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Airless protection for Elixia's high-performance anti-ageing range

Australian skin care brand Elixia has selected four Yonwoo airless packs for its new high-performance anti-ageing range. According to brand owner Phosphagenics, Quadpack was chosen to develop the packs as they were impressed by its innovation, quality and decorating possibilities.

Airless made perfect sense as all Elixia products are free from parabens, formaldehydes, sulphates, phthalates, paraffins, artificial colours and dyes, SLS and SLESs and DEAs. A metal ball spot pen, a Luxefoil tube, two dual-wall jars and a twist pump with retractable actuator all help to protect the integrity of the advanced formulas.

Elixia's Daily Skin Smoothing Lotion and Night Renew Complex are contained in a dual-wall jar with an innovative dispenser disc for hygienic, contact-free use. A single dose of the product is dispensed by pressing a cotton wool pad onto the disc.

The Metal Ball Spot Pen developed for Elixia's Eye Brightening Fluid allows smooth, gentle application of the product. To use, consumers unlock the base, press the button to release the formula and roll the lightweight fluid around the eyes, to refresh, revive and brighten tired-looking eyes.

Elixia Instant Wrinkle Fix Skin Renewal Concentrate uses a dispenser with a retractable pump that sits flush with the lid when locked. The cap twists to unlock the cap and apply the formula.

Elixia Hand Revitalising Cream enjoys extra protection from Yonwoo's Luxefoil tube.

The 25mm tube has powerful foil barrier properties which effectively shield this nourishing hand cream from air, light, gas and moisture.

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The attractive-looking range is decorated in silver with bold magenta panels. Various techniques, including silk screening, hot stamping and metallic spraying, were used to achieve a seamless, coordinated look across the range.

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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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