Press Release For immediate release - 23/03/2016

Original Link: *https://www.quadpack.com/make-up/news/11212561/lipstick-innovation-quadpack-launches-silicone-free-mechanism/*

Lipstick innovation: Quadpack launches silicone-free mechanism

When it comes to engineering, functionality is king and Quadpack Group's new silicone-free lipstick mechanism improves on standard designs, requiring no lubricant and delivering exceptional performance. A line extension of Quadpack's range, this new design is aimed at brands looking for a high-end solution at the premium end of the market.

"Our Design & Engineering experts have outdone themselves. The new four-component mechanism offers a smooth movement and long-term swivel torque stability," explains Sonia Cerato, head of Quadpack's Make-Up Division. "What's more, with no silicone present, there is no possibility of staining, thereby removing minor aesthetic concerns. It's an elegant, precision-engineered solution."

Quadpack's mechanism eliminates physical interference between the cup and the spiral. This noise reduction – achieved using a special additive in the materials used – ensures excellent regularity of movement along the cup run.

The lubricant-free design means a simpler production process, as no adhesive silicone is necessary to assemble the component parts. Filling is also easy as standard bulk methods are used.

From the consumers' point of view, all they'll notice as they apply their lipstick is a smooth mechanism, that's extraordinarily easy and comfortable to use.

Previews of the new lipstick mechanism – commercially available autumn 2016 – have just been shown at Cosmoprof Bologna.

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QUADPACK

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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