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Dress for success with the Moo Collection

The right accessories can make or break an outfit. It is the same with beauty and skincare products. Whether as a gift with purchase (GWP) or as part of a gift set, the inclusion of a little something extra seduces consumers. Quadpack's Secondary Packaging team offers brands an ideal way to do this with the Moo Collection, a catalogue of high-quality skincare accessories and keepsakes.

"It's a collection that has evolved from market demand and will continue to grow organically," explains Amanda Bocker, Quadpack's secondary packaging specialist. "We are keeping our eyes open for new additions and doing a lot of investigating into what consumers want."



For beauty brands, the Moo Collection represents a winning design-to-delivery concept. Each accessory responds to current skincare needs and trends, particularly that of sustainability and favouring natural ingredients and materials.

For cleansing formulas, the collection's Tourmaline Konjac Sponge and bamboo face pads help cut down on cotton wool. The dual-ended Clay Mask Spatula has a brush on one end and a hygienic and washable silicone spatula on the other; an eco alternative to the single-use Q-tip. Moo's ready-filled face masks are packed with essential oils. And for a timeless feel, old-fashioned blotters and muslin and cotton flannels push home the message that GWPs need not be cheap or 'faddy', but rather items that look great on your bathroom shelf and designed to be keepers.

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The Moo Collection is presented as it would at point of sale: in craft paper sheaths and envelopes, which Quadpack can print with a brand's own graphic identity. The accessories themselves also offer opportunities for a bespoke accent, from embroidery on the cloths and flannels, to screen printing on the handle of the spatula.

Quadpack's design experts can help get brands' creative juices flowing, making their next GWP product launch runway perfect.

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Editors: High-resolution photos available on request.

About Quadpack Industries

Quadpack Industries is an international manufacturer and provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, the US 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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