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The gold standard in beauty packaging

Quadpack develops a premium dropper for Chantecaille's™ gold-infused serum

North American beauty brand Chantecaille blends nature and science, to provide an exclusive range of luxury skincare powered by botanicals. The company, a family business started by Sylvie Chantecaille and her daughter Olivia in 1998, commemorated its silver anniversary with an exceptional launch: 24K Gold Serum Intense. Chantecaille selected Quadpack to develop a packaging solution that combined accurate dosage, comfortable usage and luxe aesthetics. The Skin-Up Bottle with Dropper was a perfect match, treated with a premium finish to reflect the precious formula within.

Retailing at \$420, the potent formula features an innovative cocktail of 24k gold and Vitamin C, with peptides, botanicals and hyaluronic acid. Every drop is "gold"™ and Skin-Up's™ dropper ensures not a single one is wasted. Its controlled dosage delivery system automatically loads a single dose when the cap is twisted open. A push-button actuator then releases the product on the desired areas of the face. The targeted, mess-free application heightens the luxury experience for the consumer.

The whole pack looks and feels entirely premium. The 30ml bottle is made of perfumery-quality glass, but the finishing touch is the sumptuous gold finish. Just as the formula brings radiance, the decoration shines, too, using a specialised process of vacuum metallisation. The gorgeous gold pack is a fitting container for a product that is already being hailed an "icon-in-the-making"™

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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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