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The YouWood collection rides the eco wave

The genie is out of the bottle. A new consciousness is changing the way consumers look at packaging. In the quest for sustainable formats, there is a return to natural materials. Like wood.

Quadpack's ever-expanding YouWood collection rides this new natural wave in style. YouWood's attractive wooden caps, lids and cases are crafted at Quadpack's own manufacturing facilities using ash wood that has been harvested from sustainably managed forests – an asset to any brand.

Importantly, durable ash wood also has lovely aesthetic qualities. With a defined, irregular grain, no two pieces of the YouWood collection are exactly alike, affording a sense of individuality and 'ownership' in the user. Ash wood provides a warm background on which to apply pad, screen and laser printing, or even gold leaf for a peak premium touch.

The YouWood family is now more comprehensive than ever, featuring versatile jars, pots, tubes and bottles as well as a lipgloss, mascara and compact. The latest member is a smart, cylindrical lipstick with a slick click closure.

Refillable lipsticks are the latest in sustainable make-up formats. The YouWood lipstick comes with an optional refilling mechanism that is easy to recharge, and provides an intuitive, cost-and-residue saving feature that will make your customers feel good.

As the demand for natural skincare and cosmetics diversifies, consolidates and grows, so will the YouWood collection from Quadpack. Be sure to check back for new inspiration, references and combinations just made for the riding the new eco revolution.

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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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