar was developed for Epara's Comforting Body Cream, while its Eye Serum, Balancing Face Oil and Hydrating Serum are contained in Quadpack's Auto-Loading Dropper. A bespoke, zamak spatula was created for the application of Epara's Moisturising Face Cream, Intense Hydrating Mask and Night Balm.

The secondary packaging includes luxury rigid boxes, featuring an EVA insert with a recess for the spatula, and folding cartons – all covered with the same Damask pattern for a look of minimalist elegance.

Ozohu said: "The packs have proven to be a show stopper on Harrods' shelves. They draw customers to take a second look. Quadpack's involvement has been integral to our success."

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QUADPACK

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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