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The best discoveries come in small packages

Quadpack invites consumers to join a sensory experience with its fragrance, skincare and make-up sets

Wellness has become a hot topic and not by chance: months of stressful constraints and confinement have created an urgent need for self-care. Exhausted consumers want to look after themselves, physically and emotionally, with beauty experiences that boost their senses and wellbeing.

As a global provider for fragrance, skincare and make-up packaging, Quadpack has created three discovery sets* that offer all the pampering elements that will help stimulate consumers' good feelings. Combining trends like personalisation, small dosage, sustainability and cleanliness, these packs are an invitation to take a sensory journey:-

- Clean Beauty, the Fragrance set: the traditional way to wear perfume is now being reinvented. The Charismo 10ml trio with wooden cap allows brands to provide a personalised experience, where scents can be worn alone or be combined, applied on the skin or accessories. Each fragrance choice can tell different stories and provide unique scent explorations! The natural touch of wood complements the olfactory adventure.
- Home Spa, the Skincare set: body care is at the centre of this discovery set that comes with the 50 ml Regula Light Jar for body scrub, the Flat Head Round Tube for shower gel that can be used with our gentle Bamboo Body Puff, the Soft Bottom Filling Deo Stick for solid body oil and the Fine Mist Spray. New and authentic textures are being embraced by consumers and the small capacities allow them to have affordable luxury.
- Beauty Box, the Make-up set: the new habit of wearing masks has created the need for smudge-proof lips and refocused the attention on the eyes. Multipurpose products like the Straight Bottom Filling Deo Stick (for cheeks and lips) are a practical and trendy solution, while the recyclable Unit Pact PP Compact (balm) and the Liquid Foundation provide a long-lasting effect.

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The 'eye-catchers' are the Plastic Twist Pen for brows and the Plastic Jumbo (eyeshadow).

These sets follow a new trend for mini-sizes, products commonly used for gifts or travel that are now being repurposed, including self-indulging experiences. "Consumers want to be able to boost their own mood and wellbeing through meaningful beauty and personal care experiences. Discovery sets can offer this feel-good factor they are looking for," says Katie Hoddinott, Quadpack's Design Team Leader.

*The Discovery sets are a presentation suggestion only; products sold separately

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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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