

Original Link: <https://www.quadpack.com/assets/14342495/applica-e-ruota-il-dropper-con-sistema-di-applicazione-stimolante-per-una-beauty-routine-di-nuova-generazione/>

Drop â€™™nâ€™™ roll! The rolling dropper for cool cosmeceuticals

The Freedom Dropper dip-in pack has a built-in rolling applicator that promotes absorption of liquid formulas, while adding a sensory dimension to the beauty routine

Itâ€™™s a dropper, a beauty tool and a massager in one. Freedom Dropper meets the rising demand for packaging solutions for liquid formulas with a cosmeceutical look and feel. The latest innovation of Quadpackâ€™™s Creative Hub builds on its best-selling glass bottle â€™“ the tall and elegant 30ml Skin-Up Bottle â€™“ adding a rolling applicator that enhances the user experience.

â€™œItâ€™™s a brand new concept,â€™ says Category Specialist Alejandra Isern. â€™œBringing a dropper and a rolling applicator together creates just the kind of value-added solution premium brands are asking us for. For users, itâ€™™s a new experience that puts them in control. Unscrew the top, apply a drop on your hand or directly to the face and spread it out with the soft, rolling tip. Use it like a dropper or a beauty tool â€™“ you have the freedom to use it however you like!â€™

Using Freedom Dropper transforms application into a beauty ritual. Housed in a familiar format with trusted functionality, it offers full control of the formula. The drops are steadily released with a light squeeze of the teat, to be rolled onto the skin with the applicator. Its rolling action has a massaging effect, producing a mild vibration that activates the skin and promotes formula absorption. The soft-texture tip is designed with a wavy pattern, inspired by natural shapes. A bespoke applicator can also be developed for a small investment, for instant brand personalisation.

A purpose-built wiper removes excess formula, keeping the rod and applicator clean before releasing the drops, for a mess-free experience.

Freedom Dropper is designed for low-viscosity skincare and makeup products and is especially recommended for moisturising facial oils and serums with active ingredients. The glass bottle makes it compatible with most formulas, even the most complex ones.

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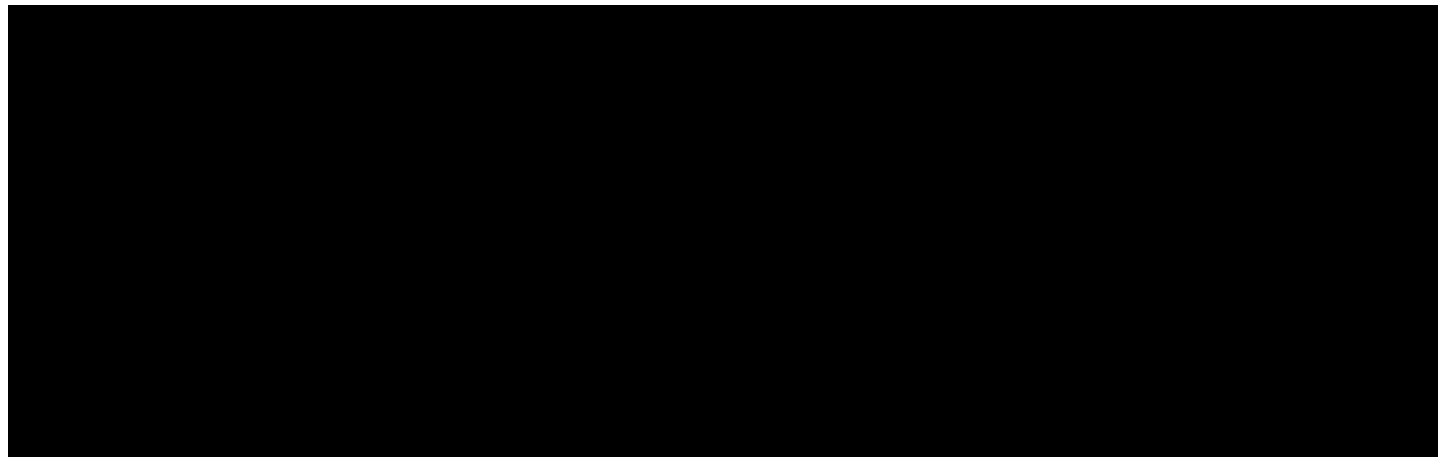


A host of decoration techniques can be applied to match brand identity. The thick-bottomed bottle is suitable for a range of finishes, from colour gradients to holographic effects. The rod and applicator head can be colour injected, while the teat and collar can be glossy or matte. An aluminium sleeve can be added to the collar.

Freedom Dropper is indicative of Quadpack's™ practice of progressive development. Iseri explains: "We build on what works best, using proven components, like Skin-Up Bottle. This allows us to create modular collections with speed and agility, expanding their reach and functionality. For Freedom Dropper, we are exploring new applicator types to address different kinds of formulas, such as tinted makeup products. What you see today is just the beginning of an exciting new innovation journey."

Patent pending.

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging

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QUADPACK

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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INNOVATION CHECKLIST

FREEDOM DROPPER

✓ **DESIRABILITY**
Elegant pack with
sensory appeal

✓ **ADDED VALUE**
Rolling applicator with
massage effect

✓ **EASE OF USE**
Functions like a
familiar dropper

✓ **SMART DESIGN**
Easy customisation of
applicator



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