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Quadpack presents new Q-Line Liquid Foundation with flock for comfort

The popular Q-Line Liquid Foundation range has expanded. Answering market demand for greater precision and convenience, the new addition features a wand with a flocked doe foot applicator. The flock tip makes it incredibly easy and comfortable to apply liquid products, especially two-in-one formulas such as foundation and concealer.

Developed by Quadpack's Make-up Division, the pack rounds out the range of pumps and dropper dispensers with a new option for local application. The flock delivers real results, offering a dual benefit of accuracy and comfort. Its multifunction head allows you to play with the shape of the flock: use the back for the forehead, cheeks and chin; the tip to conceal blemishes; or the whole surface for full face coverage.
"Consumers are demanding practical systems that allow make-up to be applied easily in any situation. At the same time, they want it to look professional, so precision is essential. This extension to our range gives them an application method that offers exactly that: comfort, convenience and performance rolled into one", says Sonia Cerato, Quadpack's Make-up Category Manager.
The soft texture of the head makes the formula glide over the skin's surface. The doe foot tip is flexible and silky smooth, adding a sensory quality to a high-end tool.

The outer cap is ABS and can be decorated to suit brand requirements. The inner cap with stem is POM-free with a screw neck fitting. The cap set complements a 30ml glass bottle, fitted with an LDPE wiper. The overall look is one of elegance and luxury.

The Q-Line Liquid Foundation with flock is scheduled for launch late spring 2017.

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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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