Press Release For immediate release - 27/07/2021

Original Link: *https://www.quadpack.com/assets/13388793/profumi-per-capelli-con-note-mediterranee/*

Mediterranean fragrances for hair

Niche fragrance brand Carner Barcelona launches a new collection of hair perfumes with exclusive wooden caps, inspired by Mediterranean seaside memories

Born in Barcelona, luxury fragrance house Carner has launched its first collection of hair perfume. The new range is an extension of Carner's best-seller fragrances, inspired by Mediterranean nature, formulated to respond to the needs of today's consumers.

"Our hair perfume is an emerging trend in our market. It boasts a special formula to avoid harming the hair and is applied in a mist-like spray for better coverage. With this launch, we aim to please our customers by offering them their favourite fragrances in different formats, focusing on natural ingredients," says Joaquim Carner, Brand Ambassador and Co-Founder of Carner.

The hair perfumes are offered in 50ml bottles with a wooden cap made by Quadpack Wood in Spain, a signature of Carner's fragrances since its very first launch in 2010. "The caps perfectly match our brand's identity: elegant, cosmopolitan and natural. Besides, Quadpack's wooden caps are made in our region, which is important for us," explains Carner. For this collection, the brand opted for a sustainably-sourced ash cap in white, with a sophisticated decoration of hot-stamped gold lettering.

Carner's new hair perfume collection is available in four fragrances:

- Tardes: Inspired by a spring afternoon in Barcelona, with notes of rose, geranium and almonds.
- Bo-bo: The collection's best-seller, with fresh notes of tangerine and orange and white amber base notes.
- Latin Lover: A romantic fragrance, with top notes of aphrodisiac ylang-ylang, bergamot and Chinese magnolia.
- Costarela: A fresh scent with a touch of wood and salty, sandy tones to evoke the sea mist of the port of Barcelona.

Carner's new hair perfume collection can be found in its showroom in Barcelona, online and at more than 250 authorised global retailers.

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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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