

Original Link: <https://www.quadpack.com/assets/14328185/idony-embraces-authentic-beauty-with-gala-dip-in-pack/>

Idony embraces authentic beauty with Gala dip-in pack

Quadpack's™ Gala bottle and exclusive applicators optimise and simplify the beauty routines of the new brand's™ lip tint, bronzer and blush!

When launching a makeup brand online, first impressions are key to attracting new customers. Consumer experience is crucial in keeping them. Spanish startup Idony Cosmetics understands the importance of the role that packaging plays on both sides. It has selected Quadpack's™ 4.5ml Gala dip-in pack for its lip tint, bronzer and blush. Decorated for a premium look, the pack has been optimised for each of the formulations and matched with the right applicator, to make them easy yet satisfying to apply. All three solutions are made of recyclable PET (polyethylene terephthalate) in a monomaterial design, in line with the brand's™ eco-conscious values.

A Barcelona-based brand, Idony believes in authentic and sustainable beauty. Its vegan and cruelty-free products are created with a minimalist philosophy, inspired by the Mediterranean lifestyle. Having developed its liquid formulas with the utmost care, it looked long and hard for a packaging partner. Idony CEO and Founder Marta DomÍnguez recalled: "It was not easy, as we had a long list of criteria: high-quality design, outstanding functionality, recyclability and versatile customisation options. We found Quadpack right on our doorstep, a leading provider in the beauty sector with a strong focus on sustainability."

Quadpack's™ category specialists helped the brand explore the options and navigate the sustainable attributes of different kinds of packs, deciding on Gala as the ideal solution. The choice of applicator was particularly important, to help realise each product's™ claims and deliver the right experience. Samples were supplied for testing by Idony and its filling partner throughout the development process. "It was amazing to see how a single packaging solution can be adjusted and adapted to different textures and formulas, but remain aesthetically coherent across all three formulas," said DomÍnguez.

Dream Paint Bronzer and Dream Paint Blush "both ultra-light silky formulas for the face" now

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come with The Essential applicator. Its round-tipped spatula has dual reservoirs on opposite sides to hold plenty of product, eliminating the need for redipping. The Essential is extremely flexible and gentle for soft and easy application.

Lip Bloom Oil & Tint, on the other hand, is matched with The Irresistible applicator. The formula fuses a lip oil and a long-lasting tint. The Irresistible's spoon-shaped applicator is designed for highly-pigmented lip products, with a central reservoir and rigid tip for maximum control. Quadpack equipped the bottle with a custom wiper, to ensure the correct amount is loaded onto the tip.

All three packs boast an elegant, harmonious look and feel, with a pale cream cap and Idony's branding screen-printed on the bottles. The bottle of the bronzer and blush is left clear to keep the formula visible, with a subtle frosted finish for a luxury touch. The bottle of the lip tint is opaque, injected the same colour as the cap, to protect the formula's light-sensitive ingredients

The brand launched late 2024 and consumers are loving it, commenting on the 'gorgeous' packaging, being 'minimalistic and super practical to carry in your bag.' Valeria S. said in online review of Lip Bloom Oil & Tint: 'It's very easy to apply. The design is super chic love it!'

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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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