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Wood and glass, a perfect match in sustainable beauty

OphirMilano opts for a PEFC-certified Woodacity® cap and the Regula Glass Jar for its new skincare range

Italian cosmetics brand OphirMilano has chosen Quadpack and Biofarma Group to develop packaging and formula for its new range of sustainable skincare. The brand opted for the Woodacity® Solo Turn cap and the Regula Glass Jar for the collection, comprising anti-ageing cream, mattifying gel and face scrub. All formulas use natural and effective ingredients, keeping the brand's commitment to sustainable beauty

"The quality of the ingredients is a value for us, but also a responsibility," said Sara Luak OphirMilano's Marketing Director. "Our commitment to a more sustainable future begins with the careful selection of natural ingredients and ecological, recyclable or reusable packaging," she added.

"It is our duty to protect and promote the environment following the sustainable and recyclable principles in product development. We are proud to provide support to brands like OphirMilano that consider sustainability a must and a social responsibility," declared Ignacio Iturralde Biofarma's Business Development Manager for the cosmetics business line

The Woodacity® Solo Turn cap used in the pack is monomaterial, has no plastic inserts and is PEFC-certified, which safeguards the sustainable source of the raw material. Regula Glass Jar is a recyclable product that can also be repurposed thanks to its premium aesthetics.

"The Regula Glass Jar with its PEFC-certified Woodacity® wooden cap is perfect to be reused as a sprouting jar, jewellery box, spice jar, piggy bank... We want to give our customers the opportunity to not only recycle the packaging but reuse it creatively," said Sara Luak

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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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