

Original Link: <https://www.quadpack.com/news/news/11573821/eh-embraces-airless-spray-tube-for-its-new-facial-mist/>

## **EH embraces Airless Spray Tube for its new facial mist**

"At first I was a bit flummoxed by the packaging because, it may be a first, but what difference does that make to the actual product? I soon changed my mind when it squished perfectly into my in-flight transparent beauty bag for my long haul flight to New York. The packaging is actually incredibly efficient and it was indeed the best travel option."

Beauty blogger Really was not alone on social media networks to praise Emma Hardie's new hydrating facial mist. One of the features that makes it so special is its packaging: an airless spray tube from Yonwoo, developed by Quadpack.

Plump & Glow Hydrating Facial Mist is enriched with moringa flower. Scientifically driven for ultimate performance, the mattifying particles form a nourishing layer that boosts skin luminosity. It's no surprise that the packaging is similarly high-tech.

The formula is contained in a tube especially designed to dispense a fine, even mist cloud. At the same time, the tube maintains formula integrity through a double safeguard of Yonwoo's airless technology and an interior Luxefoil aluminium barrier. These two features shield the product from oxidation and external contamination.

The airless system also enables a 360 degree spray application and ensures that all of the product is used, with no waste. The collapsible tube flattens at it is used, keeping the pack flat, with branding visible at all times. And at 90ml, the portable-sized pack is suitable for air travel, allowing users to hydrate their skin in the dry, air-conditioned environment of a plane.

Emma Hardie's branding is applied in a silk-screen decoration, complemented by a bespoke aluminium cap with embossed logo, underscoring the brand's premium image.

"Our Plump and Glow Hydrating Facial Mist not only contains some of the most innovative skincare ingredients, it is also highly practical. We chose the soft, portable tube for easy on-the-go use; it is the perfect travel companion for those moments when you need an extra boost of hydration – delivered in a fine mist spray that is dispersed in a unique, wide-reach delivery pattern," said Helen

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Goldie, Managing Director of Emma Hardie.

The project took a mere 10 weeks to complete. Launched in August 2016, Plump & Glow Hydrating Mist was the first airless spray tube to be introduced in the European market. As with all its marketing, Emma Hardie has successfully been using social media to spread the word of the new product: the brand saw a 48.7% increase in engagements on Instagram surrounding its launch.

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

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