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Prismologie: Transforming bodycare into luxury skincare

Prismologie harnesses the transformative power of colours. Created by Sheikha Intisar Al-Sabah and Sheikha Fatima Al-Sabah, the brand is leading the way in today's trend in wax sticks, repurposing a bodycare pack for a truly sumptuous body balm. Quadpack developed the packaging for Meridien Balm, transforming a simple twist-up stick into a multi-purpose balm wand that exudes luxury.

Meridien Balm comes in six distinctive colours: white for clarity, yellow for confidence, pink for comfort, green for serenity, red for vigour and indigo for stillness. These colours are reflected in the packaging for easy identification and brand consistency.

The travel-friendly sticks come in 30, 50 and 75g capacities, with a 4.5g sampler. Each of the six variants are colour-matched in the corresponding hue and treated with a matt varnish, with branding and lettering applied in gold. The glossy gold cap completes the pack, offering an attractive contrast in lustre.

As part of the brand's sustainability values, the products are not tested on animals and SLS and paraben-free, while every single element of the packaging is recyclable.

The Prismologie range is sold in the UK, the US, the Middle East and Hong Kong.

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging

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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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