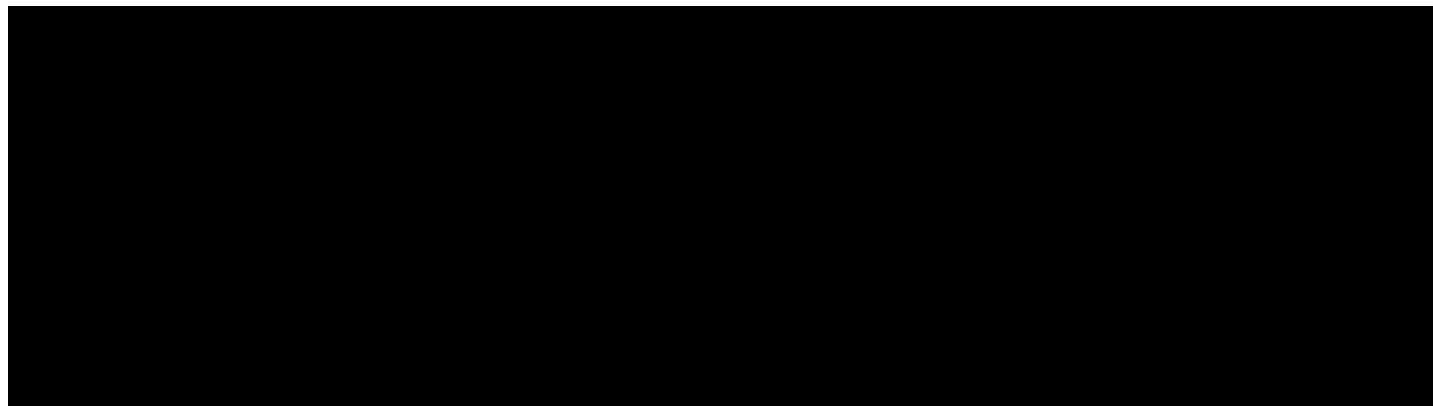


Original Link: <https://www.quadpack.com/assets/14360204/serenity-tube-un-rituel-sensoriel-pour-le-contour-des-yeux/>

## Serenity Tube: A sensory ritual for under-eye care

Quadpack's innovative eye cream tube features a flexible applicator that glides across skin and maximises results



Serenity Tube transforms the experience of under-eye care. The latest innovation from Quadpack's Creative Hub improves the application of skincare treatments on the most delicate part of the face. The tube's smooth and supple applicator feels incredibly soft on the skin. Thanks to its special texture, applying the formula helps promote absorption, with a gentle massage effect for a serene moment of selfcare.

The 19mm-diameter tube, available in 8-25ml capacities, is ideal for creamy formulas like depuffing treatments or anti-ageing serums. Its patented, spatula-shaped applicator lets the user dispense and apply at the same time. A rectangular orifice allows for either a thin line or a wide layer of product "with no leaks or drips, thanks to a unique valve system. The soft TPE material makes it easy to massage the cream into the skin for better penetration. All components can be decorated to match a brand's identity, from luxury sophistication, to playful and fun

Category Specialist Alejandra Isern says: "Serenity is much more than an attractive tube. On the one hand, it offers an engaging way of applying eye creams and, on the other, it adds value to the product, thanks to the textured applicator and the shape of the opening. It works in tandem with

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the formula, boosting its performance. Flexible applicators are very popular for lip care, but weâ€™ve expanded the category to eyes. The product is compelling. Itâ€™s just as comfortable using your fingers!

The tube is available in ABL (5-layer, including aluminium) or PE (mono- or five-layer, with an EVOH barrier for formula protection). The cap is made of PP. Recycled content can also be incorporated: up to 100% in the cap and 50% in the sleeve. Switching from virgin plastic to the maximum PCR lowers carbon footprint by 21% and more than doubles the circularity rate – important considerations for Scope 3 calculations.

Serenity Tube is a new development platform for our Creative Hub. Further applicator designs and textures are currently in progress.

Shop the story:

--- ENDS ---

### ***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](http://www.quadpack.com).*

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## INNOVATION CHECKLIST

# SERENITY TUBE

- ✓ **DESIRABILITY**  
Soft and smooth sensory experience
- ✓ **ADDED VALUE**  
Massage effect and formula absorption
- ✓ **EASE OF USE**  
Flexible tip that glides across skin
- ✓ **SMART DESIGN**  
Different applicators under development



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