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A touch of packaging magic for Charlotte Tilbury

Forget about dark circles and imperfections. Charlotte Tilbury's Magic Away Liquid Concealer offers full coverage for great-looking skin, every day. This make-up essential comes in a gorgeous 4ml twist flow pen custom-developed jointly by the brand and Quadpack, to offer precision application and a look that's pure luxury.

Charlotte Tilbury has a very distinctive brand image and a product range that combines performance with comfort. For its new concealer, it needed a flow pen with a very precise applicator. Quadpack's global make-up team developed a bespoke flocked sponge in the shape of a tipped sphere. Soft and smooth to the touch, its flat surface allows wide coverage, while its pointy tip targets specific areas.

Every visible part of the pen is tailor-made – from the twisting base, through the body and sponge, to the cap. With 16 shades in the range, the aluminium-sheathed body features a viewing window, offering a smart solution for colour selection.

Both the cap and twist base are personalised with vertical grooves to match Charlotte Tilbury's aesthetic. The logo also appears debossed on the top of the cap. All aluminium parts were anodised the brand's signature rose gold, with night crimson lettering screen-printed on top.

The twist dispenser and precision sponge applicator make it easy to use, while the pen is conveniently transportable. Practical and eye-catching, Magic Away Liquid Concealer is an innovative new product that Charlotte Tilbury calls “the magic wand of makeup.”

Launched worldwide late summer 2018, supported by a huge social media campaign, consumer reaction has been overwhelmingly positive.

Makeup artist and entrepreneur Charlotte Tilbury was honoured with an MBE (Member of the Order

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of the British Empire) by Queen Elizabeth II, for services to the beauty and cosmetics industry, at the Queen's Birthday Honours List 2018 on 9 June.

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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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