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## Beauty steps for wellbeing

Quadpack's range of accessories elevate skincare routines and deliver the feel-good factor that consumers are looking for

How many times have you heard about the 'new normal'? Social distancing, self-quarantine and remote working are all part of everyday life for many of us and consumers are prioritising their emotional and physical health. A recent Mintel study shows that wellness practices are being incorporated in people's routine to "release newfound stress and recuperate some semblance of normalcy."

To elevate the wellbeing experience, Quadpack invites brands to find out how accessories can be the perfect complement to their beauty products through a 10-step home spa routine:

### Steps 1 and 2: Double cleansing

Cleanse first with oil, then with a foaming cleanser. While oil is very efficient at removing impurities like SPF and sebum, foaming cleansers are good against sweat and dirt. Use Quadpack's Muslin Cloth, Bamboo Face Pad or Konjac Towel to remove the product, then rinse it clean. As they can be machine washed, they are more eco-friendly and avoid the need for single-use cotton pads or tissues.

### Step 3: Exfoliation

Exfoliation is one of the most important aspects of your skincare routine: it removes superficial dry or dead cells, increases blood circulation and helps skin to achieve a healthy and glowing look. The Konjac Sponge is perfect for daily exfoliation, thanks to its delicate and gentle touch. It can also be combined with step 2, as it's a fantastic delivery system for foaming cleansers.

### Step 4: Mask treatment

Clay masks remove impurities and absorb oil, while nourishing and softening the skin. Quadpack's mask applicators are clean and easy solutions to avoid the mess. To remove the mask, gently press a warm, wet towel onto the skin, then wipe away. Rinse your face with warm water, then use a cold, wet flannel to close the pores!

### Step 5: Toner and/or essence application

Toners help to soften and regulate skin pH. Essences are a hybrid between a toner and a serum. Both penetrate skin and aid the absorption of the products in the steps that follow. You don't need a single-use cotton pad for this, so apply them directly with your fingers. Use a reusable Konjac Mask

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following this step to help with the absorption of the serum ingredients.

Steps 6, 7 and 8: Serum, eye cream and massage routine

The serum is applied after cleansing, but before moisturising, to deliver powerful active ingredients directly onto the skin, such as vitamin C or hyaluronic acid. The skin around the eyes is at its thinnest and it's important to keep this area hydrated and protected. Massaging the skin stimulates energy and blood flow. It is believed to help reduce wrinkles, rejuvenate, tone and smooth the skin. Quadpack's Gua Sha massage tools and rollers are designed to be used together with serums and eye creams, that help the stone to glide more easily.

Steps 9 and 10: Moisturising and SPF prevention

Moisturisers create a physical barrier on your skin, helping prevent water loss and sealing in the active ingredients used in face masks and serums. Applying sunscreen shouldn't be reserved for the summer holidays, as daily UV protection helps to avoid the development of dark spots, wrinkles and fine lines. Try using a small spatula to apply your creams and lotions to prevent contamination.

Discover Quadpack's range of accessories and create the perfect home spa product line!

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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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